

## Brand Consciousness on Personal Care Products among Adults with Special Reference to Chennai City

**B. Menaka<sup>a</sup>, R. Ganapathi<sup>b</sup>**

<sup>a</sup>Assistant Professor, Department of Business Administration, Bonsecours College for Women  
Thanjavur. Tamil Nadu- 613 001  
Email Address: menakart@gmail.com

<sup>b</sup>Assistant Professor, Directorate of Distance Education, Alagappa University  
Karaikudi. Tamil Nadu- 630 003  
Email Address: meenaramganapathi@yahoo.co.in

### Abstract

The consumer who is resourceful and clever makes a crucial decision of buying a particular brand of product among so many offered to him. Many factors weigh with this decision-making. Consumers differ widely in their tastes, preferences, their family background, economic and social status, income and age. They buy different brands of articles and food items for daily consumption and for future use. The present study is to find out the brand loyalty and purchasing decision for the personal care products and to measure the satisfaction level towards the brands and the factors there in. The Research Design which is used in this study is "descriptive research design". The information relating to profile of the company has been gathered from various journals, books and other secondary sources. The internet, the richest sources of information has contributed largely to the secondary data collection. Convenience sampling is used in this study. The study is conducted considering the prevailing condition, which are subjected to change in future. The above study revealed the awareness level about the personal care products among the respondents, factors influencing the purchasing decision, brand loyalty and the satisfaction.

**Keywords:** Descriptive Research Design, Brand Consciousness, Brand Image, Brand Loyalty

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## **1. INTRODUCTION**

Consumer behavior is as perplexing and intriguing as the availability of products of great variety at his disposal today. The myriad number of companies with an ever increasing number of products and even sometimes advertisements to back them, offer the consumer rich choices. Business aims to make profit through sale or service. The important aspect in consumer business is to retain the consumers to a given company or a product. That is why sometimes the advertisement makes the image of a brand or product bigger than the company or the business house. It is deliberate tactics on the part of the company to allow the product or brand to outgrow the image of the company. This activity of projecting a brand and making it a household success is the order of the day, more so in the articles of day to day consumption, like soap, toothpaste, talcum powder, blade, cooking oil, hair oil and beverages. The consumer who is resourceful and clever makes a crucial decision of buying a particular brand of product among so many offered to him. Many factors weigh with this decision-making. Once satisfied with a brand of product, he stays put with this product for reasons best known only to him. This aspect of clinging on to a particular brand is said to be brand loyalty! But after his association with a particular product for a short tentative period, if he opts for another product he may be said to be a Brand Switcher. It is intriguing as to why a buyer selects a particular brand among many similar brands available in the market while making a purchase. In the field of marketing, manufacturers and researchers are fascinated by studies to find out:

- i. What percentage share of the market a particular brand holds?
- ii. Why some brands flourish in the market while others fail?
- iii. What strategies are adopted to compete with other brands?
- iv. What methods can be used to improve the sales turnover?

Consumers differ widely in their tastes, preferences, their family background, economic and social status, income and age. They buy different brands of articles and food items for daily consumption and for future use. The study of marketing is very interesting because purchase of different products or items poses in the minds of the consumers, challenging and daunting decisions to be made. This involves aspects such as purchase situations, need arousal and the number of brands available for a product. It is very important, therefore, that a marketer bears in mind the intricate consumer behavior and tries to identify the methods of satisfying them.

Manufacturers adopt branding to differentiate their products or services. Branding of products help in building or projecting a product image, quality, company image and also brand loyalty among the users. It is now evident that branding of a product and identification of the product through its brand name becomes absolutely essential in the modern marketing management.

"A brand is a symbol, a word or a group of word or a letter or a design or a combination of any or some of these to denote the goods or services of particular seller and to differentiate them from those of others making similar type of product."

Brand name is that part of the brand which can be pronounced or said or uttered. Every business house is striving hard to create a relationship between its brand name and its consumer. For example Johnson and Johnson claim that their products create warmth and motherhood in the minds of consumers and Dettol soap assures a 100% germ free bath.

Branding helps a consumer to recognize his or her selection of brand among the many similar brands for a product. It gives a separate identity to the product. Brand names like 'Raymonds', 'Old Spice' give men a feeling of superiority. Many men insist on wearing the label 'Park Avenue' as part of their costume which is manufactured as ready to wear gents' collection of the company Raymonds. Branding not only helps consumers identify the product but also acts as a powerful instrument of demand creation and demand retention.

Well-established brand names like 'Godrej', 'Coco Cola', and 'Dunlop' have a separate brand identity of their own. A well-established brand has a clear brand personality in the consumers' mind. Brand names and brand images, thus, created in the minds of consumers, stimulate repurchase of the branded articles and ultimately lead to brand loyalty.

