



A STUDY ON BRAND SWITCHING BEHAVIOUR IN POST-MILLENNIALS. A Study With Reference To Shampoo Market.

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Abstract:

The present research investigation examines the phenomena of brand switching behaviour among post-millennials, a demographic group comprising individuals born from the mid-1990s to the early 2000s. Within the highly competitive shampoo market, where the establishment of brand loyalty has historically held considerable importance, understanding the complexity of brand switching is crucial for marketers and manufacturers together. The present study applies quantitative survey, in order to examine the underlying motivations, catalysts, and outcomes associated with the recent trend of brand switching among individuals belonging to the post-millennial generation. In order to understand more about post-millennial shampoo users' attitudes, behaviours, and perceptions, the study uses a sample of these consumers.

Keywords: Brand awareness, Consumer behaviour, brand switching behaviour, shampoo usage.

Introduction

The study on brand switching behaviour in post-millennials addresses a dynamic and evolving aspect of consumer behaviour in the modern marketplace. Generation Z is frequently referred to as post-millennials (Gentilviso and Aikat, 2019). As the first generation to come of age in the 21st century, post-millennials, also known as Generation Z, have grown up in a digital world characterized by rapid technological advancements, access to vast amounts of information, and an array of choices in products and services. Furthermore, research indicates that individuals born after 1997 are more likely to be engaged in and aware of brand power from the standpoint of consumer behaviour (Närvänen, et al., 2021). This unique context has shaped their attitudes and behaviours as consumers, making them a subject of significant interest for businesses and marketers. Brand switching behaviour refers to the tendency of consumers to switch from one brand to another within a product or service category. It is a complex phenomenon influenced by a myriad of factors, including product quality, price, brand loyalty, peer influence, and marketing strategies. Understanding why and how post-millennials engage in brand switching is essential for companies seeking to capture and retain their loyalty in an increasingly competitive marketplace.

Investigating the reasons, catalysts, and trends of brand switching among post-millennial consumers is the goal of this research. Through an analysis of the variables that influence this generation's brand switching behaviour, companies may

develop more insightful marketing plans, product lines, and customer loyalty programmes. Furthermore, by highlighting the unique traits of post-millennials as a consumer group, this study aims to advance knowledge of consumer behaviour in the digital age.

The study aims to provide significant insights into the determinants of brand switching behaviour among post-millennials and the significance of these insights for businesses seeking success in the age of technology.

Objectives

1. To examine brand switching behaviour and consumer buying behaviour.
2. To understand the consumer awareness of shampoo usage.
3. To assess the impact of brand switching behaviour in post-millennials.

Literature review

Generation Z may view brands as a tool for affiliation and self-expression, even if they may not fully understand what a brand is (Koksal, 2019). Most members of Generation Z appear to understand that price and quality are directly correlated (higher prices may indicate higher-quality products). As a result, they initially have an eye towards buying expensive goods, though they may decide not to do so (Närvänen et al., 2021).

Brand switching indicates that the original brand is no longer attractive (Al-Kwafi & Ahmed, 2015). Customer prefers to switch to more attractive brands (Ping, 1993). Anderson and Sullivan (1993) explain when consumer switches to another brand, it is because the strategy developed is not able to maintain or motivate existing consumers

.In his work "Celebrity Endorsements and its impact on consumer buying behaviour," Amit Kumar (2011) focuses on how Indian consumers view celebrity endorsements and the characteristics of celebrities that are most likely to affect their desire to make a purchase. Over time, celebrity endorsements have become more and more common. It is becoming a ubiquitous feature of the advertising sector, particularly in India.

According to the findings of Oyeniyi and Abiodun (2010), organisations must possess a comprehensive understanding of consumer behaviour and actively strive to meet their requirements and preferences in order to effectively retain them. Zain-Ul-Abideen and Salman Saleem (1982) discovered that the emotional response of consumers' purchase behaviour is a characteristic that exhibits a significant correlation with consumer buying behaviour.

