European Journal of Business & Social Sciences
Available at https://ejbss.org/
ISSN: 2235-767X
Volume 07 Issue 6
June 2019

A Comparative Study of Factors Influencing Brand Image for Toiletries Products

Pawan Kumar
Assistant Professor
Department of Commerce
S.D. (P.G) College, Panipat
Kavita Narwal
Assistant Professor
Department of commerce
Government College for Women
Madlauda, Panipat

Abstract

Brand image is very important for a company for short term and long term implications. Brand image is related to the perception of the consumers and how they see the entire personality of the brand. With the abundance of brands in the market, consumers make their purchase decisions largely depending on the brand image rather than the product itself. Moreover, when the brand image is consistent with the consumers' self-concept, the consumers give preference to it. There are many factors which influence the brand image of a company. In the present paper an attempt has been made to study the factors influencing brand image for toiletries products.

Key Words: Brand Image, Consumer Behavior, Pricing, Toiletries Products.

Introduction

Brand image is the key driver of brand equity. It refers to perception and feeling of consumers for a brand. Brand image has an influence on consumer behavior. Marketers make many strategies for their firms, the main aim of their marketing strategies is to influence consumers' perception and attitude toward a brand, establish the brand image in consumers' mind, and stimulate consumers' actual purchasing behavior of the brand. Therefore, they are able to increase sales, maximizing the market share and developing brand equity (Miryala, 2011).

Brand image is very important in today's cutthroat business environment. Strong brand image delivers benefits to an organization. Every organization invests their efforts to build strong brand image as it proves to be very helpful in fulfilling the objectives of business. Brand image is

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

deciding factor which determines the sales of a product. The consumption decision will be influenced by brand features and attributes; it is determined by consumers' perception about the brand image in a deeper sense. Despite the change of consumers' life style and the way of information processing, brand image remains the dominant impact factor of consumption decisions.

Toiletries refer to those products which are used for improving the appearance of the body and taking care of it such as soap, face wash, toothpaste, deodorants, creams, lotions and hair-care etc. Nowadays global 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.

Review of Literature

Parvin and Chowdhury (2006) investigated the influence of brand image, perceived price, perceived quality and perceived country of origin on consumers' brand evaluation for beautification products. The findings showed that brand image, perceived quality and perceived country of origin had positive and significant influence on consumers' brand evaluation of beautification brands whereas, perceived price had no such influence on consumers' brand evaluation. **Miryala (2011)** studied the impact of brand image on customer loyalty and commitment. Outcomes of the study suggests that brand image positively influences customers' perceived quality on market offerings and also boosts customer satisfaction, loyalty and commitment towards a market offering. Brand image has positive impact on customer loyalty and commitment. It indicates that good brand image positively impacts the customer variables: customer satisfaction, loyalty, perceived quality and commitment. **Eze et al. (2012)** highlighted the influence of brand image, product knowledge, product quality, price, and promotion on consumers' purchase intention for cosmetic products. It has been found that product image, product knowledge and brand image have significant influence on consumer's intention to purchase cosmetics. However, price and promotion have not significant impact on consumer's

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

intention to purchase the cosmetic. **Al-Msallam (2015)** studied the impact of brand image on customer satisfaction and brand loyalty in hotel industry. The results showed that there is positive relationship between customer satisfaction and brand loyalty. Customers showed high loyalty for a brand when they were more satisfied with the same brand. Brand image and price fairness have positive relationship with brand loyalty. It is necessary for managers to consider brand image and price fairness in creating and maintaining brand loyalty. **Yee and Mansori (2016)** examined the factors that influence consumers' brand loyalty towards cosmetic products. Brand image, price and promotion along with perceived quality are important factors that consumers prefer to be brand loyal. All these factors have positive relationship with brand loyalty and customer satisfaction has moderate affect on brand loyalty. **Shabbir et al. (2017)** conducted a study on brand loyalty, brand image and brand equity. The results indicated that a significant relationship has been found between brand loyalty, brand image, brand awareness and brand equity. Brand awareness fully mediates the relationship between brand loyalty, brand image and brand equity. Brand loyalty and brand image are main determinants of brand equity. Brand loyalty includes the functional aspects whereas brand image includes the symbolic feature of brand equity. The results suggest that brand loyalty and brand image have a positive impact on brand equity. **Sulibhavi and Shivashankar (2017)** conducted a study to explore the impact of brand image on customers' loyalty towards private label brands and found that direct relationship exists between brand image and customer loyalty. There is a significant relationship between brand image and customer satisfaction. Customer satisfaction leads to the loyalty for a brand. It is inferred that brand image and customer satisfaction increase the loyalty of customers' towards private label brands. **Alkhawaldeh and Eneizan (2018)** explored the influence of brand loyalty in durable goods market and found that there is a strong association between brand image and brand loyalty. Positive brand image increases the loyalty of customers towards a brand. It was also found that perceived quality is strongly associated with brand loyalty.

