



A report

On

THE IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOUR

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Declaration

“I declare that the report is not copied, it is as per format prescribed by the Banasthali vidhyapith, and the formatting and grammar errors are minimized to best of my abilities. Further it meets the guidelines prescribed in Term Paper Guidelines”.

TABLE OF CONTENTS

Acknowledgement.....	i
Abstract	ii
Table of Contents	iii
List of Figures	iv
1 Introduction to branding ...	1
1.1 importance of branding	1
1.2 relationship between brand and customer	1
1.3 factors affecting branding	1
1.4 factors affecting consumer buying behaviour.....	2
2. Review of Literature	16
3. Research Methodology	19
4. Data Analysis	
4.1 personal and economic factors.....	4
4.2 shampoo	4
4.3 body lotion	4
4.4 face wash	4
4.5 soap/ body wash	4
5 Conclusion	6
6 limitations.....	6
References	7
Appendices	8

ABSTRACT

The art of differentiation is branding.

Individuals have varying needs. There are several brands for various uses. The changes in customer purchasing behavior depending on various brand names, brand images, brand associations, and brand loyalty are discussed in this study article. Find out more about the connection between consumers and branding.

This paper examines some of the most effective things for consumers to buy when it comes to branding. Brand values, capabilities, and consumer preferences are displayed via the procedures and criteria used to evaluate brands by consumers. The data gathered enables us to comprehend the connection between brands and customer behavior, and it also briefly examines the influence brands have on consumer purchasing behavior in regard to a company's products. This paper mostly examines the behaviour of shampoo, facewash, body lotion and soap, their purchase patterns, brand preferences, and what they like about the product .

LIST OF FIGURES AND TABLES

1. Histogram of age-	22
2. Count of gender -	23
3. Status of respondents -	23
4. Do you follow trends -	24
5. Count of who shampoo do you prefer?	25
6. How long you have been using it	26
7. Would you like to suggest it to other	26
8. Why do you prefer it?	27
9. Which body lotion do you use	28
10. Why do you prefer it?	29
11. Count -	29
12. How long you have been using it?	30
13. Which face wash do you prefer it?	31
14. Would you like to suggest it too other?	32
15. Why you prefer it?	32
16. How long the consumer uses it?	33
17. Which soap do you prefer?	34
18. Why you prefer it?	35
19. Would you like to suggest it to others?	36

CHAPTER I

INTRODUCTION

Branding

Branding is the method of creating a strong, positive image of a company, its products, or services in the minds of customers by combining characteristics such as logo design, mission statement, etc. Through marketing communications,

Branding invites various corporate clients to the company. Through branding, we build a loyal customer base. This is because our customers accept that we can better serve them and meet their needs at every touchpoint of our brand.

The Importance of Branding

Branding is an important element in marketing. Branding lets you know how people can customize your brand, who can help introduce your new business and increase your brand value, or vice versa.

- service behind the brands: the variety of products, confusing the people purchase directly indicates the brand is known and trust of people investment in branding always performs better in market.
- Increase market value: as branding increases, new distributors increase on a larger scale so investments also increase through brand loyalty.
- competitive increase: The new competitors have huge hurdles for popular branding because new competitors have to create more investment and time for building trust.
- increased cost and share price: once people have faith and are satisfied with the brand, they start investing in the company. This helps increase company profit and reduce loss margin

THE RELATIONSHIP BETWEEN BRAND AND CUSTOMER

Because of the special relationship that exists between a brand and its customers, which benefits both sides, brands are developing more relationships in order to gain significance and value.

1. Brand loyalty

Companies must establish these relationships with customers in order to gain their trust and subsequently their loyalty. This is the first stage. Once established, the relationships must be maintained and grown in order to satisfy the needs of a client who is devoted to the brand

2. Ethnicity

customer should be satisfied in this relationship the decision of the customer matter to the brand's reputation in this relationship, the ethnicity of the client should be satisfied because their choice will affect the brand's reputation

3 Trust

Trust in the brand's price, value, and services among customers They must respond favorably and promptly resolve consumer issues.

The relationship between brand and customer is unique one has a positive outcome for both parties brands become more relationships to obtain meaning and value

4 Offer incentives

A business should provide free shipping and trial products to establish a relationship with a new customer and boost sales.

FACTORS AFFECTING BRANDING

There are various external and internal factors that affect branding

1. When the market size for the product is large, the marketing strategy fails to generate significant investments in branding, but when the market size for branding is lower or growing, the brand may not receive a comparable amount of investment.
2. When there is a lot of competition, the product should be very distinct from other brands in order to draw in more customers and boost competitiveness by offering customers alternatives to those of the rival companies.
3. The product should be creatively presented to the public, updated with the newest technology, and inventive to greatly raise demand and satisfy customer needs through various branding techniques to uphold our reputation as a brand.
4. Cheaper resources and high-quality materials should be used in product manufacturing

FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR

Studying consumer behaviour is important because it helps marketers understand what influences consumers' buying decisions.

By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete

Studying consumer behaviour also helps marketers determine how to present their products in a way that maximizes consumer impact. Understanding consumer buying behavior is the key to reaching and retaining customers and getting them to buy.

Consumer behaviour analysis must demonstrate:

- Anything that influences the consumer's choice among alternatives.
- Consumer Behavior in Research and Shopping.
- How does the consumer's environment (friends, family, media, etc.) affect consumer behavior?
- Consumer behavior is often influenced by a variety of factors. Marketers need to study consumer buying behavior and identify shopper trends.

Types of Consumer Behavior

There are four main types of consumer behavior. They are deeply involved in buying and customer research before making quality investments. Imagine buying a house or a car. These are examples of complex buying behavior.

- Reducing Dissonance Buying Behavior

Although consumers have a significant role in the purchasing process, it can be challenging to tell one brand from another. Dissonance might happen when customers worry about second-guessing their decisions. Consider purchasing a lawnmower. He selects one based on cost and convenience, but after making his purchase, he seeks confirmation that he made the proper decision.

- Habitual purchase consumer

Consumers who often make purchases tend to pay little attention to product or brand categories.

Consider going grocery shopping. Purchase your preferred bread in the store. They exhibit ingrained tendencies as opposed to strong brand loyalty.

- Variety-Seeking Behavior

In this instance, the customer does not purchase a different product because they were unhappy with the first one; rather, they do it because they desire a change. It's like sampling a different aroma of shower gel.

Here are five questions to help you understand consumer behavior.

- i) Who is the market and what is its power over the organization?
- ii) What are they buying?
- iii) Why do they buy?
- iv) Who is involved in the purchase?
- v) How do they shop?
- vi) When do they buy? where do you shop?

Most importantly, the question can be answered by understanding the following factors that contribute to differences in people's choices. It is therefore responsible for the majority of product successes and failures, and ultimately brands.

Factors Influencing Consumer Behavior That's right.

- Psychological Factors
- Social Factors
- Cultural Factors
- Personal Factors
- Economic Factors

Psychological Factors

Psychology is important in understanding consumer behavior. It plays a role. Although difficult to measure, psychological factors are powerful enough to influence purchasing decisions.

