



BRAND IDENTIFICATION AND CONSUMER PREFERENCES TOWARDS
SALON SERVICES

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Abstract

This research study is based on Brand Identification of a Salon services in Green trends. A Brand is an item that gives practical advantages in addition to added benefits to consumers esteem enough to purchase. Brands do vary from each other however peculiarity over and past this is comes under desirable limit. In brand building, promoting works through the fortification speculation to develop, for purchasers of the brand. Brand identification creates and shows the brand with positive aspects resulting in customer satisfaction, brand loyalty and repeat purchasing of goods and services. Salon services are growing day by day due to increasing in beauty conscious among male and female. Based on overall information collected from the respondents it shows an edge over other salon brand in the market. They offer excellent service in the current scenario, but some strategies must be modified to attract more consumers.

Key words: Brand Identification, market segmentation, brand involvement, and Customer satisfaction.

I. INTRODUCTION ABOUT THE STUDY

Brand identification is by and large characterized as making a brand with positive customer benefits, bringing about loyalty and repeat purchasing of the products. Brand identity is the thing that the owner needs to convey to its potential customers. Nonetheless, after some time, a products brand identity may develop; increasing new properties from buyer point of view however not really from the marketing communications of a owner permeates to focused customers. In this way, brand associations wind up noticeably convenient to check the buyer's perception of the brand. Brand identity needs to focus on tenable qualities - veritable attributes of the regard and brand certification being given and bolstered by legitimate or conceivably creation qualities Mark identity starts from an affiliation, i.e., an affiliation is responsible for



making a perceived thing with exceptional qualities. It is the methods by which an affiliation hopes to separate itself. Customer preferences are characterized as the subjective (individual) tastes, as measured by utility, of different groups of merchandise. They allow the purchaser to rank these groups of products as indicated by the levels of utility they give the customer. Take note of that inclinations are free of salary and costs. Capacity to purchase goods does not decide a customer's preferences or aversions.

II. OBJECTIVE OF THE STUDY

- To assess the brand identity and consumer preference on salon services.
- To understand the top of mind brands in salons and know how often people visit salon.
- To understand the imagery relations of salon brands in Chennai.
- To know whether people aware of celebrity appeared in advertisement for various salons.

III. NEED AND SCOPE OF THE STUDY

- To identify the brand and preference of consumer towards salon services.
- To analyze the issues do consumer face when they undertake service,
- To understand the problem and find suitable solution to improve the services.

IV. SCOPE OF THE STUDY

- It helps the company to know about the perception of customers towards service
- To recall the value of celebrity and where their brand stands.
- To know the level of frequency of consumer visit the salons.
- To implement new strategies and review the existing strategies for the future betterment.

V. LIMITATION OF THE STUDY

- Since the review is an Endeavour to make examination, there may be slight deviation in the issues investigated here.
- Most of the respondents are instructed however they waver to uncover the review.
- However the examination removes the data from the respondent as a section and board of the review.

