



Brand preference among consumers for toiletries products

Pawan Kumar^{1*}, Mahabir Narwal²

¹ Research Scholar, Department of Commerce, Kurukshetra University, Kurukshetra, Haryana, India

² Professor, Department of Commerce, Kurukshetra University, Kurukshetra, Haryana, India

Abstract

Brand preference is important for companies as it provides deep insights into why consumers choose one brand over another. This understanding helps companies to make brand strategies to align with consumer expectations, thereby fostering stronger brand loyalty and increase market share. Toiletries refer to those products which are used for improving the appearance of the body and taking care of it such as perfume, soap, deodorant, shampoo, toothpaste and hair-care. Nowadays global cosmetics and toiletries market is growing rapidly. Therefore, it is significant for companies to study consumers' preference towards brand. In the present paper, an attempt has been made to study brand preference among consumers for toiletries in Haryana. The data has been collected from 500 respondents of Haryana. Descriptive analysis has been applied to find out which brand of toiletries is most preferred by consumers. The results revealed that Lux and Dettol are the most preferred brand in soaps by consumers. Colgate and Pepsodent are the most preferred brand in toothpaste category. Himalaya and Garnier are the most preferred brand in Face wash category. Axe and Eva are the most preferred brand in Deodorant category.

Keywords: Brand Preference, Brand Loyalty, Consumer Behaviour, Toiletries Products, etc.

Introduction

Brand Preference is the extent to which a brand is recognized by potential customers, and is correctly allied with a particular product. Brand Preference is the primary goal of publicity in the introduction stage of product. Brand Preference is the extent to which the consumer associates the brand with the product he desires to buy. It is the brand recall and the brand recognition of the company to the consumers. Consumer brand preference is an essential step in understanding consumer brand choice. Therefore, marketers give great attention to brand preference. Horsky *et al.* (2006) ^[5] demonstrate the importance of incorporating information about brand preference into the brand choice model. Brand preferences represent consumer dispositions to favour a particular brand (Overby and Lee, 2006) ^[9]. It refers to the behavioural tendencies reflecting the extent to which consumers favour one brand over another (Hellier *et al.*, 2003) ^[4]. Brand preference is close to reality in terms of reflecting consumer evaluation of brands. In the marketplace, consumers often face situations of selecting from several options (Dhar, 1999) ^[2].

Toiletries refer to those products which are used for improving the appearance of the body, for beautification and taking care of it such as perfumes, cosmetics, deodorants, creams, lotions and hair-care. Nowadays global Cosmetics and Toiletries market is growing rapidly. Toiletries market has shown significant growth in terms of sales and technological advancements over the past few years due to increasing consumer awareness towards personal hygiene and health. Skin care concerns are showing the vigorous growth across all market segments and geographical locations. Increasing demand for organic and natural toiletries products is creating new growth opportunities for new market players in this arena (Bansal and Mehta, 2010) ^[1].

The main reason behind the growth of global cosmetic and toiletries industry is the shifting of production units to cost effective economies like India. Although departmental

stores provide many exclusive cosmetic brands, online retailing and tele home shopping have emerged as new distribution channels boosting the growth of this market. Change in consumer preferences towards the use of herbal and natural cosmetic products is forcing the manufacturers of cosmetic and toiletries to change strategies according to consumer preferences. There are ample opportunities for toiletries and cosmetic manufacturers to build business in emerging markets such as India, China and Brazil, where per capita income is increasing. Local manufacturers provide goods of poor quality. Therefore, there is huge potential for international companies offering better quality products. Companies can invest large amount in research, development and promotional campaigns to capture new markets and boost their returns.

The personal care and cosmetic market in India has consistent growth over the last decade, with increasing shelf space in beauty parlours and retail stores across the country. Many multinational brands have entered the Indian market with the help of their pricing and other strategies. The domestic market for personal care products is projected to grow at a CAGR of around 22% during the period 2017-2020. Moreover, the market will maintain healthy growth due to rising preference for specialized cosmetic products such as organic, herbal and ayurvedic. The main areas that are expected to grow include color cosmetics, fragrances, specialized skin care, hair care and make-up cosmetics. Currently, India accounts for a share of just over 1% of the total global personal care, cosmetics and cosmeceutical market. This share is anticipated to grow significantly over the next 5 years. This growth will be primarily led by increasing disposable income, relatively young urban elite population and rising middle-class population.

