CHAPTER II

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INTRODUCTION

Chapter I dealt with the statement of the problem, need and importance of the study, methodology, sample description, and limitations of the study. It also provided the objectives, research methodology and research gaps. This chapter reviews the literature relating to buyer behaviour, brand loyalty and the impact of brand loyalty on buyer behaviour.

BUYER BEHAVIOUR

Buyer behaviour can be defined as those acts of ‘individuals’ that are directly involved in making decisions to spend their available resources such as time, money, energy in obtaining and using goods and services. Buyer behaviour helps to segment the market usefully and would aid in development of an effective marketing mix.

Manivannan L, Kannan K V and Natrayan (2006) in their study on brand preference in fairness creams from 150 consumers of Coimbatore city found that 60% of respondents preferred Fair and Lovely, 50% used it in order to become “Fair”, 50% got their information from television, 95% were not interested in replacing the brands, 75% of the respondents were females, 42.67% belonged to the age group of 25-35, 60% possessed school level education and 85% had an annual income of less than Rs. 1,00,000/-. 

Sriranga Prasad N V (2007) in his study on impact of television advertisements among 220 respondents with reference to fair and lovely found that important source of information for purchase of product was television advertisements and 82% of women watched television regularly for 3 to 6 hrs per day. Majority of women depended on television advertisements
for purchasing products, they often made purchases either for self-related products or for domestic purposes. Majority of the women liked advertisements as they evoked the feelings. 61% used fairness creams regularly to look ‘Fair’ and they got information through television advertisements. Chi square test indicated that women were influenced by advertisements in purchasing and using cream. Fair and lovely was the most preferred brand and Chi square analysis showed that women were influenced by fairness cream advertisements in purchase of fairness cream. It also showed that women purchased fair and lovely due to the influence of advertisement. ANOVA test showed that there was significant influence of celebrity image on women. Fair and lovely advertisement was more realistic and convincing. Celebrity presence was also another imperative factor for women being attracted to Fair and lovely advertisements and music was also a significant element of the advertisement.

Vinith Kumar Nair and PrakashPillai R. (2007) in their study on purchase pattern of cosmetics among 300 consumers in Kerala showed that male consumers preferred to purchase cosmetics individually. Quality was the major factor influencing the purchase decision of consumers. Chi-square test revealed that there was significant association between brand selection and age of the respondents. Male consumers spent more on cosmetics. They spent Rs.301-500 per month when compared to females for their hair care and deodorants.

Sreekumar, Sasmita Mishra and Swapna Menon (2008) in their study on consumers’ attitude towards Network Marketing from 35 users and 93 non-users in Rourkela city observed that 80.64% of non-users were aware of network marketing, 60% obtained information from friends, maximum number of users were aware of Oriflame, majority expressed their opinion that network marketing was an easy way of earning money get quality products, 90% of consumers spent Rs.3000 pm and personal care products
were popular. The weighted average score showed that the most important factor perceived by the users of network marketing was quality and timely delivery. Brand name, good will and image were important for network marketing.

Neeraj Kaushik and Deepak Gupta (2009) in their study on female consumer’s buying pattern of cosmetic products in South Haryana among 125 respondents observed that 43.7% were using cosmetics to look good, 30% rated quality and brand name as important factors for buying cosmetics. Age group 15-20 used the cosmetics daily. Urban and rural respondents had similar usage patterns of cosmetics. 85.44% of consumers preferred skin care products, 45% used non-herbal products and 36.2% claimed that the products were good for skin.

Pinaki Ranjan Bhattacharya and Sitanath Mazumdar (2009) in their study on factors responsible for choice of FMCG dental care products among 150 customers in Kolkata observed that awareness of respondents for Pepsodent was the highest. Source of brand knowledge was obtained from television. 41% preferred gel flavor. Factor analysis showed that the first factor total dental care comprised of variables like decay protection, stronger teeth, fight germs, fresher breath, healthy gums and white teeth. The second factor individual preferences had variables like taste, flavor, colour and foam. The third factor was tangible value that had variables like price, scheme and packaging. Chi-square test showed that there existed a relationship between category wise daily movement of goods and monthly sales of the individual retailer.

Nuntasaree Sukato and Barry Elsey (2009) in their study on consumer behaviour in buying skin care products in Thailand among 420 males found that there was positive relationship between self-image and normative influences. Belief in product attributes positively affected consumers attitudes
toward skin care products. Multiple regression revealed that purchase intention was associated with actual purchase and was significant for male consumer’s purchase behaviour as regards skin care products.

Balamurugan B(2010) in his study on rural consumers perception of shampoo products in Salem District among 150 respondents used chi-square analysis and found that there was significant relationship between level of satisfaction and price, fragrance, brand image, smooth hair and dandruff. There was significant relationship between level of satisfaction and promotional tools such as free trial packs, tie-up products, discounts, sales demo and road shows. It was found that 66.67% of the respondents were in the age group 21-30 and 55.33% were males.

