

Impact of Brand Trust, Brand Image on Customer Brand Loyalty with Specific Reference to Bath Soaps

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ABSTRACT:

Bath Soap is important in every consumer's basic and is an everyday necessity. The present study examined the impact of brand trust, brand image on customer brand loyalty with specific reference to bath soaps. The data have been collected from 253 respondents using a structured questionnaire within Coimbatore City. The results were analysed through statistical tools such as percentage analysis and regression. The study found that Brand Trust and Brand Image have a significant influence on Brand Loyalty.

Keywords: Bath Soap, Brand Trust, Brand Image and Brand Loyalty.

1. INTRODUCTION

India is one of the world's largest buying power economies that has a 300 million middle-class population (Source: economist.com). The bath soap industry is littered with several leading national and global brands and a significant number of small and local brands. But the demand for soap is just beginning to be recognized in Indian markets. The soap manufacturers have geared their products to the lowest income strata of consumers in both urban and rural areas, positioning the brands to clean the body and for some brands, with the focus on removing body odour keeping the user healthy. When the consumers like the brand and are happy with the product, they want to purchase the same brand again that will lead to brand loyalty. Organizations may usually take different approaches to encourage and attract more loyal customers.

Brand Trust: According to Ballester and Aleman, Brand trust means that there's a high expectancy that the brand will result in positive outcome. It is based on consumer's beliefs that the brand has

specific qualities that creates it as consistent, competent, honest and responsible.

Brand Image: According to Keller, Brand Image is the perceptions created about the brand by the consumers.

Customer Brand Loyalty: The American Marketing Association describe Brand loyalty as "the situation when a consumer usually buys the same product or service from the same distributor over time rather than purchasing from different suppliers in the category".

2. OBJECTIVES

- ⇒ To analyse the consumer preference involved in bath soap purchase.
- ⇒ To study the impact of brand trust and brand image towards customer brand loyalty with reference to bath soaps.

3. RESEARCH METHODOLOGY

- **Sample Size:** 253 respondents in Coimbatore city.
- **Sampling Technique:** Convenience Sampling Technique.
- **Data Collection Method:**
- **Primary Data:** Collected through structured questionnaire.
- **Secondary Data:** Collected through journals and online websites.

• **Variables used for the Study:**

Variables	Source
Brand Trust	Anber Abraheem Shlash Mohammad (2012)
Brand Image	Through literature review & constructed based on requirement of the study.
Brand Loyalty	Through literature review & constructed based on requirement of the study.

The following brands were selected for the Study:

- Medimix
- Lux
- Dove
- Hamam
- Pears
- Cinthol
- Mysore Sandal

Tools used for Analysis:

- Percentage Analysis.
- Regression Analysis.

4. LITERATURE REVIEW

Coelho et. al., (2018) in their study highlighted the importance of social media, brand communities to brand loyalty. A qualitative analysis was conducted through in – depth interviews with experts and focus group discussions with consumers to evaluate their experience with the brands on social media in Portugal. The findings indicated that in mass-markets, consumers engaged in social media brand communities may develop positive attitudes towards the brand, like trust and loyalty, which consumer-brand identification have a significant role in transforming consumer-brand community interactions into consumer-brand relationships.

Rather (2018) studied the impact of customer brand identification on brand loyalty in hospitality industry. The data were collected due to self-administered survey of 345 respondents from the targeted sample of 400 customers in hospitality contexts (four and five star hotels) in Jammu, India. Structured equation modelling was applied to test the hypothesized relationships. Results show that

customer brand identification has a positive influence on loyalty, commitment, satisfaction and trust. Commitment affects the relationships between the three variables (customer identification, trust and satisfaction) and brand loyalty. The study concluded that customer identification and commitment are closely related.

Atkinson and Rosenthal (2014) studied the influence of eco – label source, and product involvement on label trust, product attitude, source attitude, and purchase intent. The participants for this study were undergraduate students enrolled in advertising classes at a university in Southwest, Texas. Student participants were sent a link for the online study that included a series of pre-test questions, followed by the experimental stimuli and questions about the outcome variables, and ending with questions about demographics. The participants who answered both screeners correctly were retained in the sample, for a total of 233 participants. The study was conducted based on ANOVA among all four conditions and t tests for each manipulation to evaluate differences among groups on age, gender, ethnicity, and income. Results showed that the groups differ significantly with respect to age, gender, and income.

