



BRAND LOYALTY OF WORKING WOMEN TOWARDS SKIN CARE PRODUCTS & DEMOGRAPHIC FACTORS AFFECTING IT (WITH REFERENCE TO RAJKOT CITY)

Vandna H. Gurubaxani

Ph.D Scholar

Department of Commerce & Management

Bhakta Kavi Narsinh Mehta University

Junagadh

Dr. Arvind M. Gajera

Principal

J.K.M. Commerce & B.B.A. College

Junagadh

ABSTRACT

The main Aim of this paper is to examine working women's brand loyalty with reference to skin care products as a part of cosmetics in Rajkot city of Gujarat. Moreover the impact of Demographic factors on brand loyalty for skin care products is also analyzed by researchers. For this purpose Questionnaire were distributed among 50 working women respondents which covers student, Business women, Professional and Job category selected by Researchers. Keeping in mind geographical concentration, a convenient sampling technique has been used for this study. Chi-square - Non parametric test is used by researcher apart of Data analysis. Result shows that Majority of working women of Rajkot city are Loyal towards their particular brand of skin care products and there is no relation between Demographic factors and women's brand loyalty towards skin care products. The study helps also too marketers of cosmetics to frame various policies and strategies regarding product, Price, place (distribution) and promotion apart of the marketing mix.

Keywords: Brand Loyalty, Working women, Demographic factors, Skin care product

INTRODUCTION:

In Normal term "cosmetics" is applicable to all preparations used by consumer externally to condition and beautify and modify their body, by doing cleaning, coloring, Nourishing softening in terms of caring and protecting the skin, hair, hand, leg, nails, lips ,eyes. Thats why Cosmetics products are used to the human body for cleansing, beautifying, Transformation, promoting, developing inner and outer attractiveness or change the outlook without affecting the body's human being's structure. Today day by day mainly the growth and development of cosmetics industry and beauty products markets has become increasing as users are now becoming aware of appearance, beauty, grooming and the choice of personal care products by various means of communication and promotional tools which is adopted by the company itself. Even marketers are finding new opportunities to fulfill the various needs and demand of consumers so that they can also remain sustain in the market in this competitive era. This paper provides an overview of the brand



loyalty of working women towards particularly skin care products and how personal factors affecting it.

REVIEW OF LITERATURE:

Soukvina Philavanh (2013) by their article elaborated Indian consumer 's purchasing behavior in case of hair care products of especially HUL and P&G, where researchers found that mainly females who used hair care products of HUL and P&G. Moreover On other side , the women's behavior for using was less than 1 year only for hair care products of HUL and P&G, so it is conclude that Indian consumers did not have product loyalty for both companies, and they might change or swift to other brands anytime due to many factors and reasons.

O.T.V Latasri and Libya Sangeetha Sharmila (2013) analyzed that there were mainly seven factors that affect consumers' brand loyalty towards certain Hair oil brands. These factors were: brand name, product quality, price, style, store environment, promotion and service quality.

Anjali Sharma et al. (2014) investigated the effect of brand loyalty on consumer buying behavior in case of beauty products. Researcher observed that while buying cosmetic products by consumers, Majority of them opined that quality is the main factor at the time of purchasing of the beauty products preferred by brand and by price. No doubt, according to some women packaging is considered as key factor for decision making. Researcher concluded that quality and packaging are generally important factors that are responsible for switching to other brands and lastly friends are the most powerful as reference group.

Prof.Dr.Abdul Ghafoor Awan, Asad-ur Rehman (2014) suggested that brand loyalty can be created with improving customer satisfaction and offering high brand value. additionally Researchers stated that Brand performance has directly significant positive relation with customer satisfaction in case home appliances sector of Pakistan Region. At last output shows that 33.6 percent customers were satisfied based on brand performance.