Brand loyalty means, the positive attitude created in the minds of consumers towards a particular brand of a product leading to repeated purchase of the same. In fact, this is the concept that many companies are trying hard to establish. Past studies have revealed that, the higher the percentage of market share, the higher will be the number of brand loyal consumers. It, therefore, becomes the aim of every major company to keep the percentage of its loyal consumers at a higher level. Higher loyalty denotes the company's larger market share. The percentage of loyal consumers also should be increasing year after year. A fall in the percentage of loyal consumers reflects that rival companies are gaining, which ultimately affects the sales and market turnover. The present day consumer is said to enjoy sovereignty in the market. If well-known Firms do not safeguard the relative high position they have achieved over the years with the high percentage of loyalists and high market share, they will soon find themselves plummeting down to a low market share. This has happened to many leading Firms in the past. Instances of brand switching have been on the rise especially in the case of low-priced frequently purchased consumer products. This is mainly due to the advancement in high technology and interference of foreign Firms in collaboration with Indian companies. These Firms come out with low-priced new consumer products which leave on the upcoming Firms a telling blow from which some of them never recover.

Brand loyalty is a phenomenon which is fascinating. It has kindled the interest of both academicians and marketers especially in the West. Hundreds of studies concerning brand loyalty have been conducted throughout the world, most of them in the United States of America. It is rather very surprising to note that investigation of this very interesting aspect has not picked up momentum in this country. Of late, some major firms in the country have started realizing the importance of brand loyalty in marketing and have begun to give serious thought to its existence and the impact it produces on the market system on the whole.

In the West, this concept was wide open for deliberations and discussions, way back in the 1960's. There are few concepts in marketing which have so strong an impact on the marketing strategy of a company as brand loyalty. In India, people in most cities and towns have become brand conscious. The existence of brand loyalty among educated folks is a true phenomenon. The impact of advertising may not reach the masses to make them brand conscious, as the literacy level and the economic conditions prevailing in the country is low. Apart from this, the Indian consumer also experiences unfavourable conditions like irregular supply and out-of-stock situation. Despite these drawbacks, it is true that the Indian market especially among the

educated and city and town dwelling folks has become a major area for analyzing brand loyalty. On this ground the study of "brand loyalty" and "brand switching" in edible oil among educated housewives in Tamil Nadu has been undertaken.

In towns and cities of Tamil Nadu various brands of consumer goods are available. These goods may be found in almost every street, market place and co-operative super markets. Products like consumer durable are also advertised widely through different media like the television, radio, newspapers, magazines, cut-outs, displays, window displays and cinemas. Therefore, consumers are in the known of the existence of various products and brands. This atmosphere and knowledge ability of consumers relating to the availability of many consumer brands is necessary for studying the concept of brand loyalty and brand switching.

## **2. MEANING OF PERSONAL CARE PRODUCTS**

Personal care products include the FMCG, which are fast moving in nature. It means the goods are frequently purchased by the consumers and use these products for their day to day to day life. The scale of the products is very fast compared to other products. Personal care products are broadly classified as Skin care products, Hair care products, Oral care products, Health care products. The researcher has selected the Skin care and Hair care products for the following study. This study includes four personal care products such as Toilet soap, Face cream, Hair oil and Shampoo.

The last few years had been a slog for the Indian Fast Moving Consumer Goods (FMCG) Industry especially the personal care products. But when Hindustan Lever Limited (HLL), the poster boy of this industry, posted a healthy double digit growth in both its top line as well as bottom line, it must have come as a great relief to the industry.

A host of factors have driven the growth of the sector in recent times. A robust economic growth, rising rural consumption and power pricing are some of the major factors behind the revival in fortune. The demand is not only coming from the urban areas but also from the rural areas with an increase in the rural buying power.

## **3. INNOVATION HOLDS THE KEY**

Of late, the companies have begun to realize that if they have to beat the competition and gain an edge over competitors; innovation has to be the main weapon in their armory. And this innovation should not necessarily be confined to only products; it could be in other areas as well, like distribution. "Power Branding" is another strategy initiated by firms like HLL where the focus is on core products. Experts suggest that as margins head south-ward it makes sense for companies to concentrate on high value brands, which fetch higher margins and enjoy high brand recall among consumers rather than cross-subsidizing brands that fit into either "Dog" or "Question Mark" category of BCG Matrix.

## **4. REVIEW OF LITERATURE**

Recent study or research on brand consciousness takes into account the real purchases attempted. Jagadish N Sheth's definition on brand loyalty is based on the factor analytic approach which relates to the frequency of purchases of a brand to patterns of these purchases. The consumer

behavior regarding the selection of one's favorite brand and its non-availability was examined by **Scott M Cunningham**. He also analyzed purchasing behavior regarding the number of brands purchased, and the percentage of money spent on most frequently purchased brands by using a brand-loyalty score. Relationship between brand loyalty and certain personality measures were observed in the Edwards test.

