CHAPTER VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION
INTRODUCTION

The objective of this chapter is to present the summary of findings, suggestions and conclusion. India has seen a marvelous and sea change growth in the cosmetics industry in the recent years. The beauty business in India is growing phenomenally with the cosmetics market growing at 15 - 20 per cent annually, twice as fast as that of the United States and the European markets. Today, the cosmetic industry in India has over 1 billion people. The retail beauty and cosmetics market in India currently estimated at USD 950 million is pegged at USD 2.68 billion by the year 2020 (Nanda, et. al., 2005).

The demand for cosmetic products, particularly in urban population is steadily rising owing to various reasons, like, mall culture, better purchasing power, concern for looking better, by both men and women, nature of the job, development in advertisement technology and in general, availability of a wide range of cosmetic products.

Cosmetic products are now considered no less than pharmaceutical products (medicines) in terms of ingredient selection and its quality control. They are also required to follow good manufacturing practices. Validation of processes and equipments, labeling requirement, shelf-life testing, animal testing and the like are now an essential part of cosmetic manufacturing.

Cosmetics are expensive products and the major reason behind the exorbitant cost is the heavy amounts paid to the models, who endorse these products or advertising agencies that produce such advertisements and create a market for the product. Ultimately the person who really pays for all this is the end-user that is the consumer, as all these costs are added to the cost of the product.

The consumer also suffers due to wastage of the cosmetic product. Most of the cosmetic products, for instance, toothpastes, foundation creams, moisturizing creams, hair creams and gels and the like are packed in plastic tubes. These tubes have a basic fault that is they have an inherent ‘suckback’ tendency, which holds a lot of product inside the tube. This
goes waste as the product does not extrude out easily and the user is forced to throw the container and buy a new one.

The main reasons for this growth are increased purchasing power and rising fashion awareness due to media and other exposures amongst the people. Grooming is also becoming an increasingly important part of people's mindset because they are now stepping out to work as retails sector employees, airlines workers, or other such jobs in the organized sector or at malls or wherever call centers exist. Increased advertising creates and captured the imagination and awareness of the people. The Bollywood factor or the Indian movie industry and its changing fashion also create an impression and cause purchases to be expedited to match the images people hold close to their ideals, youth and people of all ages today use deodorants and think over the importance of grooming and being fashionable.

The desire to improve one’s physical attractiveness seems to be an inherent characteristic of most individuals. Cosmetics have been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness. From a self-presentational perspective, argued that cosmetics are used specifically for grooming behaviors and in general function to manage and control not only social impressions but also self-image (for example, body image, self-perceptions, and mood states).

Since grooming products are considered as a pervasive element of women’s culture. As a general result, the exposure to pictures of good-looking and even slightly above-average-looking females lowered the self-image of exposed women and increased dissatisfaction with their own appearance. The body image is an important component of the self-concept and has stimulated the demand of certain products and services, such as dietary, slimming, exercise and cosmetic items. In western cultures, one of the commonly recognized reasons women use cosmetics is to improve their physical attractiveness.

Customers have a variety of enduring images of themselves. These self-images, or perceptions of self, are very closely associated with personality in that individuals tend to do buy products and services and patronize retailers whose images or personalities relate in some meaningful way to their own self-images. In essence, customers seek to depict themselves their brand choices—they tend to approach products with images that could enhance their self-concept and avoid those products that do not. Sometimes customers wish to change themselves to become a different or improved. Cosmetics offer customers the opportunity to modify their appearance and thereby to alter their selves.
Brand preference is closely related to brand choice that can facilitate customer decision making and activate brand purchase. Knowing the pattern of customer preferences across the population is a critical input for designing and developing innovative marketing strategies. It also uncovers the heterogeneity of customer choices leading to efficient market segmentation strategies. However, forecasting customer’s preferences between brands is not an easy task. Most of the early models focused on brand attributes in preference construction.

Thus, the evolving marketing strategies focus on analyzing and communicating information about product attributes. Although these cognitive responses derived from beliefs about brand attributes are important in building preferences, there are other emotional responses, social influences that can influence brand preferences. It is demonstrated that customers can have an already established preference and refer to the brand attributes that confirm their preferences.