STATEMENT OF THE PROBLEM:

As it from the above reviews it has been examined that, till date, many number of researches related to brand loyalty were undertaken by many researchers to study and covering different aspects of Brand Loyalty at the national as well as International Level. However one is yet to come across similar researches in the field of Brand Loyalty at the local Level in India or within the Gujarat particular focuses on Rajkot city. so the researchers had decided to undertake a study that spread over a wide scope entailing a comprehensive examination of the brand loyalty of skin care products consumers and know the relationship between working women' s brand loyalty and demographic factors affecting or not particularly in Rajkot city of Gujarat.



OBJECTIVES OF THE STUDY

- To know the awareness of working women regarding the word brand loyalty.
- To know the loyalty status of working women.
- To know the relationship between brand loyalty and its impact on demographic factors of working women while purchasing.

METHODOLOGY:

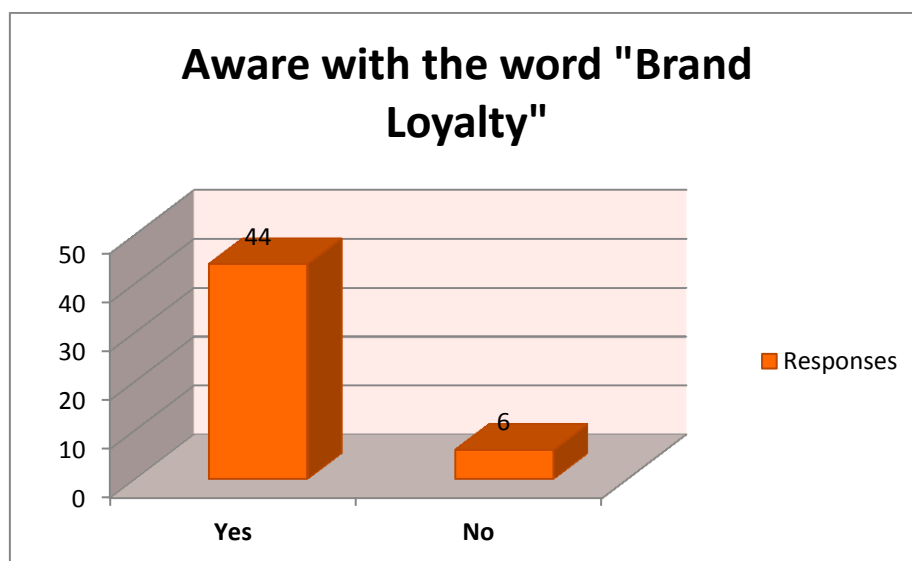
This study is limited to 50 selected working women from Rajkot city of Gujarat only whose age between 18-35. For this study convenient sampling method is used by the researcher for better reliability of data with simple reason of geographical view point. For Data Analysis purpose, Chi – Square (Non parametric test) is applied by Researchers for better justification to study.

DATA ANALYSIS:

TABLE NO. 1: AWARENESS OF WORKING WOMEN REGARDING WORD “BRAND LOYALTY”

Aware with word “Brand Loyalty”	Responses
Yes	44
No	6
Total	50

(Calculated from Questionnaire)