Statement of Problem

Brand image is important in short run and long run for an organization. It drives consumers' decisions when differentiating between competing brands. A strong brand image is a powerful

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

asset for a company. A recognized and trusted brand identity makes people confident. It is necessary for organizations to study brand image among consumers. Therefore, marketers need a strategy by which they can enhance the image of their brand.

After an extensive review of relevant literature, it has been found that few studies on different aspects of brand image have been conducted i.e. Impact of brand image on customer loyalty and customer commitment (Miryala, 2013), influence of brand image on consumers' brand evaluation for beautification products (Parvin and Chowdhury, 2006), impact of brand image on customer satisfaction and brand loyalty in hotel industry (Al-Msallam, 2015). Therefore, to minimize this gap and to cover all aspects related to brand image present research is conducted to study the brand image among consumers for toiletries products.

Objectives

- To study the factors influencing brand image among consumers for toiletries products.
- To compare brand image on the basis of demographic variables.

Hypothesis

- There is no significant difference in brand image across the demographic variables.

Research Methodology

For the present study, the 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. Purposive sampling technique has been used to collect the data. A total number of 600 questionnaires have been distributed. Out of 600 questionnaires, Respondents returned 519 questionnaires, out of which 19 questionnaires were rejected because of incomplete information. Thus, the final sample comprises of 500 respondents. Demographics pertaining to age, gender, educational qualification, occupation, income, marital status and residential status have been considered while collecting the data.

Analysis and Interpretation

Table 1: Factors Contributing in Brand Image

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

Factors	Mean	SD
Quality	4.66	.55
Communication Strategies	3.26	1.09
Competitive Pricing	3.54	1.15
Discount	3.36	1.12
Distribution	3.25	1.15
Nomenclature	3.85	1.09
Packaging	3.48	1.28

The above table clearly highlights the factors getting priority by consumers while deciding the brand. All the factors mean are above 3 (average mean) indicating thereby that all these factors have contributed in building brand image. The most important factor is the quality of the brand as it has the highest mean indicating that mostly consumers perceived good image of the brand because of quality followed by nomenclature, competitive pricing, packaging, discount, communication strategies and distribution.

Comparative Analysis of Brand Image

Table 2: Age based summary of ANOVA of Factors Contributing in Brand Image

Factors	Age (Years)	Mean	SD	F	Sig.
Quality	Up to 30	4.687	.544	2.075	.150
	> 30	4.615	.546		
Communication Strategies	Up to 30	3.303	1.108	1.305	.254
	>30	3.190	1.053		
Competitive Pricing	Up to 30	3.540	1.140	.002	.962
	> 30 years	3.545	1.164		
Discount	Up to 30	3.368	1.167	.039	.844
	> 30 years	3.347	1.196		
Distribution	Up to 30	3.203	1.137	1.460	.228
	>30	3.330	1.165		

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

Nomenclature	Up to 30	3.907	1.065	2.028	.155
	> 30 years	3.765	1.125		
Packaging	Up to 30	3.487	1.292	.020	.887
	>30	3.470	1.272		

From the table 2 it is amply clear that there is no significant F-values, therefore, on the basis of age, there is no significant difference in quality, communication strategies, competitive pricing, discount, distribution, nomenclature and packaging for building brand image. Thus, it can be concluded that irrespective of age, these factors are playing same role in building brand image of the product. Hence, null hypothesis is accepted.

