

IMPACT OF CUSTOMER SATISFACTION AND BRAND TRUST ON BABY CARE SHAMPOO

Ravi Srivastava*
Dr. Himanshu Mohan**

ABSTRACT

This paper presents an idea of how the customer satisfaction and brand trust play role in determining the brand loyalty of baby care shampoo. Since consumers have become much aware of the brands they are using, the quality and the ingredients it possess makes a lot of sense. One of the basic aim of marketing strategies today has been to satisfy the consumer. Another aspect of consumer behavior that marketing strategies should take care is building trust for their brand in the mind of consumer. Both of these aspects need to be well catered in order to retain existing customer since both customer satisfaction and brand trust helps in generating brand loyalty.

Keywords: Customer Satisfaction, Brand Trust, Brand Loyalty, Consumer Behavior.

Introduction

Brand loyalty along with other three elements such as perceived quality, brand awareness and brand association create brand equity which is an asset or liability linked with a particular brand. (Aaker,1991).

One of the earliest and most widely used definitions of loyalty (*Jacob BI vs Rpt Purchase*, n.d.), describes it as a simple psychological process that results in a biased attitude toward one brand out of a group of brands while making a buying decision. His behavior over a lengthy period of time reveals this predisposition toward a specific brand. This biased attitude is affected by several situational factors and social norms which need to be strengthened through repetitive advertisements and other promotional tools. (Dick & Basu, 1994). According to (Martensen et al., 2000), one of the most crucial methods taken into account by marketers is customer satisfaction. Customers' satisfaction is a goal for marketers, but they also need to regard it as a tool for raising the performance of their business.

In the view of (Lewis & Weigert, n.d.), customer commitment to a brand is influenced by brand trust, which in turn influences price sensitivity since a committed customer feels confident investing in a trusted brand and is more likely to do so again as a loyal customer. Thus, it can be said that brand trust and customer satisfaction is a mental state of being content with a positive attitude towards a particular brand that create a sense of brand loyalty.

Statement of Problem

Being a metropolis, Lucknow presents excellent opportunities for marketers to sell their unique products because of the town's diverse demographic makeup. Here, people from various socioeconomic classes live. Baby shampoo is in greater demand as a result of more working women, more disposable income, and greater health and hygiene awareness. In Lucknow, numerous studies on baby care products have been done, but none specifically on baby shampoo.

Research Question

Following research questions have been tried to answered in the current study:

- Is customer satisfaction among males is significantly different from those in females?
- Is brand trust among males is significantly different from those in females?
- Is brand loyalty among males is significantly different from those in females?

* Research Scholar, University of Lucknow, Lucknow, U.P., India.

** Associate Professor, University of Lucknow, Lucknow, U.P., India.

- How does the customer satisfaction and brand trust for baby shampoo consumers affect their brand loyalty for their preferred brand in Lucknow?
- To what extent does customer's brand loyalty gets affected by brand trust and customer satisfaction?

Research Hypothesis

H₀₁: There is no significant difference in satisfaction level of baby care shampoo customer across gender.

H₀₂: There is no significant difference in brand trust of baby care shampoo customer across gender.

H₀₃: There is no significant difference in brand loyalty of baby care shampoo customer across gender.

Literature Review

Brand Trust

(Chinomona & Dhurup, 2016) defines trust as the degree to which one can be sure that others won't betray him. Brand trust refers to the degree to which a client relies on and expects fulfilment from a particular brand. There are two different types of brand trust, namely cognitive trust and affective trust, according to prior research (Lewis & Weigert, n.d.).

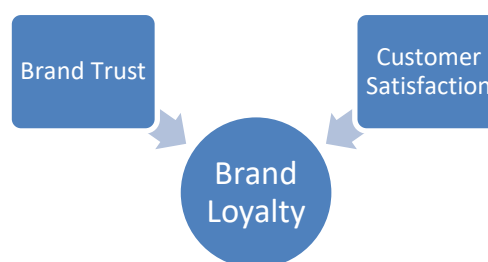
Authors like (Riegelsberger et al., 2005) and (McAllister, 1995) see brand trust as an cognitive behavior whereas researchers like (Srivastava, n.d.) and (Oliver, n.d.) finds brand trust as an affective behavior. However brand trust can not only be rationally considered based on mental evaluation of the utility but it also considers the emotional attachment of customer with the brand. According to (Doney & Cannon, n.d.), trust towards a brand can be developed if the customer tends to believe that the brand is honest, dependable and safe. (Şahin et al., 2011) illustrates two dimensions of brand trust one of which is purely based on the physical competency of the brand to meet out the expectations of the customer and other is based on good intention to maintain healthy relation with the customer. (Corritore et al., 2003; Riegelsberger et al., 2005) advocates that the behavior of the customer towards a particular brand is an outcome of mix of cognitive and affective trust.