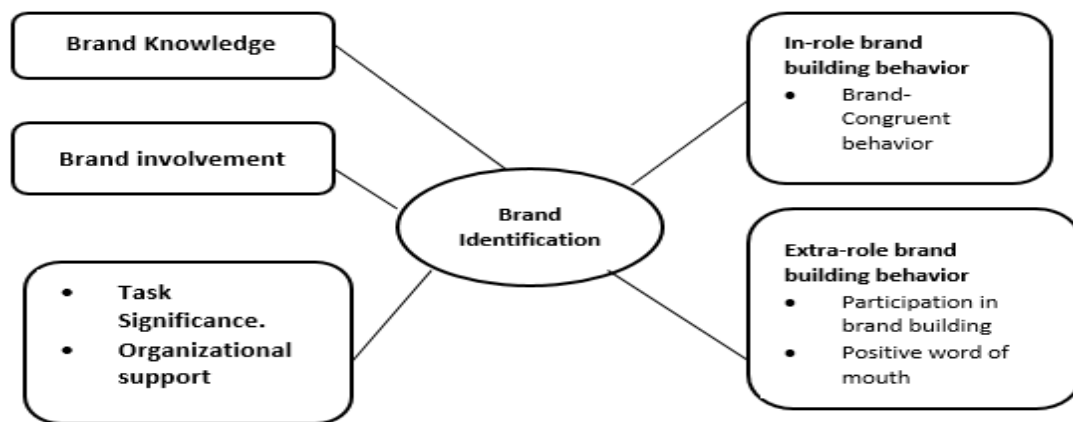
VI. REVIEW OF LITERATURE

Knapp, 2000 Building a brand driven culture is a long lasting responsibility regarding an attitude and a lifestyle that requires some investment, arranging and diligence that produces



elusive yields which incorporate more prominent consumer loyalty, decreased value affectability, less client abandonments, a more noteworthy share of clients' wallets, more referrals, and a higher rate of repeat business. **Alexander et al., 2002** Customers esteem their associations with their marked belonging and with showcasing specialists and organizations that possess and deal with the brand. The brand identity needs to concentrate on purposes of separation that offer manageable advantage to the firm. **Aaker and Joachimsthaler, 2000** Brand Identity depends on an intensive comprehension of the company's clients, rivals, and business condition. The brand identity needs to reflect the business procedure and the association's ability to put resources into the brands required for the brand to experience its guarantee to customers.

VII. CONCEPTUAL MODEL OF THE STUDY



VIII. RESEARCH METHODOLOGY

The research paper was attempted to identify the brand and know the level of customer preferences towards salon services in Chennai. It is an examination of looking at how research is done sensibly. The required information for this review was assembled from the chosen respondents in Chennai. The review to a great extent relies on upon essential information gathered framed questionnaires to draw out the suggestions and opinions from the respondents. The researcher chose the customers as examining structure by adopting non probability convenient sampling technique. 120 questionnaires were distributed to the buyers and field study was led for a time of 4 months (JAN 2017 - APRIL 2017). The gathered information was examined chiefly exhaustive clear insights by utilizing Correlation analysis, ANOVA and Chi square distribution.



IX. TOOLS AND ANALYSIS

Correlation Analysis (Tool-1)

Null Hypothesis Ho: There is no significant association between age of the consumer and consumer who follow the brand in facebook.

Alternative Hypothesis H1: There is significant association between age of the consumer and consumer who follow the brand in facebook.

Correlation Analysis between age of the consumer and consumer who follow brand in face book.

age * facebook Crosstabulation

			Facebook		Total
			yes	no	
age	18-21	Count	8	7	15
		Expected Count	5.8	9.3	15.0
	22-25	Count	24	26	50
		Expected Count	19.2	30.8	50.0
	26-30	Count	9	19	28
		Expected Count	10.7	17.3	28.0
	>30	Count	5	22	27
		Expected Count	10.4	16.7	27.0
Total		Count	46	74	120
		Expected Count	46.0	74.0	120.0

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval	by Pearson's R	.259	.084	2.909	.004 ^c
Ordinal	by Spearman Correlation	.259	.085	2.909	.004 ^c
N of Valid Cases		120			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Interpretation

The correlation between age of the consumer and consumer who follow the brand in facebook $r = 0.259$ and significant value is 0.004, this indicates that age of the consumer and consumer who follow the brand in facebook are not independent to Each other. Here the value of r is 0.259 so it is considered to be a strong positive correlation.

Chi-Square Distribution (Tool-2)

Null Hypothesis Ho: There is no associate difference between people visiting Green trends and preferences towards Green trends over a single gender salons.

