

Factors Affecting for Consumer Switching Behaviour from Toilet Soap to Face wash reference to Female segment in Kandy District

R.M.U.R.K Rathnayaka

Assistant Lecturer, Department of Marketing Management; University of Kelaniya
urkrathnayaka@gmail.com

Abstract— Face wash can be identified as an essential object in the today's both female and male market segments for the cleansing purpose. Huge number of different varieties has come in to the market and with different features and unique benefits the so called brands have secured their share in the market place. With the huge marketing campaigns comprised with online and offline promotions, the face wash products have replaced the toilet soap as an instant cleansing way of the busy lives of the people. Accordingly, the current study has focused to identify the reasons for the boom in face wash market and to understand what factors have motivate the soap users to switch from soap to face wash in their cleansing purposes. Use of face wash for face cleansing purpose has become the current trend among female segment. But prior to face wash, almost every female used soap for their face cleansing needs. The research problem was based on finding factors which have motivated consumers heavily in switching from soap to face wash. The sample size of the research was 150 female respondents. The data collection for the research was carried out through the questionnaire survey method. The statistical frame work used in analyzing the data were mean, median and mode and the formulated hypotheses for the research was tested using correlation analysis. The data presentation was carried through pie charts and frequency data table. Advertising, Word of Mouth communication, Product related attributes and the Celebrity endorsement have taken as the independent variables of the study and the switching behavior has taken as the dependent variable of the study. Four hypotheses built up for the study and from the study, it has found that, there's a significant impact of Advertising, Word of Mouth communication, and Celebrity endorsement to the switching behavior of the female segment in Kandy.

Keywords— Advertising, Word of Mouth communication, Product related attributes and the Celebrity endorsement, switching behaviour

I. INTRODUCTION

Today beauty has become to a demanded & growing market and capture consumers in different viewpoints. Soap Industry is a huge market in Sri Lanka. Domestic companies and multinational companies have come to this market. Unilever is the market leader in soap industry and other than that Swadeshi, Vendol & Delma Lanka also established a good market place in soap market. There is a huge competition among companies each other. So companies try to establish good brand loyalty in the consumer mind from achieving the customer satisfaction and through delivering a value in the consumer mind about the brands.

FMCG products are generally replaced or fully used up over a short period, usually a few days or weeks, or months, but within one year. They are products that are sold quickly at relatively low cost (Celen, Erdogan, & Taymaz, 2005). The FMCG sector encompasses the key product categories of personal care, home care, food & beverages (The India Brand Equity Foundation, 2003). FMCG sector strives to enrich the consumers' lifestyle by manufacturing and marketing a wide range of products in the personal care, personal wash, home care and food market spaces (Hemas Holdings PLC, 2010). Sri Lanka's FMCG market weighed at Rs.141 billion during the year 2010. Out of this amount 74% food & beverage, 15% personal care and 11% home care captured (Bartleet Religare Securities, 2012). The overall FMCG market grew by 23.7% during 2010 year

Toilet soap marketers began to position their products as beauty soaps where the most female consumers got

attracted. Almost all the toilet soap manufactures enhanced the product characteristics to satisfy the female consumers. The advertising campaigns are played a significant role in convincing the brands to the consumers with the aid of celebrities. Therefore female consumers behaviour patterns happened to change time to time based on different factors. However, when face wash was introduced to the market as a substitute for soap, the communication went different. Face wash delivered a message of softer and smoother skin. Natures Secret made the first mover advantage with face wash even though brands such as clean and clear, Garnier, Neutrogena was already in the market. In Sri Lanka Nature Secrets has a vast range of products and its face wash segment commands over 50% market share despite having about 50 brands in the face wash segment. The major players in face wash market are number 1 being Nature's Secret, Ponds, Clean and Clear, Garnier, Neutrogena, Sere, Forever and Vasline. Each brand gives a different message creating consumers a vast choice. Also each brand has number of different variances in terms of texture, ingredients, volume and associated skin type. Introduction of face wash hit the soap market, but still innovations take place in the soap industry. Among the beauty care products, face cleansing plays a major role. Therefore consumer decisions on use of soap or face wash for face cleansing purpose would have a strategic scope for an organization to invest in. So the study provides valuable findings for the stakeholders of both the toilet soap as well as the face wash market.