Gihan Wijesundera and Ruwan Abeysekara (2010) in their study on factors influencing the demand on beauty soap among 82 female consumers in the Greater Colombo region observed that the marketing mix factors such as price and product had significant relationship with brand preference but place and promotion had no significant relationship with brand preference. Demographic factors such as education and occupation had significant relationship while age, income level and marital status had no relationship with brand preference. There was no significant relationship between skin type factor, social factor, substitute products with brand preference. Cross analysis of demographic factors showed that 60% felt that it was suitable to their skin type and 85% of the respondents felt price was at medium level irrespective of brand.

Manoj Patwardhan, Preeti Flora and Amit Gupta (2010) in their study on identification of secondary factors that influence consumers buying behaviour for soaps and chocolate from 116 respondents observed that the first factor for soap was attractive packaging and schemes and consisted of two variables namely packaging and schemes offered, the second factor was
soap composition that had 3 variables such as fragrance, ingredients and skin type, the third factor seasonal availability of a popular brand had 3 variables season, availability and popularity.

Kuselar R, Senthil M and Prabhu N R V (2011) in their study on network marketing through buzz marketing strategy among 600 network marketers who belonged to Amway India from Hyderabad and Secunderabad observed that age, gender, education, marital status, occupation, monthly income had no relation with the level of satisfaction derived. Most of the distributors collected information from friends and relatives who were also distributors. Word of mouth played a dominant role in network marketing.

Prialatha P and Malarmathi K (2011) in their study on factors influencing rural consumer buying behaviour towards personal care products in Coimbatore District among 100 customers found that quality was the highly influencing factor. There was significant difference across respondents of varying education level with regard to the influence of quality, nearness to selling point and retailer factors. There was significant difference across age groups with regard to package, habitual and retail factors. Female respondents were found to be more influenced by ‘income’ factor. Respondents who were ‘single’ were found to be more influenced by brand name than married respondents.

Devibala P and Rangaswamy A (2011) in their study on consumer preference for cosmetics among 150 college girls in Tirunelveli and Thoothukudi districts showed that about 79% spent Rs.500 per month, 41% preferred Lux toilet soap, Majority preferred Ponds Sandal Talcum powder, Sunsilk shampoo brand, Fair and Lovely face cream, parachute hair oil, Eva body spray, Eyetex and Ponds sunscreen cream. The overall satisfaction was high for hair oil, and shampoo. Quality was the preferred factor for brand preference by majority of the respondents.
Fouzia Ali, Ali Raza, Syed Usman, Izhar, Muhammad Shoaib, Waqas Amin, Muhammad Adnan and Aamir Mehmood (2011) in their study on attraction of students towards beauty products found that there was significant positive correlation between deceptive beauty advertising and buying behaviour towards beauty parlours of university students. Impact of buying behaviour of University students towards beauty parlours and that proved the students used beauty products more than before. Regression analysis showed that deceptive beauty advertisements had a positive and significant impact on the buying behaviour of University students towards beauty products. Hence Government and advertisers should make some rules and regulations and policies as regards advertising so that deception can be reduced.

Najma S (2011) in her study on brand preference for fairness creams, a study among 150 consumers of Tanjore city had observed that nearly 60% of the respondents preferred HLL’s ‘Fair and Lovely’. The awareness level was higher for this brand. Most of the consumers bought fairness creams in order to get ‘fairness’. Television played an important role in creating awareness towards various brands of fairness creams. 95% of the respondents were ‘brand loyal’ towards existing brand of fairness creams. 75% of the respondents were females and majority had an annual income of less than Rs.1 lakh.

Rekha Attri and Sunil Chaturvedi (2011) in their study on consumer perceptions of the products sold through MLM among 114 customers found that higher percentage of both male and female disagree about the distributorship of MLM products. Amway ranked first in the awareness percentage of MLM Companies. Customers ranked Tupperware first in the usage of products among different MLM Companies. 49% felt that the product quality offered was good. The main target of MLM Companies were housewives.
Surya Rashmi Rawat and Pawan K. Garga (2012) in their study on understanding consumer behaviour among 200 working women towards green cosmetics in Pune observed that 87% of mothers bought green cosmetics for their children, 87% bought for themselves and 21% of women bought green products for their husbands. The study revealed that 37% of parents and grandparents used green cosmetic products and would buy them in future. 78% were interested in green marketing and were ready to pay extra cost for eco-friendly products. Majority felt that natural products were safe to use and there would not be any side effects. Eco-friendly products played a vital role in controlling environment degradation.

Anju Thapa (2012) in his study on consumer switching behaviour-a study of shampoo brands had found that out of 64 respondents from Jammu, 53.12% were below 22 years, 93.75% used shampoos, 68.75% used it twice a week, 40.62% bought shampoo thrice in a month, 53.12% used only one brand of shampoo, 75% concentrated on important ingredients present in shampoo, 62.5% preferred quality, 40.62% preferred healthy root and tips, 71.8% took decision by themselves and 43.75% changed their brand due to advertisements.