Some of the important psychological factors are:

1. Motivation

A person's purchasing behavior is frequently influenced by their level of motivation. People have a variety of needs, including social, fundamental, security, respect, and self-actualization wants. For all of these reasons, customers are driven to buy goods and services because they prioritize their fundamental and safety needs above all others.

2. Perception

When we gather and evaluate data about a product in order to generate an impression relating to that specific product, our perception is established. We evaluate a product each time we see an ad, review, comment, or promotion about it. As a result, our perceptions have a big impact on how we make decisions about what to buy.

3. Learning

People typically want to understand more about the products they purchase before making a purchase. Experiential learning also takes place over time. The ability to learn depends on knowledge and competence. While information can only be learned via experience, skills can be learned through practice.

Either conditioning or cognitive learning occurs. Consumers learn about situations through conditional learning and take ownership of them. Contrarily, in cognitive learning, customers make use of their knowledge and expertise to be pleased with the goods they buy.

4. Beliefs and Attitudes

Consumer attitudes and perceptions also have an impact on purchases. Consumers act in a certain way toward products based on this mentality. The brand image of the product is significantly shaped by this mindset.

As a result, in order to create effective marketing efforts, marketers go to considerable lengths to comprehend customer attitudes.

Social Factors

Due to the social nature of humans, society and those in their immediate environment have an impact on how they behave when making purchases. To sate their urge to fit in with society, people copy others. As a result, their social environment has an impact on their purchase decisions.

These elements are regarded as social elements.

Families

Families have a significant impact on how people behave when it comes to making purchases. People form their tastes by witnessing how their family members start buying particular goods as children and keep doing so as they get older. People are social creatures, and their purchasing behavior is influenced by society and the people around them. People imitate others to satisfy their desire to be accepted in society. Therefore, their purchasing behavior is influenced by the people around them.

Roles and Status

Their place in society has an impact on people. A person's purchasing habit is significantly influenced by their position, particularly if they hold a high one. CEOs of companies shop according to their status, yet employees and staff at the same organization have diverse shopping habits.

Cultural Aspects

persons who belong to a certain community and are tied to a certain set of ideals. A community's residents exhibit behaviors that are heavily affected by its culture. Subculture and socioeconomic class are two other examples of cultural influences.

Personal factors

These personal factors vary from person to person, leading to different perceptions and consumption patterns.

Personal factors include:

- **Age**

Individual purchasing decisions vary by age group. Seniors have different buying habits than teenagers

- **Income**

The buying habits of individuals are influenced by income. The consumer's purchasing power increases as income does. Consumers have more options to purchase luxury products when their disposable income rises. Consumers with low and moderate incomes spend the majority of their earnings on basics like clothing and food.

- **Occupation**

Purchase decisions are influenced by consumer occupation. People frequently purchase items that are suitable for their line of work. For instance, creative designers are more inclined to spend on informal clothing than corporate executives, who are more likely to purchase formal clothing.

- **Lifestyle**

A person's attitude and way of life in society are referred to as their lifestyle. Consumer behaviors have a big influence on what people buy. People who live healthy lifestyles spend more money on alternative healthy meals.

Economic Factors

Consumer purchasing behavior is greatly influenced by economic conditions in countries and markets. When a country's economy is strong, there is more money in the market and more purchasing power for consumers. The economic downturn reflects market weakness due to unemployment and declining purchasing power. Some important economic factors are: –

- Income

The buying habits of individuals are influenced by income. The consumer's purchasing power increases with increased income. Consumers' options to purchase luxury products grow along with their discretionary income. Consumers with low and moderate incomes spend the majority of their earnings on basics like clothing and food.

- Economic variables

The state of the economy in various markets and countries has a significant impact on consumer purchasing behavior. A strong economy means that there is more money on the market and that consumers have more purchasing power. Market deterioration brought on by rising unemployment and falling purchasing power is reflected in the economic downturn.

Several significant economic factors include:

- Individual Income

A person's purchasing power increases along with their level of disposable income. Having disposable income is having money left over after meeting one's fundamental needs. Spending on various products increases as disposable income increases. However, spending on a variety of things reduces concurrently as disposable income declines.

- Family Earnings

Family income is the sum of all individual family members' incomes. More income is available to buy both essential and luxuries goods when there are more earners in the family. The family is more likely to purchase when the family's income is higher.

- Consumer loans

When consumers are given simple credit to buy products, they are encouraged to spend more. By offering credit cards, quick mortgage payments, bank loans, installment loans, and a variety of other credit choices, sellers make it simple for customers to obtain credit. Consumers buy more comfortable and opulent goods when credit becomes more widely available.

- Cash

People with money typically spend more on comfort and luxury. Assets that are easily convertible into cash include cash and its equivalents. Current assets include things like cash, bank accounts, and securities. Consumers are more inclined to purchase luxury goods when they have more money.

- Savings

In addition to their income, consumers' choice of savings rate has a significant impact. Consumers will spend less on shopping if they choose to save more money. On the other hand, if customers want to save more money, they will spend the majority of their earnings on goods purchases.

Chapter 2

REVIEW OF LITERATURE

Susan m. Mudambi: Branding importance in business-to-business markets Three buyer clusters, branding in consumer market in long run shown in increase in company financial position and competitive performs the explorative research finding suggest that branding plays a crucial role in B2B decision making. Yet the company brand is dimensional and dynamic, understanding customer perception will be the key to further management decision

The analysis of the research identified three cluster of customers. these customers differ in the perception of importance of branding in purchase decision. each customer cluster has different perception. Attract more business from very specific clusters in terms of brand names, physical products, pricing, distribution, advertising and promotions, and private sales through branding research strategies.

Communication is always needed to show how to more objectively assess the intangible benefits of a brand. B2B branding must sustainably differentiate and increase customer loyalty

Donald r. Lehmann: Brand and Branding: Research Findings and Future Opportunities: Research shows that branding and brand management are clearly the It has become an important priority for organizational types. The study's brand history and outcomes module illustrates the importance of what customers think and feel—from brand to strategy to corporate behavior. In contrast, efforts aimed at examining the economic, legal and social impact of brands are relatively limited.

Jihane Tabi, The Impact of Advertising on Consumer Purchasing Behavior: This paper discusses the importance of advertising, its design, and its impact on purchasing behavior from adults to young children, and explores his brand advocates. Build and thereby attract new customers. Personalized furniture can be used as a marketing tool. Research shows that all these steps have encouraged customers to eat more. A lot of mental stress. A well-executed and well-launched ad can create interest or a need for a product when people don't actually need it

Sneha Sharma, Effect of Advertising on Consumer Behavior: This study analyzes the effect of advertising on consumer behavior. The study highlights the case of Hindustan Unilever Limited (HUL) and P&G as key examples in understanding consumer behavior and the impact of advertising on consumer behavior. According to this research, there is a clear relationship between advertising and consumer behavior. The more attractive your ad is, the more likely customers are to buy it. Additionally, commercials should not only be engaging, but informative, educational, and entertaining. Consumers are more likely to make a purchase after viewing a product a few times. This study is of great importance as it presents advertising attractiveness

factors in relation to consumer purchasing behavior towards products. Advertising therefore plays an important role in consumer buying behavior by establishing producer-consumer relationships.