A. Research problem

The research problem in the study is to identify the reasons for the boom in the face wash market and to understand what

factors have motivate the soap users to switch from use of soap to face wash in their cleansing purposes. Use of face wash for face cleansing purpose has become the current trend among female segment. But prior face wash, almost every female was using soap for their face cleansing needs. In Sri Lanka, advertising plays a massive role when communicating about a product. Companies in general are heavily depending on advertising and when it comes to fast moving consumer goods advertising is a key to success with the competition. However use of excessive advertising may not suit with every product. Accordingly the problem centred for the study was, the factors to which are affecting for the consumer switching behaviour from soap to face wash with special reference to the female segment in Kandy District.

B. Research Objectives

The objectives of the study as follows.

- To recognize the most significant factor affect for consumer switching behavior from toilet soap to face wash.
- To identify the relationship between advertising and consumer switching behavior from toilet soap to face wash.
- To explore the relationship between Word of Mouth communication activities and consumer switching behavior from toilet soap to face wash.
- To discover the relationship between products related attributes and consumer switching behavior from toilet soap to face wash.
- To find out the relationship between celebrity endorsement and consumer switching behavior from toilet soap to face wash.

II. LITERATURE REVIEW

A. Personal Care Consumption

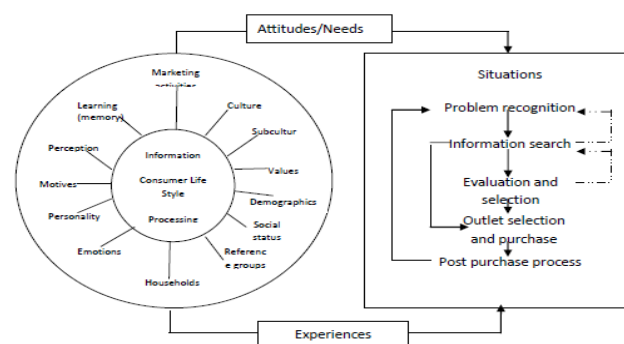
Being physically attractive means having improved opportunities for finding a preferred mate, it is related to the theory that states our body and physical appearance play increasingly important roles in contemporary society (Turner, 2008; Gill et al, 2005). Spending on personal care includes elements of shared consumption, for example, in the term of shared toothpastes, body lotion, hair care, and face care. It follows that household composition as a whole necessary creates boundary conditions for individual choices. (Casey and Martens, 2007; Russell and Tyler, 2002; Lury, 1996). Traditionally, taking care of one's looks has been associated with females (Coulter, 2003; Nixon, 1992). It has been stated that young girls are socialized at an early stage of their life to construct their femininity through consumption and particularly through spending on beauty care (Russell and Tyler, 2002; Lury, 1996). Because shopping for cosmetics and other appearance-related products has such a strong feminine tag, men do not necessarily buy these products themselves. The hedonistic consumption and spending on clothing and personal care tends to form a more significant part of female rather than male consumer identity (Berg and Teigen, 2008; Rasanen and Wilska, 2007)

B. Consumer Behavior

According to Loudon and Bitta (1993), consumers are those individuals who purchase goods or services for the individual or household consumption purpose. They define consumer behaviour as "The decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services". Similarly, Hoyer and Macinnis (2010) defines consumer behaviour as "The totality of consumers decisions with respect to the acquisition, consumption and disposition of goods, services, activities, experiences, people and ideas by decision making over time". Consumer behaviour has been defined as "a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants" (Enis, 1974, p.228). Consumer buying behaviour has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers. Consumer behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants (Kotler and Keller 2011). Alternatively, consumer buying behaviour "refers to the buying behaviour of final consumers, both individuals and households, who buy goods and services for personal consumption" (Kumar, 2010, p.218). From marketers' point of view issues specific aspects of consumer behaviour that need to be studied include the reasons behind consumers making purchases, specific factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others. In addition to efforts of better understanding the consumers' buying behaviour, companies also engage in advertising and promotion activities to influence the consumers' purchasing decision. However, when they are engaging in such types of activities, they need to consider other external factors such as the overall economic conditions of the country, politics, technology and ethnic culture all of which are beyond the control of both the company and consumer .(Lancaster et al 2002).