Ujwala B (2012) in her study on consumer buying behaviour of personal care products in More super market, Chitoor district among 110 used chi-square analysis and found that factors likes brand, price, quality ingredients, ease of use and availability affected the buying decision of personal care products, 43% felt that advertisement influenced purchasing decision, Majority of the respondents preferred Head and shoulders, 38% preferred Santoor, 62% preferred Colgate, 33% bought products for price. Majority spent 10%-12% of their income on personal care products

Anupam Jain & Meenakshi Sharma(2012) in their study on brand awareness and customer preferences for FMCG products among 100
customers in rural market of Garhwal Region observed that the average awareness of the respondents in the rural market was 75% in case of shampoo, 72.02% in case of soap, and 73% in case of tooth paste. Pantene shampoo, Dettol soap and Colgate tooth paste ranked first. Quality was the attribute most preferred for brand preference. T-test and ANOVA revealed that there was significant difference between male and female attitude, different age group attitudes, different academic qualification attitude towards brand. There was no significant difference between different income group attitude towards brand. Pearson correlation revealed that there was positive impact of media on brand preferences of FMCG products among consumers.

Abdul AssisKoroth and Sarada A K (2012) in their study on significance of relationship in multilevel marketing and its effect on business outcome among 614 distributors cum customers in Kerala observed that many of the respondents joined due to friends and relatives who used personal relationship to enrol new distributors and the remaining distributors were motivated by other reasons like intention to use good quality products while others had taken up MLM as a means of employment.

Mahalingam S and Nandha Kumar P (2012) in their study on consumers behaviour towards selected fast moving consumer goods in Coimbatore city among 400 consumers found that 54% used Colgate tooth paste, 26.3% used Hamam, 23.3.% used shampoo. Majority of the respondents assigned brand name as first rank in buying decision. Pearson chi-square analysis showed that age of respondents and advertisement had no relationship with their perception on tooth paste, soap and shampoo. Quality was the main motivating factor for consumers to buy FMCG and manufacturers had to provide quality goods at reasonable price.

Paragi Kuntal Shah and Bijal Nishant Mehta (2012) in their study on effect of sales promotion of personal care products and their availability
among 150 consumers in Ahmedabad city observed that sales promotion schemes and advertisements equally influenced the consumers purchase decision. Packaging was considered important. ‘Buy one get one free’ was at the top of mind scheme in sales promotion, 80% were motivated to purchase more during sales promotion schemes. 92% of the homemakers made purchases once in a month. Variety was considered important for choosing supermarkets.

Hema Patil and Bakkapa B (2012) in their study on consumer behaviour in Karnataka State as regards package of cosmetics among 124 women found that package was the silent salesman. Three factors responsible for consumer behaviour were cosmetic package attracts customers, cosmetic package develops dependability on the product, cosmetic packages were prestigious to customers and these key variables were obtained through factors analysis on importance of cosmetics package.

Shailesh Kumar Limbad J (2013) in his study on women buyer behaviour as regards cosmetics in Surat Region, among 50 women consumers observed that 49% were between 21-25 years, 51% were housewives, 93% used branded products, 26% bought cosmetics for fashion purpose, 30% got cosmetics from medical stores, 55% spent an average of Rs. 501 – Rs 750. per month on cosmetics, Likert Scale revealed major factors like brand image, quality and quantity. Nyle Shampoo and Ponds face wash were the definite brand leaders.

Kavitha T N R and Vanitha .A (2013) in their study on customer satisfaction among 50 customers in Erode found that 40% were below 20 years. 36% purchased Colgate for its brand image. Colgate brand was the fast moving brand. Chi-square test showed that there was no relationship between age and purchase of the product.
Vinith Dani (2013) in his study on consumer buying behaviour among 250 urban consumers of tooth paste in Pune city observed that gender had no impact on choice of tooth paste brand. 92% used toothpaste while 8% use tooth powder for oral care 44% preferred to buy 250 gms pack for their family consumption, Majority preferred to buy toothpaste once a month. Health benefits and prevention of tooth decay were the major attributes preferred while buying a tooth paste brand.

Sulekha and Kiran Mor (2013) in their study on consumer buying behaviour of FMCG of rural Haryana among 500 respondents used principal component method of factor analysis that revealed factors like package, quality and variety, promotion and brand endorsement. There was relationship between brand awareness and brand loyalty as regards age, gender, income and education.

Karan Singh Thagunna and Garima Khanal (2013) in their study on dimensions affecting the purchasing behaviour of 100 Nepalese women observed that principal component method of factor analysis revealed six major factors like value identification, life style and personality, price, customer service, accurate information and brand familiarity. ANOVA showed that there was significant difference in the buying behaviour of Nepalese women based on the age and there was no significant difference in buying behaviour as regards marital status, religious orientation, occupation and income level respectively.

Sakthivel Murugan M (2013) in his study on factors influencing post – purchase behaviour of personal care products in Chennai city among 500 customers used principal component method of factor analysis that extracted three factors namely brand sensitivity that consisted of brand addiction, brand association, performance, enjoyment, suitability, spear heading, and delightfulfulness. The second factor was named brand image that included
positive attitude, frequent usage, favourite brand, unique and distinct, favourable image, trust worthy and brand recognition. The third factor was named attraction that included special features, no brand switching, lovable features and attachment towards the brand.

