An Empirical Study of Brand Awareness and Brand Loyalty of Haryana Consumers towards Hair Care Product

*1Meera and 2Dr Nitu Nimbrain

*1Assistant Professor, Department of Commerce, Govt. College for Women, Rohtak Haryana (India)
2Assistant Professor, Institute of Management Studies and Research, MD University, Rohtak, Haryana (India)

ARTICLE DETAILS

Article History
Received: 11 Oct 2017
Accepted: 22 Oct 2017
Published Online: 24 Oct 2017

Keywords
Brand awareness
Brand loyalty
Brand
Hair care products

*Corresponding Author
Email: meerajimeeraji@gmail.com

ABSTRACT

The Indian market, with its vast size and demand base offers great opportunities to marketers. Consumer is the backbone of all business organizations that’s why understanding consumer needs and wants is foremost task of any marketer. The goods are produced only to meet the needs of the consumer so the analysis of consumer behavior is one of the foundation on which future marketing depends. In the modern age, Brand plays an important role to boost up the economy of any country. Brand is the strongest tool that can change the buyer’s behavior and acts as a signal allowing consumer to quickly recognize a product as they are familiar with. People are more conscious about brand than the past. We study in this paper the impact of psychographic factors on brand awareness and brand loyalty towards hair care products. We found that consumers are more loyal and aware about their product and product image.

INTRODUCTION

The Indian market, with its vast size and demand base offers great opportunities to marketers. Consumer is the backbone of all business organizations that’s why understanding consumer needs and wants is foremost task of any marketer. The goods are produced only to meet the needs of the consumer so the analysis of consumer behavior is one of the foundation on which future marketing depends. In the modern age, Brand plays an important role to boost up the economy of any country. Brand is the strongest tool that can change the buyer’s behavior and acts as a signal allowing consumer to quickly recognize a product as they are familiar with. People are more conscious about brand than the past. Recently, the rising of consumer consciousness, increased income of consumers, changing taste and preferences of consumers, increasing Literacy level and awareness level lead to more demand of their familiar and favorable brands. Now day’s brand name of product is emerging out to be the strongest tool of marketing and different brand attributes influence consumer’s pre-purchase behavior and post purchase action and reaction. The proposed study will be conducted to examine the buyer behavior in respect of a brand. It will make an attempt to access brand awareness, brand loyalty and various brand attributes which influence the intentions, motives, attentions, attitude of consumers to purchase a specific brand.

Brand Awareness-

It refers to the ability of a potential customer to recognize the brand while classifying the brand awareness into specific class.

There are four levels of brand awareness introduced by D. Aaker-

2. Brand recognition
3. Brand recall
4. Top of mind.

Brand awareness is the strength of brand or image which presence in the mind of consumer, T. Shimp “brand equity is highly depend on brand awareness or without creating awareness of brand the firm cannot generate equity, then why consumers buy reputed brand to whom they are aware rather than unknown brands.” Consumers set their mind to buy only the reputed brand, Keller 1993. Brand awareness can be seen into two major phases- unaided awareness also known as brand recall and aided awareness is called brand recognition. Brand recognition is created in two forms- brand recognition and brand recall, Keller 2003. Brand awareness is created by advertisement and store presence when consumer has really needed of product, Percy and Rossiter 1992. Brand recognition refers to the ability of consumer to identify with prior exposure to the brand especially when the brand related cues is given while brand recall refers to ability of consumer to retrieve the brand within the product category. Brand awareness is the very first step in the buying decision process of consumers and very crucial when marketer wants a top of mind consumers to recall their brand whenever a product category is offered to them. Brand awareness is making a brand association set in consumer’s mind that facilitates in promoting popularity of brand. Brand awareness is a position in the memory of consumer as a very essential first step in building a bundle of associations, Stokes 1985. Brand awareness is vital and prerequisite dimension of the comprehensive knowledge which unveiled their ability to recognize the brand under different conditions regarding brand attributes such as brand name that very first recall in a particular product class, Keller 1993. Brand awareness plays a very crucial role in each stage of consumer buying behavior, different brand attributes cannot operate unless a price unless a person is not aware about it, brand awareness is the first step in creating brand association in customer’s memory, Prey & Stokes. Aaker 1991 classified level of brand awareness into three categories, brand
acknowledgement, brand review and top of psyche. Brand acknowledgement is a supported review and reveals the ability of customer to recognize a specific brand within a product category or same product class, brand review is an unaided review, here shopper recognize the the product without providing aid to him while top of psyche consumer has high level of brand awareness and name of the brand that first recalled by consumer when a specific product category offer to him. When a person faces difficulty in purchase, then he relies on known brand rather than unknown one. Selvi 2006. Brand name is an information cue while taking purchase decision because when consumer consider a brand has a good image, it will help in building good perception about brand, Lee Bae. Perception and evaluation of consumer rely on price and brand name only, Olson 1985. Brand awareness and image of product together create purchase intention, Lin ET. Al. 2006.

