



RESEARCH PAPER ON AN IN-DEPTH ANALYSIS OF BRAND LOYALTY OF CUSTOMERS TOWARDS ORIFLAME PRODUCT IN COMPARISON WITH AVON

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Abstract: The main purpose of this study is to compare product loyalty among consumers using Oriflamme and Avon products. This study aims to investigate the effect of three factors such as originality, brand awareness and brand image on the trust of two brands. By delving deeper into these factors, the study provides insight into the drivers of trust in Oriflame and Avon products and compares the results of these companies in building product loyalty among customers. Finally, this research can provide these companies and others working in the same industry with valuable information to better understand their customers and improve their marketing strategies.

Brand loyalty plays an important role in the company's success and stability in the competitive beauty industry. This case study is designed to provide an in-depth analysis of customer loyalty to Oriflame products and compare it to another well-known beauty brand, Avon. This study aims to examine the key factors that help Oriflame and Avon increase customer loyalty, purchase and awareness by examining the factors that affect the product such as product quality, price, and brand image and customer satisfaction. The research process includes qualitative and quantitative methods, including surveys and focus group interviews, to gather information from consumers of both brands. The findings will provide useful information for Oriflame and Avon to strengthen their brand loyalty and achieve a positive impact on their business.

The cosmetics industry is a profitable industry that is attracting more and more attention from the research industry. The highly competitive environment of the cosmetics industry makes it important to study the cosmetics industry. Brand loyalty is an important aspect of gaining competitive advantage in the market.

Customer loyalty plays an important role in ensuring the company survives the competition, so customer management means improving financial performance and managing the life insurance department.

I. INTRODUCTION

Brand loyalty is an important aspect of the business because it is a measure of the quality of the company's products received by customers. The purpose of this research paper is to provide an in-depth analysis of brand loyalty among consumers using Oriflame products compared to Avon. Oriflame and Avon are the two largest cosmetics companies in the world and have been in business for decades. This case study will explore the factors affecting brand loyalty and compare customer brand loyalty with Avon's brand loyalty with Oriflame products.

Brand loyalty is essential for a business to succeed and grow in a competitive market.

For companies in the cosmetics industry, building product trust is key to maintaining customer loyalty and gaining competitive advantage. This study focuses on an in-depth analysis of the brand's trust among consumers of Oriflame products and comparing it to Avon, two famous international brands in the cosmetics industry exercise and beauty field.

Oriflame and Avon have become important players in the cosmetics industry with their product range for different customers. These companies have invested significantly in marketing, product development and customer loyalty strategies to build and maintain brand loyalty. However, understanding the level of trust in these brands and the factors that influence it is critical to their success.

The cosmetics industry, where there is intense competition, confronts consumers with many options from different brands. Therefore, companies like Oriflame and Avon must identify the traits that make it fair for businesses to differentiate themselves from their competitors effectively and for people to hold their used goods.

The aim of this study is to examine different aspects of product loyalty and compare the level of customer loyalty to Oriflame and Avon. By examining factors such as product perception, product quality, price, availability, customer service and overall satisfaction, we tried to understand the main drivers of product trust in the context of these two types.

The cosmetics industry has grown exponentially in the last few years and new players enter the market every year. Avon has a wide range of products from cosmetics to skin care, from perfumes to body care products.

The beauty industry is in competition with many brands competing for the market. Oriflame and Avon are two well-known cosmetic companies that have been operating for many years. The purpose of this research project is to provide an in-depth analysis of the consumer market for Oriflame products and compare them with Avon products. In this study, factors affecting brand trust such as product quality, price, brand image and reputation will be investigated.

The study will also compare consumer perceptions of the two brands and measure purchase intentions, feedback, repeat purchases and changing behavior.

The cosmetics industry is a competitive and dynamic industry where many brands offer a variety of products to consumers. In this context, building and maintaining product loyalty is essential to the success and growth of the company. Brand loyalty refers to the customer's loyalty and commitment to a particular brand, regularly choosing the brand from competitors.

Oriflame and Avon are two well-known international brands in the cosmetics industry known for their wide product range and extensive marketing.

Both Oriflame and Avon have made significant financial investments to develop strong brands, attract customers and build customer loyalty.

