

Relationship between Gender and Brand Loyalty: A Study with Special Reference to Soap, Noodles and Hair Oil in Nepal

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Abstract

The nature of the relationship between consumers and the brands to which they are loyal is, however, more wide-reaching than consumers' behaviours and attitudes. Behavioral aspect of male and female may be different because of their choice and selection. Here, the main aim of this study was to identify the relationship between the gender and brand loyalty with reference to Soap, Noodles and Hair oil in Nepal. The study was conducted among the 200 student of private and public school of Kathmandu valley. The simple random sampling technique was used to select the students. Chi-Square Test was used to identify the relationship between the male and females to brand loyalty. The result indicates that there was significant association in brand loyalty of male and female in noodles whereas there was no significant association in brand loyalty in soap and hair oil. The future researcher can explore the factors affecting the brand loyalty of male and female.

Keywords: Brand loyalty, Gender, Hair oil, Noodles, Relationship, Soap

Introduction

Brand loyalty means marketing, consists of a consumer's commitment to repurchase or continue to use the brand. It can be demonstrated by repeated buying of a product, service, or other positive behaviors such as word of mouth advocacy. This concept of a brand displays imagery and symbolism for a product or range of products. Brands can have the power to engage consumers and make them feel emotionally attached. Consumer's beliefs and attitudes make up brand images, and these affect how they will view brands with which they come into contact. Consumers get knowledge of different brands from friends, relatives, family, TV,

Radio and different social network which can create the curiosity to use the product of such brand. McDowell's (2006) definition of brand awareness: "The simple familiarity (recall or recognition) of a brand name relative to its product category." A long line of research has documented the positive effect of social media on brand awareness. Social networking sites (SNS) serve as prominent tools for organizations to enhance their brand awareness (Barreda, Bilgihan, Nusair, & Okumus, 2015; Parganas, Anagnostopoulos, & Chadwick, 2015). SNS provide benefits as they enhance customer engagement; build corporate reputations; and generate, increase, and improve brand awareness (Vukanovic, 2013).

Brand loyalty has received much attention in academia as well as among business professionals (Dick & Basu, 1994; Oliver, 1999; Srinivasan, Anderson, & Ponnayolu, 2002). Increasing customer retention through customer loyalty programs can be an important competitive advantage for sellers. Loyal customers who continually repurchase from the same provider may buy in greater quantities, be willing to pay price premiums, and are usually less costly to serve (Zeithaml, Berry, & Parasuraman, 1996). In spite of the fact that consumer behavior differs from males to females (Bakewell & Mitchell, Male consumer decision-making styles, 2004). Past literature revealed that gender is a major component of consumers' self-congruity, and that the need to express femininity and masculinity may be achieved through brand choice (Dolich, 1969). Gender makes difference in shopping behaviours of consumers (Dholakia, 1999). Men hold absolutely opposed values regarding "effective" shopping in comparison to women (Bakewell & Mitchell, 2003; 2004; 2006). Men prefer to shop quickly and put as minimum an effort as possible, while women enjoy shopping and are happy to spend a substantial amount of time and energy. Also, men shop shorter and are less involved than women (Dholakia, 1999).

A brand image may be developed by attributing a "personality" to or associating an "image" with a product or service, whereby the personality or image is "branded" into the consciousness of consumers. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the market place. The art of creating and maintaining a brand is called brand management. Here, the study aims to identify the relationship between the gender and brand loyalty with reference to Soap, Noodles and Hair oil in Nepal. The study has developed the following 3 research hypothesis:

Ho1: There is no significant association in brand loyalty between male and female.

Ho2: There is no significant association in brand loyalty between male and female.

Ho3: There is no significant association in brand loyalty between male and female.

Materials & Methods

The study had adopted the descriptive and research design because it had described the status of brand loyalty and also explored the relationship between the gender and brand loyalty. The study unit of this study were school's students of Kathmandu valley. The study had selected the consumers of related products from Private and public schools. Total 200 samples were taken for this study. The simple random sampling technique (purposive sampling) was applied to select the sample. 100 students were from private and 100 students were from public school. The study was based on the quantitative research design because structured questionnaire survey was done to collect the quantitative data. Statistical analysis was done to identify the relationship between gender and brand loyalty. Chi-Square Test was used in the study. The

analyzed data are presented in the tabular form.

Result & Discussion

The study has analyzed the response on the basis of gender (male and female) and its relationship. Under this topic, consumers' response on brand loyalty in terms of gender is analyzed according to the selected product categories and results are presented in tabular form.

Gender and Brand Loyalty: Soap

The number of respondent of this product is 200. According to their response Dettol, Liril, Lux, Humam, Lifeboy, Niva, Camay, Pears, Tulasi, Delux etc. are the different brands of soap available in Nepalese market. In the survey, both male and female respondents were asked to name the soap of their last four purchases. Then the loyalty on the specific brand is considered according to their purchase pattern. Total numbers of respondents are categorized into four groups according to their purchase pattern and preference relating to the different brands of soap. Table 4.1 presents the frequency and percentage distribution of respondents by gender and different degree of brand loyalty on soap.

