CHAPTER – II

REVIEW OF LITERATURE
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2.1 INTRODUCTION

A literature review is a body of text that aims to review the critical points of current knowledge and or methodological approaches on a particular topic. A well-structured literature review is characterized by a logical flow of ideas; current and relevant references with consistent, appropriate referencing style; proper use of terminology; and an unbiased and comprehensive view of the previous researches on the topic. For clear and easy understanding, the review of literature is presented in the following sub-headings.

2.2 BRAND PREFERENCE

In a consumer choice study by Hoyer and Brown (1990) over 70 per cent of consumers selected a known brand of peanut butter from among a choice of three, even though another brand was 'objectively' better quality (as determined by blind taste tests), and even though they had neither bought or used the brand before. This result was even more surprising considering the subjects were given the opportunity to taste all of the brands. Just being a known brand dramatically affected their evaluation of the brand. Intuitively, this makes sense: a consumer may rationalize that if they have heard of a brand, the company must be spending a fair sum on advertising.

If it was spending a lot on advertising, then the company must be reasonably profitable which means that other consumers must be buying the product and they must be satisfied enough with its performance therefore the product must be of reasonable quality.

Morden (1991) was of the opinion that advertising was used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Brands were used to differentiate products from their competitors. They facilitated recognition and where customers have built up favorable attitude towards the product, may speed the individual buyers through the purchase decision process. Individual

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purchasers would filter out unfavourable or un-known brands and the continued purchase of the branded product would reinforce the brand loyal behaviour. Without brands, consumer could not tell one product from another and advertising then would be nearly impossible.

Holbrook, et. al., (1992)\(^8\) demonstrated that consumers could have an already established preference and referred to the brand attributes that confirmed their preferences. In addition, this traditional cognitive view that deemed consumer 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 had moved from focusing on attributes and features toward creating experiences to their consumers.

Cooper (1993)\(^9\) noted that most new innovations came with high risks as most of them failed in the marketplace creating the need for marketers to have a clear understanding of success factors in brand adoption. Theories of adoption had often been used to explain how consumers form references for various goods and services. Generally, these theories emphasize on the importance of complexity, compatibility, observability, triability, relative advantage, risk, cost, communicability, divisibility, profitability, social approval, and product characteristics in brand preference.

Foxall (1994)\(^10\) found that the relationship had been shown to vary depending on the type of knowledge and the measure of search (subjective vs. objective; specific brand knowledge vs. memory structure). Empirically, subjective knowledge had been found to be positively related to evoke set size, search activities / effort and brand preferences. These findings exist across a wide range of categories: physicians, phones / answering machines, wine, grocery products, TVs, VCRs, and cars.

Allenby and Lenk (1995)\(^11\) concluded that consumer preferences for brands were not nearly as entrenched as might be expected. Their research showed that promotional activities


such as feature ads, displays, and price cuts could have a significant effect on whether or not buyers follow through with their preferences.

Schmidt and Spreng (1996)\textsuperscript{12} postulated that knowledge increased the perceived ability to search and therefore should decrease the perceived costs of search. A potential explanation for a positive relationship between knowledge, search and preference was based on the relationship between knowledge and involvement. Greater knowledge had been shown to be positively related to increased involvement with a category of brand preferences.

Chernev (1997)\textsuperscript{13} analyzed the effect of common features on brand choice and the moderating role of attribute importance. It was argued that when brand attributes differed in importance, with the best value on the most important attribute, thus further polarizing brands’ choice shares. In contrast, when attributes were similar in their importance, common features were likely to have an opposite effect, equalizing brands share.

Peterson (1998)\textsuperscript{14} in his study Consumer preferences in washing powder. A study in Erode District, had analyzed the attributes of the product, reasons for brand selection, brand loyalty and factors influencing brand choice behaviour. The main findings that the Advertisements are the largest source of information to the consumer. A major part of consumers maintain brand loyalty, product quality plays a vital role in brand preference, consumer brand preference is influenced by demographic variables.

Sylvie and Saunders (1999)\textsuperscript{15} defined preferences as “comparative judgments between entities.” Additional reasons (other than promotions) why consumers may purchase other brands despite a stated brand preference included a desire to try and learn more about different brands in the category; changing needs or situations; variety seeking; and changes in the available alternatives due to new products or improvements to existing products.


