CHAPTER II

REVIEW OF LITERATURE

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 research on the topic. For clear and easy understanding, the review of literature is presented in the following sub-headings.

2.2. BRAND PREFERENCE

Hoyer and Brown (1990) found that over 70 per cent of consumers selected a known brand 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 rationalise that if they have heard of a brand, the company must be spending a fair sum on advertising.

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 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 couldn’t tell one product from another and advertising then would be nearly impossible.
Holbrook et. al., (1992) 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) 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 formed references for various goods and services. Generally, these theories emphasized 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) 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) 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) 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 brand 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) analysed 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) had analysed the attributes of the product, reasons for brand selection, brand loyalty and factors influencing brand choice behaviour. The main findings that the advertisements were the largest source of information to the consumer, a major part of consumers maintained brand loyalty, product quality played a vital role in brand preference, Consumer brand preference was also influenced by demographic variables.

Sylvie and Saunders (1999) 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) 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. New 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) 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) 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 had varying roles in reinforcing the value of brand and its relevance to the consumer groups.

Coulter, et. al., (2003) 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) put forward in their research that brand image beliefs had 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) explored that brand ambassadors played 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.

Hansa Research (2006) explored that the preferences in rural India were shifting from loose to packaged products. Rural India was buying specialised, 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) identified the most preferred brands in toothpaste, shampoo and soap categories in rural areas of India. In the case of toothpaste, majority of the female respondent preferred the colagate 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) 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. He 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.

Dinlersoz and Pereira (2007) found that consumers had a brand preference toward an established brand during the firm’s long presence in the market 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) 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) 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.
Jain and Jain (2010) found that Colgate, Pepsodent, and Close-Up were 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) 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 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.

Shu et. al., (2013) found that the direct effect of consumer ethnocentrism as well as the mediation effect of self-image congruency on local brand preference was contingent upon both the product category of the brand and the nationality of the consumer. The results demonstrated that consumer ethnocentrism and self-image congruency did not have a consistent impact on local brand preference since its effects varied from country to country and from product to product.

Sankaranarayanan and Nandakumar Mekoth (2013) found significant difference between the usage and attitude of the clusters. This analysis resulted into the formation of three clusters viz. medium self-directed, heavy other-directed & occasional nonbelievers with varying characteristics. In addition, brand preference for body spray was found to vary by cluster and brand preference for face wash, shaving cream and face cream was not varying by cluster. Surprisingly, heavy other directed were reported to be the lowest spenders while occasional non believers were the highest spenders.

Sriram and Ganapathi (2014) found that the most of the women customers prefer Dabur Amla brand of hair oil and the factor analysis shows that value, easiness, suitability, quality and familiarity are the factors affecting the purchasing of hair oil brands by the women customers.

Yuvaraj (2014) revealed that Lakme was the preferred brand for Lipstick and make-up and Elite brand for Nail Polish. In case of eyeliner the preferred brand was Revlon and for fragrance the preferred brand is Avon. Most of the people preferred the same brand of cosmetics. The consumers considered the quality and price of the product at the time of purchase. The promised result of the product was also one of the factors considered in the decision making process.
2.3. FACTORS AFFECTING PURCHASING BEHAVIOUR

Fader and Lodish (1990) 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.

Stanton (1991) found that 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, in terms of benefit, selecting or changing brands.

Nilson (1992) 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 Rajandran (1993) found that information was like interaction procedures which was expressed by the company or the product and compel the customer to enhance their buying decision.

Onkvisit and Shaw (1994) concluded that the family was generally a primary decision making unit with complex and varying pattern of roles and functions. Engel,(1995) 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.

Shaw and Laura (1995) argued that action factors in (consumer behavior models) revolved around the thought process of consumer, therefore to determine factors behind the purchase of perfume, researchers should attempt considering what went on in the mind of the consumer, as in terms of product categories, product
consideration, and abstract causality that was consumer’s perception on the extent to which the considered product of perfume can triggers attraction.

**Myers and Alpert (1996)** 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 through out if the consumer was satisfied with the product. Hence it was important to asses the relationship between bar soap brand and the related substitute products.

**Thakor and Katsanis (1997)** 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.

**Nilson (1998)** found that many consumers used price as an indication of the quality of the brand which was an important factor in purchasing decision. Beside, in a first purchase situation consumers would have to rely on advertising in order to decide whether to buy or not the products.

