

A Study Of Consumer Brand Inclination: A Special Reference To Face Wash

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ABSTRACT

There has been a long standing enthusiasm from advertisers to see how buyers structure their inclinations toward a particular brand. Brand inclination is firmly identified with brand decision that can encourage shopper's basic leadership and actuate brand buy. Knowing the example of buyer inclinations over the populace is a basic contribution for structuring and creating imaginative showcasing methodologies. It likewise reveals the heterogeneity of customer decisions prompting productive market division systems. Notwithstanding, gauging buyer's inclinations between brands isn't a simple errand. It will recognize how brand can manufacture buyer's inclinations towards specific brands straightforwardly or by influencing the brand affiliations and brand character.

THE CONCEPT OF BRAND INCLINATION

Brand inclination is explicitly connected to mark decision that can impact the purchaser basic leadership and enact brand buy. Brand Preferences can be characterized as the abstract, cognizant and social inclinations which impact buyer's inclination toward a brand. Understanding the brand inclinations of buyers' will manage the most reasonable and effective marketing strategies. One of the pointers of the quality of a brand in the hearts and brains of clients, brand inclination speaks to which brands are favoured under presumptions of balance in cost and accessibility.

Proportions of brand inclination endeavour to evaluate the effect of showcasing exercises in the hearts and brains of clients and potential clients. Higher brand inclination ordinarily shows more incomes (deals) and benefit, additionally making it a marker of organization money related execution.

Brand inclination is the point at which you pick a particular organization's item or administration when you have other, similarly estimated and accessible choices. Brand inclination is an impression of client steadfastness, fruitful promoting strategies, and brand qualities.

MEANING OF CONSUMER BRAND INCLINATION

Buyer brand inclination speaks to a principal step in understanding shopper's decision. A more profound comprehension of such inclination elements can help showcasing troughs' better configuration advertising system and manufacture a long haul association with customers. Regardless of the presence of certain studies exploring how brand inclination is

manufactured and changed, majority of them centre on looking at factors from customer conduct point of view or publicizing viewpoint.

PAST STUDIES ON BRAND INCLINATION

Earlier contemplates on brand inclination concentrated on the effect of social, social, mental and individual elements of shoppers. The principle discoveries of this investigation uncover that commercial, scope of costs and the quality can cause changes in their image inclinations. The shoppers' character attributes and qualities are likewise viewed as significant predictors of brand inclination.

TARGETS OF THE STUDY

The targets of this investigation are:

- To study the buyer brand inclination.
- To study the scope of value which the purchaser is prepared to pay.
- To study the purpose for utilizing a specific brand.
- To study the brand dependability.
- To think about the degree of consumer loyalty.

RESEARCH METHODOLOGY

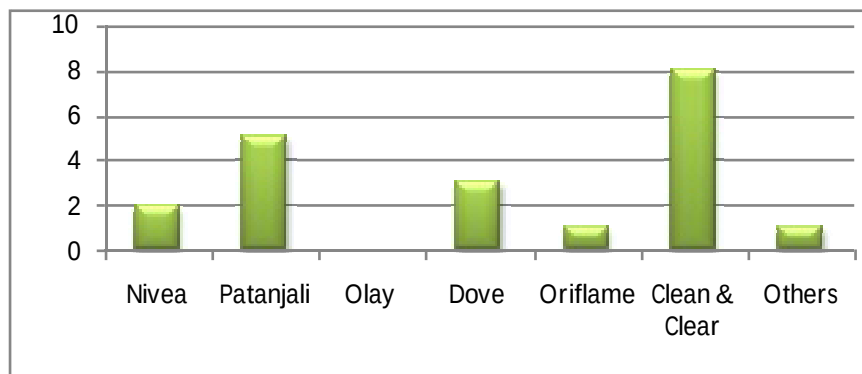
For setting up the report, essential information with respect to FACE WASH has been gathered from various sources.

- The essential hotspot for gathering the data for the report was communication with the various individuals of various age,
- A Survey utilizing questionnaire was led.
- The size of the sample was 100 individuals.
- The time of concentrate was 2 months i.e. September and October 2019.

ANALYSIS AND INTERPRETATION

In this section the responses of the consumers are presented in the form of pie charts, bar graphs etc. for clear and easy comprehension.

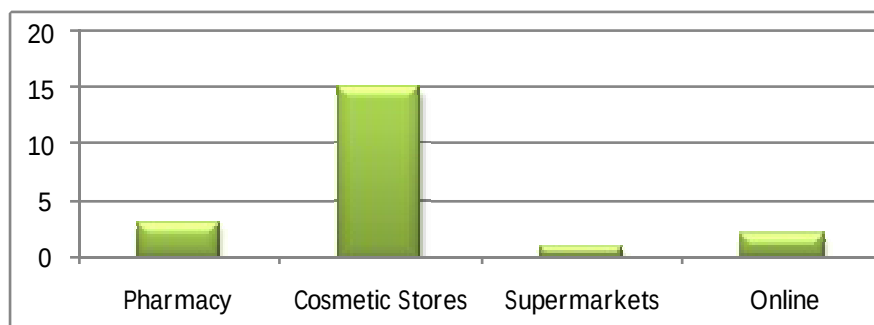
Q.1 Which brand of face wash you prefer to buy?