Customer Satisfaction

Customer satisfaction has emerged as one of the basic aim of marketing strategies since it can be used as a tool to retain existing customer rather than putting excessive amount of effort in attracting new customers.

An evaluation of both predicted and actual product performance is what is referred to as customer satisfaction by (Kotler, P.,2000) A satisfied customer is an asset for a firm as it does not require any extra cost and effort to retain him .Apart from it ,he would work as an agent for the firm by publicizing the firm's product by positive word of mouth.(Ennew, n.d.) has proposed the idea that customer satisfaction is must for customer retention and it should be seen as a cost control measure by the firm as acquiring new customer is costlier than retaining existing customers. For this, the firm must focus on the needs and wants of the customer. To be more precise firm must consider the expectation of customer with their product and should aim their strategies at not only meeting it but also surpass it in order to delight customer .(Scott,G.,2004). Previously (Oliver, n.d.) state not only does the concept of gratifying consumers seem sensible and right, but it may also be assumed that doing so will encourage customer loyalty and boost profit. Other researchers (Johnson et al.,2001; Bloemer and Ruyter, 1998) have also suggested a positive linkage between customer satisfaction and the brand loyalty.

The Conceptual Model



Research Methodology

The data were collected using a fully instrumented questionnaire which was distributed to customer of baby care shampoo residing in Lucknow city of Uttar Pradesh. A suitable sample strategy was used to distribute about 450 questionnaires to the participants; 403 valid questionnaires were returned, resulting in a response rate of about 89.55 percent. The following table shows the demographic profile of the respondents:

Table 1: Demographic Profile of Respondents

S. No.	Demographic Variables	Sub Samples	N	Percentage
1.	Gender	Male	55	13.6
		Female	348	86.4
		Total	403	100
2	Age (in years)	15-24	92	22.8
		25-34	260	64.5
		35-44	46	11.4
		45&above	5	1.2
		Total	403	100
3	Education	Illiterate	6	1.5
		Primary	12	3.0
		Secondary	84	20.8
		Graduate &above	301	74.7
		Total	403	100
4	Occupation	Private	79	19.6
		Public	54	13.4
		Self-employed	4	1.0
		Student	65	16.1
		Housewife	201	49.9
		Total	403	100
5	Marital status	Married	289	71.7
		Unmarried	194	28.3
		Total	403	100
6	Family structure	Joint	209	51.9
		Nuclear	194	48.1
		Total	403	100
7	Family Size	1-3	134	33.3
		4-6	99	24.6
		6+	170	42.2
		Total	403	100
8	Family monthly income (In Rs.)	0-30000	141	35
		30001-60000	102	25.3
		60001-90000	86	21.3
		90000+	74	18.4
		Total	403	100
9	Buying influencer	Self	319	79.2
		Spouse	78	19.4
		Children	2	0.5
		Elders	4	1.0
		Total	403	100

Data Interpretation

Reliability Analysis

The reliability of the data was tested and it was found to be reliable since Cronbach's alpha for overall scale is 0.726 which is well above 0.6(Nunnally, n.d.).

Normality of Data

Since the skewness and kurtosis of the data is well within the limit with a large sample size of 403, the data is deemed to be normal.(Curran et al., 1996).

Table 2: Descriptive Statistics**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
AVG OF BC CUS	403	3.00	5.00	4.2190	.55086	-.115	.122	-1.168	.243
AVG OF BCBTS	403	2.50	5.00	4.2022	.66592	-.460	.122	-.776	.243
AVG OF BC BL	403	4.00	5.00	4.4176	.43566	.332	.122	-1.705	.243
Valid N (listwise)	403								

Parametric Tests

Several test like independent t-test, regression and correlation test is conducted to test the hypothesis and answer the research questions.