Alternate hypothesis H1: There is associate difference between people visiting Green trends and preferences towards Green trends over a single gender salons.

preference towards single gender salons * people visiting Green Trends
Cross tabulation

			have u visited unisex salon		Total
			yes	no	
prefer towards single gender	Yes	Count Expected Count	28 22.6	18 23.4	46 46.0
	No	Count Expected Count	31 36.4	43 37.6	74 74.0
Total		Count Expected Count	59 59.0	61 61.0	120 120.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.088 ^a	1	.043		
Continuity Correction ^b	3.364	1	.067		
Likelihood Ratio	4.113	1	.043		
Fisher's Exact Test				.060	.033
Linear-by-Linear Association	4.054	1	.044		
N of Valid Cases	120				



a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.62.

Interpretation

The calculated value of Chi-Square is 4.088 for 1 degree of freedom. The P value is .043 which is less than 0.05 level of significance. So it is highly significant so reject null hypothesis and accept alternate hypothesis. Hence there is significant association between people visiting Green trends and preferences towards Green trends over a single gender salons.

One-Way Anova (Tool-3)

Null Hypothesis: There is no significant relationship between age and people visiting more than one salon

Alternate Hypothesis: There is significant relationship between age and people visiting more than one salon

Descriptive Statistics

People visiting more than one salon

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-21	15	1.7333	.59362	.15327	1.4046	2.0621	.00	2.00
22-25	50	1.5600	.57711	.08162	1.3960	1.7240	.00	2.00
26-30	28	1.9643	.18898	.03571	1.8910	2.0376	1.00	2.00
>30	27	1.7037	.46532	.08955	1.5196	1.8878	1.00	2.00
Total	120	1.7083	.50868	.04644	1.6164	1.8003	.00	2.00

ANOVA

People visiting more than one salon

	Sum of Squares	d.f	Mean Square	F	Sig.
Between Groups	2.944	3	.981	4.088	.000
Within Groups	27.847	116	.240		
Total	30.792	119			



Interpretation

Based on results, the significant value is 0.000 and it is lower than 0.05 so reject null hypothesis. Hence there is a significance association between age and people visiting more than one salon.

X. FINDINGS AND RESULTS

From the overview we observed that, 53.3% of the customer visit the salon once in a month, obviously 50.83% of the shopper not went to the green trends unisex salon, unmistakably 61.66% don't incline toward unisex salon over a single gender. 75% do not visit more than one salon benefit and 40.83% get refreshes on Magazine AD's. 61.66% do not follow a brand in face book, It induces that for symbolism connection of 25 of the respondent recommended that styling 1 suits Naturals and 42% of the respondent proposed that styling 2 suits Green Trends, It is gathered that for symbolism connection 36 % recommended that styling 3 suits tony and fellow, It is derived that for symbolism connection of 42 of the respondent proposed that styling 4 suits Naturals, Top of the mind review It is deduced that reviewing the salon from individuals mind Naturals remains in Rank 1 and Green trends in Rank 2, Top of the mind review It is found that Tony and guy stands rank 3.

XI. CONCLUSION

After analyzing the fact we came to conclusion that Green Trends salon industry is growing day by day. This conclusion is based on overall information collected from customer. They are having an edge over other salon brand in the market. They are doing very good in the current scenario, but they need some object oriented and bit dynamism in the strategy The company just need to create new global awareness, encourage major players to invest in the companies. Advertisement in TV, for example, daily paper and magazines, particularly ladies' magazine are extremely normal, offers can appropriated to individual houses and it can be appended in magazines unconditional presents are given amid advancement periods and are promoted in the nearby real daily papers on the web. As per industry the market is soaked, with a wide range of sorts off items, and over the long haul, built up brands that underscore quality and administration will have the edge. The organization ought to make in vital strides and wanting to resuscitate its image picture appropriately. However, the organization, if focuses on the accompanying elements will ready to face intense difficulties with other salon enterprises. Still there is a need to elevate Green Trends to achieve the Top level of the Salon business. Monthly review ought to be directed to enhance its image picture and increment the client reliability.

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