Shumaila Ahmed, The impact of advertising on consumer purchasing behavior by persuasion, brand image, and celebrity endorsement: The impact of advertising on consumer purchasing behavior is the subject of this study. Consumer intentions and purchasing behavior for products are influenced by brand image, persuasiveness and celebrity endorsement in advertising. The image of the product created by the advertiser has a great influence on purchasing behavior. Core data for the study were collected through surveys and secondary data were collected through the internet, journals and business publications. A survey was conducted in January 2013. A total of 120 people were interviewed, 50 of whom work in government or quasi-governmental organizations, 30 in companies and the rest 40 of him in the private sector. Product quality and price have been found to matter According to this study, the quality of commercials must be attractive and excellent in order to leave a lasting impression in the minds of consumers. It's also important to note that more reward schemes don't force people to buy things until they're of poor quality. This study is understanding that endorsement by celebrities in advertisements is also a factor that influences consumer buying behaviour.

Henrieta hrablik, Aleksandra Ivanovich korshunov, dagmar babcanova, relationship between branding and consumer behaviour: brands provide information about the product and create associations that affect the mind of the consumer in the purchase process, the success of every brand loyalty is the important dimension to create value in customers mind as found in different survey records. Nowadays consumers use expensive and branded products to meet up their status through the quality of the product and loyalty appears Nowadays customers are aware of their brands

Muhammad Tahseen iqbal, Fatima sarwar, aftab Iqbal, the impact of branding on consumer buying behaviour: Comparing and contrasting is done at every step-in order to discuss the view of different authors above different variables. people are switching from local products to branded products in order to show their status power and wealth. So, there is a positive correlation between branding and consumer bargaining habit increase with the age due to low-income factors so the overall conclusion of the research using the survey method is 89.6% varlid and reliable

John dudouskiy: The aim of study is to analyse the impact of previous buying experience of product and the relationship between the habits and experience of the consumer their purchases shows their loyalty on the product that finds the image of the product and encourage the owner.

Batra and Kazmi (2008), The impermanent idea of situational factors is properly anxious Individual variables, then again, incorporate taste inclinations, individual monetary conditions and related factors. The effect of individual elements on purchaser navigation is typically tended to by organizations during market division, focusing on and situating rehearses by gathering people based on their own conditions alongside different standards, and creating items and administrations that oblige these conditions in the best way.

Albeit various examinations have researched factors that might impact the impacts of online audit on shopper conduct, not many investigations have zeroed in on purchasers' discernments, feelings, and cognizance, like apparent survey support, simplicity of understanding, and saw mental exertion. This is on the grounds that these investigations are primarily founded on customary self-report-based techniques, like polls, interviews, etc, which are not exceptional to gauge verifiable inclination and mental

jao chen, Online product reviews found lovely internet based client surveys to prompt a higher buy probability than disagreeable ones. This affirms theory one from another side. The item chosen in our examination is a cell phone, which isn't just a utilitarian item yet in addition a decadent one. It very well may be utilized to settle on a telephone decision or watch recordings, contingent upon the client's requests.

Guo et al tracked down that while looking for items, clients' regard for quality based assessment is essentially longer than that of involvement based assessment, while there is no massive distinction for the experiential items. Besides, their outcomes showed eye-following records, for instance, obsession stay time, could naturally mirror purchasers' inquiry conduct when they take care of the surveys

Briney (2004) describes an interesting trend among Indian cosmetic consumers, while other global countries are taking to the traditional Indian herbal and ayurvedic applications for beauty solutions, Indian consumers are increasingly looking to international personal care brands as lifestyle enhancement products, in the belief that the association with and use of an international brand confers one with a sophisticated and upper class image.

Dr. Vinith Kumar Nair and Dr Prakash Pillai R conducted a study for male consumers, find out male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop of their convenience. It is also observed that male consumers buy all their cosmetic items from one shop.

CHAPTER III

Research Methodology

The objective of the study

- 1) To examine depth knowledge about branding and the relationship between consumers and brand
- 2) To study factors affecting buyers' decisions for purchasing cosmetic products.
- 3) To study the most widely used cosmetic product category amongst customers.
- 4) To study the purchase patterns of consumers for cosmetic products.
- 5) To study brand preference for cosmetic products.
- 6) To study the demographic profile of consumers buying cosmetic products.

Managerial usefulness of the study

Today everything revolves around the customer hence the study of buying behaviour becomes a necessity. Customers have great options to select from in modern marketing. Hence, the persuasion of customers by marketers has a great impact on their buying behaviour. In order to pursue consumers, marketers have to study consumer behaviour. So, the influence of cultural, social, personal and psychological factors on buying behaviour will give marketers a clear understanding of behaviour patterns

Integrate the factors responsible for variation in response to population for different products and brands

Introduction

Research methodology defines the way in which the research is being carried out getting clothes in the plan to tackle the things of data collection example data collection methods statistical analysis observations enclosure,

Research methodology refers to how and where the research is going to be conducted and much more

The purpose of the research methodology is to elaborate on the reason behind approaches methods behind collection analysis and key parts of the work

We do include the mechanism of the different tools used in the methodology to get the desired result.

The research methodologies include research design, the population of the study, sampling techniques and sample size, data collection procedures, and the reliability and validity precautions taken

3.1 Research types

This research is both exploration and analytical

Exploratory type of research is usually conducted to have a better understanding of the existing problem as we are trying to analyse the change in behaviour with brands and its analytical because we will also be analysing different collected data

3.2 research design

Research design is a logical and systematic plan prepared for directing a research study. Shows relationships between variables and research platforms selected for study and data analysis

3.3 Population

For research purposes, we tried to consider each possible age group, brand choice, and why. The study group he was 200 consumers. A detailed demographic account of consumer purchasing behavior is the banasthali vidyapith and different colleges and few people from working backgrounds . This location is strategic because the university is blessed with different types of girls and multicultural differences. Therefore, it is easy to collect data because there are many people on campus and it is easy to find them.

3.4 Sample size

In this study, the sample size was 200, and samples varied by age, location, gander and budget. Samples are important because in many models of scientific research it is not possible (both from a strategic and resource perspective) to survey all members of the population for a research project.

3.6 Sampling Techniques

Sampling is the technique of using only some views to represent the whole. We will receive feedback from about 200 people.

3.7 Sources of Data

The data in this study are both primary and secondary data

Primary data were collected using interview and questionnaire methods on the factors that influence consumer purchasing behavior of branded products, collected from selected respondents.