**Raghubir and Kim (1999)** 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)** mentioned that 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 behavior was affected by their choice of product and brand. Thus, the following factors that might be affect purchasing: 1. Price discount 2. Consumers’ increase of product familiarity. 3. Product characteristics related to product knowledge.
Al-Ashban and Burney (2001) 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 longevity of exposure; and of body color, allergic, occupation and marital status with obsessions.

Mookerjee (2002) 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) 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) 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) found 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) 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 and Taylor (2006) found that quality of a product made the product for utilization and it fulfills the required needs. Besides, culture also played an important role in purchasing of products.
Liu (2006) found that culture was one of the most important factors which influenced the consumer behaviour. Career oriented women tend to be more worried about their looks and appearances because of their lifestyles. They moved to cosmetics and beauty treatments to improve their looks. Additionally, those who lived in urban areas and big cities were likely to use more cosmetics than those living in smaller cities (or rural areas) where there was less need to look good.

Solomon (2007) 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) proved 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) 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.

Hoyer and Deborah (2008) supported the argument that consumers were prone to be attracted to a product or brand on account of how much appealing, eye-catching and attractive models, spokesperson or celebrities reflected the essence of the product or brand. Similarly, research suggested that consumer got influenced by race, being drawn to a product or brand when the advertising model or sale-people share
certain commonality appealing to the cognitive disposition of the consumer. Although so many other factors (attractive sources, likeable sources, celebrity sources, pleasant picture, music and humor) could influence affective attitudes towards a particular product, which did not preclude perfume.

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 and customer’s attitude would affect the purchasing behaviour of customers.

Kotler and Keller (2009) found that the 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.

Elsey and Sukato (2010) found that 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. The 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.

Wijesundera and Abeysekera (2011) concluded that almost 85% of the respondents felt price was at a medium level as per their perception irrespective of the brand. Which indicated majority of the respondents did not feel these brands were not high end brands when their purchasing decision was made except for 35% of Lux users had felt price level was at a high end. Moreover Kohomba, Rani, Lifebuoy and Velvet users had never felt that the brands were at a high end since none of the
respondents indicated that the price level was high for the above four brands. The majority of respondents search for the skin protection (29%) characteristic while fragrance (18%) was the second priority for the brand selection. Then, consumers look for the softness (15%) followed by ingredients (10%) and moisturizing effect (10%) of the product. The above details indicated that the consumers were more conscious on perception of price and product characteristics of the brand at the point of purchase.

Khan and Noor (2012) showed that the quality, brand image and personality had a strong association with 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.

Yan et. al., (2012) found that women bought cosmetics because of brand, some bought cosmetics because of price, some bought cosmetics because of friends’ and relative’s recommendations and others bought cosmetics because of packaging design.

Shallu and Gupta (2013) had been made theoretical analysis in order to provide in-depth analysis into the way different promotional factors influence consumers’ decision-making processes. It has been found that promotional activities had positive effects on consumers, purchasing behaviour or brand choice in cosmetic industry.

Sabharwal et. al., (2014) explored the factors affecting women’s purchase decision for cosmetics product. Brand came out as a major factor considered by all women while purchasing. Quality, naturalness and suitability to skin type were other factors which affected purchase of skin care products.
2.4. CUSTOMER SATISFACTION

Yi (1990) found that consumer satisfaction was customer evaluation or felt towards a product after usage that did the product itself differed from some of the features or factors through the expectation and also the presentation of the product itself.

Bolton and Drew (1991) treated attitudes as a consequence of satisfaction. It was also possible that an attitude could develop on the basis of indirect experiences (e.g., 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.

Westbrook and Oliver (1992) concluded that customer satisfaction was believed to mediate consumer learning from prior experience and to explain key post-purchase behaviours such as complaining, word of mouth, re-purchase intention and product usage. 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.

Cronin and Taylor (1993) concluded that customer satisfaction was a complicated human thought that was involving cognitive and effecting procedures together with the further psychological and physiological influences. Traditionally, customer satisfaction pursuing the disconfirmation paradigm of consumer satisfaction or dissatisfaction by proposing that satisfaction or dissatisfaction resulted by the contact between consumer’s pre-purchase expectation and post-purchase evaluation. On the other hand; the satisfaction view can be measured from a point of view or evaluation in performance, and with addition on the unnecessary disconfirmation process.

Anderson et. al., (1994) 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.

Ravald and Gronroos (1996) found that customer satisfaction also depended on perceived value 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) concluded 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) 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 behavioral variables such as 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) in his book chapter 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.