A simplified framework proposed by Khan (2007), in the below helps to understand the concept of consumer behavior more clearly.

Figure 1: Consumer Behaviour Model



Source: Simplified framework of consumer behaviour Adapted from Khan (2002), Consumer Behaviour

C. Consumer Switching Behavior

Switching in the context of consumer behaviour is referred to the times when consumer chooses a competing choice rather than the previously purchased choice on the next purchase occasion (Babin and Haris, 2011). Switching behaviour reflects the decision that a consumer makes to stop purchasing a particular service or patronizing the service firm completely (Boote, 1998). Much of the consumer behaviour literature on variety seeking, novelty seeking, innovativeness and so on focuses on switching like that of the first phase (Hirschman 1980;Robertson 1971; Venkatesan 1973.When there is drop in brand loyalty or customer choosing other brands for their use then brand switching occurs (Pauray, 2009). Two factors affect consumer behaviour i.e., intrinsic and extrinsic motivations. More variety and preference for other brands have a major role in case of intrinsic motivation (McAlister and Pessemier, 1982). In case of extrinsic motivation it is avoiding or getting another brand for their consumption purpose or purchasing the brand (Van Trijp et al. 1996). Brand switching is sometimes induced by the manipulation of marketing variables (price, product design, promotion, distribution) and sometimes by changes in situational variables. Early studies of brand loyalty (McConnell 1968; Tucker 1964) and a similar study in social psychology (Brickman and D'Amato 1975) controlled for these factors and still reported switching.

III. METHODOLOGY

A. Research Design

The purpose of the study is to identify the factors that affect for consumer switching behavior from toilet soap to face wash. In that based on the literature; the researcher has identified four main factors that can be affect for the switching behavior namely advertising, word of mouth , product related attributes and celebrity endorsements. Based on the literature and the variables of the study, pre-determined hypotheses has built up and at the end of the study, based on the quantitative data collection analysis the hypotheses were tested and came in to conclusion. So the study is a conclusive research in nature. Under the conclusive research, this is identified as a descriptive type of research. As the study focused on testing current data with predetermined hypotheses, it taken a deductive approach. A deductive method refers to the use of logic of a theory to generate prepositions or hypotheses between variables and also required the collection of quantitative data as well. Also, this research process is structured and formal.

B. Hypotheses of the study

Hypotheses of the study has developed as follows.

- a. Advertising has a positive relationship with consumer switching behavior from soap to face wash.
- b. Word of Mouth Communication has a positive relationship with consumer switching behavior from soap to face wash.
- c. Product related attributes and consumer switching behavior are positively correlated.
- d. There's a positive relationship between celebrity endorsement and consumer switching behavior.

C. Unit of analysis

Unit of analysis specific whether the information is collected about individuals, households, organizations, geographical area or subject. In this research, the unit of analysis is an individual who lives in Kandy district. The researcher treated each and every respondent as an individual data source.

D. Sample Design

The target population in this study can be considered as all the female, age between 18-41 who lives in Kandy district, switch to face wash from toilet soap. An individual who lives in Kandy district, switch to face wash from toilet soap is the sampling element in this research study. Under this study, the convenient sampling technique is used to select the sample. The sample size of this survey is set as 100 as this number is believed to be managed and collected within the time constraint of the study.

E. Data Collection

Researcher has collected data from primary sources to achieve the objective of this research study. Primary data are data freshly gathered for a specific purpose or for the specific research project. Primary data were collected through a survey conducted for the selected sample. A questionnaire was designed to collect the information regarding consumer switching behavior from toilet soap to face wash.