INFERENCE

Among various brands of face wash, it has been observed that most of the people i.e. 40% prefer to buy CLEAN & CLEAR as per the survey. Least preferable brand is Olay.

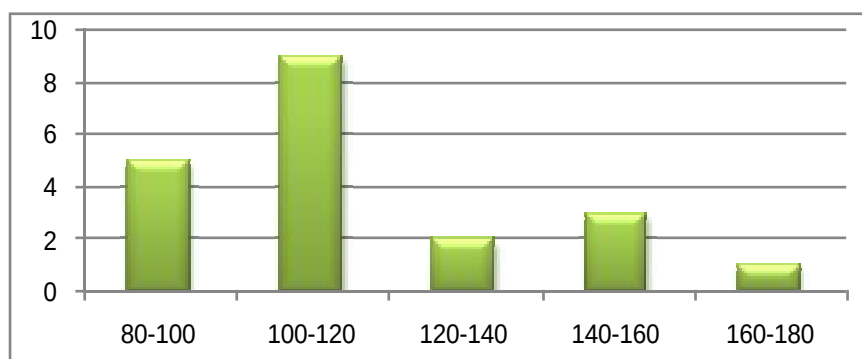
Q.2 From where do you buy your face wash?



INFERENCE

As per the study, it has been concluded that most of the people i.e. 75% buy it from the cosmetic stores.

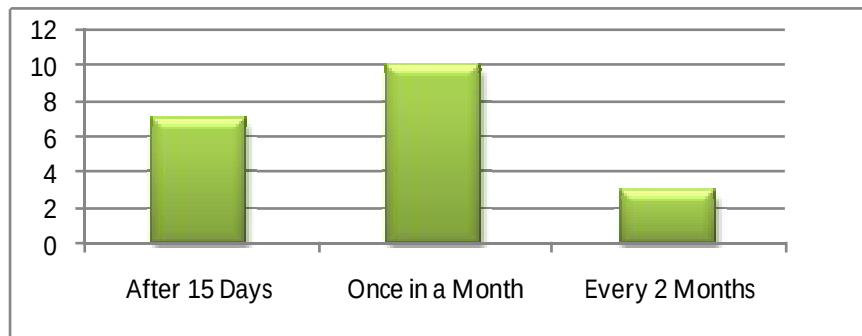
Q.3 What price do you pay for face wash?



INFERENCE

As per the survey there is a difference in price preference. Most of the people prefer buying face wash ranging from Rs.100-120 and very less people prefer the range of 160-180.

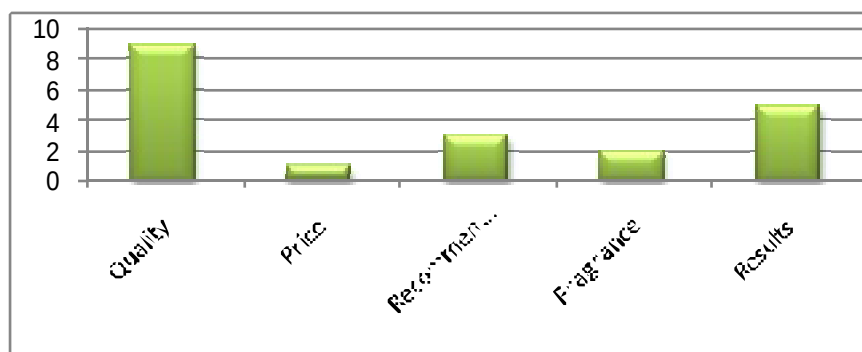
Q.4 How often do you buy face wash?



INFERENCE

As per the survey, it has been concluded that 50% of consumers buy face wash every month and only 15% buy it after 2 months.

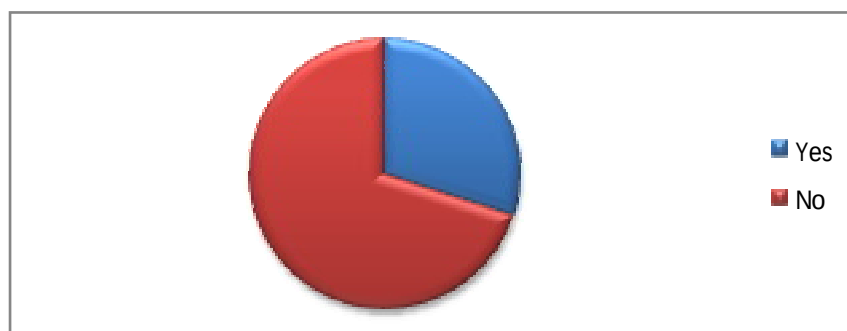
Q.5 Which factor influences your brand preference?