Vigneron and Johnson (2000)\textsuperscript{16} reported that people's needs for appearances and materialism were increasing. That was human beings wanted to satisfy the need to look and feel good. This created a boom in the cosmetic and toiletries sector across the world. Chambers Encyclopedia defines cosmetics as (a) articles intended to be rubbed, poured, sprinkled or sprayed on, introduced into or otherwise applied to the human body or any part thereof for cleaning, beautifying, promoting attractiveness or altering the appearance and (b) articles intended for use as a component of such articles. Now a variety of cosmetic and toiletries ranging from natural to sophisticated items were available in the market. The pattern and preference of use of these items varied according to different segments of gender, age and socio-economic class.

Jamal and Goode (2001)\textsuperscript{17} found that customer merchandise carried much more meaning than their utilitarian, functional and commercial significance. Individuals were more likely to buy brands whose personalities intimately matched their own self images and self expression. Moreover, consumers expressed themselves by selecting brands whose personalities were consistent with their own personalities.

Srinivas (2002)\textsuperscript{18} studied that rural India bought small packs, as they were perceived as value for money. There was brand stickiness, where a consumer bought a brand out of habit and not really by choice. Brands rarely fought for market share; they just had to be visible in the right place. Even expensive brands, such as Close-Up, Marie biscuits and Clinic shampoo were doing well because of deep distribution, many brands were doing well without much advertising support. The different brand elements have varying roles in reinforcing the value of brand and its relevance to the consumer groups.

Coulter, et. al., (2003)\textsuperscript{19} found that an additional reasons (other than promotions) why consumers might purchase other brands despite a stated brand preference included a desire to


try and learn more about different brands in the category, changing needs or situations; variety seeking and changes in the available alternatives due to new products or improvements to existing products.

Batra and Homer (2004)\textsuperscript{20} have put forward in their research that brand image beliefs have a great impact on brand preferences when the consumer product schema fit the product category. They used in their research two celebrities as endorsers to test their impact on image beliefs (fun and sophisticated) and found that the effect of image beliefs on brand preferences were reflected in the purchase intentions, but only when the image beliefs were relevant and schematically fitted with the product category. This implied that categorization of information facilitates an understanding of stimuli aroused by the sponsorship.

Rajendhiran, et. al., (2005)\textsuperscript{21} explored that brand ambassadors placed an important role in putting an impact on the brand preferences of rural India. Keeping the literacy scenario in to consideration the promotion of brands in rural markets required the special measures. The same became the base for brand awareness and preference in the markets.

Lee and Ritzman (2006)\textsuperscript{22} explored that the preferences in rural India were shifting from loose to packaged products. Rural India was buying specialized, branded utensil cleaners and moving away from the typical ash / soil usage in the past. The penetration of branded items had also increased significantly for the products like toothpaste, detergent cakes and hair oils.

Kumar and Madhvani (2006)\textsuperscript{23} identified the most preferred brands in toothpaste, shampoo and shop categories in rural areas of India. They also interpreted the output on the basis of the gender. With the help of this study they came to know that quality was the most influencing factor to the consumers at rural areas of India. The other factors were price, colour, packaging and taste. In the case of toothpaste, majority of the female respondent


\textsuperscript{23} Kumar and Madhvani, “Rural Marketing for FMCG’s Rural Retailing in India” Research Report, Ministry of Agriculture, 2006, pp. 87 - 89.
preferred the Colgate as compare to Pepsodent, while majority of male respondent preferred Pepsodent. In the case of shampoo no such difference was found, while in soap majority used the Hamam as their toilet soap brand. Research indicated that the greater their shopping experiences and / or information collection, the higher the probability of focusing on a specific brand.

Chotani (2007)\textsuperscript{24} studied that there had been a significant rise in the brand awareness among the people in the rural markets. As a result they were becoming choosier and demanding than ever before, so any company had to properly analyze the psychographics before entering this market. Studies indicated that there had been a visible shift in the people's preference for brands. People were upgrading from the use of tooth powders to tooth pastes, and from using traditional mosquito repellants to using mats and coils. Also there was shift from low priced brands to semi premium brands.

In general, consumers had a brand preference toward an established brand during the firm’s long presence in the market (Dinlersoz and Pereira, 2007)\textsuperscript{25} and they tended to show little brand preference toward a particular brand when they were exposed to a new or unfamiliar product category.