**James M Carman** was able to measure brand loyalty in some specific purchase made by consumers of certain brands during a set period of time. Brand consciousness is closely associated with the consumers' shopping pattern and the amount of money and time spent by consumers in shopping. There is also a close relationship between the amount spent on purchases, the brand last purchased, inter-purchase time and store loyalty.

**Joseph W Newman and Richard A Werbal** found that there exist a close relationship between brand loyalty and the satisfaction derived after using the particular brand purchased.

**Edgar A Pessemier's** approach to brand switching behavior was based on the price factor. He emphasized the fact that price increase in the most preferred brand, relative to the price of the other brands, is essential to induce brand switching behavior in consumers.

The role of advertisements in shaping one's image and perception of brands is well known. Many researchers have attempted to study the role of advertisement on brand loyalty. A successful advertisement must be able to transfer its distinctive image and appeal over to the brand. Simon tried to analyze the effect of advertising on brand sales.

## **5. STATEMENT OF THE PROBLEM**

Today adults are extremely aware of the various brands in the market and are conscious of the product they use/consume. They pick and choose carefully according to their needs, style, preference etc. They only make final purchasing decision for the whole family. Today's adults are found to dominate the decision on cosmetics, personal care products, groceries and appliances. This is because they communicate and mingle with different classes of people and receive much information about the product and brands. Adults today are very keen about the brands as it also determine the personality indirectly. They are also exposed to many TV commercials, banners, advertisements, billboards, logos and product promotions. Through this study the researcher wishes to provide valuable insights to the marketer on the level of brand consciousness among adults. Further, the researcher also wishes to study what the consumer actually looking for in a branded product. By partnering in this ground breaking project, the researcher wishes to add the understanding of the consumer, particularly about the factors in purchasing decision.

## **6. OBJECTIVES OF THE STUDY**

The following are the specific objectives of the study.

1. To study the level of brand consciousness among adults in Chennai city.
2. To study the awareness level, regarding the personal care products among adults in Chennai city.
3. To examine the brand loyalty and purchasing decision for the personal care products.
4. To measure the satisfaction level towards the brands and the factors there in.

## **7. SCOPE OF THE STUDY**

Various studies had been conducted among the adults in various aspect including FMCG. Very few attempts were made on personal care products targeting the adults. Hence the researcher makes an attempt to study brand consciousness among adults in east part of Chennai. The current study is a overall effort to measure the brand awareness, purchasing decision, loyalty towards the brand and satisfaction level for a particular brand.

## **8. METHODOLOGY**

A Research cannot be conducted abruptly. The researcher has to proceed systematically in the already planned direction with the help of number of steps in sequence. To make the research systemized, the researcher has to adopt specified methods. The method adopted by the researcher for completing the project is called Research Methodology. In other words Research Methodology is simply the plan for a research, which explains in detail how data is to be collected, analyzed and interpreted. A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. A research Design is a blueprint that is followed in completing study. The Research Design which is used in this study is "descriptive research design".

The descriptive study can be used to establish priorities in studying the complete explanation of the phenomenon. It helps in finding the problem in terms of problem definition and helps in clarifying concepts. The research instrument employed in this study is a "Structured Questionnaire". Structured Questionnaire are those questionnaire in which there are definite, concrete and predetermined questions relating to the aspect, for which the researcher collects the data. The questions are presented with exactly same wording and in the same order to all the respondents. The structured questionnaires that were framed and designed consist of close ended, rating and ranking questions and multiple choices questions.

## **9. TOOLS FOR DATA COLLECTION**

Primary data are collected a fresh and for the first time and, thus, happened to be original in character. Primary data is nothing but the data directly collected from the people by the researcher. Primary data may pertain to demographic, socio-economic characteristics of the customers, attitudes and opinion of people, their awareness and knowledge and other similar aspect. In this study primary data collection method is adopted to a great extend in arriving at a result. The information relating to profile of the company has been gathered from various journals, books and other secondary sources. The internet, the richest sources of information has contributed largely to the secondary data collection.

## **10. SAMPLING SELECTION**

Convenience sampling is used in this study. It is used when population elements are selected for inclusion in the sample based on the ease of access. Example, a fixed number of Shops was selected and interviews were conducted with the customers. At times this procedure may give biased results particularly when the population is not homogeneous. Pertaining to the limitation of the study, and in consultation with the company guide and the project guide, the sample size was taken 250 out of which only 240 were answered by the customers. The collected data are

analyzed through Chi-square test, One-way ANOVA, Pearson Correlation, Correlation analysis and Independent t-test.

### 11. LIMITATIONS OF THE STUDY

The study has the following constraints:

1. The samples cannot be generalized to the entire universe.
2. The study is conducted considering the prevailing condition, which are subjected to change in future.
3. There is a chance for the study to continue in future also.
4. Also a Less co-operation from the respondents.