INFERENCE

There are various factors a consumer considers before buying face wash. Most important factor is the quality i.e. 45% of them considers quality and only 5% of the consumers depend on price.

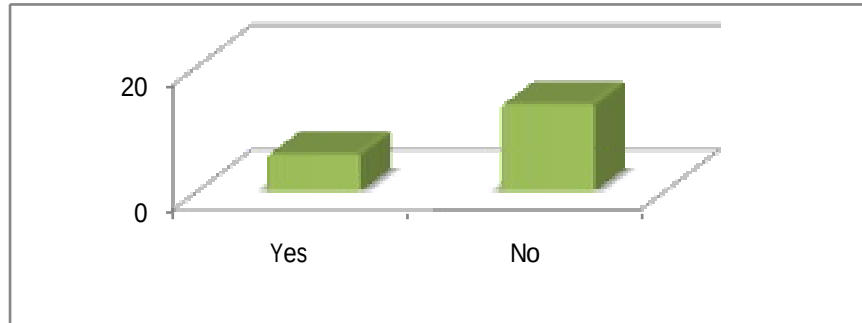
Q.6 Does advertisement affect your choice?



INFERENCE

As per the survey, more than half of the consumers are affected by the advertisements as they play an integral part in making the consumers aware.

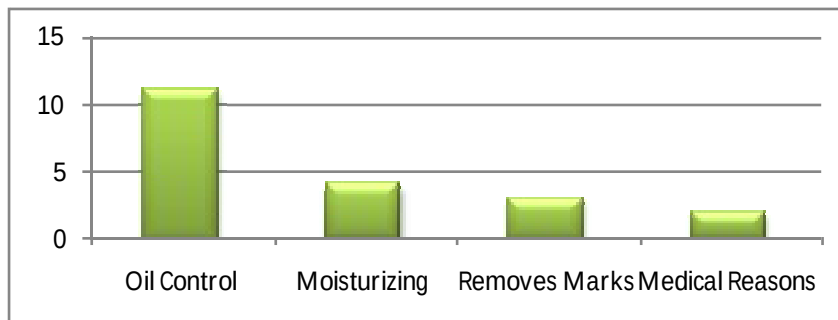
Q.7 If any company offers more discount, will it affect your buying?



INFERENCE

As per the survey, very few people are affected by discount.

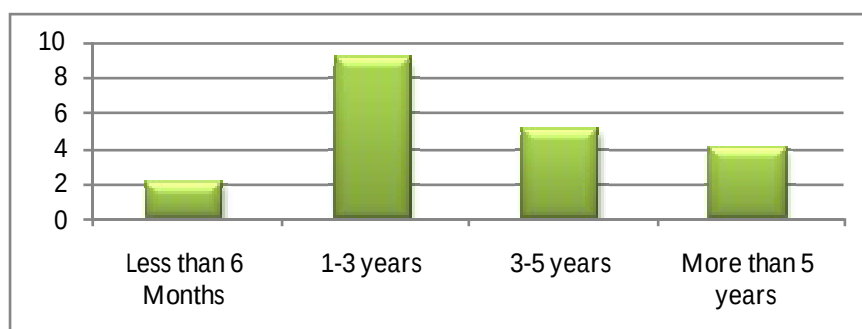
Q.8 What is your main concern while using face wash?



INFERENCE

There are various concerns a consumer consider before buying face wash. Most important problem they want to solve is oil control i.e. 55%.

Q.9 Since how many years have you been using the product?



INFERENCE

As per the study, it has been concluded that 45% of the consumers have been using the same product for the period from 1-3 years.

Q.10 Rate your satisfaction level form 1 to 5



INFERENCE

Consumers are almost satisfied with their products and the average level of satisfaction is 4.

LIMITATIONS

- People are not much interested in giving their views on the survey as they think it is wastage of time.
- Respondents do not feel encouraged to provide accurate and honest answers.
- People themselves are not clear about what they want.
- Some people filled questionnaire having a casual approach.
- Area was restricted only to Mandi Dabwali otherwise the universe will be too large.
- The above limitations serve as impediments for 100% accuracy in analysis.

CONCLUSION

A survey on consumer preference towards particular face wash was conducted by taking a sample of 100 consumers. Survey reveals that most of the consumers prefer CLEAN & CLEAR face wash. Consumers prefer to buy it from COSMETIC STORES having a range of Rs.100-120. Consumers prefer to buy a new set of face wash ONCE in a month. Before buying it some important factors like THE QUALITY and OIL CONTROL capacity is taken into consideration. ADVERTISEMENTS do play an important part while choosing a particular brand. DISCOUNTS offered have a very less impact on brand preference and purchasing habits of consumers. Consumers have been using it for 1-3 years and the average rating for the product was 4.

REFERENCES

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