Nuntasaree Sukat (2008)\textsuperscript{26} confirmed that beliefs, self-image, normative influences, and attitudes had impacts on brand preference and purchase behaviour in buying skin care products among Bangkok male consumers. The modified theory of reasoned action was appropriate to explain male consumer behaviour in the preference and purchase of specific cosmetic product in the Thai setting.

Gihan Wijesundera (2009)\textsuperscript{27} indicated that there were statistical relationships between price, product, education, occupation and band preference and there was no statistical relationship between place, promotion, age, income level, marital status, skin type, social factors, and substitute product with the brand preference.


\textsuperscript{27} Gihan Wijesundera, “Factors Influencing the Demand of Beauty Soap among Female Consumers in the Greater Colombo Region”, ICBI 2010 - University of Kelaniya, Sri Lanka, 2009.
Jain and Jain (2010) found that Colgate, Pepsodent, and Close-Up are the brands of toothpaste which were mostly preferred by the consumers over other brands, the value of money, freshness, foaming and other attributes they required, they found in their preferred brand. Consumers preferred these brands of toothpaste because of toothpaste freshness, whitening quality and taste.

Prialatha and Malar Mathi (2011) found that rural consumers were more concerned about the quality, brand name and brand benefits of the personal care products purchased by them. Further it was also found that once the rural consumers found that certain brands were suitable to them, they did not change it easily due to influence of friends / social group and lack of availability of their usual brands. Incase of non availability of their personal care brand at the store where they purchased regularly, they often went to another retail store to get their preferred brand and do not compromise easily. These store keepers introduced and inform them about the brand, its benefits and also about the promotional offers. Hence the marketer has to develop a good rapport with the local retailers to reach the illiterate rural consumers. Support and cooperation from local retailers also helped in getting a competitive edge over local brands sold in rural areas. Friends / Social group were found to have considerable influence on respondents who were single, as they involved in brand discussions to decide their purchase. Package factor has considerable influence on younger respondents as they preferred attractive package colors and design, while illiterates often identified their brand with the color of the package rather than the brand name.

Sharma and Mehta (2011) found that Sunsilk shampoo was more preferred by both male and females. Males did not use the shampoo like Nyle, Vatika, and Ayur. It meant that they did not concentrate on herbal shampoos and also in female, Nyle and Vatika was less preferred as compare to Sunsilk, Pantene and Clinic All Clear. Thus it was concluded that the consumers did not concentrate on the natural shampoos, they used it only for the purpose of


cleaning only, not for to make their hair healthier and stronger, or they did not know the value of using natural shampoos.

Valli Devasena (2012)\textsuperscript{31} found that availability, advertisements, price and package, freshness and safeness of ingredients were affecting the preference of Ponds talcum powder. Kadam, et. al., (2012) concluded that among the various alternatives available in to the market had been observed that respondents gave preference to the brands Clinic Plus, Pantene and Dove shampoo respectively. While purchasing the shampoos of various brands in the market respondents gave preference to reasons for purchase are their hair type, hair problem, price and fragrance while purchasing the same. In the decision making process self decision had preferred in majority by respondents, here influence of others had given least important, whereas only small proportion influenced by advertisement.

2.3 FACTORS AFFECTING THE PURCHASING OF BRAND

Kotler and Amstrong (1989)\textsuperscript{32} influencing factors for purchasing behaviour were marketing mix and personal characteristics. Most of the studies had shown marketing mix factors had a relationship on the purchasing behaviour of the consumer.

Fader and Lodish (1990)\textsuperscript{33} designed a controlled experiment probed the role of brand awareness in the process of consumer choice for the purchase of peanut, butter, whose results revealed that brand awareness was a dominant factor in both initial (trial) and repeat purchase decisions even when the quality of the selected brand was inferior to that of the other brands. The social factors referred to the influences made by the consumer’s reference groups such as the family and friends. The weight and powerfulness of the influence may vary depending on the significant of the relationship between the consumer and the reference group. Reference groups can influence the beliefs, attitudes and behaviour of a consumer in different circumstances. As result of that purchasing behaviour and brand preference could get changed of a consumer. Consumers were more likely to be influenced by word-of-mouth


information from members of reference groups than advertisements or sales people (Stanton, 1991)\textsuperscript{34}, in terms of benefit, selecting or changing brands.

Nilson (1992)\textsuperscript{35} mentioned that the price of the product may differ based on the economic conditions and consumer perceptions. It could influence the perceived value of a brand. Many consumers used price as an indication of the quality of the brand which was an important factor in purchasing decision.

