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A STUDY OF BRAND RELIABILITY AND IT'S EFFECT ON BUYING BEHAVIOUR IN CASE OF SELECTED COSMETICS PRODUCTS IN THE STATE OF TAMILNADU

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ABSTRACT

In the cutting edge advertising condition shoppers are ending up increasingly requesting since the market is glutted with unlimited items and tremendous brands and offering them rich decisions. In pursuit of achieving the best possible value for their money, modern day consumers are gradually becoming quite choosy about products/services on the basis of their essential value. Gone are the days of the marketers with the composed assumption that a market once won is theirs'. In view of the same, marketers of today frantically search strategies to maintain a set of consumers who are loyal to the products/services that they are offering for sale. This phenomenon is particularly significant for the low priced, daily use, non durable products which are purchased repeatedly by the consumers at frequent intervals popularly termed as fast moving consumer goods (FMCGs). The purchase behavior of the consumers for such products is of special interest to the marketer since these items are purchased repeatedly and it is this purchase that results in generating volumes and profits. chapter being introductory in nature, spells out the nature, scope objective and methodology adopted for the study along with a review of the empirical studies on brand loyalty The sample profile and their buying behavior, the existence and extent of brand loyalty among women skincare cosmetics consumers in the state of Tamil Nadu, the familiarity of the consumers with the term brand loyalty and its relationship between familiarity and loyalty, the perception of the consumers about the meaning of the term brand loyalty, the relationship between Personal and Product related factors and Brand Loyalty of consumers, the perceptions of women cosmetics consumers about the factors causing brand loyalty and switching, the brand buying behavior of women skincare cosmetics users and the important factors that influence the purchase of skincare cosmetics products by women are all analyzed. Finally, the major Findings, Conclusions and Suggestions emerging from the study are presented.

KEYWORDS: Marketing environment, consumer behavior, cosmetics products

INTRODUCTION:

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

If marketer wants concrete positioning than the priority is to identify the consumers' buying behavior and marketer will be in better position to target that products and services to consumer. Buying behavior is focused towards the needs of individual, group and organization. So, requirement is to have proper understanding related to relevance of those needs with consumers buying behavior. It is important to determine the interaction of consumer with the marketing mix to understand the consumer buying behavior. The reason behind that is the psychology of each individual towards products and services differ

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according to the culture, attitude, past learning and perception. On the basis of that consumers make further decision regarding whether to purchase or not and from where to buy the product that the consumerprefers.

REVIEW OF LITERATURE

Dr.Vibhuti, Dr. Ajay Kumar Tyagi and Vivek Pandey (2014) discussed in their paper, the digital revolution of the marketplace allows much greater customization of products, services, and promotional messages than older marketing tools. By doing so, it enables marketers to build and maintain relationships with customers-just like the salespersons, grocers, and jewelers have done for many decades-but on a much greater and more efficient scale. Digital technologies also enable marketers to collect and analyze increasingly complex data on consumer's buying patterns and personal characteristics. On the other hand, the same technologies enable consumer to find more information about products and services, including prices, more easily, efficiently, and, for the most part, from the comfort of their own homes.

Wansink [1996] established that considerable holding costs pressure customers to consume more products. *Wansink and Deshpande [1994]* explained that when the product is perceived broadly substitutable, consumers will consume more than its close substitutes. They also explained that higher perish ability boosts consumption rates.

Folkes et al. [1993] adopted scarcity theory and explain that customer lower consumption of products when supply be limited because they recognize smaller quantities as more precious.

Chandon and Wansink [2002] explain that stockpiling boosts consumption of high convenience products more than low convenience products. *Assuncao and Meyer [1993]* explained that consumption is an endogenous decision variable motivated by promotion and promotion added stockpiling resulting by looking ahead behavior.

Tyreman, David; Walton, Keith (1998) writes about Theme-oriented displays and a conducive shopping environment in the article "Visual merchandising ups sales". He states that Visual merchandising the art of dressing merchandise display areas with theme-oriented props--creates a mood for buying. Even though shoppers live in a self service world, surveys show service is still of prime importance.

