



A STUDY ON BRAND LOYALTY OF COSMETIC PRODUCTS AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract: The Y generation is heavily influenced by style and fashion and aspires to be a style icon. In fact, the availability of different beauty items has made their needs no longer be latent. With the invention of anti-aging creams and colourant solutions, the cosmetic industry has entirely revolutionized fashion and given vitality to even individuals who are becoming older. Because there are so many well-known, high-quality domestic and international brands, building strong brand loyalty is seen to be a difficult undertaking for a marketer participating in the thriving cosmetic sector. This study seeks to identify a certain cosmetic brand that, for any reason, is popular and a staple in young people's baskets. The results show that brand loyalty does not significantly correlate with the gender or location of cosmetic product users. Young people's residences and annual spending on cosmetics are both statistically independent variables. The findings also show that the majority of respondents highly rated a cosmetic brand's great quality, which was followed by customer satisfaction and brand name.

Keywords: brand name, brand loyalty, cosmetics products

I. INTRODUCTION

Customers' purchasing decisions are made easier and more assured thanks to brands. A brand is a name, symbol, design, or mark that raises a product's value above and beyond its intended use. 1989 (Farquhar) Building brand loyalty for a product is another facet of branding that is closely related. This involves careful planning, specialised skills, and financial investment. It takes time to establish a brand in the marketplace and in the minds of consumers. It takes time for a brand to become well-known among a specific segment of consumers, and most polls have revealed that the majority of consumer goods are made up of cosmetics or other beauty products, so no one is denied access to them.

II. OBJECTIVES OF THE STUDY

- ✓ To Study the Brand Loyalty of Cosmetic Products Among College Student

III. RESEARCH METHODOLOGY

- **Research Design :** Descriptive research design.
- **Sources of Data:**
 - a. **Primary Data:** Structured questionnaire in Google form.
 - b. **Secondary Data:** Books, magazines, articles and websites.
- **Sampling Technique:** Simple random sampling.
- **Sampling Size:** 110 respondents.
- **Area of the Study:** Coimbatore city.
- **Tools used for the study :** The SPSS package used to analyze the
 - a. Chi-square Test
 - b. One way ANOVA

IV. ANALYSIS AND FINDINGS

4.1 Chi-Squared Test

Comparison between gender and factors causing to buy consistently the same brand

FACTOR	CALCULATED VALUE	DF	P VALUE
Gender	12.042 ^a	1	.001
Factors causing to buy consistently the same brand	28.583 ^b	3	.000

Source: primary data

From the above table, it is clear that the P value is less than 5% level of significance, therefore we reject the null hypothesis.

Comparison between education and factors causing to buy consistently the same brand

FACTOR	CALCULATED VALUE	DF	P VALUE
Education	54.583	3	.000
Factors causing to buy consistently the same brand	54.583	3	.000

Source: primary data

From the above table, it is clear that the P value is less than 5% level of significance, therefore we reject the null hypothesis.

4.2 One Way Anova

Comparison between gender with level of satisfaction of the respondents

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	S/NS
Cheapest product are as good as expensive	Between Groups	.012	1	.012	.009	.923	s
	Within Groups	123.977	94	1.319			
	Total	123.990	95				
Spend too much money on cosmetics	Between Groups	.987	1	.987	.903	.344	s
	Within Groups	102.752	94	1.093			
	Total	103.740	95				
The range of products and brands available confusing	Between Groups	1.987	1	1.987	2.176	.144	s
	Within Groups	85.846	94	.913			
	Total	87.833	95				
Only guaranty of quality is a recognizable brand	Between Groups	.303	1	.303	.433	.512	s
	Within Groups	65.656	94	.698			
	Total	65.958	95				

Always use the same Brands out of habit	Between Groups	1.324	1	1.324	1.076	.302	s
	Within Groups	115.635	94	1.230			
	Total	116.958	95				
Trying new products	Between Groups	1.345	1	1.345	1.936	.167	s
	Within Groups	65.280	94	.694			
	Total	66.625	95				

Source: primary data

The table depicts that there is no significant difference between gender and features (Cheapest product are as good as expensive, I spend too much money on cosmetics, I find the range of products and brands available confusing, The only guaranty of quality is a recognizable brand, I always use the same brands out of habit, I love trying new products) Hence, the null hypothesis is accepted.

Comparison between age with level of satisfaction of the respondents

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	S/NS
Cheapest product are as good as expensive	Between Groups	13.368	3	4.456	3.706	.014	ns
	Within Groups	110.622	92	1.202			
	Total	123.990	95				
Spend too much money on cosmetics	Between Groups	15.725	3	5.242	5.479	.002	ns
	Within Groups	88.015	92	.957			
	Total	103.740	95				
The range of products and brands available confusing	Between Groups	17.554	3	5.851	7.660	.000	ns
	Within Groups	70.279	92	.764			
	Total	87.833	95				
Only guaranty of quality is a recognizable brand	Between Groups	13.239	3	4.413	7.701	.000	ns
	Within Groups	52.719	92	.573			
	Total	65.958	95				
Always use the same brands out of habit	Between Groups	9.709	3	3.236	2.776	.046	ns
	Within Groups	107.249	92	1.166			
	Total	116.958	95				
Trying new products	Between Groups	6.350	3	2.117	3.231	.026	ns
	Within Groups	60.275	92	.655			
	Total	66.625	95				

Source: primary data

The table depicts that there is a significant difference between age and features (Cheapest product are as good as expensive, I spend too much money on cosmetics, I find the range of products and brands available confusing, The only guaranty of quality is a recognizable brand, I always use the same brands out of habit, I love trying new products) Hence, the null hypothesis is rejected.

V. FINDINGS

- ✓ There is significant relationship between gender and factors causing to buy consistently the same brand.
- ✓ There is significant relationship between education and factors causing to buy consistently the same brand.
- ✓ There is significant difference between gender and level of satisfaction

VI. CONCLUSION

It is the dream of any marketer to create a strong connection with consumers and to have a long term relationship. This dream can only come true if his efforts are completely diverted towards those factors which are responsible for building a brand loyalty. Brand loyalty is key for a business to maintain consumer attention of its product and keep them from moving to other brands. The study revealed that there were numerous factors, such as competition and consumers' desire for variety, that made it difficult to win and keep customer loyalty for a company and its products. The results showed that perceived quality significantly influences consumers' decisions to become brand-loyal customers.

VII. References

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