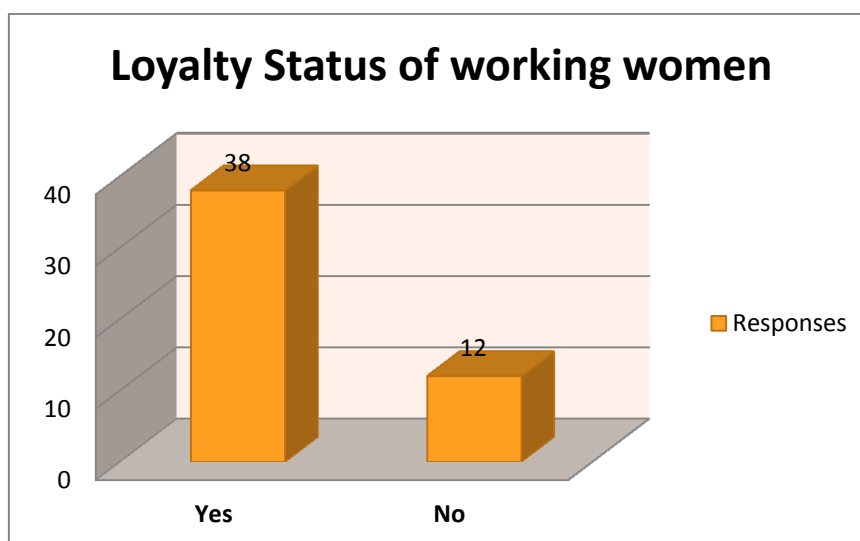


FINDINGS: From the above chart, it is found by researcher that majority of working women i.e., 88% are aware with the word ‘Brand Loyalty’. While only 12% are not aware.

TABLE NO. 2: LOYALTY STATUS OF WORKING WOMEN OF RAJKOT CITY TOWARDS SKIN CARE PRODUCTS

Specialy Loyal Towards particular Brand of skin care products	Responses
Yes	38
No	12
Total	50

(Calculated from Questionnaire)

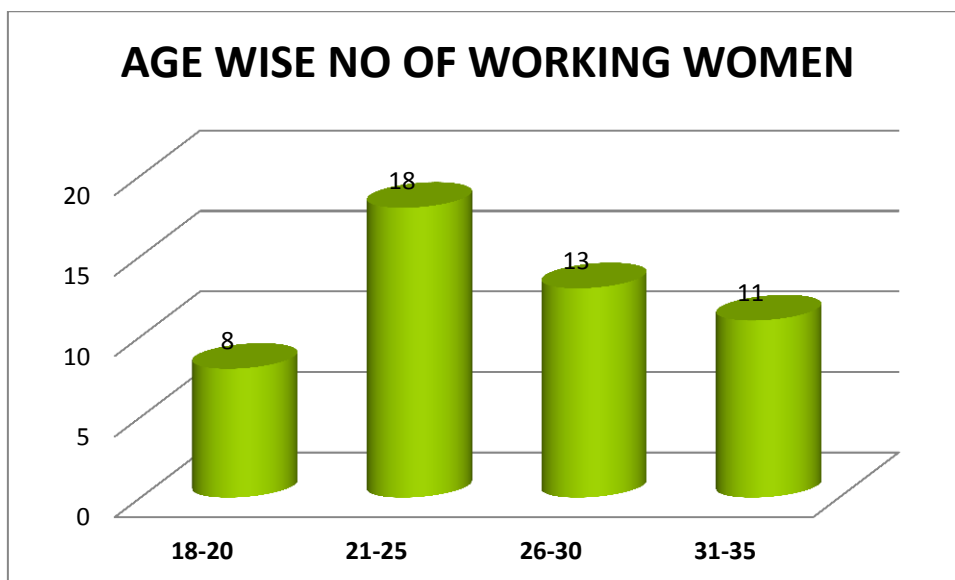


FINDINGS: Above classification shows loyalty status of working women towards skin care products. It is observed that, 76% working women are especially loyal towards to particular brand of skin care products. While only 26% are not loyal.

TABLE NO. 3: AGE WISE CLASSIFICATION OF WORKING WOMEN

AGE	NO OF WORKING WOMEN
18-20	8
21-25	18
26-30	13
31-35	11
Total	50

(Calculated from Questionnaire)



FINDINGS: The above table shows age wise classification of selected working women of Rajkot city. By this Researcher interpret that out of 50 working women, majority of them are of age between **21-25** whose ratio is **36 %**. We can say that it covers lots of young generation. While only few working women whose age between 18-20 that is 16%.

HYPOTHOSES TESTING:

✚ *RELATIONSHIP BETWEEN WORKING WOMEN'S BRAND LOYALTY TOWARDS HER FAVOURITE BRAND OF SKIN CARE PRODUCT/S & HER AGE*

Table – 3.1

✚ **CLASSIFICATION OF AGE WISE WORKING WOMEN**

AGE	LOYAL	SWITCHER	TOTAL
18-20	5	3	8
21-25	17	1	18
26-30	10	3	13
31-35	6	5	11
Total	38	12	50

(Calculated from Questionnaire)

CHI – SQUARE TEST:

To assess the relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Her Age, the Hypotheses are:

✚ **HO: There is no significant relationship between working women's brand loyalty towards her**



favourite brand of skin care product/s & Her Age.

