

Brand Journey from Awareness to Loyalty – A Study Of Skin Care Cosmetic Products

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ABSTRACT

The cosmetics and beauty products industry is growing on a fast pace in India. The reason is that, personal care and beauty care has gained prominence in the recent years, say, in the millennium era. This phenomenon of personal care and beauty consciousness among women led to set up beauty parlours and which in turn led to the growth of cosmetics industry. Both the domestic and international cosmetics markets are growing in its full length.

Cosmetic industry is one of the fastest growing industries in the Indian market and is valued at around 6.5 billion USD in 2018-19. The cosmetic industry is racing with enormous growth potential. The projected growth of the industry by the year 2025 is expected as 22%. The quality of beauty products depends on the brand loyalty and brand image of the products, that elevates the growth of the cosmetics industry.

Brand awareness is to be created among the public to expand the domain of cosmetics industry to provide qualitative services to the aspiring beauticians and the upcoming women entrepreneurs who have taken this as a profession. To elevate the brand image of these products, the domestic players are doing a good job in the market by introducing natural, herbal and ayurveda products.

This paper focuses on the brand awareness of cosmetic products and towards the brand loyalty. In other words, it's a brand journey from brand awareness to brand loyalty in general and skin care products in particular.

Index Terms: Brand Journey, Brand Awareness, Brand Loyalty, Cosmetic & Beauty care Products and Women Entrepreneurs.

I. INTRODUCTION

India has seen tremendous growth of modern organized retail channels like hyper

markets, speciality store chains, departmental stores, super markets and shopping malls along with direct selling and a highly competitive e-markets for cosmetic brands.

India – A land of opportunities

To give an instance, India has few professional saloons, make-up personnel that can cater to the growing need for cosmetics and beauty products across the country. This gives an opportunity to national as well as international make-up lines, cosmetic products and beauty care products to penetrate into new markets.

Similarly, the skincare segment in the Indian market is flooded with natural ingredients based products at present. Demands are high for products that are formulated using key ingredients like seaweed extracts and sea salts and other mineral-rich elements. Since these ingredients being exotic are found majorly in premium skincare segment, international players can seek to occupy a large share of the total space in the premium mass segment in the future. The key factors to successfully enter the beauty and cosmetics market in India include careful understanding and adaptation of Indian skin types and tones and customize products accordingly. During the initial years of entering the market, the volumes of sales are likely to be low while the cost of operations is observed to be high. Gradually the scenario will change as sales are expected to increase.

CENTRAL DRUG STANDARDS CONTROL ORGANIZATION (CDSCO)

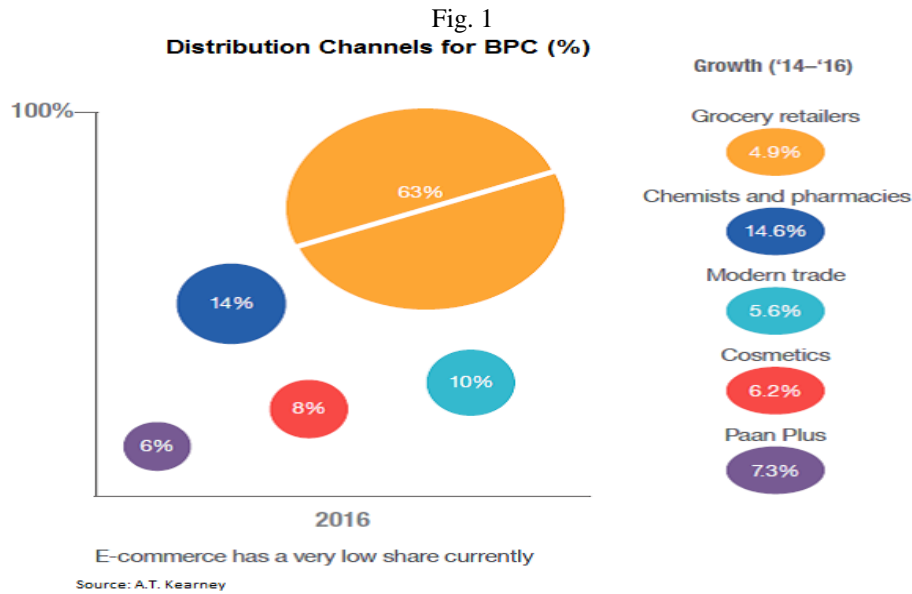
The Indian Licensing Authority for mandatory registration of all cosmetics imported in India is the office of the CDSCO in the office of the Drug Controller General of India (DCGI). The DCGI's office administers the Indian Drugs and Cosmetics Act of 1940, which governs the

manufacture, sale, import, export and clinical research of drugs and cosmetics in India.