### 12. ANALYSIS AND INTERPRETATION OF DATA

Every research studies the economic characteristics of the respondents which play a vital role. So, the study is not an exceptional one the socio-economic characteristics definitely influence the level of brand consciousness of any type of consumers. The researcher is very eager to know the socio economic conditions of the respondents like age, gender, income, education, occupation and the size of the family.

#### 12.1 GENDER OF THE RESPONDENTS

Gender influences brand consciousness among the adults. The brand awareness, purchase decision, loyalty and the satisfaction level are influenced by the gender factor.

TABLE 1: Gender of the Respondents

Gender	Number of Respondents	Percentage	Valid Percentage	Cumulative Percent
Male	114	47.5	47.5	47.5
Female	126	52.5	52.5	100.0
<b>Total</b>	<b>240</b>	<b>100.0</b>	<b>100.0</b>	-

Source: Calculated from Primary Data

The table 1 reveals that 47.5% of the respondents belong to male category and the remaining 52.5% of the respondents belong to female category. Personal care products taken in this study is used by both the gender.

#### 12.2 OCCUPATION OF THE RESPONDENTS

Occupation is one of the determinants of purchasing decision of the every consumer. Based upon their occupation the level of brand consciousness will differ. So the researcher attempts to know the occupation of the respondents.

TABLE 2: Occupational Status of the Respondents

Occupation	Number of Respondents	Percentage	Valid Percentage	Cumulative Percent
Students	60	25.0	25.0	25.0
Professionals	108	45.0	45.0	70.0
Housewives	21	8.8	8.8	78.8
Others	51	21.3	21.3	100.0
<b>Total</b>	<b>240</b>	<b>100.0</b>	<b>100.0</b>	-

Source: Calculated from Primary Data

It is revealed that 45% of the respondents are professionals, 25% belong to student category, 21% are from other groups and the remaining 8% is contributed by house wives. The personal care products used in this study is used by all the categories of the above occupation.

### 12.3 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Education qualification of an individual plays a vital role in the buying behavior of any goods and sales. Based on their educational level, the level of brand consciousness will differ.

**TABLE 3: Education of the Respondents**

Educational Qualification	Number of Respondents	Percentage	Valid Percentage	Cumulative Percent
Upto HSC	54	22.5	22.5	22.5
Under Graduate	84	35.0	35.0	57.5
Post Graduate	72	30.0	30.0	87.5
Others	30	12.5	12.5	100.0
<b>Total</b>	<b>240</b>	<b>100.0</b>	<b>100.0</b>	-

Source: Calculated from Primary Data

It is inferred that most of the respondents (35%) covered in this study belong to the educational category of under graduation followed post graduation category (30%), about 22.5% belong to higher secondary education and the rest (12.5%) are from other category.

### 12.4 MONTHLY INCOME OF THE RESPONDENTS

The purchasing power of the consumer will be greatly influenced by the income level. More income group attracts to purchase the costlier product to maintain their status. And less income group mostly buy the cheaper product because of their less purchasing power.

**TABLE 4: Monthly Income Of The Respondents**

Monthly Income	Number of Respondents	Percentage	Valid Percentage	Cumulative Percent
Below Rs.10,000	36	15.0	15.0	15.0
Rs.10,000 - Rs.20,000	27	11.3	11.3	26.3
Rs.20,000 - Rs.40,000	102	42.5	42.5	68.8
Above Rs.40,000	75	31.3	31.3	100.0
<b>Total</b>	<b>240</b>	<b>100.0</b>	<b>100.0</b>	-

Source: Calculated from Primary Data

The study shows that most of the respondents (42.5%) belong to the income group of Rs.20,000 - Rs.40,000, 31.3% have an income above Rs.40,000 followed by 15% below the Rs.10,000 category and the rest 11.3% have an income ranging between Rs.10,000 - Rs.20,000.

### TABLE 5: Relationship Between Income and The Purchasing Decision on Various Products

**Null Hypothesis:** There is no significant relation between the income and purchase decision made on different products

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	63.224	6	.000
Likelihood Ratio	64.508	6	.000

Linear-by-Linear Association	46.086	1	.000
Number of Valid Cases	240	-	-

Source: Calculated from Primary Data

It is inferred that most of the respondents who give importance to purchase personal care products fall under the income group of Rs.40,000 and above followed by 63 respondents in the income group Rs.20,000 – Rs.40,000, while 33 of them give importance to clothes in the same group. Since the significant value is .000, which is less than .05, the null hypothesis is rejected. And hence it is found that there is a significant relation between the income and purchase decision made on different products