They use a variety of marketing strategies such as celebrity endorsement, product innovation, and social media engagement to increase brand awareness and attract target businesses. However, understanding the factors that affect brand loyalty and matching customer loyalty with these brands is critical to their success.

Previous research on brand loyalty has identified several factors that affect customer loyalty in the cosmetics industry. These brands include brand image and reputation, perceived quality, affordability, availability and usability, customer service and overall satisfaction. This study, which investigates these factors and compares Oriflame and Avon brand loyalty, aims to understand consumer preferences and decision-making processes in the cosmetics market.

Additionally, the cosmetics industry is characterized by rapid changes in the consumer market, including increased demand for natural and organic products, destabilization, and the impact of social beauty norms. These factors can affect brand trust and customer choice. That's why companies like Oriflame and Avon must understand these changes and adapt their strategies to meet consumers' needs and build trust.

- **Brand image:**

Brand image is an important element of product loyalty and is defined as the general perception of a product by customers. Brand image includes brand awareness, corporate identity and marketing identity. A study by Ko, Kim, and Lee (2020) found that image quality has a positive effect on trust in the cosmetics industry. The authors argue that brand image can influence consumers' emotional attachment to the brand, thereby increasing trust.

- **Product Quality:**

Product quality is a key driver of trust, as customers are more likely to repurchase products that meet their expectations for efficiency and effectiveness.

A study by Joo, Park, and Chung (2016) found that brands have a positive impact on the cosmetics market. The authors argue that product quality is essential to build customer trust and thus brand loyalty.

- **Customer Satisfaction:**

Customer Satisfaction is another important element of trust, because satisfied customers are more likely to repurchase and recommend the product to others. A study by Kim, Kim, and Kim (2017) found that customer satisfaction has a positive effect on trust in the cosmetics industry. The authors argue that customer satisfaction can lead to repeat purchases and positive word of mouth.

- **Perceived Value:**

Perceived value is the degree to which customers see the benefits of the product more than the cost, and it plays an important role in creating product loyalty. A study by Kim, Kim, and Kim (2017) found that perceived value has a positive effect on trust in the cosmetics industry. The authors argue that consumers are more likely to repurchase products that have a positive impact, thus leading to greater loyalty.

- **Other Factors:**

Other factors that have been found to affect cosmetic products include packaging, advertising and marketing. Research by Kim, Kim, and Kim (2017) found that product packaging has a positive effect on brand loyalty in the cosmetics industry.

The authors argue that attractive and functional packaging can increase the value of the product and therefore increase trust in the product. Similarly, a study by Choi and Kim (2021) found that advertising and marketing campaigns have a positive effect on sales in the cosmetics industry. The authors argue that effective advertising and marketing campaigns can increase product awareness and increase consumer interest in the brand, thereby increasing trust.

LITERATURE REVIEW:

- According to a recent research and business report titled "India Cosmetics Market Overview" (November 2016), the country's cosmetics market has grown at a compound annual growth rate of 17.06% per year. In 2008, the business grew by 7%, achieving a turnover of 2.5 billion US dollars. According to an Assocham report (2016), the Indian beauty, cosmetics and beauty industry was valued at \$6.5 billion in 2016 and is expected to reach \$20 billion by 2025.

- As Kumar et al. (2006), consumers are more willing to pay higher and lower prices. Brand loyalty also provides companies with a market advantage and a valuable opportunity to respond to competitive moves. As a result, loyalty to the company's brand is a strategic asset that is defined as the main source of business integrity. Given the importance of brand loyalty, it's no surprise that is getting a lot of attention in the industry. Cosmetics are generally considered coloring products. However, they are available in many forms, including powders, lotions, soaps, shampoos and toothpastes (Kumar et al., 2006).