Surinder Singh Kundu (2013) in analyzing customers perception as regards fast moving consumer goods in rural market of Haryana State analysed five factors through principal component method that revealed cultural and psychological, social, psychographic and promotional, demographic, and self-concept factors. It was found that rural buyers perceived that television commercials followed by print advertisements and word of mouth played a significant role in purchase decision of FMCG.

Srinivas Rao P (2013) in his study among 150 respondents found that Garnier white was the most preferred fairness cream. Majority used fairness cream in order to get ‘Fairness’ and respondents got information from television. 95% were loyal to existing brand of fairness cream. Majority of the respondents less than 35 years used fairness cream but majority of the respondents who used fairness cream were females. 85% of fairness cream users had an annual income of less than 1 lakh.

Rashmi (2013) in her study on buying behaviour among 190 Indian Consumers in the hair care product market observed through t-test analysis that brand name, packaging, quality price, advertisement, ambience, product safety, product trustworthiness, loyalty were considered as significant factors for buying decisions. Consumers considered product features while making decisions. Consumers considered the herbal/ natural claims of the product while making purchase decisions. Consumers changed their buying behaviour by learning from earlier usage instances.
Anjali Sharma, Shruti Bhola, Shwete Malyan and Neha Patni (2013) in their study on consumers for beauty care products in Delhi region had observed that 30% were in the age group of 18 to 22 years, 31% were students, 42% spent less than Rs 1000 on beauty care products. 72% women felt that quality was the most important factor considered while purchasing the beauty care products. 51% got information from friends, 43% were influenced by advertisement while selecting a brand, 34% felt that price was the important factor while making choice of selecting a brand.

Sweety Gupta and Manpreet Kaur (2013) in their study on brand awareness among consumers as regards daily consuming goods among 100 respondents of Ludhiana District observed that 40% preferred quality of product over brand, Tata Tea, Dettol, Close-up and Sunsilk were ranked first. The average awareness of the respondents in the rural market was 52% for tea, 65% for soap, 57% for tooth paste and 60% for shampoo products.

Saima Ulfat (2013) in her study on pairing of customer satisfaction with brand consciousness and price sensitivity among 108 females observed that majority were between 31 to 35 years. They spent Rs. 150 to 300 monthly on their beauty care products. Pearson correlation analysis revealed that there was significant relationship between brand consciousness and overall satisfaction and between price sensitivity of the product and overall satisfaction. 29.9% of working females were beauty conscious and price sensitive.

Kulkarni N M and Saket Bansod (2013) in their study on product attributes for consumer buying behaviour among 300 male cosmetic users in Nagpur City observed that 62.18% were below 30 years. Principal component method of factor analysis identified six major factors responsible for consumer buying behaviour such as brand, quality, advertising, store location and price value for money. Male consumers placed greater importance on
personal care aspects of improved health and wellness. Understanding male needs, attitudes and behaviour would open up new commercial avenues.

Siddharth Shriram Shimpi and Sinha (2013) in their study on consumer’s buying behaviour and product attributes among 156 males in Pune City used factor analysis which revealed six factors from rotated component matrix. Component 1 included texture of product, promised effect, previous usage experience and suitability to skin type. Component 2 included packaging, ingredients, product and innovativeness. The other components were packaging, advertising, store location, manufacture’s credibility price, brand, quality and affordability.

Syamala G (2013) in her study on consumer behaviour towards products of Lakme Co., Ltd., in Pune among 50 women found that 36% were attracted towards lakme products due to quality, 70% liked the product due to its affordability, 60% were satisfied with the products, 78% felt that lakme products did not have any side effects. Lakme products were preferred by as it enhances beauty. Large sample test showed that 70% of Lakme users were completely satisfied with the products. The cosmetic industry in India should emphasize on the quality and service factors to have a competitive edge.

Sapna Sansorwal, Gaurav Bakshi (2014) in their study on customer pre-purchase evaluation of fairness cream found that majority of the consumers used fairness cream. 30% used Fair and Handsome cream. 40% purchased fairness cream. Fishbein’s attitude model had been used to analyze the formation of attitude towards men’s fairness cream. The attained score gave a better positive attitude formation towards Fair and Handsome when compared to its competitors. Principal component method of factor analysis extracted 5 factors namely packaging, price, advertisement, brand name and quality. Regression analysis revealed that there was a low average
relationship between the variables, celebrities and youth icons had been used for fairness brands for targeting the youth of India.

Krishna Kumari R, Yesodhadevi N and Sujatha S (2014) in their study on usage of personal care products among 150 women in Coimbatore city observed that majority of the respondents were aware of personal care products through television advertisements. 74.3% respondents used cleansers. Respondents used skin care products for nourishing the skin, hair care products for strengthening the hair roots and oral care products for complete removal of dental problems. 41.3% of the respondents were satisfied with the quality of personal care products. Chi-square analysis showed that there was no significant relationship between age, education and source of awareness.

