Comparative study of the relationship between Marketing Mix Elements, Purchase Pattern and Brand Loyalty of Hair care and Dental care products – A study on Indian Consumers

Dr. Sabitha Niketh

Department of Business Administration

Jubail University College,

Jubail Industrial City,

Kingdom of Saudi Arabia

ABSTRACT:

FMCG segment comprises of a variety of products that include hair care and dental care products. As the market for FMCG is increasing due various factors and some of them increase in the income level, awareness and urbanization; it is evident for marketers to know whether the consumers have the same opinion on the various marketing activities that are conducted by the marketers. This empirical research focused on studying the marketing aspects related to two segments of FMCG which include hair care and dental care products. The study has three objectives: one, to determine the relationship between the elements of marketing mix considered while purchasing; second, to determine the repurchasing pattern and their relationship; and third, to determine the degree of loyalty and their relationship. The study was conducted using a structured questionnaire covering aspects related to marketing mix elements, repurchase pattern and degree of brand loyalty for hair care and dental care products. The data was collected from the consumers residing in Mysore city in Karnataka. Among the 250 questionnaires that were circulated, only the completely filled-in 207 questionnaires were considered for analysis, which indicates a response rate of 82.8%. The results indicated that there exists a relationship between the marketing mix elements considered while purchasing the hair care and dental care products among the respondents. There are also similarities in the repurchasing pattern of hair care and dental care products; whereas there is no relationship in the degree of loyalty among the respondents.

Keywords: Marketing mix elements, brand loyalty, hair care, dental care, repurchase pattern and brand preference.

Introduction:

The article published by Strategic Team on Business-Standard (2010) reveals, that the Indian consumer has accelerated trend towards "Premiumization" or up-trading, which can be observed in two income groups – the rich whose income is above Rs. 10 lakhs annually and the other upper-middle class whose income is between Rs. 5 to 10 lakhs annual. The rich have a behavior that is close to the consumers that are found in countries having developed economies as they are willing to spend on premium products that have 'emotional value' and 'exclusive feel'. On the other side, the upper middle class is emulating the rich by inclining towards products that have greater functional benefits and experience compared to the products that are for mass consumptions. The research report published by the FMCG industry (2013) indicates that the Indian FMCG market is nearly 2.5% of the country's GDP. Due to the increase in the income level, an increase in urbanization, strong rural demand, and favorable demographic trends, the industry has increased 3 times in size in the past 10 years. Two-thirds of the sector's revenue is coming from food products and personal care. This market is expected to cross $ 80 billion because of the changing lifestyle and increasing consumer demand. India is estimated to have a market worth $ 4 billion per annum is personal care products. The personal care market is segmented with products that include personal hygiene products such as bath and shower products, deodorants, hair care, skin care, color cosmetics, and fragrances. The hair care segment includes oils, shampoos hair colorants & conditions and hair gels, whereas oral care market includes toothpaste – 60%, toothpowder – 23% and toothbrushes – 17%. The key factors that drive the growth of FMCG market are large market size, FDI supports, increase in per capita income, changing lifestyles, rising population & spending and rise in rural consumption. The latest FMCG presentation on www.ibef.org (2015) indicates the growth of FMCG sector over 11% over last decades with a market share of 22% in personal care product segment. Srivastava (2013) research indicated that the consumers of FMCG preferred branded products over generic, based on the factors that considered reliability, product features, and socio-economic factors.

The William Reed Business Media has projected India on the website of www.cosmeticsdesign-asia.com (2012) to have a high potential in hair care products because of the increase in the consumer interest in healthy hair care products in the country. According to a report posted by MCG (2014), the hair care market is growing steadily and the driving factors are the availability of gender – specific products, increased awareness on personal grooming, rapid urbanization and rising disposable income, and wide portfolio across price points. Rahman et al., have explored that Indian cosmetic industry in rising and the hair care segment contributes to 9% of the FMCG sector. The research report published on www.researchandmarkets.com (2016) mentioned that the Indian hair care market is growing at CAGR of 16.95% from the last five years and will increase more by 2021. This is because of the rise in personal care, brand awareness, an increase in disposable income, and growing demand in middle-class people and the affordable price of the hair care products.