Secondary data is data that has already been collected by someone else and has undergone the statistical process. Secondary data were collected from online available magazines, newspapers, articles and previous reports

3.8 Data Collection Tools

Surveys Data collection methods include the use of surveys. A survey is a data collection technique in which each person is asked to answer the same questions in a predetermined order.

Interviews can be conducted in person or over the phone. It can range from detailed and semi-structured to unstructured depending on what information you are looking for. Data from Magazines, Newspapers

3.9 Variables Investigated

Dependent Variables - Purchase Decisions and Behavior

Independent - Product Factors, Consumer Factors, Advertising Factors

3.9 Methods of Data Presentation and Analysis

Data Collected, displayed using tables and graphs. Pie charts and bar charts are most commonly used.

CHAPTER IV

Data Analysis and Interpretation

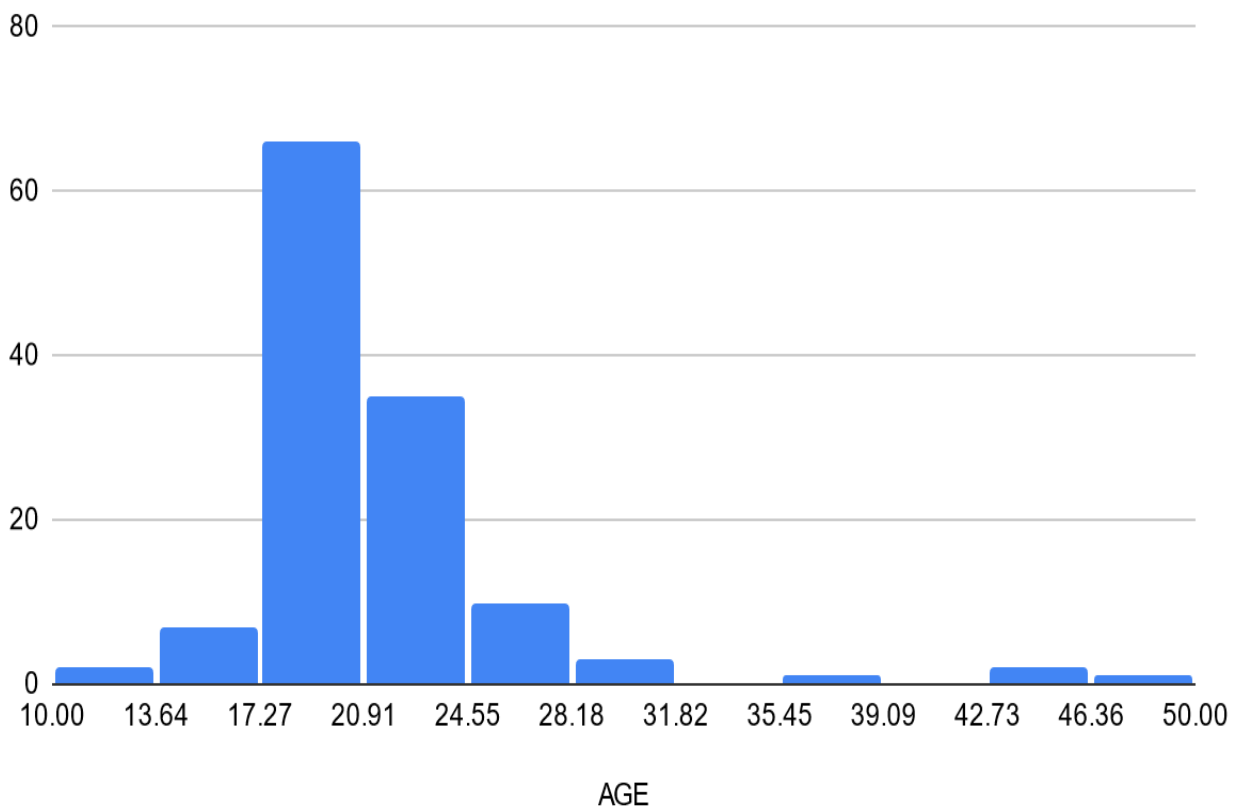
To study factors affecting buyers' decisions for purchasing cosmetic products. We have done a questionnaire online about 128 respondents and the personal vocal interview from 68 people from different age category .

Personal and economic factor

To study consumer behaviour and consumer purchase decision on personal factor and economic factor affect the consumer behaviour the most so we tried to determine the trend with them.

Age: since our sample has majority of college student so they mostly of 20 around and few elders and youngers