Sanjeev, Arun Sharma and Mayank Taneja (2015) in their study on buyer behaviour of scheduled drugs among 145 customers found that 77% of male consumers did not have a valid prescription, the knowledge of side effects of self medication was better among 92% women respondents, 65% of the total drugs were sold without a prescription.

Rani Lakshmi and Santhi (2015) in their study on customer perception of LIC of India among 600 respondents identified 6 factors namely accuracy, accessibility, corporate image, honesty and competency, trust and confidence. Uniqueness of LIC when compared to others, privacy of customer information and individual attention to customers’ needs were the factors that influenced respondents.

Jayanthi (2015) in his study on consumer awareness of organic food products in Coimbatore district among 550 customers found that quality was the major factor that influenced purchase of grocery food products. Chi-Square result revealed that importance of buying food products without
synthetic pesticides and chemical fertilizers for safety and health varied with their level of awareness about organic food products.

Govind Narayan and Rakesh Chandra (2015) in their study on factors affecting purchase of food and grocery products among 132 respondents used factor analysis that revealed seven factors namely convenience of shopping, customer assistance, ambience, brand image, proximity, value added services and affordable prices.

Smitha Siji (2015) in her study on factors influencing buyer behaviour across various product categories in FMCG’s among 537 customers found that there was significant difference in value consciousness, price-quality, prestige sensitivity and purchase decision involvement across different product categories in FMCG whereas loyalty to local retailers and price consciousness were not different across various product categories.

Kapil Kathuria and Poonam Rana (2016) in their study on consumption behaviour of 30 non-working women in Shimla town found that in the case of non-durable products, both working and non-working wives played the roles of gate keeper, maintainer and disposer frequently. Working wives played more active role in high value product and non-working wives considered the options and suggestions of other people as they were not well informed.

**BRAND LOYALTY**

Brand Loyalty implies that consumer has a good attitude towards particular brand over other competing brands. Loyalty had been defined and measured in relation to several marketing aspects such as brand loyalty, product loyalty, service loyalty, and chain or store loyalty. High brand loyalty could lower many aspects of cost spent by the organisation.
Stephen L. Sondoh Jr, Maznah Wan Omar, Nabsiah Abdul Wahid Ishak Ismail and Amran Harun (2007) in their study on the effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic of 97 females observed that 64.9% were unmarried, 46.4% belonged to Malay ethnicity, 49.6% belonged to the age group 18 to 24 years. Multiple regression analysis showed that there was a positive relationship between overall satisfaction and loyalty intention and overall satisfaction mediated the relationship between brand image benefits and loyalty intention.

Sandip Anand (2008) in his study on ad avoidance in hair care market: among 216 of housewives of Bhubaneswar found that the level of ad avoidance of hair care product was 44%. There was relationship between brand recall and the usage of a particular brand, there was relationship between brand usage and ad recall. 69% of respondents lacked interest in viewing television advertisements.

Sekar P C and Bejoy John Thomas (2008) in their study on measurement and validity of Jennifer Aaker’s brand personality scale for close-up brand among 113 customers used principal component analysis method of factor analysis that showed dimension 1 which comprised of the brand personalities such as down to earth, realistic, friendly, trendy, cool, reliable, secure, corporate, charming and smooth. Dimension 2 comprised of the brand personalities such as contemporary, hard-working, outdoors, tough and rugged. Dimension 3 comprised of brand personalities such as sentimental, daring and technical.

Lalit Mohan Kathuria and Bhupinder Jit (2009) in their empirical study on brand awareness and the factors influencing brand loyalty among 90 respondents found that Sunsilk had the highest brand recall. The most important source of information was television advertisements. Respondents used a particular shampoo for more than six months. 73% moved to other
shops for purchasing the same brand. Brand name, product quality, price, availability and promotion were the important factors that influence the purchase decisions and loyalty as regards hair shampoo. It was found that brand awareness among respondents was high in the case of Sunsilk, Head and Shoulders and Clinic All Clear.

Pawan Garga, Kaminder Ghuman and Balram Dogra (2009) in their study on rural marketing of select fast moving consumer goods among 300 rural respondents of three districts in Punjab found that majority of rural respondents preferred FMCG products in medium package size at medium price range. They wanted more value for money products.

Jyothsna priyadarsini K (2009) in her study among 150 male respondents used chi-square that showed that there was association between age of consumers and their awareness about fairness products. Godrej Hair dye was the most popular brand among the respondents. Chi square results proved that awareness level was not dependent on education level. Even the less educated respondents were aware of certain brands. Majority of the respondents were aware of the products through television advertisements. The percentage of users of male cosmetic products was less. Emami fair and handsome was used by highest number of respondents. Very less number of respondents were ready to accept grooming products as majority of upcountry male were under the impression that cosmetics meant for females. Chi-square results showed that there was no significant association between income and readiness to spend for grooming products. Social sigma played a major role in restricting the males from using grooming products.