In addition, this traditional cognitive view that deemed customer as rational decision making had been shifted to the experiential view focuses on the emotional, cognitive, symbolic responses of consumption. This shift echoed the changes that companies have moved from focusing on attributes and features toward creating experiences to their customers. Brands are no longer bundles of functional characteristic but are means of providing experiences.

**Brand loyalty** is the act of customers consistently purchasing a product or patronizing a company. Companies typically build this loyalty through strong advertising and marketing campaigns that influence customers as well as high-quality products or services. Marketing is necessary to entice customers to purchase goods of one company over the competing goods of another company or other companies. The importance of brand loyalty leads to increased market share, higher profits and better goodwill among customers. Companies will often go through a series of activities that improve their loyalty among customers.

Market share represents the amount of a market’s total sales that one company earns when customers make purchases. Brand loyalty allows a company to market and advertise its goods or services in the market. Companies are often unable to capture a significant portion of market share without informing customers. Additionally, new companies might have no customers who are informed or loyal to the business and its products. Therefore, building loyalty by offering quality products or undercutting another company’s brand loyalty can improve market share.
The present study mainly aims to study brand loyalty of women customers towards cosmetic products. With this end in view, the following objectives are formulated.

1. To study brand preference of cosmetic products by women customers.

2. To examine the relationship between socio-economic features of women customers and their brand preference of cosmetic products.

3. To identify the factors affecting the purchasing of cosmetic products by women customers.

4. To study the purchasing pattern of cosmetic products of women customers.

5. To examine the level of satisfaction of women customers towards cosmetic products.

6. To analyze the factors affecting the purchasing of cosmetic products on the level of satisfaction of women customers.

7. To study the brand loyalty of women customers towards cosmetic products.

The concepts and methodology were formulated according to the objectives of the study with the help of comprehensive review of prior studies. The Chennai city has been purposively selected for the present study. The women customers of cosmetic products have been selected by adopting random sampling technique through pre-tested and structured questionnaire. The data and information are collected from 600 women customers of cosmetics in Chennai.

In order to examine the socio-economic profile of women customers of cosmetic products, the frequency and percentage analysis have been applied. The Chi-square test has been employed in order to examine the relationship between relationship between socio-economic features of women customers and their brand preference of cosmetic products, the relationship between brands of cosmetic products and frequency of purchase by women customers, the relationship between brands of cosmetic products and period of using by women customers and significant relationship between brands of cosmetic products and level of satisfaction women customers.

In order to identify the factors affecting the purchasing of cosmetic products by women customers, the explanatory factor analysis has been applied. In order to analyze the factors affecting the purchasing of cosmetic products on the level of satisfaction of women customers, the multiple regression has been employed. In order to analyze the relationship
between brands of cosmetic products and brand loyalty women customers, the Analysis of Variance (ANOVA) has been employed.

**SUMMARY OF FINDINGS**

**SOCIO-ECONOMIC FEATURES OF THE WOMEN CUSTOMERS**

The socio-economic features of women customers of cosmetic products indicate that majority of the women customers of cosmetic products belong to the age group of 35 – 45 years and most of the women customers of cosmetic products are post graduates. Majority of the women customers of cosmetic products are employed in private sector and the most of the women customers of cosmetic products are married.

Majority of the women customers of cosmetic products belong to nuclear family and most of the women customers of cosmetic products have a family size of 1 – 3 members. Majority of the women customers of cosmetic products have the total experience in employment of 1 – 5 years and most of the women customers of cosmetic products belong to the monthly income group of Rs.20,000 – Rs.25,000.

Majority of the women customers of cosmetic products belong to the monthly family income group of above Rs.30,000 and most of the women customers of cosmetic products are residing in urban area. Friends are the major buying influencer of cosmetic products for women customers and the most of the women customers of cosmetic products purchase herbal cosmetics. Beauty conscious is the major reason for the majority of the women customers for purchasing the cosmetic products.

**BRAND PREFERENCE OF COSMETIC PRODUCTS**

Majority of the women customers prefer Clinic Plus brand of shampoo and there is a significant association between socio-economic features of the women customers and preference of shampoo brands.

Most of the women customers prefer Dabur Amla brand of hair oil and there is a significant association between the socio-economic features of the women customers and brand preference of hair oils.