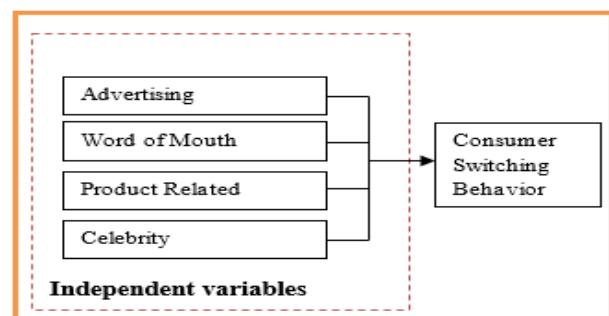
F. Data Presentation and Analysis

The data collected from the designed questionnaires were processed and analyzed by using very formal research analyzing and presentation methods. The analysis was supported by using the package SPSS and MS Excel Software packages. As descriptive statistical tools, the researcher used frequency measurements to measure the demographic factors. The data would be presented by tabular formats in order to provide a clear understanding of the data that gathered and analyzed in a precise manner.

G. Conceptualization

According to the research study conducted by Katke 2007, Advertising has a significance influence on consumer switching behavior. Amdt 1967, in his empirical study, found that word of mouth is the most influential factor that affect for the switching behavior. A product attribute is a characteristic that defines a particular product and will affect a consumer's purchase decision and it has fund by Shawn Grimsley 1998 in his study. So based on the above and some other literature the conceptual model for the study has developed as follows.

Figure 2: Conceptual Model



Source: Developed Based on the literature review.

Defining Variables.

Independent variables

a. Advertisements

Impact of advertising is measured by three sub variables such as the media of the advertisement, information content of the advertisement and the creativity of the advertisement. Advertising is a form of marketing communication used to promote or sell something, usually a business's product or service. It can guide consumers towards to a positive direction or a negative direction. When it comes to the advertising in to switching behavior, one product's a favorable advertisement can be lead consumers to switch from their existing brand.

b. WOM communication

Credibility of the information gathered through word of mouth communication and to what extent the consumers are willing to believe on the word of mouth. Positive word of mouth direct consumers to the purchase decision while a negative word of mouth direct consumers to switch from existing brand. In order to spread the positive word of mouth the product itself should satisfied the consumer through all the product encounters.

c. Product related attributes

Product related attributes consist of quality of ingredients, Texture of face wash and emotional value of the product.

d. Celebrity endorsement

This involves the expertness, degree of popularity, trustworthiness and relevance of the personality of the celebrity endorsement in message conveying. When it comes to consumer switching behavior, celebrity endorsements lays a significant role, whereas their popularity, expertness as whereas their credibility and all other related attributes are totally affect to the message conveying to the consumer.

Depending Variable

Consumer switching behavior from toilet soap to face wash.

Identify how above independent variables have affected on consumer switching behaviour from toilet soap to face wash

H. Reliability and Validity Measurement

Jacobsen (2002) claims that both concepts derives from the quantitative methodology and it can be hard to transform them to suit the qualitative counterpart. Reliability and Validity are associated with measurement. The validity and reliability of a measuring instrument influence the degree to which the researcher can learn valuable information based on the phenomena being studied. Based on the 30 questionnaires gathered from the pilot study, reliability and validity was evaluated. The Cronbach's alpha reliability statistics showed a value of 0.776 and KMO Bartlett's validity statistics showed a value of 0.717 for the study respectively. Since the reliability and the validity of the pilot study showed an acceptable figure no adjustments needed for the data collection instrument.

IV. DATA PRESENTATION AND ANALYSIS

A. Demographic data analysis

As per the selected sample, the demographic characteristics of them has summarized as follows.

Table 1: Demographic Analysis

Demographic variable	Categories	Frequency/Percentage
Age	18-23	22%
	24-29	35%
	30-35	29%
	36- 41	14%
Income	Less than 10,000	16%
	10,001 – 20,000	19%
	20,001 - 30,000	35%
	30,001 – 40,000	19%
	40,001 – 50,000	7%
	More than 50,000	4%
Marital Status	Single	58%
	Married	42%
Occupation	Student	23%
	Own Business	13%
	Company Staff	45%
	Other	19%

In the sample, the majority of the female are in the age group of 24-29 within the income group of 20,001 to 30,000 and 58% of them were single and also they were occupied as company staff.