Guru Ragavendran P, Devakumar G and Santosh Upadhyay (2009) in their study on brand awareness of shampoo products of Cavinkare Pvt. Ltd among 300 women consumers of New Chik and Chik shampoo in Bangalore city observed that the recall factors were more for Clinic Plus compared with
Chik. Avoid hair loss was the most important attribute consumers expected, 5.65% of consumers felt that it was not suitable for hair. The eight quality characteristics needed to meet consumer requirements were performance features, reliability, conformance durability, serviceability, aesthetics and quality.

Fan Shean Cheng, Cheng Soon Ooi and Ding Hooifing (2010) in their study on factors affecting consumption behaviour of metro sexual towards male grooming products among 281 respondents investigated the effect of self image, social expectation and celebrity endorsement on the consumption of male grooming products in Malaysia. Study also attempted to determine the moderating effect of perceptions on the relationship between the variables and consumer behaviour. Male grooming products included aftershave, cosmetic, gel etc. and the study was not applicable to all the male grooming product categories available in the market.

Caroline Sue Lin and Tan (2010) in their study on understanding consumer purchase behaviour in the Japanese personal grooming sector demonstrated that complexity involved in consumer decision – making process was shaped by the interaction of various forces such as culture, self perception, emotions and the emotional and psychological state and needs of the Individual. Corporations developed products and services that triggered purchase behaviour and consumption.

Nikita Goutam and Vijay Kumar Gangal (2011) in their study among 200 consumers as regards preference for FMCG products in rural areas of Agra district found that skincare and fragrance were the prime reasons for using FMCG products. Cleanliness followed by freshness had been the primary motives for purchase of toothpaste and some consumers also purchased it for protection of gums and whiteness value. The consumers purchased hair oil for hair care and good looks. The study also found that the
factors influencing the purchase decision of the respondents, were design, quality, durability and product range but few respondents were not satisfied with the packaging, image and size of the product. Parameters like, image, shape and size, packaging, durability, small size products, low priced sample packs, price scheme, celebrity endorsement and use of transport like autos, camel carts HUL had an edge over ITC.

Sarma M S and RanaPratap V (2011) in their study on brand loyalty and satisfaction towards toilet soap among 200 urban consumers of Warangal District (A.P) observed that unique ingredients of soap had been ranked the first major influencing attribute in the purchase process. Santoor was the most popular brand with 31% users, majority of the respondents purchased toilet soap from super bazaars, organized retail outlets of which 45% purchase once in a month, chi-square test revealed that there was no significant difference among the respondents belonging to different income groups when the price was increased. 78% respondents preferred to purchase the same brand. The respondents were fully satisfied with only premium soaps namely Dove and Pears as they were rated above average or excellent.

Gurvinder Shergill and Jung – Hsin Kuo (2011) in their study on country of origin effects on consumers’ perception of cosmetic brands among 212 female respondents in the Auckland used paired sample t-test and found that foreign brands had positive rating on brand awareness, perceived quality, brand loyalty compared to domestic brands.

Mrinal Kanti Das (2011) in her study on brand loyalty and leveragability of four brands of soap namely Vivel, Lux, Dove and Dettol among 120 respondents of Nadia District, West Bengal observed that brand loyalty of soap was independent of brand name and there was significant influence of product quality and product price on brand loyalty. There was no influence of brand name on purchasing behaviour but there was significant
influence of brand loyalty on purchasing behaviour. Lux was found to be more leveragable among the four brands

Hamza Salim (2011) in her study on the influence of brand loyalty on cosmetics buying behaviour among 382 UAE female consumers observed that there was positive relationship between brand name of cosmetics, quality, price, promotion, service quality, and store environment with brand loyalty of cosmetics. One way ANOVA showed that the UAE consumers preferred brand name, product, quality, promotion and service quality as factors of brand loyalty. All the factors showed positive relationship with brand loyalty except design.

Chandrasekhar B V N G (2012) in his study on consumer buying behaviour and brand loyalty of FMCG in rural markets among 30 respondents taken from each of three villages’ Badangpet, Nadergul and Chintulla of Telangana revealed that in soap category awareness matched with purchasing behaviour. Brand loyalty was more in Badangpet and Nadergul region and less in Chintulla. Consumers preferred to buy local brands of hair oil in Chintulla, Vatika and Navratana dominated in Badangpet, Parachute in Nadergul. In face powder category Pond’s, Cintol and Santoor dominated the market. In cold cream category Ponds dominated the market in consumption in Badangpet.

Md. Abbas Ali, Venkat Ram Raj Thumiki and Naseer Khan (2012) in their study on factors influencing the purchase of FMCG among 1080 rural consumers in South India used principal method of factor analysis that revealed the first factor promotion consisted of promotions, relationship marketing, product education, free offers, brand endorsement and shelf display, second factor life style, comprised of brand awareness, packaging, dignity, brand visibility and lifestyle. Third factor trust consisted of recommendation, Government promotions, shopkeeper’s recommendation
and availability. The fourth factor value consisted of intended benefits, affordability, need based and low price. The last factor product consisted of more features, size, quality and long lasting.