Aneesa Bashir and Najma Iqbal Malik (2009) concluded in their study "Effect of advertisement on consumer behaviour of university students" that advertisement persuades the consumer to buy the goods at least once in a lifetime. Personality in advertising influenced consumers more than keyword/caption. The findings also demonstrated that consumers regarded advertisements as a dependable source of knowledge when compared to the opinions of others (friends, neighbours, reference group).

A promotion mix is a set of different advertising strategies used to provide companies with the best possible outcomes. Information is sent and ideas are exchanged between the sender and the recipient through the strategy promotion (Belch & Belch, 2001). Switching behaviour will be impacted by promotional outcomes (Sun, 2005).

According to Susan Chirayath's (2007) research titled 'Impact of Promotional Activities on Consumer Buying Behaviour,' the FMCG sector in India is characterised by intense competition, which has led to the proliferation of brands

in various categories. In urban markets that have reached maturity, consumer sales promotion to differentiate one's offering is a common practise. In fact, the ever-increasing budget allocated to these activities attracts consumers. In such a scenario, it is crucial to examine how consumers make decisions in the FMCG category when there are multiple brands in their consideration set. Due to the minimal risk involved, consumers do not mind switching brands in response to sales promotion offers.

Competition, behaviour, and time (Srinivasan and Ratford, 1991), as well as interpersonal interactions, marketing techniques (Wathne, Biong and Heide, 2001), and customer seeking out variety (Arianto, 2011) are some of the other studies that explain some of the reasons that lead to brand switching behaviour.

According to Kahn and Louie (1990), promotional activities have the potential to influence consumer behaviour and induce them to switch their choices towards unfamiliar brands. In this regard, several studies have developed tools or models to assess the duration of promotional effects during the transitional phase when customers switch between different brands (Lin & Lin, 2008)

Alnaimi, Richard Jones and Perkins (1991), studied that maintaining a long-term relationship with a customer is one of the fundamental factors determining the value that the customer provides to the organisation. Thus, a serious threat to achieving a long-term relationship is the customer's switching behaviour. The study also revealed that customers' switching behaviour (switchers and stayers) is a vital construct to understand the relationship development process between customers and the organisations. According to Van Trijp et al. (1996), brand saturation or boredom are two factors that lead to customers searching for variety.

RESEARCH METHODOLOGY

The present research was conducted among Visakhapatnam's post-millennials. These respondents were chosen for the study because they represent a cohort with high expectations and aspirations. This study will aid in assessing the perceptions of shampoo usage among a specific group of post-millennials. Various factors for consumer brand switching have also been investigated. For the objective of this study, both primary and secondary data were utilised. Secondary data was gathered from a variety of books, journals, published research articles, websites, etc. Using a questionnaire, the primary data were collected. The questionnaire was distributed personally to respondents in the city of Visakhapatnam. The questionnaire contained 12 items in total. 82 respondents were personally contacted and selected at random to provide their responses. The data collected was primary in nature.

ANALYSIS AND INTERPRETATION

Table 1. Frequency of gender participation

Gender	No of respondents	Percentage (%)
Male	43	52.4
Female	39	47.6

Table1: Indicates the gender of respondents participated in the study. As revealed from the table it has been found that 52.4% of respondents are male and the remaining 47.6% are females.

Table 2. Educational qualification

Stream	No of respondents	Percentage (%)
PhD	04	5
Post-Graduation	55	67
Graduation	21	25,6
Intermediate	02	02

Table 2: Indicates the various educational qualifications of the respondents ranging from intermediate to PhD. The Educational qualifications of respondents participated in the study are as follows- PhD – 5%, PG – 67%, Graduation – 25.6%, Intermediate – 3%

Table 3. Shampoo Usage rate

Usage	No of respondents	Percentage(%)
YES	77	94
NO	05	06

Table: 3 Indicates the usage rate of shampoo by the respondents. As revealed from the table it has been found that about 94% of the respondents using shampoos and only 6% choose they are not.