Wu and Wang (2014) analysed the impact the impact of CSR Perception on Brand Image, Brand Attitude and Buying Willingness on a Global Café in Taiwan with a sample size of 700 out of which 624 questionnaires were valid. This research used the AMOS software to perform the linear structural relation model analysis, for a far better understanding of the causality and correlation among the variables. In the X-generation, the influence of environmental CSR on experiential brand image and therefore, the influence of brand name attitude on future buying willingness, are more significant than with the Y-generation; In the Y-generation, the impact of community CSR on experiential brand image and therefore, the impact of symbolic brand awareness on brand attitude are more significant than with the X-generation. The research found that a business undertaking a successful policy of CSR could lead on the consumers to get its products.

5. MAJOR FINDINGS OF THE STUDY

- ❖ Majority (56.9%) of the respondents are Female.

- ❖ Majority (71.9%) of the respondents are Married.
- ❖ Majority (55.3%) of the respondents are Under Graduate.
- ❖ Majority (53.8%) of the respondents live in Urban Area.
- ❖ Majority (84.2%) of the respondents belong to Nuclear Family.
- ❖ Majority (72.3%) of the respondent's family size range between 3 – 5 members.
- ❖ Dove and Mysore Sandal were the most preferred bathing soaps out of the selected brands.
- ❖ Brand Trust has a significant impact on Brand Loyalty.
- ❖ Brand Image did not impact Brand Loyalty.

6. SUGGESTIONS & CONCLUSION

This research studies the impact of brand trust, brand image on customer brand loyalty with specific reference to bath soaps. The study found

that the customers do not have access to all the brands; hence increasing the access of the brands among the consumers of Coimbatore will increase the brand consciousness and loyalty. Manufacturers of bath soaps should design the small packages of their costly brands for market and other rural areas. This will certainly make the product affordable for the consumers of such regions and help in building the brands. Even though, there are customers who still use their favourite brand for years which has all the benefits but there is a small group of people who want to still try using new bathing soap brands. The soap manufacturing firms should find a way to improve brand image of their firm in order to increase the level of brand loyalty. The soap manufacturers have to keep their ears to the ground and keep a track on the consumer wants. Such study needs to be taken periodically to gauge the exact Consumer Behaviour regarding Bath Soaps.

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ANNEXURE

Table : 1- Demographic of the Respondents

Gender	No. of Respondents	Percentage
Male	109	43.1
Female	144	56.9
Total	253	100
Marital Status	No. of Respondents	Percentage
Married	182	71.9
Single	71	28.1
Total	253	100

Educational Qualification	No. of Respondents	Percentage
School Level	79	31.2
UG	140	55.3
PG	34	13.4
Total	253	100
Area of Residence	No. of Respondents	Percentage
Urban	136	53.8
Semi - Urban	88	34.8
Rural	29	11.5
Total	253	100
Nature of Family	No. of Respondents	Percentage
Nuclear Family	213	84.2
Joint Family	40	15.8
Total	253	100
No. of Family Members	No. of Respondents	Percentage
1 - 2	41	16.2
3 - 5	183	72.3
Above 5	29	11.5
Total	253	100

[Source: Primary Data]

Table: 2 - Bathing Soap Brands preferred by the Respondents

Percentage Analysis			
S.No	Bathing Soap Brands	Frequency	Percentage
1	Medimix	30	11.9
2	Lux	36	14.2
3	Dove	38	15.0
4	Hamam	17	6.7
5	Pears	27	10.7
6	Cinthol	36	14.2
7	Mysore Sandal	38	15.0
8	Other	31	12.3
	Total	253	100

[Source: Primary Data]

Table: 3- Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.267 ^a	.071	.064	2.80785

a. Predictors: (Constant), Brand Image, Brand Trust

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.981	1.497		6.669	.000
	Brand Trust	.251	.079	.223	3.203	.002
	Brand Image	.100	.093	.074	1.069	.286

a. Dependent Variable: Brand Loyalty