Muhammad Sajid Rasool, Yasir Rafique, Akram, Naseem, Sana Javaid, Najeeb and Hannan (2012) in their study on impact of advertisement on consumer behaviour of FMCG among 150 consumers in Lahore city used Chi-square test that showed people were aware about the product and advertisement did not influence the behaviour of consumer. Income level changed the buyer behaviour as regards purchase of the product. Advertisement influenced the male consumers. Females changed their brands when new products entered the market and consumers were aware about Colgate and Close-up brand of tooth paste.

Ram Kulkarni and Dilip Belgaonkar (2012) in their study on purchase behavioural trends and brand loyalty of 100 Indian youth with special reference to Nasik city observed that 72% youth used Colgate brand of tooth paste. Ponds brand of Talcum powder had highest market share among youth of India, Dettol soap ranked first. 64% youth gave importance to quality factor majority used the brands for more than 5 years. 62% respondents selected these brands for the consistency they found in the quality of the product.

Bhuvaneswari S (2012) in her study on factors influencing the brand loyalty of 108 bath soap users in Erode found that 63% were hard core brand loyal and not price sensitive but product feature sensitive. Chi-square test revealed that the factors that affected brand loyalty were product features, sales promotion, availability, family influence and brand name and the factors that did not affect brand loyalty were advertisement and price. 75% of the customers were influenced by the brand name and perceived brand image of the bath soap.
Kambiz Heidarzadeh Hanzaee and Leila Andervazh (2012) in their study on the influence of brand loyalty on cosmetics purchase intention among 408 Iranian female consumers found that correlation between items related loyalty and other measured items were positive. Factor analysis revealed that all the factors of loyalty such as product quality, design, brand name, store environment, service quality promotion and price had positive relationship with purchase intention.

Debasis Bhattacharya, Dipak Saha and Shuvendu Dey (2012) in their study on predicting brand loyalty and product involvement behaviour of 447 Indian teenagers incorporating the moderating effect of brand influence score observed that factor analysis for Deodarant score exerted a positive influence on the brand loyalty construct but for toothpaste the involvement level was not found to be influencing the brand loyalty behaviour of consumers. Buyers developed a habitual buying behaviour and were not reluctant to switch over to other brands. Regression analysis showed that the ‘risk probability’ dimension for Deodarants was found to be significant as the respondents were predisposed to a particular brand.

Sangeetha Mohanty (2012) in her study on Fair war- a case study on fairness cream of 200 respondents of Orissa observed that Fair and lovely occupied 76% of market share. Spearman’s correlation co-efficient showed high degree of the correlation between promotional offers and advertisement and also between brand image and varieties. The most influential factor for choosing a brand of fairness cream was advertisement. Kendall’s co-efficient test strengthened the hypothesis that the respondents had the nearest approach to the same ranking with respect to the most influential factor to choose a particular brand of fairness cream. Chi-square test revealed that the purchase decision making of fairness cream was associated with the value of the brand. Fairever was ranked first for its promotional offer. The respondents ranked ‘Fairness’ attribute as the attractive feature of fairness cream among the
various features considered in selecting a brand of fairness cream. Multiple Regression test revealed that there was relationship between quality of new brand, price and current fashion

Khaled Mahmud and Khonika Gope (2012) in their study on factors influencing the extent of brand loyalty of toilet soap users in Bangladesh among 108 respondents of Dhaka City observed that 63% were hard core brand loyal and they were not price sensitive but product feature sensitive. Switchers were 100% influenced by the sales promotion and they were less interested in advertisements. All the toilet soap users were affected by the availability of the toilet soaps in local stores. Chi square test revealed that advertisement and price of toilet soap did not affect brand loyalty.

Satendra Thakur and A.P.Singh (2012) in their study on brand image, customer satisfaction and loyalty intention among 150 male and female consumers of central India observed that the relationship between brand image, customer satisfaction and loyalty intention were positively related to customer satisfaction and loyalty intention whereas experimental and symbolic image had no positive relationship with customer satisfaction and loyalty.

Mitul Deliya (2012) in his study on consumer’s behaviour towards the new packaging of FMCG products among 150 consumers used Z-test and found that convenient packaging and brand name affected the consumer behaviour and factors like aesthetic component of packing and information conveyed on package did not affect the consumer behaviour, 67% were influenced by packaging. Brand name was highly rated with 74% and convenience was rated lowest with 68% in packaging of FMCG products.

Burcu Candan, Sevtapunal and Aysel Ercis (2013) in their study on analyzing the relationship between consumption values and brand loyalty
among 426 young people on personal care products found that perfumes and deodorants were used by the students most frequently, 55% of the students bought personal care products once a month. They preferred cosmetic department I stores for buying personal care products. Factor analysis for consumption values showed emotional value, epistemic value, social value and conditional value. The results of brand loyalty showed affective loyalty, behavioural loyalty and cognitive loyalty.