**TABLE 6: Income with Average Amount Spent**

Monthly Income	Average Amount Spent			Total
	Below Rs.500	Rs.500 – Rs.1000	Above Rs.1000	
Upto Rs.10,000	12	18	6	36
Rs.10,000 to Rs.20,000	12	12	3	27
Rs.20,000 to Rs.40,000	18	27	27	102
Above Rs.40,000	57	21	27	75
<b>Total</b>	<b>99</b>	<b>78</b>	<b>63</b>	<b>240</b>

Source: Calculated from Primary Data

**Null Hypothesis:** *The average amount spent for personal care products is independent of the income.*

	Income	Average Amount Spent
Chi-square	60.900	14.925
Degrees of Freedom	3	2
Asymp. Sig.	.000	.001

It is inferred that most of the respondents fall under the income group of Rs.20,000 - Rs.40,000 spend an average amount of Rs.500 – Rs.1000 on personal care products followed by 27 respondents in the income group above Rs.40,000 spending less than Rs.500 on an average. Since the significant value is .001, which is less than .05, the null hypothesis is rejected. It is found that the average amount spent for personal care products is highly dependent on the income of the respondents.

**TABLE 7: Relationship Between the Average Amount Spent on the Personal Care Products and the Frequency of Purchasing**

**Null Hypothesis:** *There is no significant relationship between the average amount spent on personal care product and the frequency of purchase*

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	9.429	3	.045
Likelihood Ratio	9.499	4	.050
Linear-by-Linear Association	.018	1	.894
N of Valid Cases	240	-	-

Source: Calculated from Primary Data

The study shows that the frequency of purchasing is an impact of repeated purchase which is a result of brand satisfaction of the respondents. Since the significant value is .045, which is less

than .05, the null hypothesis is rejected, which means that there exist a significant relation between the average amount spent with the frequency of purchase. So it is concluded that the frequency of purchase will influence the average amount spent by the respondents.

**TABLE 8: Relationship Between Gender and the Purchase of Branded Personal Care Products**

**Null Hypothesis:** Gender is independent of purchasing branded personal care products.

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	.064	1	.800
Continuity Correction	.004	1	.948
Likelihood Ratio	.064	1	.800
Fisher's Exact Test	-	-	-
Linear-by-Linear Association	.064	1	.800
N of Valid Cases	240	-	-

Source: Calculated from Primary Data

It is inferred that 83% of the respondents are affected by brands while purchasing personal care products and it is also found that gender is not related with the purchase of branded personal care product. Since the significant value is .800, which is higher than .05, the null hypothesis is accepted. So it is clear from the study that gender does not influence the purchase of branded personal care product. Both the gender prefers to purchase a branded personal care product due to so many positive factors which prevail in the branded products.

**TABLE 9: Relationship Between Age and the Purchase of Branded Personal Care Products**

**Null Hypothesis:** Purchase of branded personal care product is independent of age.

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-Square	2.425	3	.489
Likelihood Ratio	2.217	3	.529
Linear-by-Linear Association	1.120	1	.290
N of Valid Cases	240		

Source: Calculated from Primary Data

Age is one of the important factors which influence the purchasing decision, brand loyalty and brand satisfaction and it may differ according to their education, income and occupation. This plays a vital role in brand consciousness among adults in personal care products. Since the significant value is .489, which is higher than .05, the null hypothesis is accepted. So it is inferred from the table that age does not influence purchasing branded personal care products.

**TABLE 10: Various Sources of Brand Awareness for Personal Care Products**

Awareness Sources	Opinion					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
TV Advertisement	135	48	3	12	42	240
Newspaper & Magazines	15	63	72	75	15	240
Friends & Relatives	9	99	57	56	19	240
Retailers	39	51	60	45	45	240
Sales Promotion	57	90	4	35	54	240
<b>Total</b>	<b>255</b>	<b>351</b>	<b>196</b>	<b>223</b>	<b>175</b>	<b>1200</b>

Source: Calculated from Primary Data (Multiple Responses)

**TABLE 11: Independent Samples Test - Gender and Awareness Through TV Advertisements**

**Null Hypothesis:** The awareness of a branded personal care product through television advertisement is independent of gender.

Rank		Levene's Test for Equality of Variances (F)	Sig. <sup>b</sup>	t-test for Equality of Means (t)	Degrees of Freedom	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Diff. (Lower)	Upper
		Eq.variances assumed	40.118	.000	4.223	238	.000	.81	.192	.432
Eq. variances not assumed			4.155	202.459	.000	.81	.195	.425	1.194	

Source: Calculated from Primary Data

It is inferred from the study that most of the respondents strongly agree that the awareness about the branded personal care product is through television advertisement, followed by the awareness through the retailers. The awareness level is created through the retailers when the respondents make the purchasing decision in the retail outlets. It is inferred that advertisement through television created a strong brand awareness which is followed by other sales promotion activities among the respondents. It is also found that there is a high degree of difference in the awareness of a brand through TV advertisements among the gender.