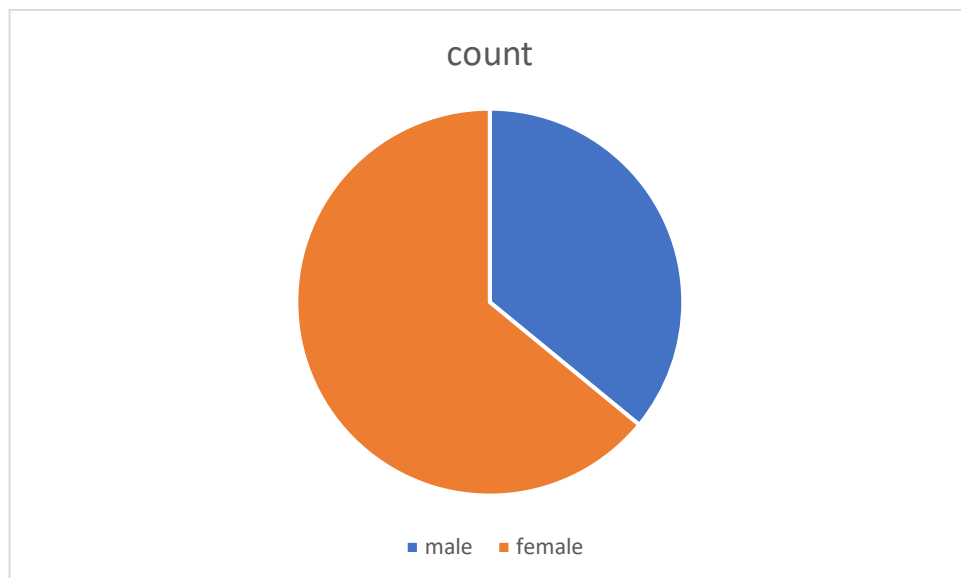
Histogram of AGE



Gender

THE sample has 35.9% males and 64% are male

gender	count
male	46
female	82

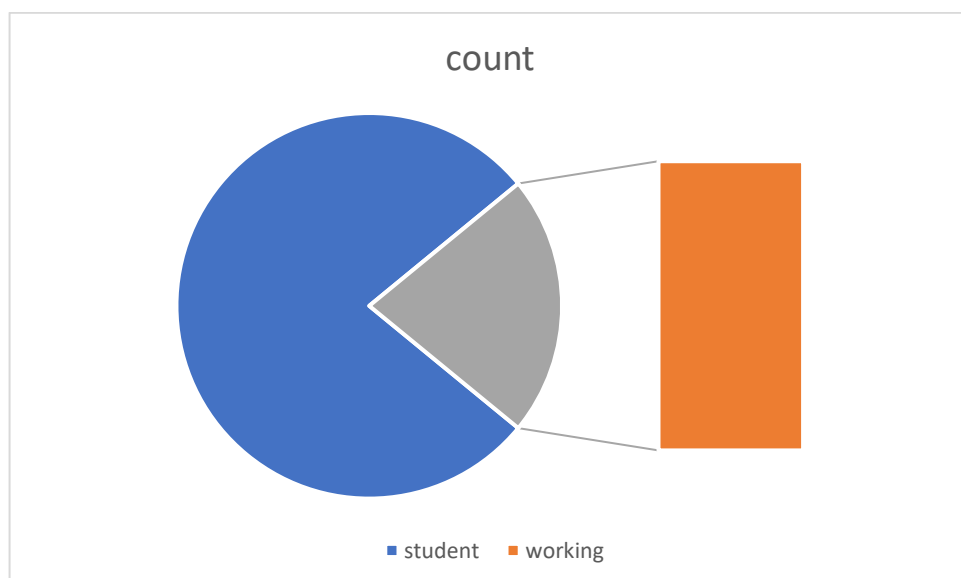


Status

Working people and students have very different preference and they follow different trends according to needs, wants or income/ pocket money.

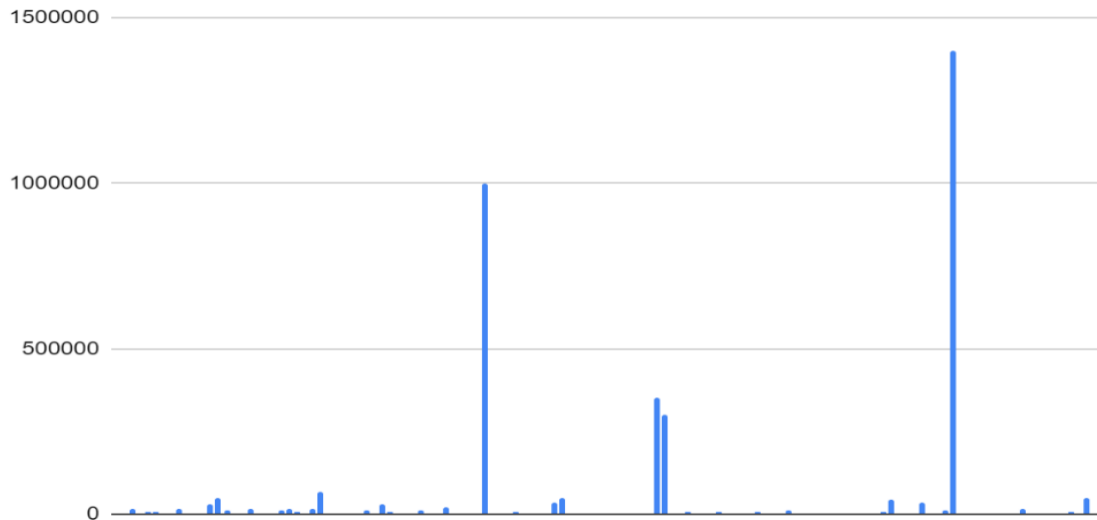
According to the survey there are 100 students and 28 working.

status	count
student	100
working	28



monthly income/ pocket money

major found were students and a few working.

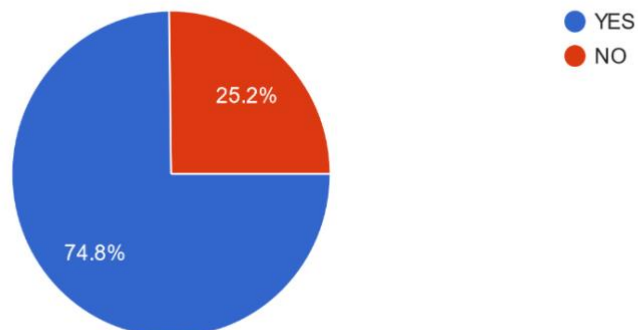


TRENDS

Interest in trends – trends change the people’s perceptions and lifestyle as well so following trends change . there is total 127 response collect through the survey.

DO YOU FOLLOW THE TRENDS?

127 responses

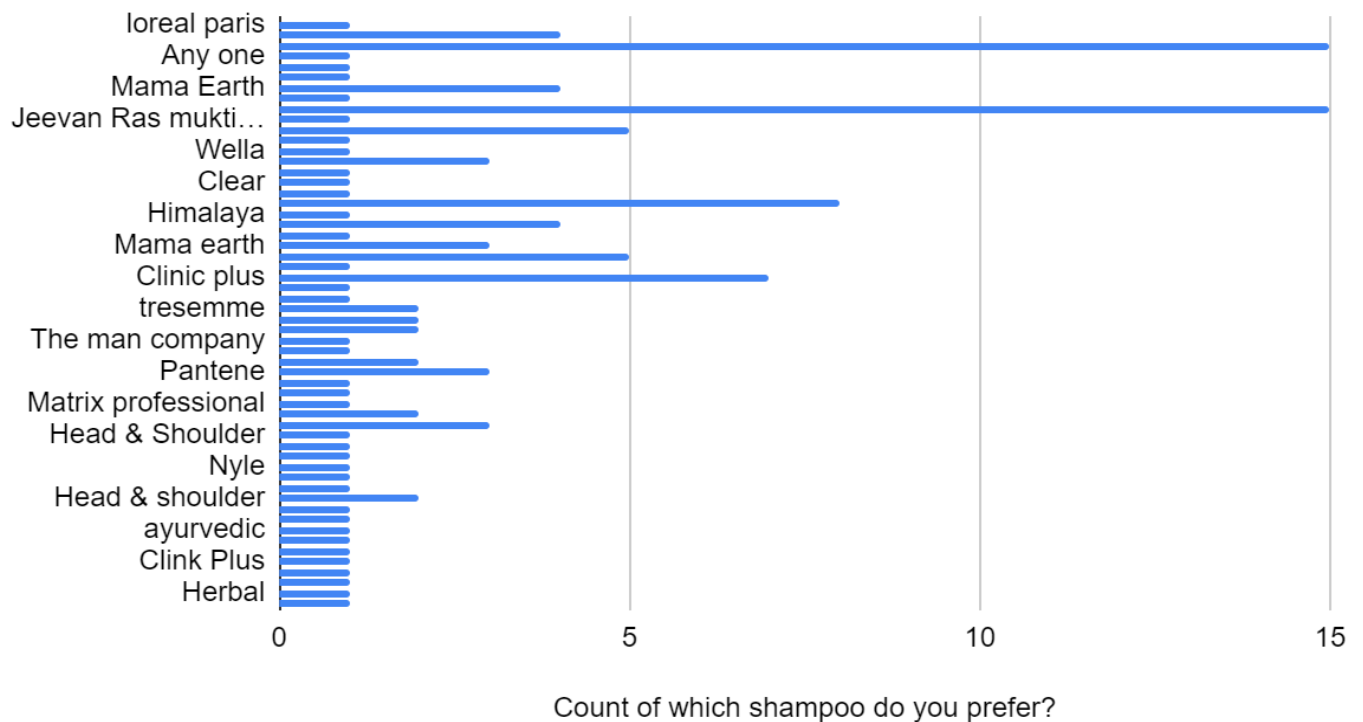


To study the most widely used cosmetic product category amongst customers.