Yalch, Richard F.& Spangenberg, Eric R. (2000) in their study on "The Effects of Music in a Retail Setting on Real and Perceived Shopping Times" has linked shopping behavior to environmental factors through changes in emotional states. Analyses revealed that individuals reported themselves as shopping longer when exposed to familiar music but in fact the customers kept shopping for longer hours when expose to unfamiliar music. Shorter actual shopping times in the familiar music condition were related to enlarged provocation. Longer saw shopping times in the recognizable music condition seem identified with unmeasured psychological variables. Albeit passionate 90 states influenced item assessments, these impacts were not specifically identified with the music controls.

Sitamber and Manoher (1980) conducted a study on shopping behavior of consumers and revealed that Indian consumers had no special choice in choosing his particular shop for making a purchase. In most of the families, the male head makes the purchases, restricting the choices of other members of the family to limited variety of goods. He generally selects a shop, which is near to his residence and where he goes on feet and occasionally uses a bicycle. Generally the average consumers prefer to buy from the shop, where a credit facility is available and which is easily approachable.

OBJECTIVES OF THE STUDY
(i) To know the extent of Familiarity of Sample Respondents regarding concept of Brand Loyalty
(ii) To analyze the Perceptions of the Sample Respondents about the Meaning and Definition of Brand Loyalty
(iii) To measure the Level and Study the Pattern of Brand Loyalty for Skincare

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(iv) To Determine the Skincare Cosmetics Brands which enjoy the maximum Loyalty in various Skincare Product Categories?

(vi) To analyze the Relationship between a Woman's Brand Loyalty for Skincare Cosmetics and the Personal and Product Related Factors affecting it.

(ix)) To identify the important factors that influence the Purchase of Skincare Cosmetics Products by Women.

RESEARCH DESIGN

The research Design of a Study outlines the nature of information required for the purpose of the study, the method of data collection, the technique used for the analysis and interpretation of the data for the study.

Sources of Data:

Since the study is analytical and empirical in nature, it is based both on primary and secondary data. The Primary data were collected by the researcher through a well designed, structured and comprehensive questionnaire developed by the researcher in view of the theoretical literature and existing research findings as also the objectives of the research study. The close-ended questionnaire contained mainly multiple choice type questions and scaling questions with a five-point scale and some of the questions were in the form of ranking questions too. This questionnaire was administered to a sample of 237 women respondents residing in the Two Major Cities in the State of Tamil Nadu. The secondary sources of data like Internet, Journals Periodicals, Magazines, Newspapers, Books.

SAMPLE DESIGN

Keeping in view the problem and scope of the study, Convenience Sampling method of choosing Women Skincare Cosmetics Buyers was adopted to select the Respondents in the Two Major Cities of Tamil Nadu to represent an overall picture of the state of Tamil Nadu.

DATA ANALYSIS

Primary Data collected through the questionnaire were classified, tabulated and Analyzed with the help of SPSS. Statistical Tools and Techniques such as at 5% level of significance.

LIMITATIONS OF THE STUDY:

The researcher is very much aware of the following limitations of the study

(i) Sampling Approach has been used in this study. As such the study suffers from theLimitations of sampling in general. The specific Limitation of this study has been the Non inclusion of Rural Respondents and respondents of cities other than the two most populous ones, due to time constraints.

(ii) The present study being part of Behavioral Research as such suffers from the subjectivity biases of the respondents.

SIGNIFICANCE OF THE STUDY:

All these Limitations notwithstanding, the findings and conclusions of a study of the kind without doubt provide an empirical basis to the studies of consumer behavior in a developing economy like ours. As a matter of fact consumer research studies throughout the globe provide a

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new dimension to the existing literature and throw new light on an unexplored aspect of consumer behavior. Therefore the importance of such studies can hardly be overemphasized.

ANALYSIS AND INTERPRETATION

CONCEPTUAL MODEL FIT FOR BRAND RELIABILITY AND IT'S EFFECT ON BUYING BEHAVIOUR IN CASE OF SELECTED COSMETICS PRODUCTS IN THE STATE OF TAMILNADU BY USING STRUCTURAL EQUATION MODEL

Introduction of SEM

Structural equation modeling is a multivariate statistical analysis technique that is used to analyze structural relationships. This technique is the combination of **factor analysis** and **multiple regression analysis,** and it is used to analyze the structural relationship between measured variables and latent constructs. This method is preferred by the researcher because it estimates the multiple and interrelated dependence in a single analysis. In this analysis, two types of variables are used endogenous variables and exogenous variables. Endogenous variables are equivalent to dependent variables and are equal to the independent variable.

