



## A STUDY ON BRAND LOYALTY OF TOWARDS DEODORANTS

### Socio-Economic Factors

#### **Age of Respondent \***

- less than 25
- 26-35
- 36-45
- 46-55
- above 55

#### **Gender \***

- Female
- Male

#### **Educational Qualification \***

- Graduation
- Postgraduation
- Doctoral
- Other:

#### **Marital Status \***

- Single
- Married

#### **Monthly Income in INR \***

- less than 25000
- 25001-50000
- 50001-75000
- Above 75000



**Residential Area \***

- Urban
- Semi urban
- Rural
- Other:

**Major Buying Influencer \***

- Self
- Spouse
- Children
- Elders
- Friends
- Relatives
- Colleagues
- Other:

**Which category of cosmetic do you generally prefer \***

- Chemical
- Herbal
- Both

**Reasons for Purchase \***

Health Conscious	Beauty Conscious	Easy Availability	Affordable	Price	No side effect	Personality Conscious	Freshness
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Rank 1

Rank 2

Rank 3

Rank 4

Rank 5

Rank 6

Rank 7



Please indicate your level of agreement for factors affecting the purchasing of the cosmetics.

**Brand Name \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Value for Money \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Good Feel \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Suitable for skin \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Increase personality \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Fragrance \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Naturalness \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Content \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Price \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Quantity \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree



**Easy Availability \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Easy to Use \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Attractive Package \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Advertisement \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Friends recommendation \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**Indicate your favorite brand of Deodorant(Male Respondent Only)**

- Old Spice
- Brut
- Fogg
- ParkAvenue
- Nike Original Men
- Dove Men
- Garnier Men
- Nautica
- Wild Stone
- Axe
- Other:



**Indicate your favorite brand of Deodorant(Female Respondent Only)**

- Eva
- Nivea Fresh
- Secret Temptation
- Dove
- Adidas
- Nike
- Spinz
- Burberry
- Yardley

**Please indicate your overall satisfaction about your favorite brand in Deodorant. \***

1      2      3      4      5      6      7

Highly Dissatisfied

Highly Satisfied

**From how long you are using your favorite brand \***

- 1-3 year
- 3-5 year
- More than 5 year

**How many times in a day you use the deodorant \***

- Daily Once
- Twice a day
- Thrice a day
- More than 3 times



**How much do you spend on Deodorant? \***

- less than 150
- 151-200
- 201-250
- More than 250

**Brand Loyalty- Deodorant**

**I intend to buy this brand in the near future \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**I consider this brand as my first choice in this category \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**The next time I need that product, I will buy the same brand \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**I will continue to be loyal customer for this brand \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**I am willing to pay a price premium for this brand \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**I say positive things about this brand to other people \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree



**I recommend this brand to someone who seeks my advice \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**I intend to recommend this brand to other people \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree

**I consider this brand my first choice in the next few years \***

1      2      3      4      5      6      7

Strongly Disagree

Strongly Agree