Shampoo

According to responses with 35.9% and 64% females the famous used shampoo were

Count of which shampoo do you prefer?



How long the consumer is using the product?

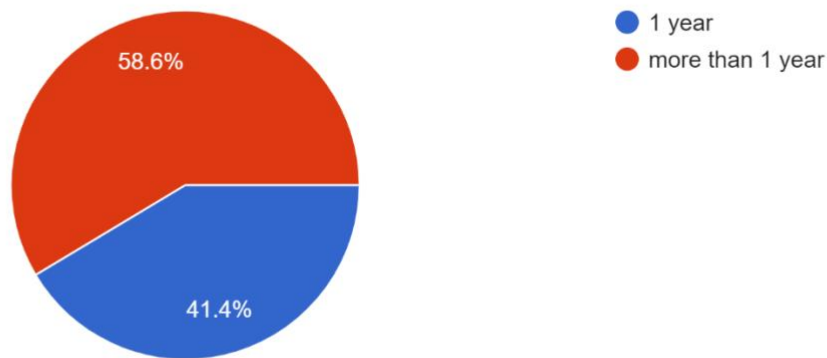
Using one shampoo for more than 1 year signifies brand loyalty among consumer according to respondents

58% were loyal and rest may or may not be.

time	count
more than 1 year	75
1 year	53

how long you have been using it?

128 responses



Would the customer like to suggest the product to others?

would like to suggest

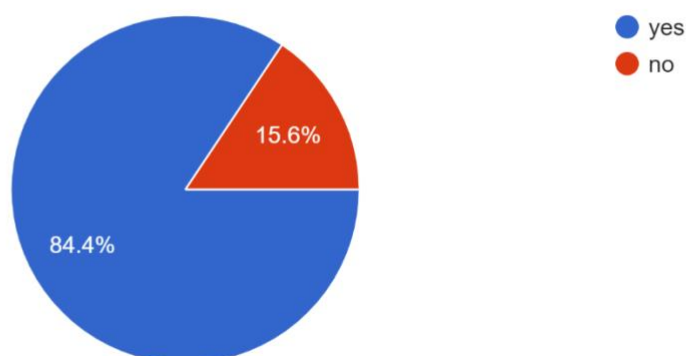
yes 108

no 20

People like to share their opinions when they really like it they suggest the products to others and promote the brand that also shows brand loyalty among consumers in our survey 108 were found suggestive towards their products or brands

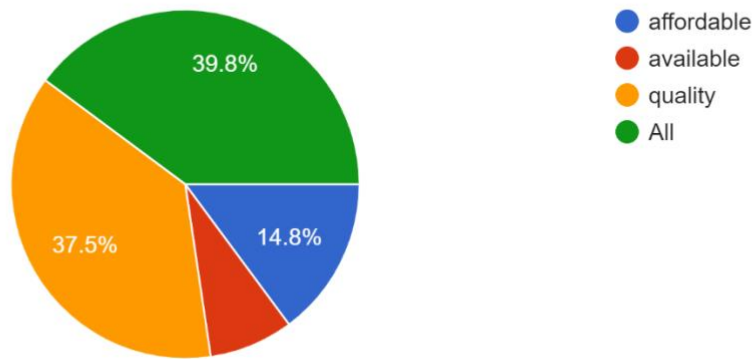
would you like to suggest it to others?

128 responses



why you prefer it ?

128 responses



Brand loyalty of consumer towards particular brand is due to certain factors that make the consumer stick to the product according to customers quality and affordable was found most important factors

why do they prefer it	count
affordable	19
available	10
quality	48
all	51

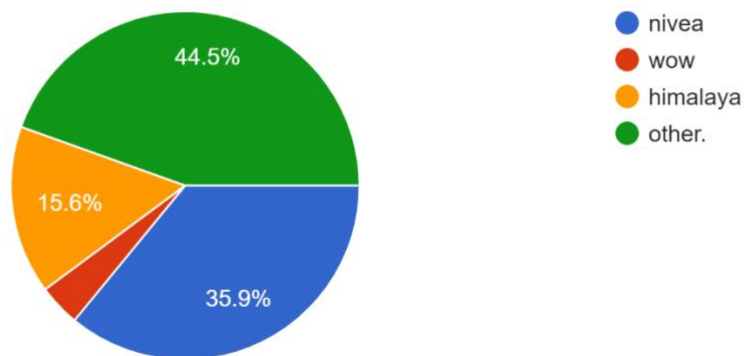
Body lotions

According to responses with 35.9% and 64% females the famous used body lotion were

body lotions	count
Nivea	46
wow	5
Himalaya	20
others	57

which body lotion do you use?

128 responses

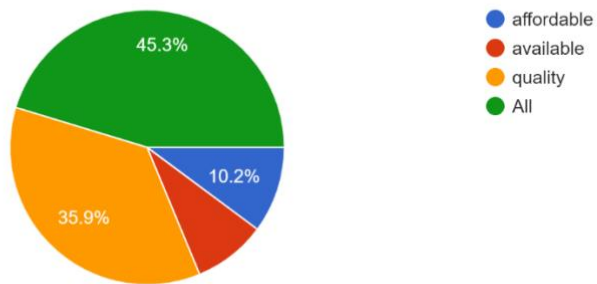


Brand loyalty of consumer towards particular brand is due to certain factors that make the consumer stick to the product according to customers quality and affordable was found most important factors

preference	count
affordable	13
available	11
quality	46
all	58

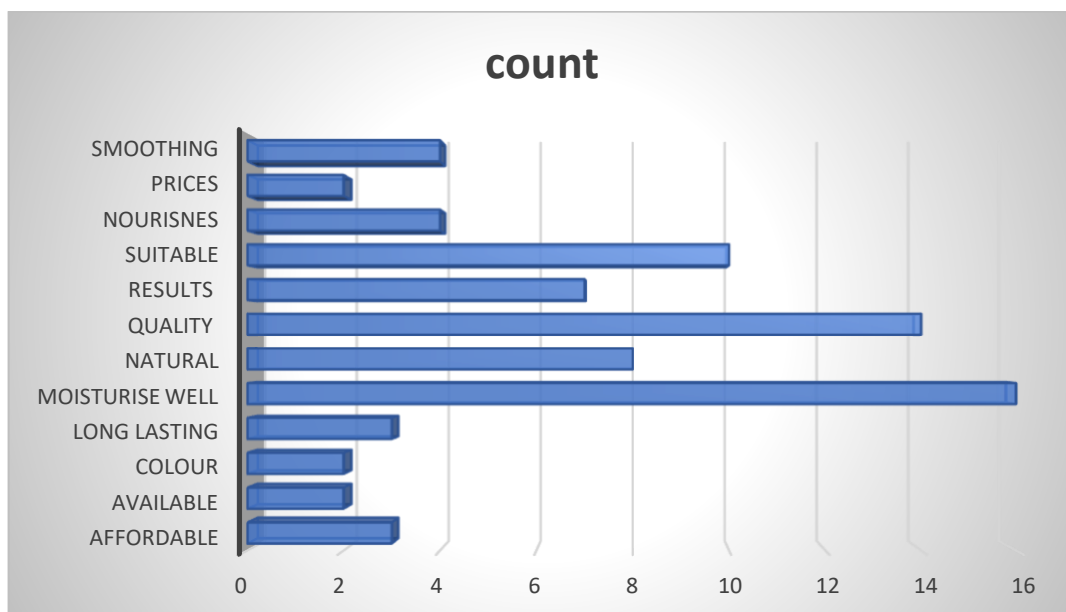
why you prefer it ?