Table 1: Gender and Brand Loyalty on Soap

Brand Loyalty	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Undivided Loyalty (AAAA)	25	25	34	34	59	29.5
Divided Loyalty (ABAB)	32	32	37	37	69	34.5
Unstable Loyalty (AABB)	19	19	17	17	36	18
No Loyalty (ABCD)	24	24	12	12	36	18
Total	100	100	100	100	200	100

Source: Field Survey 2019

Table 1 presented above reveals that most of the respondents (34.5%) are divided brand loyalty followed by undivided brand loyalty (29.5%). The number of people who are unstable brand loyal (18%) and non-loyal (18%) is found to be equal. In terms of gender, females are found to be more loyal in loyal in specific brand of soap. 25 percent male respondents and 34 percent female respondents are strongly loyal whereas 32 percent male and 37 percent female are found to be divided brand loyal. Additionally, 19 percent male respondent and 17 percent female respondents are found to be unstable in terms of brand loyalty. And remaining 24 percent male and 12 percent female respondent are found to be non-loyal in any specific brand of soap.

H01: There is no significant association in brand loyalty of soap between male and female.

Table 2: Calculation of Gender and Brand Loyalty

Level of significance	0.05
Number of row	4
Number of column	2

Degree of freedom	3
Tabulated value	7.815
Chi-square test statistic	5.846

Since chi-square (x^2) test statistic (5.846) is less than chi-square (x^2) tabulated value (7.815) value; hence this shows that males and females are found to be equally brand loyal in the case soap. There is no significant difference between male and female. Therefore, the null hypothesis has been accepted.

Gender and Brand Loyalty: Noodles

The number of respondent of this product is 200. According to their response HURREY, Ra Ra, Yes, Bislari, Wai Wai, Laa etc. are the different brands of minerals waters available in Nepalese market. The frequency and percentage distribution of the response of consumer according to their purchase pattern and preference relating to different brands of Noodles are displayed in the following table.

Table 3: Gender and Brand Loyalty: Noodles

Brand Loyalty	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Undivided Loyalty (AAAA)	20	20	29	29	49	24.5
Divided Loyalty (ABAB)	26	26	16	16	42	21
Unstable Loyalty (AABB)	14	14	29	29	43	21.5
No Loyalty (ABCD)	40	40	26	26	66	33
Total	100	100	100	100	200	100

Source: Field Survey 2019

Table 3 shows that the majority of the respondents (33%) fall in to the purchase pattern of group ABCD i.e. they are not loyal on specific brand of Noodles as their purchasing pattern do not match with their preference. 24.5 percent respondents are found undivided brand loyal and 21 percent are found divided loyalty. Remaining 21.5 percent respondents are found unstable brand loyal. 40 percent female and 26 percent male respondent are found non loyal, 29 percent female and 24.5 percent male are found undivided loyal. Additional 29 percent female and 14 percent male are found unstable loyal remaining 16 percent female and 26 percent male are found divided loyal in terms of purchasing Noodles.

Ho2: There is no significant association in brand loyalty of noodles between male and female.

Table 4: Calculation of Gender and Brand Loyalty

Level of significance	0.05
Number of row	4
Number of column	2
Degree of freedom	3

Tabulated value	7.815
Chi-square test statistic	14.236

Since chi-square (x^2) test statistic (14.236) is more than chi-square (x^2) tabulated value (7.815) value; hence this shows that males and females are found to be not equally brand loyal in case of Noodles. There is significant difference between male and females. Therefore, the null hypothesis has been rejected.

Gender and Brand Loyalty: Hair Oil

The frequency and percentage distribution of consumers' response according to their purchase pattern and preference relating to different brands of Hair oil are given in the following table.

Table 5: Gender and Brand Loyalty: Hair Oil

Brand Loyalty	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Undivided Loyalty	49	49	56	56	105	54.5
Divided Loyalty	24	24	28	28	52	26
Unstable Loyalty	12	12	4	4	16	8
No Loyalty	15	15	12	12	27	13.5
Total	100	100	100	100	200	100

Source: Field Survey 2019

Table 5 shows that the majority of the respondents (54.4%) fall in to the purchase pattern of group AAAA i.e. they are having undivided loyalty on specific brand of Noodles as their purchasing pattern do not match with their preference. 26% percent respondents are found divided loyalty, 8% respondent are having unstable loyalty and 13.5% respondents are having no loyalty. 12 percent female and 15 percent male respondent are found non loyal, 56 percent female and 49 percent male are found undivided loyal. Additional 4 percent female and 12 percent male are found unstable loyal remaining 28 percent female and 24 percent male are found divided loyal in terms of purchasing of hair oil.

Ho3: There is no significant association in brand loyalty of Hair oil between male and female.

Table 6: Calculation of Gender and Brand Loyalty

Level of significance	0.05
Number of row	4
Number of column	2
Degree of freedom	3
Tabulated value	7.815
Chi-square test statistic	5.108

Since chi-square (x^2) test statistic (5.108) is less than chi-square (x^2) tabulated value (7.815) value; hence this shows that males and females are found to be equally brand loyal in case of Hair Oil. There is no significant difference between male and females. Therefore, the null

hypothesis has been accepted.

Conclusion

The main objective of this study was to explore the relationship between the male and female in their brand loyalty. The study had taken three categories of project: soap, noodles and hair oil. The study had developed the three research hypothesis and tested its result which are as follows:

Ho1: There is no significant association in brand loyalty of soap between male and female - **Accepted.**

Ho2: There is no significant association in brand loyalty of noodles between male and female - **Rejected.**

Ho3: There is no significant association in brand loyalty of hair oil between male and female - **Accepted.**

The result indicates that there was significant association in brand loyalty of male and female in noodles whereas there was no significant association in brand loyalty in soap and hair oil. The future researcher can explore the factors affecting the brand loyalty of male and female.

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