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SUMMARY OF THE FINDINGS

AN EMPIRICAL STUDY ON BRAND SWITCHING OF COSMETICS AMONG YOUTH IN MANGALORE, KARNATAKA

The days of brand loyalty as proclaimed by David Aaker in yesteryears are long gone. Consumers are spoilt for choices and this variety has ushered in an era of **Brand switching** and *promiscuity*. This research therefore focused on determining the extent to which brand switching is prevalent among youth in the cosmetic product category in Mangalore. It sought to reveal some of the prominent causes for brand switching and how marketers can understand the behaviour of the consumers which seems to be the major challenge of this era.

Exploratory analysis was conducted to understand the following characteristics: Amount spent on Cosmetics on a monthly basis, the type of cosmetics preferred, prime reasons for using cosmetic products, prominent factors of loyalty towards cosmetics brands and the prime factors which cause to switch from one brand to another. Garrett Mean Scores was used to identify the prominent reasons for switch while the Factor analysis was conducted to explore various factors that prompt switching behaviour among youth with respect to cosmetic brands.

The study conducted has thrown light on some areas of vital significance to the marketer of a dynamic era:

- The study reveals that the prime reason for youth to switch from one cosmetic brand to another, are: a] Attractive discounts, b] Launch of new products in the market and c] Advertisements.
- A good majority of the youth spend anywhere between Rs. 500 –Rs. 1,000 [42.2%] a month, 30.6% of the youth spend between Rs. 1,001 – Rs. 1,500 per month, 19. 4% spend more than 1,500 per month and 7.8% spend less than Rs. 500 per month on the use of cosmetics.
- The major cosmetic type preferred was makeup cosmetics at 34.3%, which is followed by Hair Care and Styling at 24.7%, and skin care at 22%.

- The prime reason for the use of cosmetics among the youth continues to be personal hygiene (35%) followed by 23.8% who use cosmetics because it enhances their self-confidence and 19.7% use cosmetics to look attractive/presentable.
- What draws respondents to a brand as agreed to by almost all the respondents is the 'Price 'factor [32.7%].
- A large number of respondents are highly dependent on quality consistency and excellence in quality product features and reputation of the brand name.
- A very small segment of the youth (2.3%) is drawn to the cosmetic brand because of the brand's loyalty programme.
- From the study, it is understood that the prime reason for youth to switch from one cosmetic brand to another are: a] Attractive discounts, b] Launch of new products in the market and c] Advertisements.
- The findings of factor analysis reveal that three factors extracted explain the total variance of 72.32%. Thus a total of 72.32 % of total variation is explained by the explored factors whereas remaining 27.68% are unexplained.

The three significant factors extracted based on the criteria whose eigen values are greater than one and the factor loading greater than five were identified as: Price and Promotional offers (Factor I), Assortment of Products (Factor II), and Novelty seeking tendency (Factor III) which are considered to be the prominent factors that prompt switching behaviour among youth with respect to cosmetic brands.