**Brand loyalty-**

Brand loyalty is a very old concept almost a hundred year old in the marketing literature and it is the heart of marketing science, Copeland 1923. Consumer loyalty is a very old topic which is derived from concept of consumer buying behavior, Chegini 2010. Loyal customer facilitates a lower cost of acquisition and exchange, a premium price is possible by purchase more over time, recommend positive things about brand to their brand and required lower serving cost. Loyal customer are very beneficial for firms because they know very well the value of brand, always demand better service and always say positive things to others, Rajan&Kumr 2009. The brand loyalty refers to the degree of attachment of consumer to a specific brand that can be expressed by continue buying regardless of attractive pricing strategies, availability, uniqueness offered by rival’s brands.According to D. Aaker“consumers are continue purchase the same brand despite of attractive features get with others involving sales promotion schemes, easy availability, better quality and less price.”

D. Aaker has introduced five levels of Brad Loyalty through a Pyramid.

i. Switchers or non- loyal
ii. Habitual buyers
iii. Satisfied buyer
iv. Brand likers or consider brand as a friend
v. Committed buyers or strong loyal

Switchers are non- loyal customers who are in actual entirely indifferent to brands, they ready to accept whatever is available if price suit to them. They are price conscious when buy. Habitual buyers can be vulnerable to competitors that can create a perceived benefit in the case of switching. The third category included those customers who are satisfied with their preferred brand but they will shift when they think that they are losing their time, energy and money on this brand when they evaluate shifting cost- benefits, if perceived cost of current using brand is higher than alternate brand available in market then they will shift to alternate brand. They will shift only if perceived benefits from other brand are larger than shifting cost. The next level of loyalty included those buyers who are emotionally attached with the brand and liked very much, trust on it, maintain an association with brand on the basis of perceived quality and prior experiences. The next highest level of brand loyalty expressed the committed buyers who are highly involved in brand, feel enthusiastic when buy, they have a strong bonding with brand and resides in top of mind of customers, and they are satisfied with brand both functionally and emotionally aspects and wish to use it again and again. The buyer become strongly loyal towards a specific brand because of uniqueness, taste and flavour, no difficulty while using, convenient availability, good quality. Brand loyalty is very crucial for marketer’s point of view and customers as well.

**Brand Loyalty is classified into four types by Philip Kotler**

1. **Hard-core Loyalty**- hard core loyal are those people who buy same brand always and strongly committed to their preferred brand.
2. **Split Loyalty**- this category include those entire customer who are committed to two or three brands, if their preferred brand is not available, they have an alternate to buy always.
3. **Shifting Loyalty**- customers who shift from one brand to another, the reason of moving from one brand to another can be quality, price, available. They are price conscious in nature.
4. **Switchers**- switchers are those customers who are not loyal, they have no more knowledge about brand, and they buy cheap goods commonly instead of going for brand name.

**APPROACHES OF BRAND LOYALTY**

The several approaches of brand loyalty become dominating after 1970 when brand loyalty was considered a part of total purchase, Farley 1964. The first researcher who classified Day 1969, who classified brand loyalty into two type’s attitudinal and behavioral loyalty, one dimensional brand loyalty is expressed on the basis frequency or repeat purchase of a brand. Consumers’ frequency of buying is known as brand loyalty, Tucker 1964 and Seth 1968. One dimensional brand loyalty is considered traditional brand loyalty, according to modern approach of brand loyalty given by Jocoby&Kyner, Reichheld. Kusisc is not be reflected only frequency of purchase and repeat buying is not only one indicator which express loyalty while buyer perceived switching cost, functional and emotional involvement and trust. Brand loyalty is composition of attitude and buying behavior of consumers Dick and Basu, attitudinal loyalty is measured by buying intention in future, recommend positive things to others, purchase preferences, Kan 2009. When consumer conveys positive aspects of brand to others, it means his attitude is positive which reflects attitudinal loyalty, behaviour loyalty means when consumer judge a brand using different parameter such as price, quality, promotional schemes, availability, innovativeness and perceived switching cost, highly cognitive in nature, evaluate the brand rationally and they have no emotional bond with the brand while a emotional loyal customer build a strong and long term relationship with brand rather than behavioral loyal customer, Morgan & Hunt, Reichfeld. A customer who is behaviourally and emotionally loyal towards his preferred brand is called true loyal customer. a customer who is behaviourally loyal is called vulnerable, Baldinger and Rubinson 1996. Oliver 1999 classified four phases of loyalty- cognitive or rationale customers who perceived on the basis of features of brand and wish to receive good quality product, affective or emotional, conation or customers commit and plan to purchase again and action or reaction after perception and purchase.