The research report published on www.researchandmarkets.com (2010) explored that the Indian healthcare industry in undergoing a quick transformation and the demand of oral healthcare is becoming an important aspect of the overall health of the individual. The article

published on www.trefis.com (2013) indicates that there is an increasing awareness of oral hygiene, a flexible income, and an increase in the advertising expenditure by the oral care companies. The oral care market is anticipated to grow at a CAGR of 14% and a fast growth in the toothpaste segment. The article posted in Indian Medical Device Market, Medical Device, and available on http://www.morulaa.com/medical-device/dental-market-india/ shows a growth rate of 20 – 30% in the dental market and this is because of growing awareness among the Indians and better economic growth.

Literature review:

The word marketing mix was suggested by Culliton (1948) to Borden and Borden (1965) was first to use the term marketing mix. McCarthy (1964) has coined the word 'marketing mix' which referred as '4Ps' that are important for planning marketing activities. Goi (2009) conceptualized that today marketing is more integrated into the organization and due to a wide variety of products and markets, some of the authors have extended the 4Ps by introducing the fifth P, such as packaging, people, and process. However, today the marketing mix elements still remain to be 4Ps. Hakansson and Waluszewski (2005) mentioned that the element of the marketing mix is a set of marketing tools that contribute to achieving the goals of the institution of marketing. Singh (2012) discussed the importance of the relationship between the elements of marketing mix i.e., product, price, promotion, and place for attaining competitive advantage. Product refers to a physical product or service offered for which a consumer is ready to pay and it is a key element of the marketing mix. Price is the amount the consumer exchanges to receive the offering. Promotion is the most powerful element of the marketing mix as it helps in persuading the consumers to buy. Finally, the place includes all the intermediaries involved in moving the goods and services from manufacturer to consumers. Claiming that all the elements of marketing mix must be carefully altered, to match with the competition in the market and deliver satisfaction to the customer. Pour et al., (2013) research indicated the effect of the marketing mix in attracting the customers. The results revealed that marketing mix has a significant positive effect in absorbing the customers. Chattopadhyay et al., (2010) empirical study showed the effect of marketing activities on the dimension of brand equity and mentioned that when brand equity increases it means that the consumers have a probability of better choice, which contributes an increase in sales.

Katiyar and Katiyar (2014) empirical study on Indian consumer buying behavior of FMCG products with reference to bathing soap showed that consumers approach the product of FMCG and made suitable purchase decisions, by realizing the need, awareness and suitable information sources of the product. The study also indicated that the consumers shift to other brands when they are not satisfied, as well as the availability of the product in the market and look for the benefits that they get from the product at low cost. Thus, indicating that the elements of marketing mix influence the purchase decisions of the consumers.

Sulekha and Mor (2013) conducted a research to understand the rural consumer buying behavior of FMCG by considering six factors – product, promotion, value, attitude, interest and demographic. The study concluded that the consumers purchase the products from retailers, who are the key to promoting the products and the consumers emphasize on price element

while purchasing the product. Vibhuthi et al., (2014), claimed in their research that the elements of marketing mix, physiological and Psychological factors influence the consumer buying behavior for FMCG products; while the effect of these factors differs from one product to another. Ali et al., (2012) discussed the factors influencing the consumer buying behavior of FMCG products in rural India and the results showed that the rural consumers consider that using FMCG products contributes to the lifestyle.

Murthi and Srinivasan (1999) study resulted that marketing inputs have less influence on brand choice and the consumer does not engage in frequent marketing information while choosing the brands. Verma (2016) has mentioned in the article that even if there is some loyalty among the consumers, it is worth nothing, because of the new brands entering the market and becoming a favorite. Alhedhaif et al., (2016) discussed the brand preferences, factors related to marketing mix elements affecting the purchase of cosmetics and their influence of brands on buying behavior. The results showed that the factors related to marketing mix elements had a significant impact on the purchasing decision of the consumers. Bronnenberg et al., (2012) mentioned that brand preferences is endogenous and suggest that it creates entry barriers and advantage for incumbent firms. Khraim (2011) empirical study resulted in indicating that brand name has a strong correlation to brand loyalty, eventually, there was a positive and significant relationship between the factors of brand loyalty (brand name, product quality, price, design, and promotion service quality and store environment) that were considered in the study.