- Cosmetics make beauty and encompass many products such as cosmetics, perfumes, toothpastes, shampoos and deodorants to cleanse the body, improve performance and change skin and color (Kumar et al., 2006). The target customers of cosmetics companies are consumers. The aim of this study is to investigate the factors affecting product loyalty in the cosmetics industry. Therefore, before determining such a concept, it is necessary to define the word "brand".
- According to the American Marketing Association, "A brand is a name, word, logo, or design, or a combination thereof, intended to identify the goods or services of a seller or group of sellers and distinguish them from competing products." Keller, K.L. (1998; Keller, K.L. (1998; Keller, K.L. (1998)
- Howard and Sheth's 1969 theory of buyer behavior provided the first introduction to the concept of brand perception, and since then researchers have been trying to explore some of them and the concept of brand loyalty has been debated.

OBJECTIVES

The purpose of the research on the content of cosmetic products may differ the characteristics of the research. However, some of the objectives of this research may include:

- To identify key elements that build trust in the cosmetics industry, such as image, artistry, quality, customer satisfaction, and value.
- Examine the relationship between brand loyalty and other factors such as packaging, advertising and marketing campaigns.
- Understand the role of demographics, such as age, gender, and income, in creating cosmetic brand loyalty.
- Compare brand loyalty across cosmetic brands and products.
- Offers advice on how to build trust and retain customers in a cosmetics company.
- The aim of this study is to determine the loyalty content among cosmetics users to determine whether brand loyalty affects brand loyalty, to determine whether price affects brand loyalty, to measure customer satisfaction with customer satisfaction and brand loyalty.
- To examine the brand's impact on brand loyalty.
- Research on the effect of personality on brand loyalty.
- Investigation of the effect of brand loyalty on brand loyalty.
- Investigation of the effect of brand ambassadors on brand loyalty.
- Investigation of the effect of reputation on brand loyalty.

In general, the purpose of examining cosmetics brand loyalty elements is to understand the factors that affect customer loyalty in the cosmetics industry; these factors can help companies develop good business strategies and improve their competitive position.

LIMITATIONS:

Non-cooperativeness of participants may affect the study because not all selected participants are willing to disclose information important to this study.

- The time interval will limit the work because not enough information is available over time or time.
- This study did not explore the concept of cosmetics.
- Resources are limited by the conditions of trust of the salon owners.
- This study looked at cosmetics.
- This is because researchers have easy access to research data, time, and resources.
- The study may overlook important factors that influence brand loyalty, such as social influences, cultural factors or brand personality, leading to an incomplete understanding of consumer behavior.

RESEARCH METHODOLOGY:

Send surveys to interested parties, answer formatted questions, and post back the same or more questions. A questionnaire consists of several questions that are printed or written together or on a piece of paper or paper. Send the survey to respondents. Relevant and accurate data must be collected to achieve research objectives. The main information was written specifically for handwork and was gathered from the research. One of the ways to collect raw data is to use the interviewer's research methods such as observation, experimentation, and questionnaire.

The study will be conducted using a questionnaire to be distributed to Oriflame and Avon customers. The survey will include questions about product reliability, product satisfaction, reputation and customer service. The results of the analysis will be used to compare customers' brand loyalty to Oriflame products with Avon's brand loyalty.

DATA ANALYSIS AND INTERPRETATION:

1. Receiving products by their brands?

	ORIFLAME	AVON
YES	30%	40%
ALMOST	40%	50%
NO	30%	10%

ANALYSIS: The above chart represents the percentage of people who wants to get all the products which they required with respect to almost 40% and 50% of Oriflame and Avon beauty and health care products respectively.

2. Usage of the products of Oriflame and Avon?

	ORIFLAME	AVON
COSMETICS	45%	45%
TOILETRIES	20%	30%
ACCESSORIES	10%	10%
BAGS	5%	5%
NONE	20%	10%

ANALYSIS: The above chart represents the percentage of the people who uses the beauty and health care products of Oriflame in which 40% of the people uses cosmetics, 25% of the people uses toiletries, 10% of the people uses accessories, 5% of the people uses bags, and only 20% of the people doesn't uses any of the above and the percentage of the people who uses the beauty and health care products of Avon in which 45% of the people uses cosmetics, 20% of the people uses toiletries, 10% of the people uses accessories, 5% of the people uses bags, and only 10% of the people doesn't uses any of the above

3. Attracting incentives?

	ORIFLAME	AVON
QUALITY	10%	10%
PRICE	20%	20%
DISCOUNT	30%	50%
OFFERS	40%	20%

ANALYSIS: It was found that people are attracted towards the offers of Oriflame Company and to the discount schemes of Avon Company.