Wong (2000) mentioned that customer satisfaction in total was equal to the emotional perception. Customer satisfaction resulted as an evaluation which was being reflected after product or services usage. Therefore, customer satisfaction was evaluated by positive perception perceived which had similarity to the meaning of customer value package that were from price, product quality, service quality, innovation and corporate image.

Bitner and Hubbert (2001) 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.

Yoon and Kim (2002) found that customer satisfaction could also be built by comparing price with perceived costs and values. If the perceived values of the product were greater than cost, it was observed that consumers would purchase that product. The satisfied customers were willing to pay a premium even if the price had increased because the perceived risk was very high and they preferred to pay a higher price to avoid the risk of any change.

Herman (2003) concluded that with regard to cosmetic brands, it had been suggested that emotional brand experiences may be especially relevant for female customers’ satisfaction.

Matzler et al., (2004) 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 (dis)satisfaction 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.

Helgesen (2006) mentioned that satisfaction as a perceived value associated with any product or services. In addition, satisfaction was simply lying at lower end of customers’ expectations after buying any product.

Blackwell et al., (2007) argued that attribute-level antecedents of satisfaction included functional, symbolic, and experiential benefits. Through its mediating influence on the beliefs and evaluations of these attributes, past consumption experience may affect customer 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.

Lovelock (2010) found that 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.

**Kotler and Keller (2011)** found that 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 with their expectations. 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)** 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.

**Thakur and Singh (2012)** showed that three brand image benefit namely functional, social and appearance enhance had positively and significantly related to customer satisfaction and two benefit namely experiential and symbolic had no significant impact on customer satisfaction.

**Jakpar et. al., (2013)** concluded that there was significant in the components or attributes of product quality for a discounted product to customer satisfaction. There was relationship between factors in the product quality towards the level of customer satisfaction of a discounted product quality. There was also interaction of difference with customer satisfactory and gender with customer satisfactory of discounted product qualities. Which females were more relatively critical in analysing product quality and they were ones who were highly satisfied with the discounted product quality.
Ulfat (2013) revealed that brand consciousness of any beauty care product was the primary factor that determined the actual satisfaction with any beauty care product. A consciously selected brand makes females’ beliefs more strong about the positive facts of the products when they were associated and tested with actual experience of the product. Consciously selected brands were also allied with price sensitivity of these products so; price sensitivity of the product appeared as secondary causal factor, as it pairs the actual benefit gathered from any product with the cost spent to acquire that product. Second factor associated with satisfaction of females along with their brands was, as long as brand consciousness got high, females started less bothering about price of the product. Again if nominated benefits were high from any products, females paid for that accordingly.

Jamuna and Nandhini (2014) found that customers were mostly satisfied with the overall quality of ponds and necessary advertisement should be made in order to increase the sales of ponds skin care product then the competitors.

Nischay et. al., (2014) found that there was a strong relationship between customer satisfaction and brand image. The result of SEM also indicated that there was a strong relationship between brand image and loyalty intention and the relationship between customer satisfaction and loyalty intention was found little weak. While the indirect relationship between customer satisfaction and loyalty intention via brand image was found to be very strong. The measure of benefit of brand image was constituted of functional, social, symbolic, experiential and appearance enhance.

Shanmugapriya and Sethuraman (2014) found that satisfaction was determined by several distinct psychological processes of the consumers and entails multivariate measurements. Product features (Fragrance / Skin care / Germ fight features / Colour) was one of the most important factors that affected satisfaction. The relationship between the availability of the toilet soap and the extent of satisfaction was also found to be significant.
2.5. RESEARCH GAP

From the above literature review, the research studies on brand preferences and satisfaction of women or female customers towards cosmetic products were carried out in difference places in our country. But, there is no much study on brand preferences and satisfaction of male customers towards cosmetic products especially in Chennai city. The research gaps of brand preference of cosmetic products by male customers, factors affecting the purchasing of cosmetic products by male customers and level of satisfaction of male customers towards cosmetic products have been identified and these gaps are included in the present research. With the help of critical reviews of earlier research studies, the appropriate objectives and hypotheses have been formulated for the present research.

The extensive literature survey has found the research gaps and those gaps have been included in the present research. With this background, the present study designed suitably to study, “The Brand Preference and Satisfaction of Male Customers towards Cosmetics in Chennai City”. The research frameworks, construction of questionnaire, research design, sampling procedure are going to discuss in the next chapter.