Purpose of the study:
With an increased growth in the FMCG segment, due to the increased awareness about the hair care and dental care products among the Indian consumers, it becomes essential for the marketers to understand the importance of the marketing mix elements for developing marketing strategies that can foster brand loyalty among the consumers. It is even more vital as the consumers are inclined towards branded products rather than generic. Thus, the research paper aims at understanding the brand loyalty of Indian consumers, while evaluating the relationship of marketing mix elements between the hair care and dental care products that are considered by the marketer to develop marketing strategies. It also aims to study the repurchasing pattern of the consumers that can be useful to understand the degree of loyalty among the Indian consumers for hair care and dental care products. The basic purpose to investigate the relationship between these two categories of products is because they belong to the FMCG segment and also there are big manufacturers in the market that have their products in both the categories targeting the niche market of female and male gender .

Research objectives:
1. To investigate the relationship between each of the marketing mix element of hair care and dental care products among the gender.
2. To investigate the repurchase pattern and relationship between repurchase pattern for hair care and dental care products among the gender
3. To investigate the brand loyalty and relationship between the brand loyalty towards hair care and dental care products among the gender.

Research Questions:

1. What is the relationship between the each marketing mix elements of hair care and dental care products among the gender?
2. What is the repurchase pattern among the gender for hair care and dental care products and their relationship?
3. What is the degree of brand loyalty among the gender for hair care and dental care products and their relationship?

Research Methodology:

The empirical study focused on the primary source of data for achieving the objectives. The primary data was collected using a structured questionnaire having six sections. Section 1 and 2 of the questionnaire is about the demographic factors i.e., gender and age. Section 3 and 4 is focused on the factors considered related to marketing mix elements while purchasing hair care and dental care (oral care) products. The factors considered under each of the marketing mix elements are as mentioned below:

i. The factors considered for product element are quality, packaging, and brand name.
ii. The factors considered for price element are quality, competition, and importance.
iii. The factors considered for promotion element are advertisements, sales promotion, and endorsements.
iv. The factors considered for distribution element are general stores where products are available, specific stores of comfort and stores with competing brands.

Section 5 discusses on the repurchased pattern of the respondents for the same brand of hair care and dental care products in the last six months. Section 6 covers on the type of brand loyalty exhibited by the respondents. The data was collected from male and female gender covering the public centers of Mysore city in Karnataka. The questionnaires were circulated using simple random sampling among a sample size of 250 respondents and 207 questionnaires were used for the analysis after editing that resulted in a response rate of 82.8%. Upon collecting the data, it was analyzed using SPSS 19 software for crosstabulations, descriptive statistics, and correlation for determining the relationship between the variables. The conclusions were drawn based on the results obtained from the analysis.

Research Hypothesis: Null Hypothesis:

1. Product
   a. Hypothesis: H_1: There is no significant relationship between the importance given for product element of hair care and dental care products irrespective of the gender.
   b. Hypothesis: H_2: There is no significant relationship between the importance given for product element of hair care and dental care products among female and male gender separately.
2. Price
   c. Hypothesis: H_3: There is no significant relationship between the importance given for price element of hair care and dental care products irrespective of the gender.

    d.   Hypothesis: H_4: There is no significant relationship between the importance given for price element of hair care and dental care products among female and male gender separately.

3.   Promotion

    e.   Hypothesis: H_5: There is no significant relationship between the importance given for promotion element of hair care and dental care products irrespective of the gender.

    f.   Hypothesis: H_6: There is no significant relationship between the importance given for promotion element of hair care and dental care products among female and male gender separately.