Chao and Rajendran (1993)\textsuperscript{36} for creating their purchasing judgments customer needs or watch over to locate further information. In the eyes of Borden (1994), information was like interaction procedures which was expressed by the company or the product and compel the customer to enhance their buying decision.

Engel (1995)\textsuperscript{37} concluded that a great deal of family interaction happened before the purchase decision was made, especially a expensive product or a personal care product that the family often used together such as liquid soap (Onkvisit and Shaw, 1994)\textsuperscript{38}. The family was generally a primary decision making unit with complex and varying pattern of roles and functions.

Myers and Alpert (1996)\textsuperscript{39} mentioned that there could be an impact of substitute products on the consumers purchasing behaviour of beauty soap. The most of the countries had got adapted to shampoos, shower gels and liquid soaps. Instead of buying a beauty soap in bar format consumer could buy it in the liquid format by considering the convenience of use. Beside it could happen on eagerness basis to use a different format of soap and could continue it throughout if the consumer was satisfied with the product. Hence it was important to assess the relationship between bar soap brand and the related substitute products.


Thakor and Katsanis (1997)\textsuperscript{40} believed brand image was one of the cues in product quality evaluation, particularly when it came to experiential brand concept-image. Consumers tended to have higher perceived value, resulting in higher purchase intention when facing a preferred brand.

Raghubir and Kim (1999)\textsuperscript{41} found that price discount might attract consumers to try out different brands; however, after the promotion was over price discount might also lower the purchase intention as a result of associating price discount with lower quality. It was also noted that the price discounts might attract consumers with economic incentives, but might expose them to inferior products with lower quality.

Kotler (2000)\textsuperscript{42} consumer behaviour occurred when consumers were stimulated by external factors and come to a purchase decision based on their personal characteristics and decision making process. These factors included choosing a product, brand, a retailer, timing, and quantity. This meant consumers’ purchasing behaviour was affected by their choice of product and brand. Thus, the following factors that might affect purchasing price discount, consumers’ increase of product familiarity, product characteristics related to product knowledge (Alford and Biswas, 2002)\textsuperscript{43}.

The study of Al-Ashban and Burney (2001)\textsuperscript{44} was the only study conducted in the Middle East about cosmetics use among women in Saudi Arabia. The results of this study suggested that education and social status of Saudi Arabian women played a vital role in their trend to use cosmetics. In addition, the study revealed a strong significance of predictors of usage habits namely; age, income levels, occupation, and marital status with respect to

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longevity of exposure; and of body color, allergic, occupation and marital status with obsessions.

Mookerjee (2002)\textsuperscript{45} supported that the reliability and the confidence on the source through which customer perceived his purchase decisions. The three personal sources specified were family members, friends and office acquaintances.

Sinha (2003)\textsuperscript{46} reported that Indian Shoppers seek emotional value more than the functional value of shopping. Their orientation was based more on the entertainment value than on the functional value. The orientation was found to be affected primarily by the type of store, the frequency of buying and to some extent by the socio-economic classification.

Satish and Peter (2004)\textsuperscript{47} elucidated that customer knowledge about the product played a vital role in product purchase decision. Similarly, other studies also described customer knowledge as a prime factor for decision making.

Fung et. al., (2004)\textsuperscript{48} said that packaging / design of the product could hold consumer’s pleasure feelings. Furthermore, packaging was an important part of the company reputation that played a major role in communicating the product image and better packaging shows that it was a quality product.

Li, et. al., (2005)\textsuperscript{49} found that the consumer psychology perception openly reflected consumer viewpoints on product knowledge and consumer knowledge of a product could help consumers to make their decisions effectively. Customer knowledge was indeed

significantly correlated with many valuable dimensions and customer purchase intention depends on many valuable factors.

Russell’s and Taylor’s (2006)\textsuperscript{50} words quality of a product made the product for utilization and it fulfills the required needs. Solomon, et. al., (2006) defined culture as a collective recall of the society. It was the mindset and thoughts of a community having a combination of civilization i.e. rituals, faith that accepted within a society and up-till now continued in the present.

Solomon (2007)\textsuperscript{51} had said in respect of customers that they usually viewed a firm attitudes and opinions between price and value of a product. A lot of consumers considered that products had a high price were of better value, particularly in that situation when they had fewer or no knowledge about the quality of product.