128 responses



quality they like	Count
affordable	3
available	2
colour	2
long lasting	3
moisturise well	16
natural	8
quality	14
results	7
suitable	10
nourishes	4
prices	2
smoothing	4

Every brand has a unique feature about product due to which the consumer prefers the product everytime the following graph shows the factors or outcome liked by them



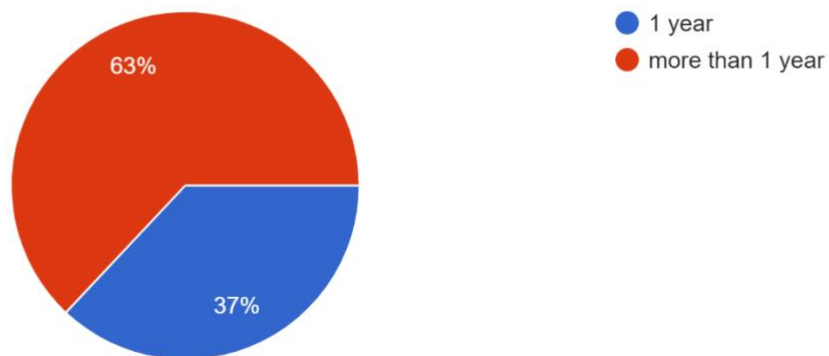
How long the consumer is using the product?

time	count
more than 1 year	80
1 year	47

Using one facewash for more than 1 year signifies brand loyalty among consumer according to respondents
62% were loyal and rest may or may not be .

how long you have been using it?

127 responses



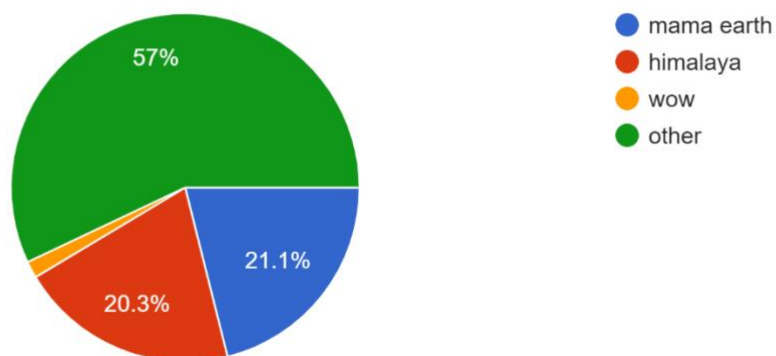
Facewash

According to responses with 35.9% and 64% females the famous used facewash were

face wash	count
mama earth	27
wow	2
Himalaya	26
others	73

which face wash do you prefer ?

128 responses

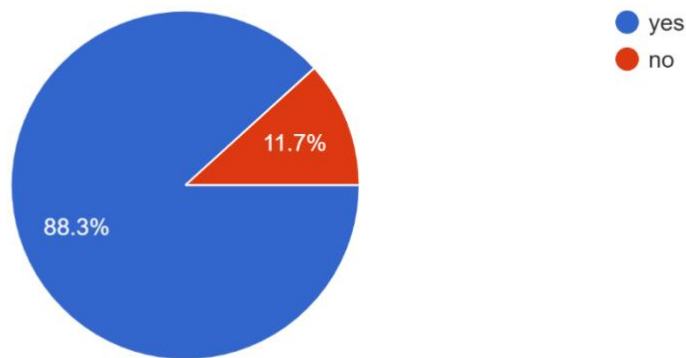


Would the customer like to suggest the product to others?

would like to suggest	
yes	113
no	15

would you like to suggest it to others?

128 responses



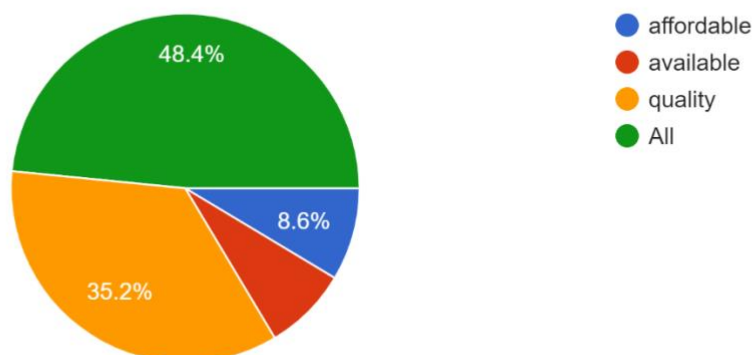
Why do they prefer the product?

Brand loyalty of consumer towards particular brand is due to certain factors that make the consumer stick to the product according to customers quality and affordable was found most important factors

why do they prefer it	count
affordable	11
available	10
quality	45
all	62

why you prefer it ?

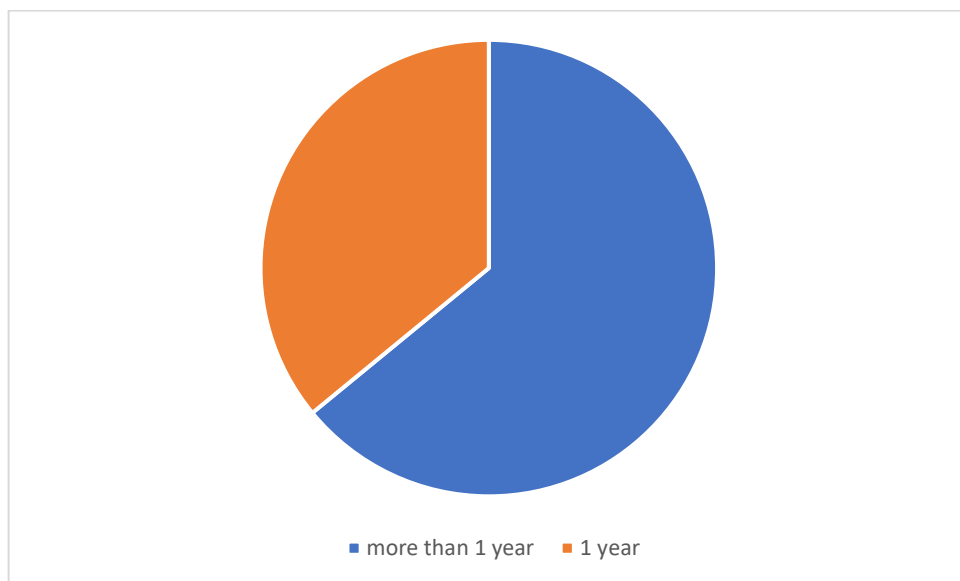
128 responses



How the long the consumer stick to the product?