- ✚ H1: There is significant relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Her Age.

Table 3.2

✚ **Age of working women & Brand Loyalty**

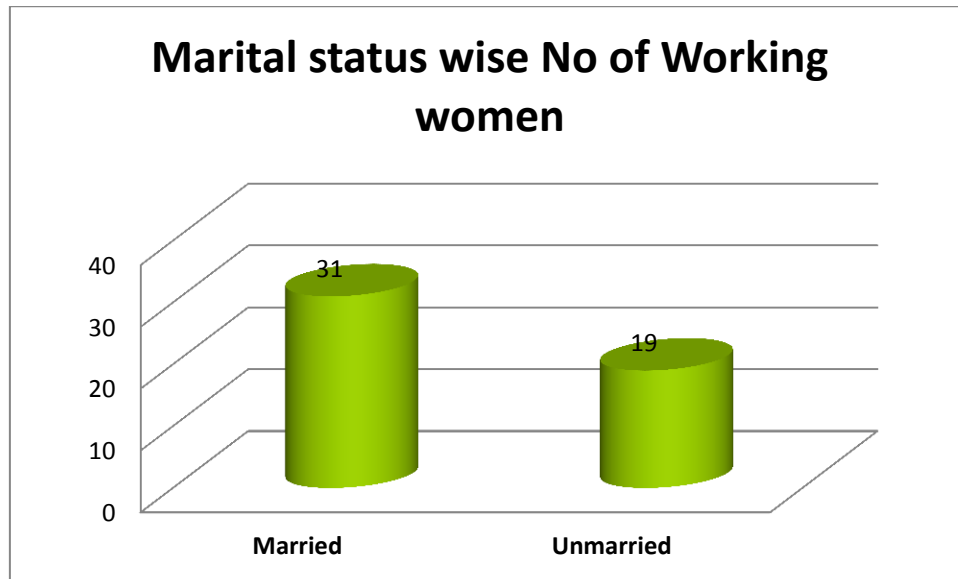
Degree of Freedom (d.f.)	Level of Significance	Calculated value of Chi- Square	Table Vale of chi-square	Hypotheses
3	5%	0.024	7.815	Null Hypothesis is Accepted

- ✚ Here, the table value of chi- square is more than the calculated value. Therefore, Null Hypothesis that there is no significant relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Her age is accepted.

TABLE NO. 4: MERITAL STATUS WISE CLASSIFICATION OF WORKING WOMEN

MERITAL STATUS	NO OF WORKING WOMEN
Married	31
Unmarried	19
Total	50

(Calculated from Questionnaire)



FINDINGS: The above table shows marital status wise classification of working women of Rajkot City. Researcher analyzed that among 50 working women, 62% are married and 38% are unmarried.

RELATIONSHIP BETWEEN WORKING WOMEN'S BRAND LOYALTY TOWARDS HER FAVOURITE BRAND OF SKIN CARE PRODUCT/S & HER MARITAL STATUS

Table 4.1

CLASSIFICATION OF MARITAL STATUS WISE WORKING WOMEN

MARITAL STATUS	LOYAL	SWITCHER	TOTAL
Married	24	7	31
Unmarried	14	5	19
Total	38	12	50

(Calculated from Questionnaire)

CHI – SQUARE TEST:

To assess the relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Her Marital Status, the Hypotheses are:

HO: There is no significant relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Her Marital Status.

H1: There is significant relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Her Marital Status.