**TABLE 12: Age and Advertisements Through TV Advertisements**

**Null Hypothesis:** There is no significant relationship between age and brand awareness through television advertisement.

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	55.972	12	.000
Likelihood Ratio	69.703	12	.000
Linear-by-Linear Association	25.677	1	.000
N of Valid Cases	240	-	-

Source: Calculated from Primary Data

Television plays a vital role in creating awareness among the consumers. It reaches all kind of people irrespective of their education, income and age. The test has been carried out to find if there exists any significant relation between brand awareness through TV advertisement with different age group. Since the significant value is .000, which is higher than .05, the null hypothesis is accepted. That is, it is accepted that brand awareness through television advertisement is dependent of age.

**Table 13: Level Of Brand Awareness for Personal Care Products**

Factors	Opinion					Total
	Least	Rare	Occasional	Often	Mostly	
Free Gifts & Offers	6	9	81	93	51	240
Knowledge of Other Brands	3	45	45	87	60	240
Knowledge About Ingredients	18	42	93	18	69	240
Ability to Distinguish the Performance	21	54	10	71	54	210
<b>Total</b>	<b>48</b>	<b>150</b>	<b>229</b>	<b>269</b>	<b>234</b>	<b>930</b>

Source: Calculated from Primary Data (Multiple Responses)

**Table 14: Education and Knowledge about Ingredients of the Personal Care Product**

**Null Hypothesis:** *There is no dependency between the knowledge about the ingredients of personal care products with education.*

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	57.942	12	.000
Likelihood Ratio	61.685	12	.000
Linear-by-Linear Association	1.937	1	.164
N of Valid Cases	240	-	-

Source: Calculated from Primary Data

It is inferred that most of the respondents, i.e., about 69, were aware of the ingredients that are used in their branded personal care product, while 60 respondents are aware of other brands produced by the same manufacturer, which infers that they contribute towards the awareness about the branded personal care product. It is found that most of the respondents strongly agree that they are aware of the ingredients of their personal care product. And it is also found from the chi-square analysis, that there exists a strong relation between the education level and the Knowledge about Ingredients of the Personal Care Product because the significant value .000 is less than .05, which means that the null hypothesis is rejected.

**Table 15: Age and Ability to Distinguish Between Brands**

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	8.573	9	.478
Likelihood Ratio	8.597	9	.475
Linear-by-Linear Association	.060	1	.807
N of Valid Cases	240	-	-

Source: Calculated from Primary Data

Distinguishing between brands plays a vital role in purchase decision-making. That is, in today's competitive market, consumers have a choice in purchasing different brands available in the market, because he is the boss. This interested the researcher to make an analysis on the above with the age factor. However, the age may influence the ability to differentiate the brand available in the market. From the analysis, it is inferred that the ability to distinguish the performance of various brands is independent of age, since the significant value is .475 which is greater than .05, which means that null hypothesis is accepted.

**TABLE 16: Frequency Analysis for Factors Influencing the Purchase of Branded Personal Care Products**

Factors	Opinion					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Price	31	34	15	66	94	240
Quality	189	39	4	3	5	240
Medical Implication	15	42	21	75	81	234
Brand Image	21	33	120	66	6	246
Purpose	114	33	60	21	12	240
<b>Total</b>	<b>370</b>	<b>181</b>	<b>220</b>	<b>231</b>	<b>198</b>	<b>1200</b>

Source: Calculated from Primary Data (Multiple Responses)

**TABLE 17: Average Amount Spent on the Personal Care Product and Quality of The Brand**  
**Null Hypothesis:** *The average amount spent on branded personal care product is independent of quality.*

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	12.519	6	0.041
Likelihood Ratio	16.083	6	.013
Linear-by-Linear Association	.053	1	.818
No. of Valid Cases	240	-	-

Source: Calculated from Primary Data

It is inferred that most of the respondents strongly agree that quality is the most influencing factor for the purchase of branded personal care products, which is followed by 114 respondents stating purpose as their influencing factor. The other factors which contributes in the purchasing decisions are in the order of price with 31 respondents, brand image with 21 and medical implication with the rest. Most of the respondents agree that they are influenced by the quality of the brand and it is inferred that there is a significant relationship between the qualities of the brand with the average amount spent on the personal care product.

**TABLE 18: Influence of Purpose of Purchase of Personal Care Brand with the Average Amount Spent on Them**

**Null Hypothesis:** *The average amount spent on the branded personal care products is independent of the purpose of purchase of the personal care product.*

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	20.351	8	.009
Likelihood Ratio	27.317	8	.001
Linear-by-Linear Association	5.375	1	.020
No. of Valid Cases	240	-	-

Source: Calculated from Primary Data

It is inferred that 47.5% of the respondents are influenced by the purpose of the personal care product. Since the significant value .009 is less than .05, the null hypothesis is rejected. This shows that there exists a significant relation between the average amounts spent on personal care product with the purpose of the purchase.