Review of Literature

Prasad and Singh (1994) ^[12] studied the influence of factors such as usage, family size, family income and store loyalty on brand preferences for toilet soaps. Data was collected

from 200 families by simple random sampling technique. Findings showed that brand loyalty and brand preference had significant influence on consumer's decision making. There existed a positive relationship between family size, family income and brand preference. Store loyalty also had influence on brand preferences. Consumers who were not satisfied with the brand features shifted to another brand. Almost all families after a period of habitual purchasing of a single or few brands entered a period of trying other brands. Bansal and Mehta (2010) ^[1] analysed the factors that play a significant role in preference of brands of toiletry products by consumers. Brand loyalty is ultimate goal of a company sets for branded products. In this study maximum respondents are using lux in bathing soap, colgate in toothpaste and sunsilk in shampoo due to the better quality of these products. Most of the respondents look specific feature in soap as washing away dirt, fight tooth decay in toothpaste and ayurvedic in shampoo. Further, it is found that mostly respondents are brand loyal and they will continue to buy the same brand in future. Non-availability of brands and friends' experiences is main cause to switching of the consumers to other brand. There is very less impact of discount on brand switching. Television is most effective medium of advertisement to make the respondents aware for the availability of new brands in the markets. People switch to another brand just to try new brands in the market.

Kulkarni and Belgaonkar (2012) ^[7] studied the trends of purchase behaviour of college going youth and analysed the reasons for brand loyalty. Findings reveal that Colgate, Nokia, Hero Honda, Ponds and Dettol are dominating brands in their product categories among youth of Nashik city. Quality is the main factor which significantly influences the buying decision of youth. 62% of youths' purchase behaviour was more favourable towards trusted brands and those brands which provide high quality products. 10% consumers gave preference to cost of the product. They purchased low priced products available in the market. 6% youths purchased particular brand as prestige. 10% of youths were purchasing branded products because they were advised to purchase these products by satisfied consumers and 6% of consumers were purchasing because of good performance of brand.

Prajapati and Thakor (2012) ^[11] revealed that rural consumers focused upon quality and brand name of oral care products purchased by them. They do not change the brand of product, which are suitable to them due to the influence of friends and social groups. Colgate and Close Up are most favorite brand in toothpaste. Rural consumers follow the instructions of retailer when they purchase toothpaste. Promotional schemes are taken into consideration when they buy the product. As per customer's point of view, television, radio, newspapers and hoardings are main medium which are suitable to promote the promotional schemes.

Ratnam (2015) ^[13] conducted a study on consumer buying behaviour of cosmetic products. A sample of 200 consumers was collected by using stratified random sampling technique. The results indicated that majority of consumers use cosmetic products to look beautiful and attractive. In soap category, lux is most preferable brand in the market. Fair & Lovely is found most preferable brand in facial cream product category and Fair & Handsome is next competitor in this category. It was also noticed that consumers choose those brands which provide product in

various varieties. Most of the consumers get information about the products from television.

Pradhan and Mishra (2015) ^[10] studied consumer brand loyalty on FMCGs and found that there is no statistical significant relationship between the demographic variables such as gender, age, education, occupation and the brand loyalty towards personal care products in rural markets. However, in urban markets, out of these independent variables only age and education were found statistically significant to brand loyalty in urban markets. In rural markets brand loyalty is maximum for Lifebuoy soap (19.69%) followed by Lux (11.36%) and in urban markets, maximum loyalty was found with Lux (12.72%) followed equally by Dettol, Mysore Sandal and Vivel (9.09%). In shampoo category, brand loyalty is maximum for Clinic Plus (30.30%) followed by Clinic All Clear (15.15%) in rural markets. In urban markets, maximum loyalty was found with Head & Shoulder (32.72%) followed by Clinic Plus (9.09%). The reason for brand loyalty of rural consumers is price (49.24%) whereas for urban consumers it is quality (45.45%). This suggests that the economy of rural consumers is still a reason behind their brand loyalty or brand stickiness. It is also revealed that the reason for brand switching of both rural consumers and urban consumers is variety seeking i.e. 44.12 % of rural consumers and 47.78 % of urban consumers switch the brands mainly for seeking variety seeking. This finding suggests that penetration of globalization, telecommunication facilities and modern outlook is driving even the rural consumers for brand switching who were earlier rated better on loyalty scale compared to the urban consumers.