Table 3: Gender based summary of ANOVA of Factors Contributing in Brand Image

Factors	Gender	Mean	SD	F	Sig.
Quality	Male	4.632	.591	1.437	.231
	Female	4.691	.482		
Communication Strategies	Male	3.083	1.075	16.591	.000
	Female	3.475	1.065		
Competitive Pricing	Male	3.538	1.111	.008	.929
	Female	3.547	1.195		
Discount	Male	3.331	1.173	.360	.549
	Female	3.395	1.184		
Distribution	Male	3.238	1.123	.116	.733
	Female	3.274	1.182		
Nomenclature	Male	3.773	1.159	3.143	.077
	Female	3.946	.994		
Packaging	Male	3.513	1.295	.402	.527

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

	Female	3.440	1.268		

Table 3 depicts that F-values of six factors i.e. quality, competitive pricing, discount, distribution, nomenclature, and packaging are insignificant, as reflected by p-values which are not significant at either 1% or 5% level of significance. Therefore, gender of consumers does not make any significant difference in building brand image due to these six factors. However, communication strategies yields significant F-values (F=16.591, p<.000). Thus, there is a significant difference in brand image with respect to communication strategies. Hence, null hypothesis is rejected for the factor communication strategies.

Table 4: Education based summary of ANOVA of Factors Contributing in Brand Image

Factors	Education	Mean	SD	F	Sig.
Quality	Up to graduation	4.641	.581	.476	.491
	Post graduation	4.675	.510		
Communication Strategies	Up to graduation	3.196	1.121	1.568	.211
	Post graduation	3.318	1.052		
Competitive Pricing	Up to graduation	3.625	1.176	2.486	.116
	Post graduation	3.463	1.118		
Discount	Up to graduation	3.480	1.181	5.018	.026
	Post graduation	3.244	1.164		
Distribution	Up to graduation	3.261	1.179	.019	.891
	Post graduation	3.247	1.121		
Nomenclature	Up to graduation	3.865	1.102	.094	.759
	Post graduation	3.835	1.081		
Packaging	Up to graduation	3.637	1.288	7.265	.007
	Post graduation	3.329	1.262		

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

When comparison was made on the basis of education level it was observed that there is a significant difference in building brand image due to discount and packaging. Here F-values of discount ($F=5.02$, $p<0.05$) and packaging ($F=7.265$, $p<0.05$) are significant. However, F-value of remaining factors i.e. quality, communication strategies, competitive pricing, distribution, and nomenclature are insignificant which indicates that these factors of brand image are considered equally by consumers irrespective of education level. Hence, null hypothesis is rejected for the factors discount and packaging.

Table 5: Marital Status based summary of ANOVA of Factors Contributing in Brand Image

Factors	Marital Status	Mean	SD	F	Sig.
Quality	Married	4.617	.533	2.136	.144
	Unmarried	4.689	.553		
Communication Strategies	Married	3.126	1.047	5.552	.019
	Unmarried	3.357	1.108		
Competitive Pricing	Married	3.514	1.182	.222	.638
	Unmarried	3.563	1.124		
Discount	Married	3.296	1.198	1.089	.297
	Unmarried	3.407	1.161		
Distribution	Married	3.336	1.186	1.930	.165
	Unmarried	3.192	1.118		
Nomenclature	Married	3.780	1.131	1.526	.217
	Unmarried	3.902	1.058		

Packaging	Married	3.416	1.289	.935	.334
	Unmarried	3.528	1.278		

Table 5 shows that F-values of six factors i.e. quality, competitive pricing, discount, distribution, nomenclature and packaging are insignificant, as reflected by p-values which are not significant either at 1% or 5% level of significance. Therefore, marital status of consumers does not make any significant difference in building brand image because of above six factors. However, there is a significant difference in brand image due to communication strategies. Hence, null hypothesis is rejected for the factor communication strategies.