Table 4. Significant factors for shampoo usage

Factors	Respondents	Percentage (%)
Quality	59	72
Price	35	43
Fragrance	33	40
Shape	4	5
Medicinal value	43	52
Brand image	30	37
Attractive colour	2	2
Doctor's Recommendation	23	28

Table 4: reveals that significant factors for shampoo usage, out of the various significant factors provided, interestingly 72% of the respondents prefer quality as their first preference followed by medicinal value, price, fragrance, and brand image with 52,43,40,37 percentages respectively.

Table 5. No of Shampoo Brands Switched

Switching	Respondents	Percentage (%)
Once	03	3.5
Twice	18	22
Thrice	19	23
Four times	07	8.5
More	35	43

Table 5: Reveals quite interesting facts that out of the total respondents participated in the survey, nearly 75% of them are switched their shampoo brands thrice or more and 22% of them chose twice

Table 6. Brand Awareness

Brands	No of respondents	Percentage (%)
Cosmetic	36	44
Herbal	52	63
Medicinal	34	42
Other	17	21

Table 6: regarding the brand awareness, the generation Z are more aware of the Haberl shampoo brands with 63%, and followed cosmetic with 44%, medicinal shampoo brands 42% and others 21%.

Table 7. Frequency of using shampoo per week

Usage rate	No of respondents	Percentage (%)
Once	11	13
Twice	54	66
Thrice	13	16
More	04	05

Table 7: According to the data above, 66% of post-millennials use shampoo twice a week, 16% prefers to use it three times a week, 13% use it just once, and 5% use it more than three times a week.

Table 8. Frequency of switching to another brand

Frequency	Respondents	Percentage (%)
Frequently	11	13
Occasionally	50	61
Never	21	26

Table 8: The data presented above illustrates the frequency at which people switch to a different brand. The provided data indicates that a majority of the respondents expressed a preference for occasionally switching to another brand, accounting for 61% of the total. Additionally, 26% of the respondents indicated a choice of never switching brands, while 13% expressed a preference for constantly exploring alternative possibilities.

Table 9. Brand switching reasons

Reasons	Respondents	Percentage (%)
Price	17	21
Advertising	19	23
Doctor's advice	16	20
Influence by others	22	27
Non availability of product	18	22
Curious to by new things	25	30.5
Packaging	06	07
Poor quality	28	34
Others	4	5

Table 9 reveals the reasons behind for switching to other brands by the consumers, the data revealed that there are many reasons not specifically any one to switch the brand. Some of the top of switching behaviours are poor quality (34%), curious to buy new things (30.5%), influence by other (27%), advertising (23%), none-availability of product (22%) and so many. These multi-options reveals from respondents reveals that importance of brand switching is product development.

Table 10. Role of advertising in brand switching behaviour

Role of advertising	Percentage (%)
Strongly agree	16
Agree	51
Neutral	26
Disagree	04
Strongly disagree	04

According to Table 10, 67% of respondents agreed that advertising has a role in brand switching behaviour. Only 8% of respondents disagreed. The remaining 26% of respondents remained neutral.

Table 11. Impact of promotion on brand switching

Type of promotion	Percentage (%)
Advertisement	32
Celebrity endorsements	07
Discounts	28
Others	33

Table 11: According to the data above, promotion affects brand switching in relation to a few different factors, including discounts (28%), celebrity endorsements 7%, and advertisements (32%). It's interesting to see that 33% of respondents preferred alternatives.

Conclusion:

The study highlights that brand switching behaviour among post-millennials is dynamic and can change swiftly. Consequently, brands must constantly track consumer preferences and adjust their strategies accordingly. The study emphasises the significance of adaptability and responsiveness for shampoo brands targeting post-millennials. Building brand loyalty among this demographic requires an in-depth awareness of their values, preferences, and decision-making factors. Successfully retaining post-millennial customers and prospering in a competitive market are more likely for brands that can effectively address these factors. Building a strong brand identity and interacting with customers via social issues and storytelling can facilitate the development of a stronger emotional bond with post-millennial consumers. They will be more attached to brands that align with their values and opinions.

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