**Dimensions of Brand Loyalty**

<table>
<thead>
<tr>
<th>One dimensional brand loyalty</th>
<th>Repetitive purchase, Cunningham 1956 and Farley 1964.</th>
</tr>
</thead>
</table>

© RRJIM 2015, All Rights Reserved
Two dimensional brand loyalty | Attitudinal and Behavioral, Day 1969.
---|---
Three dimensional brand loyalty | Attitudinal, affective and cognitive, Russell- Bennett & Hartel 2009.
---|---
Four dimensional brand loyalty | Cognitive, affective, conative and action, Oliver 1999.
---|---

| Brand Loyalty Matrix-Attitudinal loyalty |
|---|---|---|
| Low | Moderate | High |
| Low Loyalty | Prospects | Prospects |
| Moderate | Vulnerable | Moderate | Prospects |
| High | Vulnerable | Real Loyal |

Behavioral and attitudinal loyalty matrix (Baldinger & Rubinson, 1996)

**Brand loyalty** included mainly four components- how much consumer is familiar with the brand, customer satisfaction, attitudinal loyalty of consumer and trust on the brand. **Familiarity of the brand** is expressed by knowledge of consumer about brand, prior experience gained from using that product. How much consumer is satisfaction with brand attributes is also helpful in creating brand loyalty. If a consumer does not feel any difference between desired benefits and actual perceived benefits lead to he is satisfied and will be feel delighted. **Oliver** defines customer satisfaction as “the summary of psychological assert resulting when the emotion surrounding disconfirmed expectations is tied with the customer’s past feeling about the consumption experience” **Satisfaction of consumers** is determined by three elements, first is needs and desires of consumer or what consumer want from marketers, second aspect is emotional evaluation of product, analysis the benefits and cost when buying and third element is consumption experiences, if consumption is the position or matched with expectation then consumer will feel satisfied, if it is not according to expectation of consumer the consumer will express negative things about brand, that’s why satisfaction is very important for creating loyalty. **Trust** is the composition of customer satisfaction, brand involvement, cooperation and customer’s relationship with brand. It refers to how much customers have believed in brand. **Attitudinal loyalty** is also a determinant in creating loyalty of consumers; it included emotional involvement in brand, positive attitude and strong brand loyalty of consumers. The factors affecting brand loyalty are-

### OBJECTIVE OF THE STUDY

1. To study the impact of psychographic factors on brand awareness and brand loyalty.

**H.0.** Psychographic factors are not impacting on Brand Loyalty and Awareness.

<table>
<thead>
<tr>
<th>Psychogarphical * Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chi-Square Tests</strong></td>
</tr>
<tr>
<td>Value</td>
</tr>
<tr>
<td>Pearson Chi-Square</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
</tr>
<tr>
<td>N of Valid Cases</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Symmetric Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
</tr>
<tr>
<td>Nominal by Nominal Phi</td>
</tr>
<tr>
<td>Cramér's V</td>
</tr>
<tr>
<td>N of Valid Cases</td>
</tr>
</tbody>
</table>

Above table shows about the impact of Psychological factors with Brand loyalty with Chi-Square test. Psychological factors as an independent factor and this table represents the impact of Psychological factors on Brand Loyalty factors,

In this context, the expected and count figure indicate considerable difference in factors. We observed that the calculated values of chi-square for factor first 734.753 at 210 df @ 5% and counted value is 244.808. Meaning thereby, that calculated value of chi square is higher than that of given value. Hence, the null hypothesis is rejected.

Psychological factors has very less positive and significant association (Linear by Linear Association 0.132) with Brand Loyalty When we analyze the impact of Psychological factors with Brand Awareness with Cramer’s V Value is 0.312(0.1 small, 0.3 Medium and 0.5 highly impact) its shows Medium impact on brand Loyalty.

### Psychogarphical® Awareness

<table>
<thead>
<tr>
<th>Psychogarphical® Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chi-Square Tests</strong></td>
</tr>
<tr>
<td>Value</td>
</tr>
<tr>
<td>Pearson Chi-Square</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
</tr>
<tr>
<td>N of Valid Cases</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Symmetric Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
</tr>
<tr>
<td>Nominal by Nominal Phi</td>
</tr>
<tr>
<td>Cramér's V</td>
</tr>
<tr>
<td>N of Valid Cases</td>
</tr>
</tbody>
</table>

Above table shows about the impact of Psychological factors with Brand Awareness with Chi-Square test. Psychological factors as an independent factor and this table represents the impact of Psychological factors on Brand Awareness factors,
In this context, the expected and count figure indicate considerable difference in factors. We observed that the calculated values of chi-square for factor first 1113.378 at 285 df @ 5% and counted value is 325.374. Meaning thereby, that calculated value of chi square is higher than that of given value. Hence, the null hypothesis is rejected.

Psychological factors have highly positive and significant association (Linear by Linear Association 0.005) with Brand awareness. When we analyze the impact of Psychological factors with Brand Awareness with Cramer’s V Value is 0.371(0.1 small, 0.3 Medium and 0.5 highly impact) its shows medium impact on brand Awareness.

**CONCLUSION**

This study illustrated several relevant issues for the hair care products users. It is important to know not only how customers behavior are, but also, ever more important to know that customer buying behavior will not provide any guarantee to the marketer about brand loyalty or switching. In this study we find that psychological factors are highly positive significant association with brand loyalty and brand awareness but when we analyze the impact of psychological factors on brand awareness and brand loyalty is its show medium impact.

**REFERENCES**