4.   Distribution

    g.   Hypothesis: H_7: There is no significant relationship between the importance given for distribution element of hair care and dental care products irrespective of the gender.

    h.   Hypothesis: H_8: There is no significant relationship between the importance given for distribution element of hair care and dental care products among female and male gender separately.

5.   Repurchase pattern

    i.   Hypothesis: H_9: There is no significant relationship in the repurchase pattern between hair care and dental care products irrespective of the gender.

    j.   Hypothesis: H_{10}: There is no significant relationship in the repurchase pattern between hair care and dental care products among female and male gender separately.

6.   Brand Loyalty

    k.   Hypothesis: H_{11}: There is no significant relationship in the brand loyalty between hair care and dental care products irrespective of the gender.

    l.   Hypothesis: H_{12}: There is no significant relationship in the brand loyalty between hair care and dental care products among female and male gender separately.

This empirical research is significant to the marketers who are presently manufacturing or intend to manufacture both hair care and dental care products. It enables in understanding the importance of marketing mix elements that are crucial in the development of marketing strategies and fostering brand loyalty among the customers. The data of the research was analyzed focusing on two dimensions: first, irrespective of the gender; second, male and female genders separately. Thus, the results facilitate the marketers to focus on marketing strategies for each gender.

Findings and analysis:

Table 1, shows the statistics of male and female respondents who participated in the research i.e., 33.3% and 66.7% respectively. The respondents who participated in the survey are segmented under five categories of age, starting from 18-25, 25-35, 35-45, 45-55 and above 55 years. The mean age of the respondents who participated in the study belong to 25-35 years and the maximum number of respondents who participated in the research belong to 18-25 in both male and female gender.

Table 1: Age Group * Gender Cross tabulation % of Total

		Gender		
		Female	Male	Total
Age Group	18-25	34.8%	11.6%	46.4%
	25-35	13.5%	6.8%	20.3%
	35-45	9.7%	6.8%	16.4%
	45-55	6.3%	3.4%	9.7%
	Above 55	2.4%	4.8%	7.2%
Total		66.7%	33.3%	100.0%

Test of Hypothesis:- to determine the relationship between the variables of hair care and dental care, the data was analyzed by using two-tailed test with statistical tool 'Correlation' at a significance level of 0.01. The 8 hypothesis relating to marketing mix elements were divided into two sections, one – test of hypothesis irrespective of gender differences and the other section was focused on testing the hypothesis by grouping the gender into female and male separately. The detailed analyses of the results are as mentioned below:

Section I: Null Hypothesis for analyzing the data irrespective of gender.
1. Product: Hypothesis: H_1: There is no significant relationship between the importance given for product element of hair care and dental care products irrespective of the gender.
2. Price: Hypothesis: H_3: There is no significant relationship between the importance given for price element of hair care and dental care products irrespective of the gender.
3. Promotion: Hypothesis: H_5: There is no significant relationship between the importance given for promotion element of hair care and dental care products irrespective of the gender.
4. Distribution: Hypothesis: H_7: There is no significant relationship between the importance given for distribution element of hair care and dental care products irrespective of the gender.

The alternative hypothesis states that there exists significant relationship in each of the above-mentioned null hypothesis.

Analysis for Section I: Table 2 represents the relationship between the four marketing mix elements i.e., product, price, promotion, and distribution, of hair care (H) and dental care (D) products irrespective of the gender.

Table 2: Correlations		D Product	D Price	D Promotion	D Distribution
H Product	Pearson Correlation	.493**			
	Sig. (2-tailed)	.000			
H Price	Pearson Correlation		.405**		
	Sig. (2-tailed)		.000		
H Promotion	Pearson Correlation			.413**	
	Sig. (2-tailed)			.000	
H Distribution					.496**
					.000
. Correlation is significant at the 0.01 level (2-tailed).					
("H" – Hair care & "D" – Dental care)					

The results for each of the null hypotheses is as mentioned below:

1. Product: the results indicate that there is a correlation of 0.493 between the hair care and dental care for product element with a significant level of 0.01. Thus, the respondents who participated in the survey give equal importance to the product element in hair care and dental care products. Here, the null hypothesis is rejected, since there is enough evidence to suggest that correlation observed thus exist in the population.