Table 4.2

Marital status of working women & Brand Loyalty

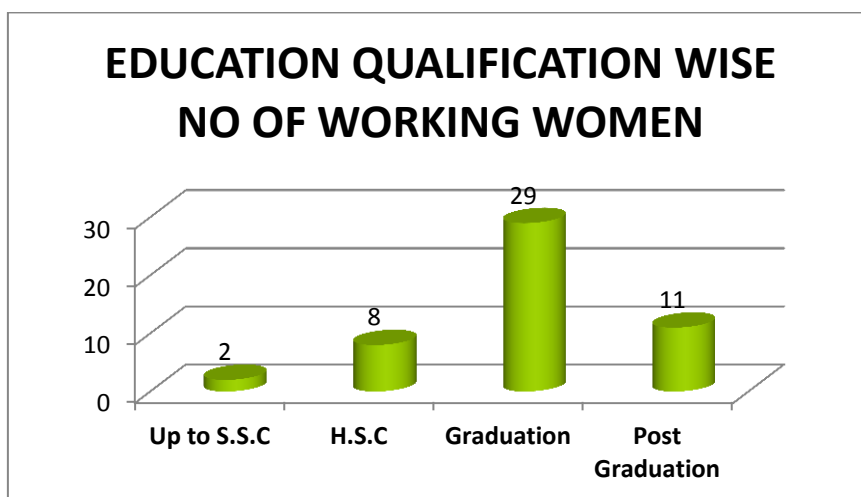
Degree of Freedom (d.f.)	Level of Significance	Calculated value of Chi- Square	Table Vale of chi-square	Hypotheses
1	5%	0.617	3.841	Null Hypothesis is Accepted

Here, the table value of chi- square is more than the calculated value. Therefore, Null Hypothesis that there is no significant relationship between working women’s brand loyalty towards her favourite brand of skin care product/s & Her Marital Status is accepted.

TABLE NO. 5: EDUCATIONAL QUALIFICATION WISE CLASSIFICATION OF WORKING WOMEN

EDUCATION QUALIFICATION	NO OF WORKING WOMEN
Up to S.S.C	2
H.S.C	8
Graduation	29
Post Graduation	11
Total	50

(Calculated from Questionnaire)





FINDINGS: The above table shows education qualification wise classification of working women of Rajkot City. Researcher examined that from 50 working women, almost 58% having a degree of graduation, 22% working women did post graduation. 16% has passed HSC. On other way, very less number of working women, that is 4% which completed their education up to ssc only. Which shows very less compared to others.

RELATIONSHIP BETWEEN WORKING WOMEN'S BRAND LOYALTY TOWARDS HER FAVOURITE BRAND OF SKIN CARE PRODUCT/S & HER EDUCATION QUALIFICATION

Table 5.1

CLASSIFICATION OF EDUCATION WISE WORKING WOMEN

EDUCATION QUALIFICATION	LOYAL	SWITCHER	TOTAL
Up to SSC	1	1	2
HSC	6	2	8
Graduate	24	5	29
Post Graduate	7	4	11
Total	38	12	50

(Calculated from Questionnaire)

CHI – SQUARE TEST:

To assess the relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Her Educational Qualification, the Hypotheses are:

HO: There is no significant relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Educational Qualification.

H1: There is significant relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Educational Qualification.

Table 5.2

Educational Qualification of working women & Brand Loyalty

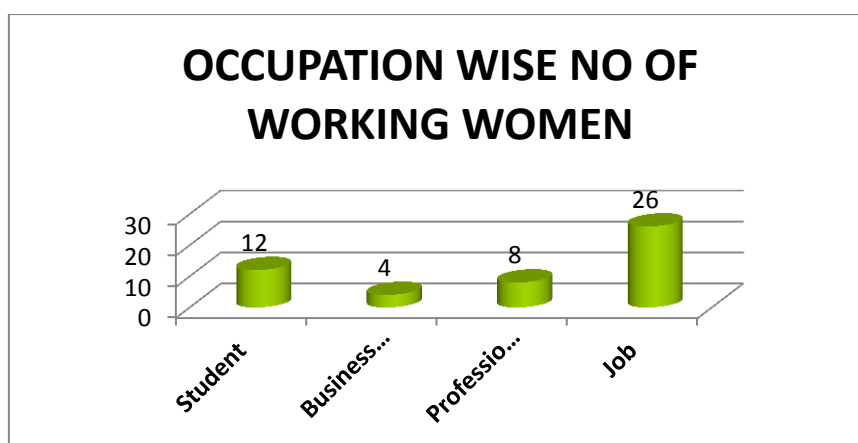
Degree of Freedom (d.f.)	Level of Significance	Calculated value of Chi- Square	Table Vale of chi-square	Hypotheses
3	5%	0.62	7.815	Null Hypothesis is Accepted