Majority of the women customers prefer Ponds brand of face powder and there is a significant association between the socio-economic features of the women customers and preference of face powder brands.
Most of the women customers prefer Hamam brand of body soap and there is a significant association between the socio-economic features of the women customers and brand preference of body soaps.

BRAND LOYALTY OF COSMETIC PRODUCTS

The results show that healthiness, value, safety, easiness and familiarity are the factors affecting the purchasing of shampoo brands by the women customers and majority of the women customers of cosmetic products purchase shampoo fortnightly. The Chi-square value of 37.991 is significant at one per cent level of significance indicating that there is a significant relationship between shampoo brands and frequency of purchase by the women customers.

Most of the women customers of cosmetic products are using shampoo for the period of 3-5 years. The Chi-square value of 0.197 is significant at one per cent level of significance indicating that there is a significant relationship between shampoo brands and period of using by the women customers.

Much money is spent for Clinic Plus shampoo by the women customers and the most of the women customers are satisfied with the shampoo brands. The Chi-square value of 67.720 is significant at one per cent level of significance indicating that there is a significant association between shampoo brands and the level of satisfaction of women customers.

The regression analysis shows that healthiness, value and safety are positively influencing the level of satisfaction of shampoo brands of women customers at one per cent level, while, easiness and familiarity are positively influencing the level of satisfaction of shampoo brands of women customers at five per cent level. The F-value of 17.448 is significant at one per cent level indicating that there is a significant difference in the level of brand loyalty towards shampoo brands among the women customers.

The results indicate that value, easiness, suitability, quality and familiarity are the factors affecting the purchasing of hair oil brands by the women customers and majority of the women customers of cosmetic products purchase hair oil monthly. The Chi-square value of 28.923 is significant at one per cent level of significance indicating that there is a significant relationship between hair oil brands and frequency of purchase by the women customers.
Most of the women customers of cosmetic products are using hair oil for the period of 3-5 years and the Chi-square value of 0.180 is significant at one per cent level of significance indicating that there is a significant relationship between hair oil brands and period of using by the women customers.

A major amount is spent for Dabur Amla hair oil by the women customers. Most of the women customers are satisfied with the hair oil brands and the Chi-square value of 93.788 is significant at one per cent level of significance indicating that there is a significant association between hair oil brands and the level of satisfaction of women customers.

The regression analysis indicates that the value, easiness and quality are positively influencing the level of satisfaction of hair oil brands of women customers at one per cent level, while, suitability and familiarity are positively influencing the level of satisfaction of hair oil brands of women customers at five per cent level.

The F-value of 8.419 is significant at one per cent level indicating that there is a significant difference in the level of brand loyalty towards hair oil brands among the women customers.

The results show that value, suitability, quality, fragrance, attractiveness and familiarity are the factors affecting the purchasing of face powder brands by the women customers and majority of the women customers of cosmetic products purchase face powder quarterly.

The Chi-square value of 94.826 is significant at one per cent level of significance indicating that there is a significant relationship between face powder brands and frequency of purchase by the women customers. Most of the women customers of cosmetic products are using face powder for the period of more than five years.

The Chi-square value of 0.156 is significant at one per cent level of significance indicating that there is a significant relationship between face powder brands and period of using by the women customers. Much amount is spent for Ponds face powder by the women customers and most of the women customers are satisfied with the face powder brands.

The Chi-square value of 92.609 is significant at one per cent level of significance indicating that there is a significant association between face powder brands and the level of satisfaction of women customers.

The regression analysis shows that value, suitability, quality and familiarity are positively influencing the level of satisfaction of face powder brands of women customers at
one per cent level, while, fragrance and familiarity are positively influencing the level of satisfaction of face powder brands of women customers at five per cent level.

The F-value of 10.079 is significant at one per cent level indicating that there is a significant difference in the level of brand loyalty towards face powder brands among the women customers.

The results indicate that value, attractiveness, suitability, healthiness and familiarity are the factors affecting the purchasing of body soap brands by the women customers and majority of the women customers of cosmetic products purchase body soap monthly.

The Chi-square value of 55.170 is significant at one per cent level of significance indicating that there is a significant relationship between body soap brands and frequency of purchase by the women customers. Most of the women customers of cosmetic products are using body soap for the period of 3 - 5 years.