2. Price: the results indicate that the null hypothesis is rejected because there is enough evidence to interpret that there is a correlation that exists in the population for the price element of hair care and dental care products. And the correlation is 0.405, for a significance level of 0.01.

3. Promotion: the correlation for the promotion element between the hair care and dental care products is 0.413 for a significance level of 0.01. This correlation indicates that there is enough evidence to suggest that the correlation that is observed thus exist in the population while rejecting the null hypothesis.

4. Distribution: the null hypothesis is rejected for the price element of hair care and dental care products, as the correlation is 0.496 at a 0.01 level of significance. This indicated that there is enough evidence to suggest that correlation observed thus exist in the population.

Hence, the alternative hypothesis is true and accepted because, in all the above cases, the results indicate that there is enough evidence to suggest that observed correlation between the marketing mix elements of hair care and dental care is moderate and positive for a significance level of 0.01 in the population. This indicates that the target market of hair care products who give importance to the marketing mix elements also gives importance to marketing mix elements of dental care.

Section II: Null Hypothesis for analyzing the data among the female and male gender separately.

1. Product: Hypothesis: H_2: There is no significant relationship between the importance given for product element of hair care and dental care products among female and male gender separately.

2. Price: Hypothesis: H_4: There is no significant relationship between the importance given for price element of hair care and dental care products among female and male gender separately.

3. Promotion: Hypothesis: H_6: There is no significant relationship between the importance given for promotion element of hair care and dental care products among female and male gender separately.

4. Distribution: Hypothesis: H_8: There is no significant relationship between the importance given for distribution element of hair care and dental care products among female and male gender separately.

The alternative hypothesis states that there exists significant relationship in each of the above-mentioned null hypothesis.

Analysis for Section II: Table 3 indicates the results of correlation between the marketing mix elements of hair care and dental care by grouping the respondents based on gender. The correlation is computed separately for female and male gender.

The computed results as per table 3 are detailed below:
1. Product: the correlation between the hair care product and dental care products for product element among the female gender is 0.466 and 0.567 among the male gender for a significance level of 0.01. There is enough evidence to suggest that correlation observed thus exist in the population among the female and male gender while rejecting the null hypothesis.

2. Price: the null hypothesis is rejected, because the results indicate that there exist a correlation between the hair care and dental care products for price element i.e., 0.415 among females and 0.405 among males for a significance level of 0.01. Suggesting that there is enough evidence to conclude that the correlation exists in the population.

3. Promotion: the results indicate that null hypothesis is rejected, since the correlation between hair care and dental care products for the promotion element for females and males is 0.406 and 0.422 respectively, for a significance level of 0.01. Thus concluding that there is enough evidence to suggest that correlation observed exist in the population.

4. Distribution: the correlation for distribution element between hair care and dental care products is 0.452 and 0.530 at a significance level of 0.01 for females and males respectively. This provides enough evidence to suggest that the correlation observed thus exist in the populations.

While observing the results of this section II, it is very evident that the null hypothesis in each of the case is rejected. The results indicated a moderate and positive relationship between hair care and dental care products on the marketing mix elements among the population of females and males separately.

Table 3: Correlations						D Promotion	D Distribution
Gender			D Product	D Price			
Female	H Product	Pearson Correlation	.466**				
		Sig. (2-tailed)	.000				
	H Price	Pearson Correlation		.415**			
		Sig. (2-tailed)		.000			
	H Promotion	Pearson Correlation				.406**	
		Sig. (2-tailed)				.000	
	H Distribution	Pearson Correlation					.452**
		Sig. (2-tailed)					.000
Male	H Product	Pearson Correlation	.567**				
		Sig. (2-tailed)	.000				
	H Price	Pearson Correlation		.405**			
		Sig. (2-tailed)		.001			
	H Promotion	Pearson Correlation				.422**	
		Sig. (2-tailed)				.000	
	H Distribution	Pearson Correlation					.530**
		Sig. (2-tailed)					.000
**. Correlation is significant at the 0.01 level (2-tailed). ("H" – Hair care & "D" – Dental care)							

Thus, making it evident that female and male target markets have a similar opinion on the marketing mix elements for hair care and dental care products.