Distribution Channels and Marketing

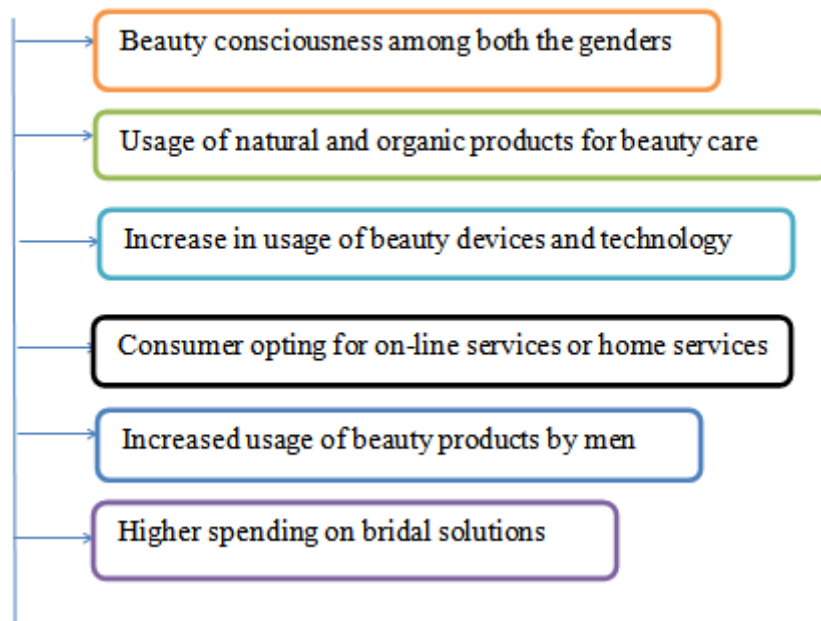
India is observing a tremendous growth of modern organized retail outlets such as Hyper

Markets, Super Markets, Departmental Stores, Speciality Store Chains and Shopping Malls and highly competitive e-Markets for cosmetic products.



The above figure shows that, cosmetics has a share of only 6.2%, which has to be increased in the future years. Trends that are shaping the Indian Cosmetic Industry

Trends that are shaping the Indian Cosmetic Industry



Based on the growing importance of Cosmetic Industry in India, it is imperative to study the views of various authors.

II. REVIEW OF LITERATURE

Review of Literature based on research papers w.r.t research methods and period of research

A REVIEW LITERATURE ON BRAND LOYALTY – Research Method

Table .1

Research Method	2005-2010	2010-2015	2015-2018	Total
Survey research	17	29	62	108
Panel research	3	8	10	21
Qualitative research	0	1	2	3
Secondary data research	0	0	3	3
Experimental research	3	2	3	8
Total	23	40	80	143

Source: Secondary Data

From the above table, it is opined that, survey research is 77.5% of the various researches conducted on brand loyalty. It shows that the awareness on brand loyalty has been increased in the recent years.

A REVIEW LITERATURE ON BRAND LOYALTY – Sampling Method

Table .2

Sampling Method	2005-2010	2010-2015	2015-2018	Total
Probability	12	10	26	48
Non-probability	8	29	43	80
Total	20	39	69	128

Source: Secondary Data

The above table shows that, the brand loyalty among the consumers is increased more between 2015 to 2018 when compared to 2005 to 2014. It shows that the phenomenon of brand loyalty is highly diversified. This indicates that there are disagreements between researchers on the methods to define and measure brand loyalty. Based on the literature review from view point of research methods and sampling methods, it is concluded that awareness on brand loyalty should be more emphasized with regard to cosmetic and beauty industry in India. The above literature review reveals that the period after 2015 has shown little increase in brand loyalty of cosmetic products.

III. STATEMENT OF THE PROBLEM

Brand awareness and Brand loyalty of cosmetics and beauty industry is to be focussed from the users end, as its usage is increased in the recent years by both the genders, may be, the physical or mental consciousness regarding their appearance or the status symbol in the society by

many or many be brand ambassador of beauty or may be for any other reasons. Hence, it is the need of the hour to take the study on brand awareness and brand loyalty of cosmetics in India.

IV. 4.0 OBJECTIVES OF THE STUDY

Based on the statement of the problem, the following objectives are taken for the purpose of the study:

1. To study the brand awareness and brand loyalty among the youth.
2. To study the growing relevance of brand loyalty of cosmetic industry in India.

RESEARCH METHODOLOGY

The study is empirical in nature. In order to realize the aforementioned objectives, primary data has been used and a structured questionnaire is given to respondents. The population of the study consists of people between age group of 15 to 45 years. The sample size is taken as 150. However, 127 questionnaires were filled and effective for the

purpose of the study.. Convenience method of sampling is used by the researcher.

Statistical Tools

For data analysis and interpretation and testing of hypothesis, Garrett Ranking and Chi Square method and descriptive statistics have been used by the researcher.

Hypothesisfor Testing

H₀₁: Brand awareness and age of the gender are statistically independent variables,

H₀₂: Brand loyalty, income and gender are statistically independent variables.