4. Changes expect in products of Oriflame and Avon?

	ORIFLAME	AVON
MORE PRODUCT RANGE	40%	60%
BETTER PACKAGING	50%	50%
BETTER QUALITY	40%	60%
ALL ABOVE	50%	50%

ANALYSIS: The above chart represents the percentage of people who expect certain type of changes which includes 40% over more product range, 50% over better packaging, 40% over better quantity, and 50% over all the above mentioned in Oriflame products and on the other hand, 60% over more product range, 50% over better packaging, 60% over better quantity, and 50% over all the above mentioned in Avon beauty and health care products.

5. Quality provided by brands?

	ORIFLAME	AVON
YES	40%	70%
NO	60%	30%

ANALYSIS: The above chart represents the percentage of people which are satisfied with the quality provided by their brand with respect to 40% and 70% for Oriflame and Avon respectively.

6. Satisfaction from the products?

	ORIFLAME	AVON
YES	40%	60%
NO	60%	40%

ANALYSIS:The above chart represents the percentage of the people who are satisfied by using the beauty and health care products of Oriflame with respect to only 40% and Avon with respect to only 60% respectively.

SUGGESTIONS:

Influencing the brand, marketers should try to increase the trust of customers in their brand loyalty. In addition, cosmetic companies should not compromise when it comes to quality cosmetics, because the reliability of the brand is directly dependent on quality, brand ambassadors and reputation. At the same time, marketers should try to use professional, experienced and reliable people to increase the brand's reputation. Also, these three differences should not be forgotten, i.e. According to the results of the research, product quality, product quality and brand name also play an important role in creating product trust.

Therefore, cosmetic companies and marketers should be very careful when dealing with these situations. Although factors such as brand value, happiness and sincerity do not directly affect brand loyalty; they also affect brand trust, which also convinces brand loyalty. For this reason, businessmen should be very careful when deciding on cosmetic prices. For example, they should try to instill brand personality factors. Their names are full of happiness and sincerity.

CONCLUSION:

Consumers show loyalty to a particular brand based on products that match their needs and preferences. Research results show that Avon customers are more famous than Oriflame customers. Trust levels have been shown to be positively correlated with product satisfaction, reputation, and customer service. Oriflame is known for using natural ingredients in its products, which is an important selling point for consumers concerned with the environment and health. In addition, Oriflame has a strong network of consultants who provide personalized customer service and ensure a great customer experience.

This will be the main cause of unemployment in the country. Another reason is that the regional products that will be released in the future in the country tarnish Avon. Therefore, companies should take similar steps and make plans to set their goals. Local cosmetic and laundry industries often involve mixing and molding using raw materials. Many of these companies are contractors for products such as shampoos and conditioners, other hair care products, and cosmetics.

Loyalty Programs: Both Oriflame and Avon use loyalty programs to reward customers for their loyalty. These services play a role in building trust by providing incentives and benefits to loyal customers.
Customer Engagement: Oriflame and Avon actively engage with customers through a variety of channels, including social media, online communities and direct sales representatives. Customer loyalty helps build better relationships and increases brand trust.

Changing Attitudes: Some customers may see changes between Oriflame and Avon based on product availability, support or personal preference. Overall, however, both brands have managed to maintain consumer confidence.

According to the analysis, it can be concluded that the customers of both Oriflame and Avon reach their main brands.

While the two brands have some differences in terms of customer loyalty, both have established themselves as brands known for strong products, honest service and strategic relationships with customers. Both Oriflame and Avon can focus more on product continuity, personal customer experience, marketing campaigns and loyalty programs to increase trust. Also, regular customer satisfaction surveys and marketing campaigns can help both brands meet and align with customer needs.

It is important to remember that the type of trust is subjective and will vary from client to client. Factors such as self-awareness, preferences, and external influences also affect brand loyalty. Therefore, continuous research and monitoring of customer needs is important for both Oriflame and Avon to maintain and strengthen product loyalty in the industry.

From this I can conclude that Avon is the most popular brand compared to Oriflame.

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