Here, the table value of chi- square is more than the calculated value. Therefore, Null Hypothesis that there is no significant relationship between working women’s brand loyalty towards her favourite brand of skin care product/s & Educational Qualification is accepted.

TABLE NO. 6: OCCUPATION WISE CLASSIFICATION OF WORKING WOMEN

OCCUPATION	NO OF WORKING WOMEN
Student	12
Business Woman	4
Professional	8
Job	26
Total	50

(Calculated from Questionnaire)



FINDINGS: The above table shows occupation wise classification of working women of Rajkot city. By that Results shows that above data classified the number of working women into four sub categories. so in first category contains students are of 24% out of 50, in second category of business women which possess 8% ratio, third category is of professional that is only 16% and last fourth category is of job which possess huge number of working women that is almost 52%. So exactly researcher analyzed that very few number of



working women are Business Women i.e., of 4 only among 50.

RELATIONSHIP BETWEEN WORKING WOMEN'S BRAND LOYALTY TOWARDS HER FAVOURITE BRAND OF SKIN CARE PRODUCT/S & HER OCCUPATION

Table 6.1

CLASSIFICATION OF OCCUPATION WISE WORKING WOMEN

OCCUPATION	LOYAL	SWITCHER	TOTAL
Student	8	4	12
Business woman	3	1	4
Professional	7	1	8
Job	20	6	26
Total	38	12	50

(Calculated from Questionnaire)

CHI – SQUARE TEST:

To assess the relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Her Occupation, the Hypotheses are:

HO: There is no significant relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Occupation.

H1: There is significant relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Occupation.

Table 6.2

Occupation of working women & Brand Loyalty

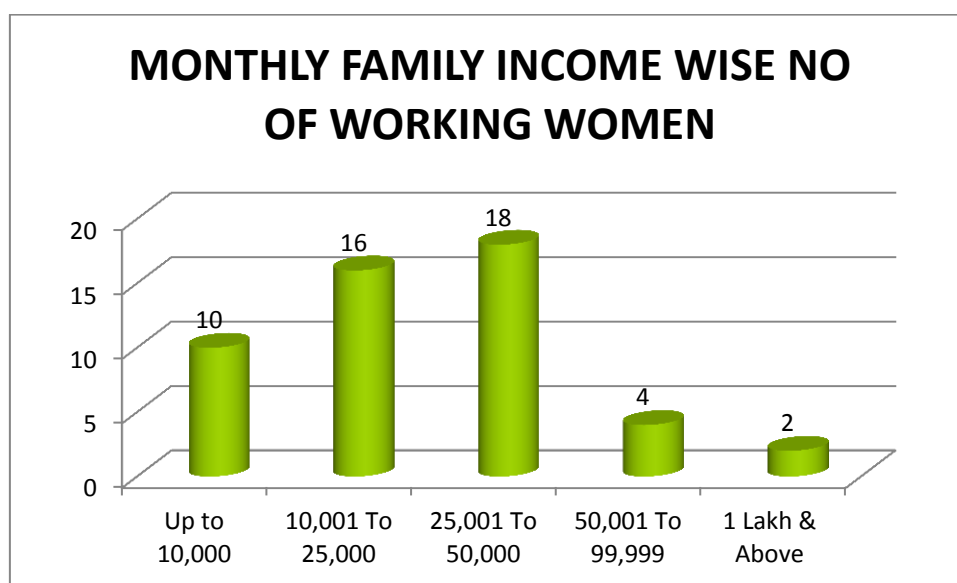
Degree of Freedom (d.f.)	Level of Significance	Calculated value of Chi- Square	Table Vale of chi-square	Hypotheses
3	5%	0.89	7.815	Null Hypothesis is Accepted

Here, the table value of chi- square is more than the calculated value. Therefore, Null Hypothesis that there is no significant relationship between working women's brand loyalty towards her favourite brand of skin care product/s & Her Occupation is accepted.