Lin and Lin (2007)\textsuperscript{52} proved that prove that price discount created interference in the correlations between brand image and purchase intention. When purchasing cosmetics, consumers responded better toward a higher price discount and have a higher purchase intention towards a high brand image product. This might be due to the fact that cosmetics were experiential products, and therefore the degree of product knowledge affected purchase intention, regardless of whether there was a price discount or not. To those with higher product knowledge, there were more factors to consider other than price discount, resulting in lower purchase intention than those with lower product knowledge.

Guthrie, et. al., (2008)\textsuperscript{53} examined women's perceptions of brand personality in relation to women's facial image and cosmetic usage. The study seek to develop a better understanding of how various factors influenced perceptions of cosmetic brands in the USA.


The survey included items measuring facial image, cosmetic usage, brand personality, and brand attitude. The findings showed that brand personality of competence found to be important across all three brands, consumer perceptions pertaining to the remaining brand personality traits differed.

Noel (2009) found that the attitude was a powerful and long term assessment for which the customers were having well-built way of thinking and it could be an individual, entity, announcement or a matter.

Kotler and Keller (2009), found in their study that attitude was a permanent and satisfactory emotion, deed or assessment propensity towards a plan or thing. They were also in a view that attitude was a tremendously hard thing to alter due to the existence if sensitive nature. Group and family was an important societal group in a culture, naturally having one or two people combine in a residence and they contributed principles, aim, and have long standing agreement to one another.

Purchasing advisor had a powerful control on a purchaser. Large organizations particularly appointed the purchasing advisor for their best and successful results. They suggested recommendation to the customers through different ways in order to worth a product. In the words of Elsey B. Sukato N, (2010) purchasing advisor had the supremacy to compel or persuade the customers to buy a specific product.

Shahzad Khan (2011) found that the quality meant that how excellent and worse the things were or highly valued. Quality was the unending procedure of making and keeping association by preparing and satisfying the affirmed and required needs. Quality was the achievement of the customer’s needs especially it went beyond the customer’s hopes.


Khan and Noor (2012)\(^{58}\) showed that the quality, brand image and personality had a strong association with the buying behaviour of female for purchase of cosmetic in Peshawar Pakistan. The research result proved that there was a positive and significant relationship between these factors price, quality, motivation, product information, attitude, culture, consumer resources, personality, brand image, group, family and purchasing advisor.

### 2.4 CUSTOMER SATISFACTION

Bolton and Drew (1991)\(^{59}\) treated attitudes as a consequence of satisfaction. It was also possible that an attitude could develop on the basis of indirect experiences (example through advertising and corporate image. To this extent, past experience, advertising, and corporate image were all determinants of brand attitudes, in turn on customer satisfaction.

Customer satisfaction was believed to mediate consumer learning from prior experience and to explain key post-purchase behaviours such as complaining, word of mouth, repurchase intention and product usage (Westbrook and Oliver 1992)\(^{60}\). They found that customer satisfaction was based on the disconfirmation of expectation theory, in which the customer compared expectations with perceived quality resulting in confirmation or disconfirmation.

Anderson, et. al., (1994)\(^{61}\) found that cumulative customer satisfaction was an overall evaluation based on the total purchase and consumption experience with a good or service over time. Whereas transaction-specific satisfaction may provide specific diagnostic information about a particular product or service encounter, overall satisfaction was a more fundamental indicator of the firm’s past, current and future performance.


Goode and Moutinho (1995) found that a great deal of attention has been paid to the confirmation paradigm which concerned the comparison of product or service performance expectations and evaluations. The confirmation model treated satisfaction as meeting customer expectations and was generally related to habitual usage of products. However, customer satisfaction had moved towards the disconfirmation paradigm which viewed satisfaction with products and brands as a result of two cognitive variables: pre-purchase expectations and disconfirmation.

Customer satisfaction also depended on perceived value (Ravald and Gronroos, 1996) which could be defined as the consumer’s overall assessment of the utility of a product/brand, based on perceptions of what was received (benefits received) and what was given (price paid and other costs associated with the purchase.

Kohli and Thakor (1997), found in their study that brand name was the creation of an image or the development of a brand identity and was an expensive and time-consuming process. The development of a brand name was an essential part of the process since the name was the basis of a brand’s image. Brand name was important for the firm to attract customers to purchase the product and influence repeat purchasing behaviour. Consumers tend to perceive the products from an overall perspective, associating with the brand name all the attributes and satisfaction experienced by the purchase and use of the product.