The Chi-square value of 0.598 is significant at one per cent level of significance indicating that there is a significant relationship between body soap brands and period of using by the women customers.

Much amount is spent for Hamam body soap by the women customers and the most of the women customers are satisfied with the body soap brands. The Chi-square value of 92.132 is significant at one per cent level of significance indicating that there is a significant association between body soap brands and the level of satisfaction of women customers.

The regression analysis indicates that value, suitability and healthiness are positively influencing the level of satisfaction of body soap brands of women customers at one per cent level, while, attractiveness and familiarity are positively influencing the level of satisfaction of body soap brands of women customers at five per cent level.

The F-value of 10.982 is significant at one per cent level indicating that there is a significant difference in the level of brand loyalty towards body soap brands among the women customers.

**SUGGESTIONS**

On the basis of findings of the present study, the following suggestions are made which may contribute to the satisfaction of women
customers of cosmetic products which in turn enhances the brand loyalty of cosmetic products.

Since, most of women customers purchase herbal cosmetics, it is suggested to cosmetic manufacturers to produce and distribute more herbal cosmetics in order to tap the huge market potential among the women customers.

Friends are the major buying influencer of cosmetic products for women customers and therefore, the manufacturers should make appropriate efforts to popularize their cosmetic products and their brands among the various peer groups.

Beauty consciousness is the major reason which makes majority of the women customers purchase the cosmetic products. Hence, attempts are made to increase the beauty consciousness among the women customers through various sales promotional measures and suitable advertisements.

Since, there is a significant difference existing between socio-economic profile of women customers and brand preference of various cosmetic products, it is recommended to segment the market for cosmetic products based on the socio-economic profile and the sales and marketing strategies should be adopted by the manufacturers based on market segmentations.

In order to increase the satisfaction of women customers, it is suggested to the manufacturers of cosmetic products to increase the value, safety, easiness, attractiveness and familiarity of shampoo brands through proper advertisement and marketing strategies.

In order to enhance the satisfaction of women customers, it is recommended to enhance the quality, suitability, fragrance and healthiness of cosmetic products by the cosmetic manufactures through proper research and development efforts.

The customer service should be given more importance so that the customers will not face any difficulty on their queries regarding their preferred brands. Before purchasing the products, the customers look for the quality of the product. Considering the quality attribute, retailers have to give due importance to the existing customers so that they may not switch over to other competitors.

The retailers should sell the various brands of the same product category, therefore it helps the different customers to purchase their favourable brands of the same product category because they show strong loyalty to their brands. The retailers should make an effort to retain the regular and new customers by serving the upgraded products to them.
Now-a-days, competing brands are becoming more suitable, as product quality increases and brands become more consistent. Hence, the quality of the cosmetic products should be maintained and also further increased in order to meet the expectations of women customers.

Generally speaking, product quality is high, differentiation is generally low, and customers are increasingly price sensitive while the array of brands facing customers is increasing. It is suggested that the appropriate pricing strategy should be formulated and implemented separately for the different types of cosmetic products.

The similarity between competing brands and the increasing array of competing brands, combined with the increased cynicism towards advertising has resulted in customers both satisfied and loyalty to brands. Therefore, an appropriate and efficient advertisement strategy should be adopted in order to attract more customers towards specific brands of cosmetic products.

In markets, with little differentiation, customers can be ambivalent towards brands and as a result, they buy different brands. Hence, it is recommended that cosmetic manufacturers should concentrate and create the distinct product and brand differentiation among the competing brands in a highly competitive market environment.

Consumer education does affect decision quality, and the decision quality does influence the consumer loyalty. Although consumer education does not show a direct impact on consumer loyalty in cosmetics industry, a company could still develop proper consumer education as competitive strategy. This may indirectly improve consumer loyalty, and provide a positive image for companies.

Besides, firms need to regard relationships with consumers as dynamic. Therefore, the in-depth education should change as consumer knowledge increases. Besides, the interface of website should provide an ideal forum for responding to increasing level of consumer knowledge. This could increase the quality of consumer education and provide useful information for different level of consumers.