Table 6: Occupation based summary of ANOVA of Factors Contributing in Brand Image

Factors	Occupation	Mean	SD	F	Sig.
Quality	Student	4.678	.584	3.450	.017
	Serviceman	4.687	.477		
	Business class	4.481	.641		
	Unemployed	4.738	.444		
Communication Strategies	Student	3.437	1.097	2.674	.047
	Serviceman	3.162	1.107		
	Business class	3.169	1.005		
	Unemployed	3.115	1.050		
Competitive Pricing	Student	3.596	1.144	1.953	.120
	Serviceman	3.402	1.109		
	Business class	3.546	1.241		
	Unemployed	3.787	1.127		
Discount	Student	3.489	1.160	3.312	.020
	Serviceman	3.169	1.176		
	Business class	3.571	1.105		

	Unemployed	3.262	1.250		
Distribution	Student	3.257	1.122	1.791	.148
	Serviceman	3.123	1.188		
	Business class	3.390	1.126		
	Unemployed	3.459	1.119		
Nomenclature	Student	3.978	1.064	2.308	.076
	Serviceman	3.799	1.093		
	Business class	3.610	1.216		
	Unemployed	3.918	.954		
Packaging	Student	3.574	1.273	8.772	.000
	Serviceman	3.123	1.297		
	Business class	3.740	1.163		
	Unemployed	3.918	1.173		

When occupation was taken as base for comparison it was found that there is a significance difference in brand image about quality, communication strategies, discount and packaging. Here F-value is significant at 5% level of significance. However, F-values of remaining factors i.e. competitive pricing, distribution, and nomenclature are insignificant which indicates that these three factors contributing same in building brand image irrespective of occupation. Hence, null hypothesis is rejected for the factors quality, communication strategies, discount and packaging.

Table 7: Residential Status based summary of ANOVA of Factors Contributing in Brand Image

Factors	Residential Status	Mean	SD	F	Sig.
Quality	Rural	4.704	.498	2.486	.116
	Urban	4.626	.575		
Communication Strategies	Rural	3.325	1.094	1.341	.247
	Urban	3.211	1.082		
Competitive Pricing	Rural	3.578	1.152	.338	.562
	Urban	3.517	1.147		

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

Discount	Rural	3.220	1.174	4.963	.026
	Urban	3.457	1.171		
Distribution	Rural	3.223	1.181	.250	.617
	Urban	3.276	1.128		
Nomenclature	Rural	3.723	1.089	4.762	.030
	Urban	3.939	1.085		
Packaging	Rural	3.398	1.320	1.431	.232
	Urban	3.537	1.255		

The table 7 shows that quality, communication strategies, competitive pricing, distribution, and packaging factors do not yield significant F-values. Hence, there is no difference in brand image on the basis of residential status with regard to above factors. However, discount and nomenclature yield significant F-values ($F=4.96$, $p<0.05$) and ($F=4.76$, $p<0.05$) respectively. Hence, null hypothesis is rejected for the factors discount and nomenclature.

Table 8: Income based summary of ANOVA of Factors Contributing in Brand Image

Factors	Income (Rs. Per Month)	Mean	SD	F	Sig.
Quality	Up to 20000	4.681	.553	1.099	.295
	>20000	4.630	.536		
Communication Strategies	Up to 20000	3.333	1.113	2.899	.089
	> 20000	3.167	1.051		
Competitive Pricing	Up to 20000	3.663	1.126	6.753	.010
	>20000	3.397	1.160		
Discount	Up to 20000	3.441	1.176	2.901	.089
	> 20000	3.261	1.173		
Distribution	Up to 20000	3.260	1.158	.017	.897

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

	> 20000	3.247	1.141		
Nomenclature	Up to 20000	3.930	1.070	3.282	.071
	> 20000	3.753	1.109		
Packaging	Up to 20000	3.634	1.280	8.771	.003
	> 20000	3.295	1.264		

Table 8 depicts that income of the consumers does not make any significant difference in brand image because of quality, communication strategy, discount, distribution, and nomenclature as reflected by insignificant F-values. However, there is a significant difference in brand image with regard to competitive pricing and packaging on the basis of income as reflected by significant F-values ($F=6.75$, $p<0.01$) and ($F=8.77$, $p<0.01$). Hence, null hypothesis is rejected for the factors competitive pricing and packaging.