time	count
more than 1 year	82
1 year	46

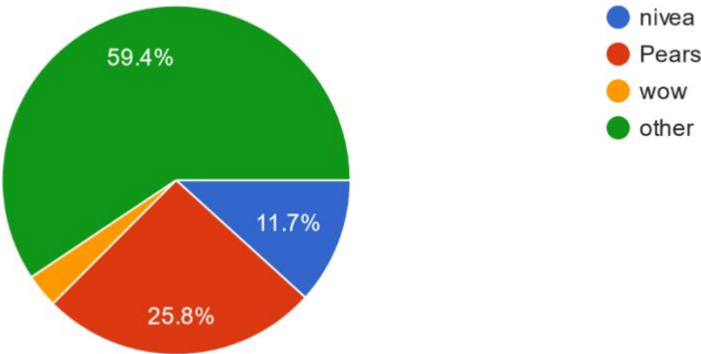
Using one facewash for more than 1 year signifies brand loyalty among consumer according to respondents
64% were loyal and rest may or may not be .



Soap/body wash

According to responses with 35.9% and 64% females the famous used soap/ bodywash were

which soap / body wash do you prefer ?
128 responses



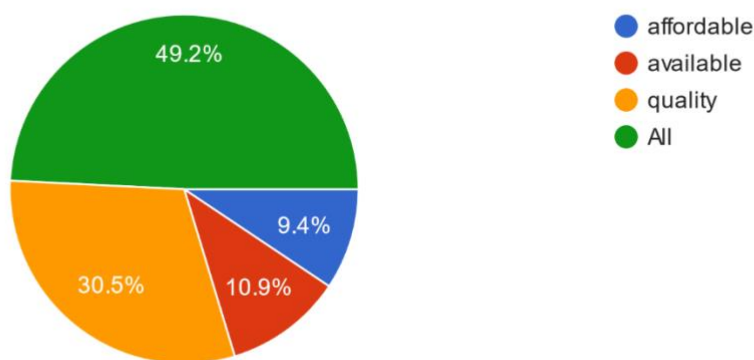
which soap/body wash do you prefer ?	COUNTA of which soap / body wash do you prefer?
Nivea	15
other	76
Pears	33
wow	4

Why do customer is preferring the product?

Brand loyalty of consumer towards particular brand is due to certain factors that make the consumer stick to the product according to customers quality and availabilitywas found most important factors

why you prefer it ?

128 responses



why do you prefer it?	COUNTA of what you like about the product ?
affordable	10
All	52
available	12
quality	32
Grand Total	106

Do the customer suggest the products to others?

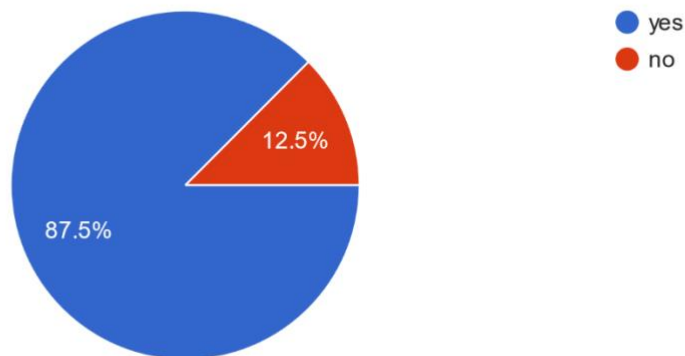
would like to suggest

yes	112
no	16

Using one soap/bodywash for more than 1 year signifies brand loyalty among consumer according to respondents 87.5% were loyal and rest may or may not be .

would you like to suggest it to others?

128 responses



Chapter v

Conclusions

Brand loyalty is the consumer loyalty towards the product

Brand loyalty is the consumer loyalty towards the product changes in the buying behaviour depends on lots of factor psychological factor, social factor including the roles status cultural factor, personal factor including age, gender, income etc economic factor and much more

In this paper we try to explore and analysis the changes in the consumer behaviour towards certain beauty products shampoo, face wash, body lotion and soap/body lotion.

We collected data of about 200 people 130 online and 60 around offline in our survey 35.9 % of male and 64% female. most of them we were students so mostly age between 17 -24 with average pocket money 15000. From the online questionnaire we found out the following result

In case of shampoo, we found out 58% were loyal their preference due to quality

in case of body lotion 62% were loyal, preference was due to affordability, availability and quality

in case of facewash 64% were loyal, preference was due to affordability, availability and quality

in case of soap and body wash 87.5% were loyal, preference was due to affordability, availability and quality

in offline interviews we have a question as

Do advertising on different social media affects you for this we found 48 people out of 60 people are affected from advertising on social media platform

What attracts you about the product and we found out the quality is 15 , fragrance 16 ,suitability 14 natural product 14 , moisture 4, price 4 , and 1 for ph. level .

Is the product really similarly to advertising on social media and other platform 41 people out of 60 find the product similar

Limitations

Respondents for this paper were 200 which is a very less number to come any conclusion over consumer behaviour in the questionnaire many respondents fill the form in a non-serious manner which let you which may have made the survey biased if we have collected more responses then the data would been less buyer has accurate .

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APPENDIX

study on consumer behaviour

NAME_____

AGE_____

GENDER

- MALE
- Female

STATUS

- STUDENT
- WORKING

MONTHLY INCOME/POCKET MONEY _____

DO YOU FOLLOW THE TRENDS?

- YES
- NO

shampoo

which shampoo do you prefer?

how long you have been using it?

- 1 year
- more than 1 year

would you like to suggest it to others?

- yes
- no

why you prefer it ?

- affordable
- available
- quality
- All

BODY LOTION

which body lotion do you use?

- nivea
- wow
- Himalaya
- other.

why you prefer it?

- affordable
- available
- quality
- All

how long you have been using it?

- 1 year
- more than 1 year

what do you like about the product? _____

FACE WASH

which face wash do you prefer?

- mama earth
- Himalaya
- wow
- other

would you like to suggest it to others?

- yes
- no

why you prefer it?

- affordable
- available
- quality
- All

what do you like about the product? _____

how long you have been using it?

- 1 year
- more than 1 year

SOAP / BODY WASH

which soap / body wash do you prefer?

- nivea
- Pears
- wow
- other

why you prefer it ?

- affordable
- available
- quality
- All

what do you like about the product?_____

would you like to suggest it to others?

- yes
- no