Sandip Sarker, Salahuddin Yousuf, Muhtarim Zubair Monzoor (2013) in their study on influence of brand selection decision of tooth paste users among 100 respondents felt that quality was the important factor as regards toothpaste brand selection. Price, design and packaging did not affect tooth paste brand selection. Presence of herbal ingredients, duration of freshness, product perceived performance, taste and smell credibility of the company were considered for selecting tooth paste brand. Country of origin, uniqueness/innovation did not influence. Availability of product information, advantages of using the product, product availability and product attribute were important factors considered as regards toothpaste brand selection. Doctors recommendation, television advertisement, peer group influence and parents influence were not important factors for brand selection.

Sriram and Ganapathi (2013) in their study on brand preference and loyalty of 600 women customers as regards hair oil brands observed that 32% preferred Dabur Amla brand hair oil. Principal component method of factor analysis showed that factor one “value” consisted of brand name, value for money, better shine and price, factor two “easiness” consisted of ‘quantity, easy availability and easy rinse. Factor three “suitability” consisted of “suitable for hair, fragrance and contents. Factor four “quality” consisted of softness hair and hair growth. Factor five “familiarity” consisted of attractive package, advertisement and recommendation by doctors. Out of 192 customers of Dabur Amla hair oil, 62.5% were satisfied with their brand. Chi-
square test showed there was no significant association between hair oil brands and the level of satisfaction and there was significant influence of factors affecting the purchase of hair oil brands on satisfaction level of customers. ANOVA test showed that there was significant difference in the level of brand loyalty towards hair oil brands among the women customers.

Amber Virani (2013) in his study on consumer personality trait, brand persona and brand loyalty among 208 Colgate toothpaste buyers used principal component method of factor analysis which revealed eight factors such as action loyalty, affective loyalty, conscientiousness, openness, extroversion, neuroticism, sophistication and excitement. The Company should try to reduce discrepancy between the affective loyalty and action loyalty.

Khanapote Panyachokchai (2013) in his study on factors affecting brand loyalty of Nivea men facial among 400 respondents in Bangkok observed that there was significant relationship between brand loyalty with brand reputation, satisfaction, and brand personality, personality traits of users, trust in terms of benevolence and trust in terms of credibility. There was significant relationship between satisfaction with brand reputation, trust in terms of benevolence and trust in terms of credibility. There was significant relationship between brand personality with personality traits of users, trust in terms of benevolence and trust in terms of credibility.

Priyanka Pegu and Brajesh Kumar (2013) in their study on exploring the sources of information among 248 college going girls attitude in Assam as regards fashion products used principal component method of factor analysis and found four factors. The first factor advertisement comprised of variables such as fashion magazines, television advertisements, newspaper advertisements, hoarding / bill boards and online advertisements. The second factor impact of social group encompasses close friend, family, social
gatherings like birthday parties, weddings, college freshers’ day, peer group and social networking sites like facebook, Twitter, Orkut etc. The third factor direct experience consisted of trial purchase, free samples, that influenced consumers choices for fashion products consumption. The fourth factor direct marketing consisted of retailers catalogue which influenced the attitude of college going girls.

Syeda Faiza Gillani, Shahnilla Yousaf, and Shahzad Khan (2013) in their study on the effect of brand characteristics on brand loyalty. among 95 female consumers in Peshawar, observed that there was positive relationship between independent variables such as perceived quality, promotion, price, expiry date, purchase decision, store environment, brand name, ingredients, design and dependent variable such as brand loyalty brand name, expiry date and perceived quality had more influence on brand loyalty when compared with others.

Dhevika V P T, Lata Sri O T V, Libya Sangeetha Sharmila (2013) in their study on brand loyalty of hair oil among 75 college student observed that 28% prefer VVD Gold, 57% agreed that the brand had functional quality, 48% bought for its brand name and image, 53.3% agreed that the brand had sufficient outlets for sale, 48% felt that the sales persons were willing to help. Advertisement of the products induced 44% students to buy the hair oil and 24% were of the opinion that brand provided good quality for money.

Vasantha S. Varatharaj .V and Shalini.P (2013) in their study on buying behaviour and brand loyalty of toilet soaps in Perambalur District among 200 respondents, observed that occupation and income of the respondents had influence on the choice and preference of soap brand. 48% of respondents were male, 34% of respondents used it for freshness 48% used it twice a day, 52% purchased it fortnightly, 38% changed the brand due to high
price, 40% gave opinion that the price was high. Hamam soap was ranked first among toilet soaps.

Rabin Mazumder (2015) in his study on buying decision among 224 customers found that three factors influenced the buying decisions of gemstones and yantras - namely parents’ influence, trust in deity and impact of society. Parents’ influence played a vital role in the choice of their children’s career. Media influence and faith in God were considered highly influential in the buying behaviour of gem stones and yantras.

Vishal Kumar Laheri and Purushottan Kumar Arya (2015) in their study among 45 customers found that organic fruits, vegetables and pulses were highly demanded among consumers. Manufacturers found that the taste of organic food products was favoured by the consumers. 44% of the customers felt that price and low awareness of organic food products were the main hurdle faced by the producers while communicating the organic features of products to the customers.

CONCLUSION

This Chapter provided a critical analysis of literature review in the field of buyer behaviour and brand loyalty.