Discussion

It is depicted that there are some factors which create/ affect brand image and getting priority from consumers. The important factors contributing in brand image are quality of the product followed by nomenclature, competitive pricing, packaging of the product, discount, communication strategies, and distribution. The first factor indicates that it is the quality of the product which is vital for a company. The core product must achieve the functional requirements expected of it. Higher quality brands achieve greater market share, higher profitability and improve the brand image. Brand name which is short, suggestive and easy to pronounce is also helpful in increasing brand image. It is also noticed that consumers purchase the products on the basis of price. Therefore, competitive pricing is very much helpful for a company to build up the image of their brand in the minds of consumer. The fourth factor depicts that packaging of the products contribute to boost the image of the brand. If the packaging is attractively done, it contributes in building brand image. Further, discount, communication strategies and distribution channels have significant impact on brand image. Hence, all these factors are contributing in building brand image for a company. It is also observed that brand image increases the brand loyalty among consumers. The previous studies which support the results of present study are Miryala (2011) and Yee and Mansori (2016).

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

Conclusion

Consumers are offered with broad range of products. Consumers do not buy only product or service but also the image which is associated with the product or service. Strong brand image helps in fulfilling the objectives of the business. Brand image play important role in influencing the consumers purchase decision. There are many factors which influence brand image. These factors include quality, nomenclature, competitive pricing, packaging, discount, communication strategies, and distribution. Quality is most important factor which influence brand image. Companies should make efforts to make positive and unique brand image.

References

Alkhawaldeh, A. M., & Eneizan, B. M. (2018). Factors influencing brand loyalty in durable goods market. *International Journal of Academic Research in Business and Social Sciences*, 8 (1), 326–339.

Al-Msallam, S. (2015). Customer satisfaction and brand loyalty in the hotel industry. *European Scientific Journal*, 1, 232-251.

Dani, N. (2012). Understanding brand loyalty & reason for change of service providers by consumers mobile services in Madhya Pradesh and Chattisgarh. *A Quarterly Published Journal of Applied Management & Computer Science*, 1, 1-19.

Das, S. C., & Dash, S. (2012). Inclusive marketing in rural India: A study of product awareness of rural consumers. *IIM Journal*, 1 (1), 119-125.

Daud, M. A. (2013). Awareness of brand and increasing customer's demand for FMCG in rural market: The rural market of Uttar Pradesh. *International Journal of Engineering and Management Sciences*, 4 (1), 79-83.

Eze, U. C., Tan, C., & Yeo, A. L. (2012). Purchasing cosmetic products: A preliminary perspective of Gen- Y. *Contemporary Management Research*, 8 (1), 51-60.

Miryala, R. K. (2011). Brand image vis-à-vis its impact on consumer commitment and loyalty in India. *Zenith International Journal of Multidisciplinary Research*, 1 (2), 92-100.

ISSN: 2235-767X
Volume 07 Issue 6
June 2019

Parvin, N., & Chowdhury, H. K. (2006). Consumer evaluation of beautification products: Effects of extrinsic cues. *Asian Academy of Management Journal*, 11 (2), 89–104.

Shabbir, M. Q., Khan, A. A., & Khan, S. R. (2017). Brand loyalty, brand image and brand equity: The mediating role of brand awareness. *International Journal of Innovation and Applied Studies*, 19 (2), 416-423.

Shulibhavi, B., & Shivashankar, K. (2017). Brand image and trust on customer loyalty: A study on private label brands in Hubli- Dharwad conglomerate city of Karnataka. *International Journal of Engineering Research and Application*, 7 (9), 1-6.

Yee, C. Y., & Mansori, S. (2016). Factors that influence consumers' brand loyalty towards cosmetic products. *Journal of Marketing Management and Consumer Behavior*, 1 (1), 12-29.