Demographic profile of the respondents:

1. Age
2. Gender
3. Domicile
4. Education
5. Occupation
6. Annual Income
7. Marital Status

Table No.1

Age Group	Frequency	Gender	Frequency	Domicile	Frequency
15-25	89	Male	37	Urban	97
25-35	28	Female	75	Rural	30
35-45	10	Tr. Gender	15		
Total	127		127		127

Source: Primary Data

Table No.2

Education	Frequency	Occupation	Frequency	Annual Income	Frequency	Marital Status	Frequency
Inter	37	Employment	77	5,00,000	56	Married	59
Degree	65	Business	20	10,00,000	49	Un-Married	78
P.G.	22	Home Maker	37	15,00,000	12		
Total	127		127		127		127

Source: Primary Data

Views of the respondents are collected by a questionnaire through Google forms and analysed the data in the following areas:

1. Are you aware of any brands while purchasing cosmetic products ?
2. Whether consumers give preference to budget or brand for cosmetic items ?
3. Who will influence your purchase decisions in your life mostly ?
4. Beauty consciousness is more among all age groups in the present era.
5. Whether consumers purchase brands in cosmetics for a trial base ?
6. What factors are contributing you to switch over to other brands often ?

Table No.3

Are you aware of any brands while purchasing cosmetics products?	Frequency	Percentage
Yes	98	77.16
No	37	22.84
Total	127	100.00

Source: Primary Data

Table No.4

Whether consumers give preference to budget or brand for cosmetic items ?	Frequency	Percentage
Brand	87	68.50
Budget	40	31.50
Total	127	100.00

Source: Primary Data

Table No.5

Whether consumers give preference to budget or brand for cosmetic items ?	Frequency	Percentage
Brand	87	68.50
Budget	40	31.50
Total	127	100.00

Source: Primary Data

Table No.6

Who will influence your purchase decisions in your life mostly ?	Frequency	Percentage
Parents	67	52.70
Friends	40	31.49
Relatives	27	15.81
Total	127	100.00

Source: Primary Data

Table No.7

Beauty consciousness is more among all age groups in the present era.	Frequency	Percentage
Yes	97	76.30
No	30	24.70
Total	127	100.00

Source: Primary Data

Table No.8

Whether consumers purchase brands in cosmetics for a trial base ?	Frequency	Percentage
Yes	76	59.80
No	51	40.20
Total	127	100.00

Source: Primary Data

Table No.9

What factors are contributing you to switch over to other brands often ?	Frequency	Percentage
Advertisement	26	20.47
Quality	70	55.11
Reasonable Price	31	24.42
Total	127	100.00

Source: Primary Data

V. RESEARCH FINDINGS

Based on the data analysis, the following findings are observed.

1. The data analysis reveals that the young consumers are well aware of the cosmetic products and brands available in the market.

2. Among the youth, more preference is given to brand rather than budget, the reason might be many of their expenses are out of parent's pocket.

3. Most of the respondents view that, their purchase decisions are influenced by their friends or parents.
4. The result also indicates that excellent quality plays a vital role in building brand loyalty, on contrary, quality, allergic reaction and recommendation cause to switch over to other brands.
5. Amazingly, creative advertisement and celebrity marketing do not greatly affect buying behaviour of youth. Therefore, marketer as well as producer should place more emphasis on quality factor.
6. The testing of hypothesis reveals that the brand awareness and age of the gender are statistically independent variables. The brand loyalty, income of the consumer and gender are also statistically independent variables.
7. Further, this study reveals that 79.30% of the male respondents and 90.60% of the female respondents prefer skin care products mostly. 69.7% of the respondents are loyal towards the brand, irrespective of the new brands in the market.
8. 70.07% of the respondents opine that, they are more beauty conscious, irrespective of their age, income and culture.
9. 59.8% of the respondents view that they purchase cosmetic product brands for trial base, as new brands often attract.
10. Phenomenon of switching to various brands is only 20.47% among the respondents based on advertisements.
11. 55.11% of the respondents prefer quality, to switch often to other brands.

VI. CONCLUSION

Based on the findings of the study, the researcher has drawn the following conclusion.

Irrespective of the domicile, age, gender, occupation, income and marital status, today, all are conscious first about their physical appearance. Prominence is given to outlook rather than any other factors. The brand awareness and brand loyalty are to be still focussed among our Indians, though they are beauty conscious. Marketers often concentrate on advertisements to attract the consumers towards cosmetics and beauty products, rather than quality. Only few companies such as Revlon and Lakme are the two most popular brands that concentrate only on quality.

SUGGESTIONS

1. Quality of the brands should be given enough preference.

2. Male cosmetic products should be brought into market more.
3. Brand awareness should be created among the people first, they gradually, that develops, brand loyalty.
4. Producers should enter into new markets by bringing the cosmetic products for both genders equally.
5. Innovative brand loyalty programme should be undertaken by the producers to create a class of stable and steady group of consumers.

SCOPE FOR FURTHER RESEARCH

Beauty consciousness is among six in ten of a group. The other four of that group can also be influenced by the six, and bring awareness on beauty consciousness today. Hence, there is much scope in the field of research by the scholars and can take an extensive study on various variables pertaining to brand awareness, brand loyalty, national and international perspective, rural and urban comparison and so on as per the researcher's ability of problem identification.

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