The overall customer's satisfaction was found to fully mediate the relationship between functional image benefits and loyalty intention. This shows that in order to maintain and build loyalty customers, marketers must focus on efforts to improve satisfaction among its customers while at the same time strengthen their brand functional appeal strategy.

In order to improve customer's loyalty and customer's satisfaction in the context of beauty product, marketers should improve the brand appealing strategy that relates to aspects
of how the branded product can provide a solution to their customer's needs and expectation, the good impression of using their brand and the effectiveness of the brand.

Today most customers include several brands in their brand set and these brands often have brand communities-groups of customers whose common theme is their usage of a particular brand. Brand managers must be conscious of the fact that the more integrated customers is into this community, the more loyal they are in consuming brand.

A successful brand strategy must be based on creating brand loyalty. For achieving this goal, loyalty’s relationship to other descriptive dimensions of brand loyalty must be clearly set out, while target customers must be classified on a loyalty basis. The marketing mix must be then shaped according to this classification.

Furthermore, certain rules generally apply when managing brand loyalty, along with specific tactics and strategies established after a detailed analysis of the particular situation, a brand or its actual and potential clients has.

Managing brand loyalty implies a periodical assessment of the results obtained through specific strategies and of the level of brand loyalty among customers considering both functional and emotional perceived aspects related to the brand.

Managers of cosmetic companies must focus on increasing the consumer brand loyalty by focusing on dimensions like brand affect, brand trust and brand image. If brand loyalty increases and sustained then it can have a huge positive impact on consumer brand extension attitude benefiting the organizations in terms of immense upbeat reputation along with increase in revenue generation simultaneously which can always be a huge plus for the organization.

SCOPE FOR FURTHER RESEARCH

1. The present study concentrated only on brand loyalty of women customers towards cosmetic products in the Chennai city only. This study may be extending to the other major cities in Tamil Nadu.

2. A comparative study on brand loyalty of cosmetic products for chemical cosmetics and natural cosmetics may be studied in future research work. A comparative study on brand loyalty of cosmetic products between males and females may be studied in future research work.

3. The brand switching behaviour of cosmetic products among the both male and female customers may be alone examined in future research work.
4. A future study may be carried out to compare the brand preference and loyalty of colour cosmetics among the men and women customers. Further a future study may be considered to compare the brand preference and brand loyalty of cosmetic products among the various ethnic groups.

5. The customers’ perception and expectation on the cosmetic products may be examined as a separate study in future. The scope of the study may be extended to the state level or national level.

6. A future study may be considered to study the impact of celebrity endorsement in cosmetic products on customer’s brand loyalty and brand equity across the gender.

7. An empirical research can be extended to evaluate the behavioural loyalty and the attitudinal loyalty separately regarding the cosmetic advertisements.

**CONCLUSION**

The Indian cosmetic industry is booming and holds a distinct position compared to other industries. This industry craves for innovation. The cosmetic industry has come a long way and the market is set to achieve tremendous growth in near future. Among the customers, the grade of cosmetic products will continue to rise as long as improving physical appearance remains a top social priority. The evolution of product functionality and demand for innovative products is on rise. The increasing desire of customers to look good coupled with an aging population, increased per capita income, growing availability of high quality cosmetics, influx of international brands and wide choice of availability of brands will drive the cosmetical industry in future.

The present study concludes that among the shampoo brands, most of the women customers prefer Clinic Plus brand of shampoo and the significant difference exists among the socio-economic features of women customers in brand preference of shampoo brands. Majority of the women customers prefer Dabur Amla brand of hair oil and there is significant difference between socio-economic features of women customers and preference of hair oil brands. Most of the women customers prefer Hamam soap and the significant difference exists among the socio-economic features of the women customers in brand preference of body soaps. Majority of the women customers prefer Ponds brand of face powder and there is significant difference between socio-economic features of women customers and preference of face powder brands.

Health, value, safety, easiness and familiarity are positively influencing the level of satisfaction of shampoo brands of women customers. Value, easiness, quality, suitability and
familiarity are positively influencing the level of satisfaction of hair oil brands of women customers. Value, suitability, quality, familiarity fragrance and familiarity are positively influencing the level of satisfaction of face powder brands of women customers. Value, suitability, healthiness attractiveness and familiarity are positively influencing the level of satisfaction.