Table 3: Independent t-Test**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AVG OF BC CUS	Equal variances assumed	74.683	.000	2.172	401	.030	.1728	.0796	.0164	.3292
	Equal variances not assumed			3.698	158.8	.000	.1728	.0467	.0805	.2651
AVG OF BCBTS	Equal variances assumed	2.402	.122	3.394	401	.001	.3238	.0954	.1362	.5113
	Equal variances not assumed			3.217	69.53	.002	.3238	.1007	.1230	.5246
AVG OF BC BL	Equal variances assumed	72.797	.000	-5.403	401	.000	-.3302	.0611	-.4503	-.2100
	Equal variances not assumed			-6.478	85.02	.000	-.3302	.0510	-.4315	-.2288

Result

t(401)=- 3.698,p = .000 indicates that there is no equal variances assumed and there is a significant difference in customer satisfaction across gender. Thus null hypothesis (H_{01}) is rejected.

t(401)=- 3.394,p = .122 indicates that there is equal variances assumed and there is no significant difference in brand trust across gender. Thus null hypothesis (H_{02}) is accepted.

t(401)=- -6.478,p = .000 indicates that there is no equal variances assumed and there is a significant difference in brand loyalty across gender. Thus null hypothesis (H_{03}) is rejected.

Table 4: Regression Analysis**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.841	.154		18.449	.000		
	AVG OF BC CUS	.309	.045	.391	6.852	.000	.605	1.652
	AVG OF BCBTS	.065	.037	.099	1.731	.084	.605	1.652

a. Dependent Variable: AVG OF BC BL

Result

Since VIF is well below 10 (1.652), there is no issue of multicollinearity.(O'Brien, 2007)

Regression analysis was done to look into how brand trust and consumer satisfaction affect brand loyalty. When both factors are integrated to predict brand loyalty, the R square values for brand trust as a single predictor (R square value = 0.119; standard error = 0.409) and customer satisfaction as a single predictor (R square value = 0.205; standard error = 0.388) are both improved with (R square value = 0.211; standard error = 0.387). As a result, the following regression equation predicts brand loyalty:

$$BL = 2.841 + 0.065B + 0.309CS$$

Thus, the equation implies that brand loyalty is affected by both brand trust and customer satisfaction, even if customer satisfaction is a key factor.

Table 5: Correlation Marix

Correlations

		AVG OF BC CUS	AVG OF BCBTS	AVG OF BC BL
AVG OF BC CUS	Pearson Correlation	1	.628**	.453**
	Sig. (2-tailed)		.000	.000
	N	403	403	403
AVG OF BCBTS	Pearson Correlation	.628**	1	.345**
	Sig. (2-tailed)	.000		.000
	N	403	403	403
AVG OF BC BL	Pearson Correlation	.453**	.345**	1
	Sig. (2-tailed)	.000	.000	
	N	403	403	403

** . Correlation is significant at the 0.01 level (2-tailed).

Using a correlation matrix created with SPSS 20, it was determined how strongly brand trust and customer satisfaction correlated with brand loyalty towards several baby care shampoo products. While in case of baby care shampoo, there is a modest strength of association between customer satisfaction and brand loyalty, the correlation matrix shows a weak correlation between brand trust and brand loyalty of baby care shampoo.

Conclusion

Several tests were conducted to evaluate the hypothesis, and it was shown that there is no appreciable difference in brand trust between the sexes. However, males report higher levels of satisfaction (mean=4.368) than females (mean=4.19). Similar to this, females (mean=4.46) have higher brand loyalty than males (mean=4.13). The moderate influence that brand trust and customer satisfaction have on brand loyalty is also revealed by regression analysis. Additionally, it has been demonstrated that consumer satisfaction has a greater influence on brand loyalty than brand trust.

Implications of the Research

- **Theoretical Implication**

In terms of the study's theoretical implications, the findings can be used to support the idea that there is a positive relationship between brand loyalty, customer satisfaction, and brand trust.

- **Managerial Implication**

Based on the findings of the current study, numerous marketing strategies may be created while taking into account the strength of the correlation between brand loyalty, customer satisfaction, and brand trust. Marketers should prioritize the above constructs to create marketing strategies that will inspire consumer loyalty to their brand once they understand the impact of brand trust and customer satisfaction on brand loyalty. Additionally, additional studies can be conducted with a focus on different product categories to generalize the elements of brand loyalty in addition to customer satisfaction and brand trust.

Research Limitations

The current study is based on a convenient sample of users of a specific product (baby care shampoo) in Lucknow, Uttar Pradesh, India. The results of the current study may not apply to all product categories, other locations of the world, or all types of consumers. Moreover, the factors taken for the study are also limited. More factors if taken into consideration would have resulted in a better understanding of the topic.

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