**TABLE 19: Factors Influencing the Purchasing Decision of Personal Care Products**

Factors	Opinion					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Novelty	100	132	6	30	12	280
Availability	24	68	10	66	72	240
Offers and Gifts	45	69	87	27	12	240
Estimation of Quality	123	78	24	12	3	240
Influence of Family & Friends	60	65	30	30	15	200
<b>Total</b>	<b>352</b>	<b>412</b>	<b>157</b>	<b>165</b>	<b>114</b>	<b>1200</b>

Source: Calculated from Primary Data (Multiple Responses)

**TABLE 20: Gender and Purchase Decision Based on the Novelty of the Personal Care Product**

**Null Hypothesis:** Purchasing decision based on the novelty of a brand is independent of gender.

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	2.096	3	.553
Likelihood Ratio	2.098	3	.552
Linear-by-Linear Association	.998	1	.318
No. of Valid Cases	240	-	-

Source: Calculated from Primary Data

It is inferred that the estimation of quality plays a vital role in purchasing decision of the personal care products, followed by the factor novelty of the branded personal care product. The other influencing factors are in the order as offers and gifts provided by the manufacturer, influence of friends and relatives through their word of mouth and the availability of the product in the preferred shop. It is found that 55% of the respondents agree that novelty of the product plays a vital role in purchasing personal care products. Since the significant value is .553, which is greater than .05, the null hypothesis is accepted. So it is inferred that purchasing decision based on the novelty of the brand is independent of gender.

**TABLE 21: Education and Influence of Estimation of Quality in Purchasing Decision**

**Null Hypothesis:** Education does not play a vital role in estimating the quality of a personal care product brand before purchasing.

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	29.596	12	.003
Likelihood Ratio	31.397	12	.002
Linear-by-Linear Association	1.017	1	.313
No. of Valid Cases	240	-	-

Source: Calculated from Primary Data

Most of the respondents strongly agree that estimation of quality of a brand is essential in purchasing a personal care product. Since the significant value is .003, which is less than .05, the null hypothesis is rejected and hence it is inferred that education play a vital role in estimating the quality of a branded personal care product before purchasing.

**TABLE 22: Factors Influencing Brand Loyalty Towards Personal Care Products**

Factors	Opinion					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Product Performance	141	60	3	15	21	240
Attitude of Customer About a Brand	33	65	40	84	18	240
Feel of Pride	15	27	15	108	75	240
Frequency of Purchase	6	9	30	78	117	240
<b>Total</b>	<b>195</b>	<b>161</b>	<b>88</b>	<b>285</b>	<b>231</b>	<b>960</b>

Source: Calculated from Primary Data (Multiple Responses)

**TABLE 23: Influence of Product Performance in Brand Loyalty Among Different Age Groups****Null Hypothesis:** Product performance does not influence brand loyalty among different age groups.

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	15.020	9	.090
Likelihood Ratio	14.881	9	.094
Linear-by-Linear Association	.014	1	.907
No. of Valid Cases	240	-	-

Source: Calculated from Primary Data

It is found that product performance is the most influencing factor towards brand loyalty for a personal care product. And this is followed by the attitude of the customers about the brand, feel of pride about the brand and the frequency of purchase of the product. Most of the respondents are influenced by product performance for their brand loyalty and it is also inferred that product performance does not influence brand loyalty among different age groups. Since the significant value is .090, which is greater than .05, the null hypothesis is accepted and hence it is inferred that product performance does not influence brand loyalty among different age groups

**TABLE 24: Influence of Quality in Brand Shift and Age****Null Hypothesis:** Gender is independent of brand shift due to change in the quality of the personal care product.

	Value	Degrees of Freedom	Asymp. Sig. (2 - Sided)
Pearson Chi-square	.000	1	.982
Continuity Correction	.000	1	1.000
Likelihood Ratio	.000	1	.982
Linear-by-Linear Association	.000	1	.982
No. of Valid Cases	240	-	-

Source: Calculated from Primary Data

It is inferred that 35% of the respondents have shifted their brands and it is also found that gender is independent of brand shift due to change in the quality of personal care products. Since the significant value is .982, which is greater than .05, the null hypothesis is accepted and hence it is inferred that Gender is independent of brand shift due to change in the quality of the personal care product.

**TABLE 25: Correlations Analysis - Influence of Purpose Satisfaction Towards Brand Loyalty With the Age**

		Age	Satisfaction
Age	Pearson Correlation	1	.096
	Sig. (2 - tailed)	-	.138
	N	240	240
Satisfaction	Pearson Correlation	.096	1
	Sig. (2 - tailed)	.138	-
	N	240	240

Source: Calculated from Primary Data

The purpose of purchasing a particular brand of personal care product, if satisfied will lead to the frequent purchasing of that brand which is an indication of brand loyalty towards that particular brand, irrespective of age. Here the researcher tries to find if there exists any significant

relationship between the age and the purpose satisfaction towards brand loyalty. The study shows that there is no strong relation between the age and the purpose of purchasing a personal care product towards brand loyalty.