Tian (1998) through his study indicated that the general satisfaction resulted from a rapid assessment of customer experience of the product, whereas, satisfaction was one of the most important factors that helped in predicting customer satisfaction. He also concluded that satisfaction affected loyalty and it could be a strong predictor of behavioural variables such as

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predicting the intent of repurchases the product. Customer satisfaction resulted from a previous experience and appears through customer behaviour after making the purchase process.

Zemke (1999)\(^\text{66}\) in his study quoted that once a service failure occurred, it became crucial that service recovery, as the action taken by the service provider to seek out dissatisfaction and as a response to poor service quality be effectively carried out to reduce the damage in relationship and to pacify the dissatisfied customer. It had also been suggested that effective service recovery had led to higher satisfaction compared to service that had been correctly performed on the first time.

Bitner and Hubbert (2001)\(^\text{67}\) in their work proposed two ways of viewing satisfaction: service encounter satisfaction (i.e. satisfaction or dissatisfaction with specific service encounters) and overall satisfaction (based on multiple encounters or experiences). In other words, little satisfactions based on each service encounter led to overall satisfaction with the service.

Matzler et. al., (2004)\(^\text{68}\) found that must-be factors were attributes that customers took for granted and did not increase customer satisfaction. If the product or service, however, did not meet expectations, then customers would be dissatisfied. One-dimensional factors were attributes for which the relationship between attribute performance and dissatisfaction was linear. The more (less) an attribute fulfilled the requirements, the more (less) customers were satisfied. Excitement factors were attributes that make customers very satisfied or even delighted if products or services achieved these factors fully. Customers were, however, not dissatisfied if products or services did not meet these requirements.


Lam et. al., (2005) found that satisfaction mediated the relationship between perceived value and loyalty, in a Business-to-Business context. It was noteworthy that their study showed that satisfaction totally mediated the relationship between perceived value and loyalty when loyalty was measured as word-of-mouth (i.e., recommending to other customers), but only partially mediated the relationship when loyalty was measured as repeat patronage. Thus, they concluded that perceived value have both a direct and an indirect positive effect on satisfaction.

Heitmann et. al., (2008) found that price perceptions directly influenced satisfaction judgments as well as indirectly through perceptions of price fairness. The results also indicated that consumers’ vulnerability, which was induced by a perceived demand-supply relationship and the urgency of need from the consumers’ side, had a negative effect on perceived price offer fairness.

Lin (2009) suggested that customer satisfaction had a significant influence on repurchase intention and that a higher level of customer satisfaction directly led to a higher level of brand loyalty.

The stimuli in the store, such as the characteristic of other shoppers and sales people, store layout, noises, smells, temperature, shelf space and displays, sign, colours, and merchandise, affect consumers and serve as elements of product attributes, which may in turn, affected consumer decision making and satisfaction with the cosmetic brands (Lovelock, 2010).

When a consumer / customer was contented with either the product or services it was termed satisfaction. Satisfaction could also be a person’s feelings of pleasure or disappointment that resulted from comparing a product’s perceived performance or outcome

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with their expectations (Kotler and Keller, 2011)\textsuperscript{73}. As a matter of fact, satisfaction could be the pleasure derived by someone from the consumption of goods or services offered by another person or group of people; or it could be the state of being happy with a situation. Satisfaction varied from one person to another because it was utility.

Neetu Sharma (2012)\textsuperscript{74} found that the satisfaction level of customers towards the company products revealed the customer needs and the quality of the product they required. Majority of the customers gave more preference towards the quality of the product followed by the price, design, sales and service. So it also dealt with knowing the customer requirements and their satisfaction towards the FMCG goods.

\textbf{2.5 BRAND LOYALTY}

Aaker and Keller (1990)\textsuperscript{75} believed that loyalty was closely associated with various factors, one of the main ones being the experience of use. Customers might be loyal owing to high switching barriers related to technical, economical or psychological factors, which made it costly or difficult for the customer to change.

In addition, several empirical findings had confirmed that a favourable image (i.e. brand, store / retail) would lead to loyalty brand equity (Biel, 1992)\textsuperscript{76}, purchase and brand performance. In another point of view, customers might also be loyal because they were satisfied with the brand, and thus wanted to continue the relationship.