Edhayavarman and Sundarambal (2015) ^[3] studied brand loyalty and its impact on buying behavior. The results revealed that Vaseline has been the leading brand with 25% brand loyalty followed by ponds with 21% brand loyalty and Fair & Lovely comes at the third place with loyalty score of 18% in general purpose body care products. In case of acne treatment products, Himalaya herbal is leading brand with high loyalty score followed by Clean & Clear and Vicco. Ponds cream is found at first place with high loyalty score in face mask category followed by Fair & Lovely. In anti-agers category, Olay is found a leading brand followed by Ponds and Garnier among facial moisturizers. In lip care category, Vaseline is leading brand followed by Nivea and Lakme products.

Nagananthi and Mahalakshmi (2016) examined consumers' brand preference and buying behavior of cosmetic products. A sample of 200 respondents was collected with the help of convenience sampling method. Data was analyzed with the help of Chi square test and one way ANOVA. The study revealed that consumers purchase cosmetics for personal care, which is the most important reason for purchasing the cosmetics. Himalaya was found most important brand among all consumers. Demographic factors have influence on consumers to purchase the cosmetics.

Kabor and Poornima (2017) ^[6] examined brand preference of selected cosmetics. The results indicated that customers having qualification of primary education, Clinic Plus shampoo is preferred by 38.89 percent respondents followed by All Clear, Sun Silk and Head & Shoulder. Customers having qualification of secondary education, prefer Clinic Plus (39.54% respondents) followed by All Clear, Sun Silk and Head & Shoulder. Customers having education qualification of higher secondary education, prefer Clinic

Plus shampoo (32.49% respondents) followed by All Clear, Sun Silk and Head & Shoulder. Customers who are having qualification of graduation, 35.51 percent prefer Clinic Plus shampoo followed by All Clear, Sun Silk, Head & Shoulder and Pantene. 35.79 percent customers who are having education qualification of post graduation, prefer Clinic Plus shampoo followed by All Clear, Sun Silk, Head & Shoulder and Pantene.

Objectives

- To study brand preference among consumers for toiletries products in Haryana.

Research Methodology

For the present study, primary data has been collected from Haryana, which is the universe of the study. Haryana is divided into six administrative divisions viz. Ambala, Karnal, Rohtak, Gurgaon, Faridabad and Hisar. For the collection of data, Ambala, Kurukshetra and Yamuna Nagar from Ambala division, Jind, Hisar and Sirsa from Hisar division, Gurgaon and Rewari from Gurgaon division, Panipat, Karnal and Kaithal from Karnal division, Sonapat, Rohtak and Bhiwani from Rohtak division, Faridabad and Palwal from Faridabad division have been selected. Purposive sampling technique has been used to collect the data. Data has been collected from 500 respondents.

Toiletries Brands Preference

Toiletries refer to those products which are used for improving the appearance of the body and taking care of it. Such products include bath soap, toothpaste, face wash, deodorants etc. Preferences for such products vary from consumer to consumer. The below given tables depict the preference of consumers for toiletries brand.

(I) Soap

Table 1: Descriptive Statistics of Soap

Soap	Mean	SD
Lux	2.87	1.42
Dettol	2.86	1.39
Dove	2.43	1.48
Lifebuoy	2.21	1.33
Pears	1.96	1.26
Cinthol	1.80	1.17
Nirma	1.49	.97
Santoor	1.42	.86

The table 1 depicts the toiletries brands which consumers are using as soaps. The mean value of Lux (2.87) is highest among all indicating thereby that Lux is most preferred brand among consumers, followed by Dettol (mean 2.86), Dove (mean 2.43) and Lifebuoy (mean 2.21). Other brands which consumers use are: Pears (1.96), Cinthol (1.80), Nirma (1.49) and Santoor (1.42). Hence, Lux and Dettol are the most preferred brand in soaps while Santoor is least preferred brand according to consumers. It may be because Lux and Dettol are easily available at shops in various packs and their performance is good as compared to others. Nowadays consumers are quality conscious and price sensitive. These soaps are quality products and their price is reasonable.