**TABLE 26: Significance of the Income Towards Brand Satisfaction**

**Null Hypothesis:** *There exists no significant difference between the income and the brand satisfaction.*

		Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
Satisfaction	Between Gp.	9.440	3	3.147	4.253	.000
	Within Gp.	144.123	236	.611		
	Total	153.563	239	-		
Quality of Brand	Between Gp.	3.070	3	1.023	.853	.466
	Within Gp.	283.093	236	1.200		
	Total	286.162	239	-		
Price to Quality	Between Gp.	10.142	3	3.381	3.118	.027
	Within Gp.	255.920	236	1.084		
	Total	266.063	239	-		
Performance Discrimination	Between Gp.	52.706	3	17.569	13.292	.002
	Within Gp.	311.944	236	1.322		
	Total	364.650	239	-		
Recommend Personal Care Products	Between Gp.	5.507	3	1.836	1.653	.178
	Within Gp.	262.093	236	1.111		
	Total	267.600	239	-		

Source: Calculated from Primary Data

From the above table it is inferred that factors which influences the satisfaction level towards a brand are purpose satisfaction of the personal care product, quality, price which is proportionate to the quality, performance discrimination between the brands and the willingness to recommend the brand to others. Since the significant values are less than .05, it is inferred from the table that there is a significant difference between different income groups with the purpose satisfaction of the brand, performance discrimination and price proportionate to quality which leads to brand satisfaction while quality of the brand and the willingness to recommend the brand to others are not significant with income level of the respondents.

**TABLE 27: Significance of Education Towards Brand Satisfaction**

**Null Hypothesis:** *There is no significant difference among different educational category towards the brand satisfaction.*

		Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
Satisfaction	Between Gp.	2.745	3	.915	1.432	.234
	Within Gp.	150.818	236	.639		
	Total	153.562	239	-		
Quality of Brand	Between Gp.	35.868	3	11.956	11.273	.000
	Within Gp.	250.294	236	1.061		
	Total	286.163	239	-		
Price to Quality	Between Gp.	2.691	3	.897	.804	.493
	Within Gp.	263.371	236	1.116		
	Total	266.062	239	-		

<b>Performance Discrimination</b>	Between Gp.	7.856	3	2.619	1.732	.161
	Within Gp.	356.794	236	1.512		
	Total	364.650	239			
<b>Recommend Personal Care Products</b>	Between Gp.	3.692	3	1.231	1.100	.350
	Within Gp.	263.908	236	1.118		
	Total	267.600	239			

Source: Calculated from Primary Data

Education plays a vital role in choosing a quality brand and the ability to distinguish the performance of their brand for an effective brand satisfaction. From the table it is found that the significant value for the quality of the brand is .000, hence it is inferred that the null hypothesis is rejected and it shows that there is a significant difference between education level and quality of the brand which act as a factor for brand satisfaction, while the other factors such a purpose of purchase, price proportionate to quality, discrimination from other brands and willingness to recommend the brand to others are not significant as the significant values are greater than .05. Hence null hypothesis is accepted and it is inferred that there is no significant relationship between the educational level and the level of satisfaction.

### 13. SUGGESTIONS

1. Most of the respondents are influenced by the quality of the personal care products. So the personal care product company's could improve the quality continuously so as to dominate the market.
2. The companies can adopt a pricing policy that is proportionate to the quality in order to increase the satisfaction level.
3. Advertisement is the only window which can open up the knowledge of a product to the consumers. To create brand consciousness among the consumers the level of awareness has to be increased. Since television is the most reachable media, companies can concentrate advertising through this media.
4. As the respondents are keen about the ingredients, the personal care product companies can add additional information about their products in various dimensions.
5. The companies could try implementing innovativeness in their products so that they can satisfy the consumers who look for novelty in their products.
6. Company's brand image has to be improved to increase the brand loyalty among consumers.
7. Most of the respondents adhere to a particular brand for a period of 6 months to 1 year. The companies can focus on this segment to make them loyal to their brand.
8. The companies could also check the availability of the brand frequently, so that they don't run out of the market.
9. The product has to satisfy the purpose of buying so that the brand satisfaction could be easily attained.

### 14. CONCLUSION



Consumer is the king; producer has to manufacture the goods and services according to the preference of the consumer who is considered to be a Boss. The consumer satisfaction achieves not only the survival of the product but also would lead to become a market leader. So before manufacturing the product, the manufacturer has to understand the need and preference of the consumer through various sources. The above study revealed the awareness level about the personal care products among the respondents, factors influencing the purchasing decision, brand loyalty and the satisfaction.

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