Section III: Repurchase pattern: Null Hypothesis
1. Hypothesis: H_9: There is no significant relationship in the repurchase pattern between hair care and dental care products irrespective of the gender.
2. Hypothesis: H_{10}: There is no significant relationship in the repurchase pattern between hair care and dental care products among female and male gender separately.

An alternative hypothesis, states that there is a significant relationship in the repurchase pattern in each of the above null hypothesis.

Table 4: Correlations		
		Dental Repurchase
Hair Repurchase	Pearson Correlation	.396**
	Sig. (2-tailed)	.000
**. Correlation is significant at the 0.01 level (2-tailed).		

Table 5: Correlations			
Gender			Dental Repurchase
Female	Hair Repurchase	Pearson Correlation	.280**
		Sig. (2-tailed)	.001
Male	Hair Repurchase	Pearson Correlation	.586**
		Sig. (2-tailed)	.000
**. Correlation is significant at the 0.01 level (2-tailed).			

The respondents were asked to indicate their repurchase pattern for the same brand of products in the last six months for hair care and dental care products. The correlation test of hypothesis shown in table 4 indicates that there is moderately low and positive correlation of 0.396 between the repurchase patterns among the population at a significant level of 0.01 between hair care and dental care products belonging to the same brand. This shows that although there is a relationship between the repurchase patterns among the population, but it is low, which means to say that there is a probability of the target customers to switch from one brand to another. Thus, rejecting the null hypothesis and accepting the alternative hypothesis that there is a significant relationship in the repurchase pattern between hair care and dental care products irrespective of the gender.

In the second case, when the test of correlation is performed for female and male gender separately. Table 5 shows the results that are varied although the null hypothesis is rejected. Among the female gender, the correlation is 0.280 which is low at a significance level of 0.01, whereas in the case of male gender the correlation is 0.586 which is moderate at a significance level of 0.01. This means to say that the female gender is more vulnerable to shift their choice of brands while repurchasing when compared to the male gender which is more settled in repeating the same brands. Thus, the alternative hypothesis is accepted that state there is enough evidence to suggest the correlation exists among the population of female and male gender separately.

The respondents were asked to indicate the number of times they repurchased the same brand of hair care and dental care products in the last six month. Four options were given to the respondents to choose any one. The first, indicating they did not repurchase the same brand in the last six months, second, indicating they purchased the same brand once, third, they purchased the same brand 2-5 times and fourth, they purchased the same brand more than 5 times in the last six months. Table 6 indicated that the respondents purchased the same brand 2-5 times in the last six months irrespective of the gender. It is also observed from table 7 that the female and male separately also had the same behavior of repurchasing the same brand for 2-5 times in the last six months for hair and dental care products. However, strong conclusions cannot be made for the repurchase pattern because the standard deviation is very high.

Table 6: Descriptive Statistics

	Mean	Std. Deviation	N
Hair Repurchase	2.93	.922	207
Dental Repurchase	2.64	.984	207

Table 7: Descriptive Statistics

Gender		Mean	Std. Deviation	N
Female	Hair Repurchase	2.92	.888	138
	Dental Repurchase	2.60	.956	138
Male	Hair Repurchase	2.96	.992	69
	Dental Repurchase	2.72	1.042	69

Section IV: Brand Loyalty: Null Hypothesis

1. Hypothesis: H_{11}: There is no significant relationship in the brand loyalty between hair care and dental care products irrespective of the gender.
2. Hypothesis: H_{12}: There is no significant relationship in the brand loyalty between hair care and dental care products among female and male gender separately.

Alternative hypothesis states that there is a significant relationship in the brand loyalty in each of the above null hypothesis.