TABLE NO. 7: MONTHLY FAMILY INCOME WISE CLASSIFICATION OF WORKING WOMEN

MONTHLY FAMILY INCOME	NO OF WORKING WOMEN
Up to 10,000	10
10,000 To 25,000	16
25,001 To 50,000	18
50,001 To 99,999	4
1 Lakh & Above	2
Total	50

(Calculated from Questionnaire)



FINDINGS: The above table shows monthly family income wise classification of working women of Rajkot city. Researcher observed that income is considered as a main component which holds an outstanding importance in segmenting the market. From above table, a majority of the working women i.e. 36% belong to the income group of Rs.25001 to 50000, followed by 32% of the respondents i.e. 16 of them belong to the income group of Rs.10001 to 25000, 20% of working women whose monthly income is up to 10,000, 8% of working women belongs from 50001 to 99,999 at last only 4% of working women whose monthly income ratio is 1 Lakh and above out of 50.

RELATIONSHIP BETWEEN WORKING WOMEN'S BRAND LOYALTY TOWARDS HER FAVOURITE BRAND OF SKIN CARE PRODUCT/S & HER MONTHLY FAMILY INCOME

Table 7.1

CLASSIFICATION OF MONTHLY FAMILY INCOME WISE WORKING WOMEN

MONTHLY FAMILY INCOME	LOYAL	SWITCHER	TOTAL
Up to 10,000	7	3	10
10001 To 25000	12	4	16
25001 To 50000	15	3	18
50001 & 99,999	3	1	4
1 Lakh & above	1	1	2
Total	38	12	50

(Calculated from Questionnaire)

CHI – SQUARE TEST:

To assess the relationship between working women’s brand loyalty towards her favourite brand of skin care product/s & Her monthly family income, the Hypotheses are:

HO: There is no significant relationship between working women’s brand loyalty towards her favourite brand of skin care product/s & monthly family income.

H1: There is significant relationship between working women’s brand loyalty towards her favourite brand of skin care product/s & monthly family income.

Table 7.2

Monthly family income of working women & Brand Loyalty

Degree of Freedom (d.f.)	Level of Significance	Calculated value of Chi- Square	Table Vale of chi-square	Hypotheses
4	5%	0.80	9.488	Null Hypothesis is Accepted

Here, the table value of chi- square is more than the calculated value. Therefore, Null Hypothesis that there is no significant relationship between working women’s brand loyalty towards her favourite brand of skin care product/s & Educational Qualification is accepted.



CONCLUSION:

Based on the above study, it is concluded by researchers that as such there are many elements which may be considered as also very important for consumers when they are purchasing cosmetics products. Still brand loyalty is considered as an important factor for any business organization to create their unique identity, the simple reason is that it gives surety by company that products will have a strong and long-lasting bonding in the minds of consumers and this will discourage them from switching over to other brands. No doubt, more and more information has been collected by which it should help in framing and designing promotional efforts. At last, in order to generate a successful brand, marketing managers should be more devoted their mind on building brand image, goodwill, Reputation by mainly focusing on quality aspect as a main and important part of brand loyalty.

SUGGESTIONS:

In order to sustain Brand Loyalty among existing consumers and to attract New customers or Non-users or Customers of our Competitor to Switch their brands in our firm's favour, organization should focus upon the following aspects.,

1. Research and Development for improving product performance.
2. Continuous Product Innovation and provide unique products in form of features.
3. Improve Quality Strategy.
4. Continuous promotion campaigns to create maximum awareness in society.



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