The variables used in the structural equation model are
I. Observed, endogenous variables
1. Factors causing Brand Switching
2. Satisfaction

Observed, exogenous variables
1. DistributionRelated
2. PackagingRelated
3. PromotionRelated
4. PriceRelate
5. ProductQualityRelated
6. BrandRelated

Unobserved, exogenous variables
e1: Error term for Factors causing Brand Switching
e2: Error term for Satisfaction

I. Observed, endogenous variables
1. FactorscausingBrandSwitching
2. Satisfaction

Hence number of variables in the SEM is

Number of variables in your model:	10
Number of observed variables:	8
Number of unobserved variables:	2
Number of exogenous variables:	8
Number of endogenous variables:	2

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FIGURE – 1
Structural Equation Model on Satisfaction of customers
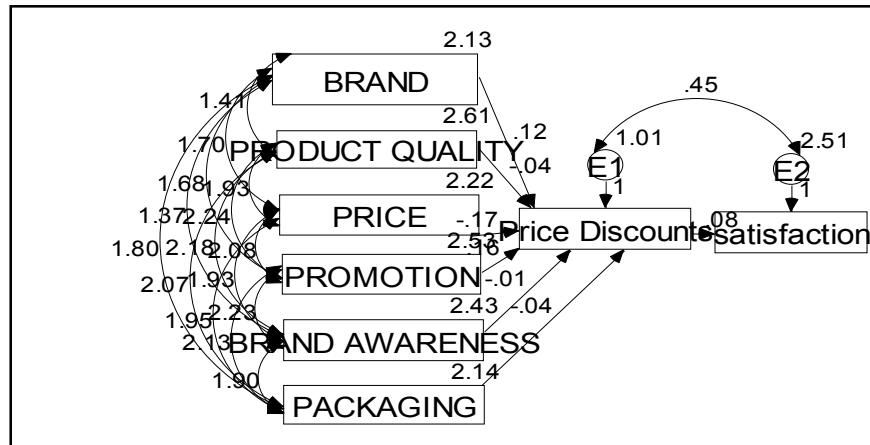

Table -1
Variables in the Structural Equation Model Analysis

Variables			Un standardized coefficient	S.E.	Standardized coefficient	t value	P value
FACTORS CAUSING BRAND SWITCHING	<---	BRAND RELATED	.124	.099	1.898	1.262	.207
FACTORS CAUSING BRAND SWITCHING	<---	PRODUCT RELATED	-.039	.106	2.234	-.369	.712
FACTORS CAUSING BRAND SWITCHING	<---	PRICE RELATEDE	-.171	.109	2.074	-1.575	.115
FACTORS CAUSING BRAND SWITCHING	<---	PROMOTION	.155	.129	1.933	1.200	.230
FACTORS CAUSING BRAND SWITCHING	<---	DISTRIBUTION	-.012	.105	1.411	-.114	.909
FACTORS CAUSING BRAND SWITCHING	<---	PACKAGING	-.042	.178	2.133	-.237	.812
SATISFACTION	<---	FACTORS CAUSING BRAND SWITCHING	.079	.698	1.952	.113	.910

Note: ** denotes significant at 1% level

Here the coefficient of **brand related** is 0.124 represents the partial effect of **brand related** on **factors causing brand switching**, holding the other variables as constant. The evaluated positive sign suggests that such impact is certain that factors causing brand exchanging would increment by 0.124 for each unit increment in brand related and this coefficient esteem is critical at 1% level. The coefficient of item related is - 0.039 speaks to the fractional impact of item related on elements causing brand exchanging, holding alternate factors as consistent. The estimated negative sign

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implies that such effect is positive that **factors causing brand switching** would decrease by -.039 for every unit decrease in **product related** and this coefficient value is significant at 1% level.

The coefficient of **price related** is -.171 represents the partial effect of **price related** on **factors causing brand switching**, holding the other variables as constant. The estimated negative sign implies that such effect is positive that **factors causing brand switching** would decrease by -.171 for every unit decrease in **price related** and this coefficient value is significant at 1% level.