(II) Toothpaste

Table 2: Descriptive Statistics of Toothpaste

Toothpaste	Mean	SD
Colgate	3.62	1.42
Pepsodent	2.52	1.37
Close-up	2.22	1.34
Dabur	2.10	1.37
Sensodyne	1.85	1.24
Cibaca	1.46	.94

The table 2 shows toothpaste brands which consumers are using. Colgate is first choice of consumers as reflected by highest mean value (3.62). Pepsodent is second preferred brand (2.52), Close-up is third preferred brand (2.22) followed by Dabur (2.10), Sensodyne (1.85) and Cibaca (1.46). Hence, Colgate and Pepsodent are the most preferred brand in toothpaste category whereas Cibaca is found the least preferred brand. It may be because Colgate and Pepsodent have good image in the minds of rural as well urban consumers. Therefore, consumers are loyal towards these brands.

(III) Face Wash

Table 3: Descriptive Statistics of Face Wash

Face wash	Mean	SD
Himalaya	2.59	1.60
Garnier	2.35	1.51
Ponds	1.90	1.33
Lakme	1.78	1.29
Nivea	1.69	1.15
Fair & Lovely	1.68	1.19

From the table 3 it is amply clear that Himalaya is at 1st place in face wash brands which consumers are using having highest mean value (2.59) followed by Garnier (2.35). Other face wash brands used by consumers are: Ponds (1.90), Lakme (1.78), Nivea (1.69) and Fair & Lovely (1.68). Hence, Himalaya and Garnier are the most preferred brand in Face wash category while Fair & Lovely is least preferred brand. It may be because consumers use those face wash brands which are natural and safe for their skin. Consumers think that these brands contain natural ingredients and these are safe for them.

(IV) Deodorant

Table 4: Descriptive Statistics of Deodorant

Deodorant	Mean	SD
Axe	2.20	1.53
Eva	2.09	1.44
Park Avenue	1.90	1.32
Denver	1.77	1.24
Reebok	1.65	1.14
Addiction	1.59	1.07
Crystal	1.43	.90

The table 4 reveals the brand preferences which consumers are using in deodorants. Axe is first choice of consumers having highest mean value (2.20) followed by Eva, Park Avenue, Denver, Reebok, Addiction and Crystal. Hence, Axe and Eva are the most preferred brand in Deodorant category whereas Crystal is found the least preferred brand with lowest mean value (1.43). It may be because the price

of the products. Today consumers are price sensitive. They purchase those products which have fewer prices.

Discussion

Toiletries refer to those products which are used for improving the appearance and beauty of the body. Such products include perfumes, deodorants, bath soap, toothpaste, face wash, lotions and hair-care. Descriptive analysis has been applied to find out which brand of toiletries is most preferred by consumers. Mean score was computed for each brand. The results of Descriptive analysis reveal that Lux and Dettol are the most preferred brand in soaps by consumers. Colgate and Pepsodent are the most preferred brand in toothpaste category. Himalaya and Garnier are the most preferred brand in Face wash category. Axe and Eva are the most preferred brand in Deodorant category.