The correlation on the test of hypothesis in the case of brand loyalty accepts the null hypothesis. It is indicated from table 8 that there is a correlation of 0.013 between the hair care and dental care products, but it cannot be accepted because the significant level is greater than 0.01. This indicates that correlation is not statistically significant and the correlation has just occurred by chance. Thus, concluding that the null hypothesis accepted, which indicates that the female and male gender do not exhibit the same level of brand loyalty for hair care and dental care products.

According to the table 9, the null hypothesis is accepted and the alternative hypothesis is rejected. Although there is a correlation of 0.012 and 0.010 among the female and male gender respectively, it cannot be accepted due to the fact that the significance level is greater than 0.01. Hence, it is concluded from the survey results that the correlation is not statistically significant and it has occurred by chance.

Table 8: Correlations		
		Dental Brand Loyalty
Hair Brand Loyalty	Pearson Correlation	.013
	Sig. (2-tailed)	.852

Table 9: Correlations

Gender			Dental Loyalty
Female	Hair Loyalty	Pearson Correlation	.012
		Sig. (2-tailed)	.892
Male	Hair Loyalty	Pearson Correlation	.010
		Sig. (2-tailed)	.938

Table 10 and 11 shows the descriptive statistical analysis on the brand loyalty of the respondents. In the survey the respondents were asked to choose any one of the statements that indicate the degree of loyalty. The first statement was on brand recognition, which is the lowest degree of loyalty. The second statement was on brand preferences and the third statement was to the highest degree of loyalty i.e., brand insistence. The results of the survey indicated that the respondents have a second degree of loyalty i.e., brand preferences. The respondents considered purchasing the products by comparing with the competing brands. This could be the reason because the prices of the hair care and dental care products are affordable among the target markets. Hence the target market decides to purchase by comparing the products with the competing brands.

Table 10: Descriptive Statistics

	Mean	Std. Deviation	N
Hair Brand Loyalty	1.81	.795	207
Dental Brand Loyalty	1.99	.757	207

Table 11: Descriptive Statistics

Gender		Mean	Std. Deviation	N
Female	Hair Brand Loyalty	1.78	.771	138
	Dental Brand Loyalty	1.96	.739	138
Male	Hair Brand Loyalty	1.86	.845	69
	Dental Brand Loyalty	2.04	.794	69

Conclusion:

The analysis that was conducted in four sections revealed the following results:
1. Section I and II discusses on testing the hypothesis of correlation irrespective of the gender and grouping by gender for all the four elements of marketing mix between hair care and dental care products. It is observed that the correlation was positive and moderate. This concludes that there is enough evidence to suggest that the correlation that is observed thus exist among the population. Thus, indicating that the marketer can build the marketing strategies by putting together the hair care and dental care products because there is an existence of similarities in the factors considered by the population while purchasing hair care and dental care products.

2. Section III reveals that the repurchasing pattern between the respondents irrespective of the gender difference, there is a low and positive correlation between hair care and dental care products. Whereas, when the results of analyzing by grouping the gender female and male separately indicated that the correlation of repurchase pattern between the females is low and positive when compared to male. This is an indication to the marketers that females are more vulnerable to changing the brands while the males are moderately stable in switching the brands. Males are more intended to repurchase the same brands. On an overall basis, the respondents indicated that they repurchase the same brand of hair care and dental care products 2 – 5 times in the last six months.

3. Section IV concluded that there is no relationship between the brand loyalty of hair care and dental care products while considering the female and male gender together or separately. Although the results indicate a negligible positive correlation, this correlation cannot be accepted because the significance level is high. To the marketers, it means that the correlation is not statistically significant but it just occurred by chance. Concluding that the target market considered purchasing the products by comparing between the competing brands while purchasing.

This study has a scope to extend its research in two dimensions - to investigate in detail the relationship between the buying behavior exhibited by consumer hair care and dental care products; secondly, to investigate in depth the relationship between the factors influencing the brand loyalty of hair care and dental care products.

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