The coefficient of **promotion** is .155 represents the partial effect of **promotion** on **factors causing brand switching**, holding the other variables as constant. The assessed positive sign infers that such impact is sure that factors causing brand exchanging would increment by . 155 for every unit increase in **promotion** and this coefficient value is significant at 1% level.

The coefficient of **distribution** is -.012 represents the partial effect of **distribution** on **factors causing brand switching**, holding the other variables as constant. The estimated negative sign implies that such effect is positive that **factors causing brand switching** would decrease by -.012 for every unit decrease in **distribution** and this coefficient value is significant at 1% level.

The coefficient of **packaging** is -.042 represents the partial effect of **packaging** on **factors causing brand switching**, holding the other variables as constant. The estimated negative sign implies that such effect is positive that **factors causing brand switching** would decrease by -.042 for every unit decrease in **packaging** and this coefficient value is significant at 1% level.

Here the coefficient of elements causing brand exchanging is 0.079 speaks to the halfway impact of elements causing brand exchanging on fulfillment, holding alternate factors as consistent. The evaluated positive sign infers that such impact is certain that factors causing brand exchanging would increment by 0.079 for each unit increment in fulfillment and this coefficient esteem is huge at 1% level. Based on standard coefficient, **product related** (0.106) is most important variable of **factors causing brand switching,** followed by **price related** (0.109) and **promotion** (0.129)

FINDINGS, SUGGESIONS AND CONCLUSIONS
FINDINGS
- **Brand related** is 0.124 represents the partial effect of **brand related** on **factors causing brand switching**, holding the other variables as constant. The evaluated positive sign suggests that such impact is sure that factors causing brand exchanging would increment by 0.124 for each unit increment in brand related and this coefficient esteem is huge at 1% level.
- The coefficient of item related is - 0.039 speaks to the halfway impact of item related on components causing brand exchanging, holding alternate factors as steady. The estimated negative sign implies that such effect is positive that **factors causing brand switching** would decrease by -.039 for every unit decrease in **product related** and this coefficient value is significant at 1% level.
- The estimated negative sign implies that such effect is positive that **factors causing brand switching** would decrease by -.171 for every unit decrease in **price related** and this coefficient value is significant at 1% level.
- The coefficient of **distribution** is -.012 represents the partial effect of **distribution** on **factors causing brand switching**, holding the other variables as constant. The estimated negative sign implies that such effect is positive that **factors causing brand switching** would decrease by -.012 for every unit decrease in **distribution** and this coefficient value is significant at 1% level.

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- The coefficient of **packaging** is -.042 represents the partial effect of **packaging** on **factors causing brand switching**, holding the other variables as constant. the estimated negative sign implies that such effect is positive that **factors causing brand switching** would decrease by -.042 for every unit decrease in **packaging** and this coefficient value is significant at 1% level.
- Here the coefficient of components causing brand exchanging is 0.079 speaks to the halfway impact of elements causing brand exchanging on fulfillment, holding alternate factors as consistent. the evaluated positive sign infers that such impact is sure that factors causing brand exchanging would increment by 0.079 for each unit increment in fulfillment and this coefficient esteem is noteworthy at 1% level. based on standard coefficient, **product related** (0.106) is most important variable of **factors causing brand switching,** followed by **price related** (0.109) and **promotion**(0.129)

SUGGESIONS

Suggested to manage the perception towards the brands. Word of mouth as a medium of spreading sales promotion schemes awareness is preferred over others. Considering this fact found in this research, promotion mix of the company should be decided to take the benefits of the sales promotion schemes. While deciding sales promotion schemes of FMCG products, immediate benefits should be provided to consumers as this research highlights the preference of immediate benefits compare to delayed benefits.

CONCLUSION

The analysis of the sales promotion schemes on various FMCG products, it can be inferred that cash discount and Free gift as one type of value added sales promotion schemes widely used by marketers. It can be suggested from this research that cash discount should be used compare to free gift as a sales promotion scheme. Extending further, it can be suggested from conjoint analysis considering various attributes and their levels of sales promotion schemes value added schemes should be given preference over other types of sales promotion schemes. Sales promotion schemes on international brand are preferred therefore managing the perception towards brand is also very important in FMCG sector.

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