The above findings of the present study get support from the earlier researches. Bansal and Mehta (2010)^[1] analyzed the factors that play a significant role in preference of brands of toiletry products by consumers and revealed that maximum respondents are using Lux as bathing soap, Colgate as toothpaste and Sunsilk as shampoo due to the better quality of these products. Ratnam (2015)^[13] conducted a study on consumer buying behaviour of cosmetic products and found that majority of consumers use cosmetic products to look beautiful and charming. In soap category, Lux is most preferable brand in facial cream product category and Fair & Handsome is next competitor in this category. Pradhan and Mishra (2015)^[10] studied consumer brand loyalty on FMCGs and found that in rural markets brand loyalty is high for Lifebuoy soap followed by Lux. In urban markets, high loyalty was found with Lux followed by Dettol, Mysore sandal and Vivel. Kulkarni and Belgaonkar (2012)^[7] studied the trends of purchase behaviour of college going youth and found that Colgate, Nokia, Hero Honda, Ponds and Dettol are dominating brands in their product categories among youth of Nashik city. Prajapati and Thakor (2012)^[11] revealed that Colgate and Close Up are most favourite brand in toothpaste. Rural consumers follow the instructions of retailer when they purchase toothpaste. Promotional schemes are taken into consideration when they buy the product. As per customer point of view, television, radio, news paper and hoardings are main medium which are suitable to promote the promotional schemes. Edhayavarman and Sundarambal (2015)^[3] studied brand loyalty among consumers for toiletries products and found that Himalaya herbal is leading brand with high loyalty score followed by Clean & Clear and Vicco. Ponds cream is found at first place with high loyalty score in face mask category followed by Fair & Lovely. In anti-agers category, Olay is found leading brand followed by Ponds and Garnier among facial moisturizers. In lip care category, Vaseline is leading brand followed by Nivea and Lakme products. Nagananthi and Mahalakshmi (2016) examined consumers brand preference and buying behavior of cosmetic products and revealed that consumers purchase cosmetics for personal care, which is the most important reason for purchasing the cosmetics. Himalaya is found most important brand among all consumers.

Conclusion

Brand preference is pivotal for success of any business as it leads customer loyalty and repeat purchases. Customers having strong preference for a brand are often willing to pay

high price as they perceive that brand offers superior quality products. Strong brand preference also helpful in reducing marketing costs because it is cheaper to retain existing customers than acquiring new ones. Moreover, strong brand preference can significantly boost the market share of a company. In times of market disruption or crises, brands with loyal customer bases are more resilient and maintain their market position despite of many challenges. Ultimately, brand preference for toiletries products fosters a competitive advantage, contributing to long-term growth and profitability. Therefore, it is required for marketers to create brand preference by offering better quality goods and services.

References

1. Bansal M, Mehta S. Brand loyalty of toiletry products- A case study of Sirsa district. *International Journal of Research in Commerce & Management*,2010:1(7):118-126.
2. Dhar R, Nowlis SM, Sherman SJ. Comparison effects on preference construction. *Journal of Consumer Research*,1999:26(3):293-306.
3. Edhayavarman CS, Sundarambal K. A study on brand loyalty and buying behavior in Pudukottai. *Shanlax International Journal of Management*,2015:3(2):1-7.
4. Hellier PK, Geursen GM, Carr RA, Rickard JA. Customer repurchase intention: A general structural equation model. *European Journal of Marketing*,2003:37(11-12):1763.
5. Horsky D, Misra S, Nelson P. Observed and unobserved preference heterogeneity in brand-choice models. *Marketing Science*,2006:25(4):322-335.
6. Kaboor A, Poornima S. Brand preference for selected cosmetics – A study on selected shampoo products in Coimbatore district. *International Journal of Engineering and Management Research*,2017:7(1):380-383.
7. Kulkarni R, Belgaonkar D. Purchase behavioral trends and brand loyalty of Indian youth with special reference to Nashik city. *International Conference on Humanity, History and Society*,2012:3(4):129-133.
8. Naganathi T, Mahalakshmi M. Consumer brand preference and buying behavior of cosmetic at Coimbatore City. *Intercontinental Journal of Marketing*,2016:4(1):1-8.
9. Overby JW, Lee Eun-Ju. The effect of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*,2006:59(10):1160-1166.
10. Pradhan J, Mishra DP. A study of FMCGs- Personal care products in rural and urban areas of India. *ISOR Journal of Business and Management*,2015:17(8):51-64.
11. Prajapati S, Thakor M. Competitive and innovative promotional tools used by toothpaste companies for rural market and its impact on consumer buying behavior. *Journal of Arts, Science and Commerce*,2012:3(2):82-86.
12. Prasad B, Singh A. Brand preferences for toilet soaps. *Indian Journal of Commerce*,1994:22:38-45.
13. Ratnam E. A study consumer buying behavior of cosmetic product in Jaffna district. *International Journal of Emerging Trends in Science and Technology*,2015:2(2):1885-1893.