Zooming into Keller and Aaker (1993)\textsuperscript{77} conceptualization of brand image, it was considered a perception about a brand is reflected by the brand associations held in


consumers’ memory. He suggested that “brand associations” comprised brand attributes, brand benefits, and overall brand attitudes would affect the brand loyalty.

Brand loyalty is measured by three ways: (1) the behavioural measure, (2) the attitudinal measure, and (3) the composite measure. In addition, behavioural loyalty included measures of regular repurchase behaviour as an indicator of loyalty (Dick and Basu, 1994)\(^{78}\). The problem with this type was that it provided a limited understanding of factors that fell under the repeated purchases. Moreover, the repurchase was not always the result of the psychological commitment toward the brand.

Bloemer and Kasper (1995)\(^{79}\) in their study indicated that the real loyalty to brand took place when there were six necessary conditions of loyalty: biased, behavioural response, stability over time, decision-making process, one or more of alternative brand (s), and the function of psychological processes. In addition, real loyalty to brand might occur when customers had a high relative attitude toward the brand through the repurchase behaviour.

Sproles and Kendall (1996)\(^{80}\) proved that fashion consciousness was generally defined as an awareness of new designs, changing fashions, and attractive styling, as well as the desire to buy something exciting and trendy. This indicated that quality characteristics were also related to performance and repeat purchasing. Price communicated to the market the company’s intended value positioning of its product or brand. Price consciousness was defined as finding the best value, buying at sale prices or the lowest price choice.

The glory of brand loyalty appeared to be slightly declining in particular to some of the major national brands. In fact, there was more growing acceptance of the private labels brand in today's market (Dekimpe, et. al., 1997)\(^{81}\). Furthermore, the present environment of increased competition and rapid market entry of new product and services into the


marketplace, led consumers to experience product knowledge in terms of a wider choice of better alternatives and opportunities.

Bloemer and Ruyter (1998)\textsuperscript{82} pointed out that the exact relationship between image and loyalty had remained a matter of debate. Furthermore, there were lack of studies associated with goods’ product based image, marketer’s brand image and its relationships between satisfaction and loyalty in Malaysia. Empirical supports had confirmed that image did influence satisfaction, which in turn led to loyalty in the context of retailing.

Omar (1999)\textsuperscript{83} emphasized that the store environment was the single most important factor in retail marketing success and store longevity. Positive attributes of the store, which included store location, store layout, and in-store stimuli, affected brand loyalty to some extent. Store location and number of outlets were crucial in altering consumer shopping and purchasing patterns.

Long-term relationships of service loyalty made loyal customers more price tolerant, since loyalty discouraged customers from making price comparison with other products by shopping around. Price had increasingly become a focal point in consumers’ judgments of offer value as well as their overall assessment of the retailer (De Ruyter, et. al., 1999)\textsuperscript{84}.

Cadogan and Foster (2000)\textsuperscript{85} indicated in their work that price was probably the most important consideration for the average consumer. Consumers with high brand loyalty were willing to pay a premium price for their favored brand, so, their purchase intention was not easily affected by price.

There were many unfamiliar brand names and alternatives available in the marketplace. Consumers might prefer to trust major famous brand names. These prestigious brand names and their images attracted consumers to purchase the brand and bring about repeat purchasing behaviour and reduced price related switching behaviours (Giunipero and Daniel,


Furthermore, brand personality provided links to the brand’s emotional and self-expressive benefits for differentiation. This was important for brands, which had only minor physical differences and consumed in a social setting where the brand could create a visible image about the consumer itself.

Bennett and Rundle-Thiele (2002)\(^87\) argued that attitudinal loyalty measures should be appropriate to predict future brand loyalty under these circumstances: (i) where the market was not stable, (ii) where there was a propensity towards sole brands, and (iii) where there was a high involvement and high perceived risk.

Famous brand names could disseminate product benefits and led to higher recall of advertised benefits than non-famous brand names (Keller, 2003)\(^88\). In addition, customers had a strong belief in the price and value of their favourite brands so much so that they would compare and evaluated prices with alternative brands.

Research conducted by Lin and Chang (2003)\(^89\) showed that the channel convenience of the brands had significant influence on buying behaviour. This meant that the accessibility to this product/brand in the store was important when purchasing low involvement products. Consumers would not go to another store just to find the brand. Instead, they would stay put and choose another brand.

Frings, 2005 (2005)\(^90\) found that Turkish consumers were introduced to all of the new and existing products of the well-known brands in this market just like other consumers elsewhere in the world. However, Turkish market had a special significance. Compared to other countries in the region, Turkey had a huge population, half of which was made up of women. They also found that there was a significant relationship between a woman’s consistent use of the same brand skin-care product and her behaviour that results from being

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unable to find the desired product while shopping at the store. Design was visual appearance, which included line, shape and details affecting consumer perception towards a brand. Brands that supplied stylish package attract loyal consumers who were fashion conscious. Fashion leaders or followers usually purchased or continued to repeatedly purchase their products in stores that were highly fashionable. They gained satisfaction from using the latest brands and designs which also satisfied their ego.

Lau and Lee (2006)\(^{91}\) in their article mentioned that there were seven factors that influenced consumers’ brand loyalty towards certain brands. The factors were brand name, product quality, price, design, store environment, promotion and service quality.

Product Quality encompassed the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality was defined as “fitness for use” or ‘conformance to requirement” (Russell and Taylor, 2006)\(^ {92}\). Consumers might repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold. Material was important in product quality because it affected the hand feel, texture and other performance aspects of the product. Further, consumers related personally to colour, and could select or reject a product because of colour. For instance, some consumers used cosmetics for work and some for leisure and sports, as they needed a lot of movement, while durability was an important consideration in purchasing cosmetics.

Duff (2007)\(^{93}\) investigated the niche market in women’s cosmetics, and the results showed that cosmetics buyers were becoming more fashion conscious and were demanding products with more attractive design; furthermore, consumers have a tendency to use different makeup designs for different occasions. In general, loyalty took place when customers bought a product or a service repeatedly; customers also hold appropriate and positive attitudes towards goods and services. Brand loyalty was the commitment of the customer to buy a product in a durable manner in the future.

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Mahajan et. al., (2008)\textsuperscript{94} found that four of brand image benefits: functional, social, experiential and appearance enhances were positively related to overall satisfaction. The results also indicated that overall satisfaction did influence customers' loyalty.

The trust and loyalty should be associated, because trust was important in relational exchanges and loyalty was also reserved for such valued relationships. Consumers, developed trust in a brand based on positive beliefs regarding their expectation for the behaviour of the organization and the performance of products a brand represents (Ashley and Leonard, 2009)\textsuperscript{95}. Thus, brand trust would contribute to both purchase loyalty and attitudinal loyalty.

According to Clow (2011)\textsuperscript{96}, promotion was an important element of a firm’s marketing strategy. Promotion was used to communicate with customers with respect to product offerings, and it was a way to encourage purchase or sales of a product or service. Sales promotion tools were used by most organizations in support of advertising and public relations activities and they were targeted toward consumers as final users and make them loyal to specific brands.

Kulkarni and Belgaonkar (2012)\textsuperscript{97} found that the reasons for the brand loyalty given by the Indian youth consumer 62 per cent respondents were selecting these brands for the consistency they found in the quality of the product, 12 per cent respondents selecting these product for the three proven and tested better performance. 10 per cent respondents were selecting these brands as a prestigious brands. 10 per cent respondents were selecting these bands because it was advised them to purchase by satisfied consumer. Six per cent respondents were purchasing it because price of these brands was affordable to them.

\textbf{2.6 RESEARCH GAP}

From the above literature review, it has felt some of the gaps which could be certainly carried out in the present research. The research gaps had been taken into consideration and


\textsuperscript{97} Ram Kulkarni and Dilip Belgaonkar, “Purchase Behavioural Trends and Brand Loyalty of Indian Youth with Special Reference to Nashik City”, International Conference on Humanity, History and Society IPEDR, Vol. 34 (2012), IACSIT Press, Singapore.
included in the present research are: brand preference of cosmetic products by women customers, factors affecting the purchasing of cosmetic products by women customers, the purchasing pattern of cosmetic products of women customers, satisfaction and brand loyalty of women customers towards cosmetic products and factors affecting the brand loyalty of cosmetic products of women customers. With the help of critical reviews of earlier research studies, the appropriate objectives and hypotheses have been formulated for the present research.

2.7 CONCLUSION

With this background, the present study has been designed suitably to study the brand loyalty of women customers towards cosmetic products in Chennai. Through the extensive literature survey, it has also found the research gaps and those gaps have also been included in the present research. The research framework, questionnaire construction, research design, sampling procedure and data analysis from the various previous research studies have been understood and the suitable methodology has also been applied for the present research.