Correlation Analysis

Using Pearson's correlation method the following results have been derived for the developed hypothesis.

Variable	Pearson Correlation	Sig.(2 tailed)	Status
Advertising	0.728	0.000	Hypotheses 1 Accepted
Word Of Mouth	0.435	0.000	Hypotheses 2 Accepted
Product Related Attributes	0.367	0.030	Hypotheses 3 Accepted
Celebrity Endorsement	0.645	0.000	Hypotheses 4 Accepted

As stated in the table above, all the four variables are positively correlated with the consumer switching behaviour and out of them, advertising, word of mouth communication and the Celebrity endorsement are significantly influence on consumer switching behaviour. When it comes to advertising, it has a strong uphill linear relationship to consumer switching behaviour. Celebrity endorsement has a moderate uphill relationship on consumer switching behaviour while Word of Mouth and Product Related Attributes have a weak uphill linear relationship with consumer switching behaviour. (Rumsey 2016)

V. RESEARCH FINDINGS AND CONCLUSION

According to the research sample 49% of the population has been impacted from the TV advertisements and 37% has been impacted from newspaper/magazine advertisements to their switching behaviour from soap to face wash. Therefore intensity of the media of the advertisement is a significantly important factor to consider in decision making strategy in

switching the customers from soap to face wash. Based on the research sample 35% of the population has stated that the information content of the advertisement is an important factor which has impacted them to switch from soap to face wash. However from the rest 47% have stated that the information content in the advertisement is a neutral factor. However based on the statistical frame work for conclusion is that information content of the advertisement is not more important as most people seen it as a neutral factor. According to the research sample the average value obtained for the importance of creativity of the advertisement is 3.18 which depicts the creativity of the advertisement for the face wash, in order to attract the market, it is advisable to weight on the creativity of the advertisement.

According to the research sample 51% of the population has been impacted with the credibility of the word of mouth communication activities in switching from soap to face wash. The statistics also depicts the importance of the factor with an average response value of 3.4. Hence it is evident that the credibility of the word of mouth communication has a significant impact on the consumer switching behaviour from soap to face wash. Based on the research sample the impact of relatedness in word of mouth communication activities is not an important factor in switching from soap to face wash. This proves with 63% of respondents have been voted with a neutral and disagree. So when consider the customer switching behaviour from soap to face wash, relatedness of WOMC is not an important factor to consider. According to the research sample 57% have stated that the impact of expert opinion is reliable and hence motivate them to switch from soap to face wash. However the remaining of 43% has rejected the statement stating the neutral impact and not impact to their switching behavior. Hence investing in providing expert opinion is advisable in converting the consumers from soap to face wash. According to the research sample 68% of the population has stated that the impact of the quality of the ingredients is high in their decision on switching from soap to face wash. The average value of 3.8 further depicts that the impact of ingredients is important factor in switching behavior from soap to face wash. According to research sample 59% of the population has stated that the texture of face wash brand has been a factor which has impacted them to switch from soap to face wash. Hence the findings depicts that the importance of concentrating on the texture of the face wash in manufacturing. Based on the research sample 41% of the population has rejected the fact that the emotional value describe through the face wash brand has motivated them to switch from soap to face wash. However 29% have voted positively. So emotional value of the face washes is not been a more important factor, for consumer switching behavior from soap to face wash. Based on the research sample 57% of the population has being impacted by the expertness of the celebrities in message conveying and thereby has being switch from soap to face wash. Therefore selecting celebrities the fact of expertness in their personality is important to consider which would directly impact on switching behavior from soap to face wash. Based on the research sample 53% of the population has being impacted from the degree of the popularity of the celebrities who convey the message of face wash. 31% have stated that the

popularity of the celebrity is a neutral factor for their switching. However based on the statistical framework for conclusion is that popularity of the celebrity work as an important factor in customer switching behavior from soap to face wash.

Based on the research sample 55% of the population have stated that the trustworthiness of the personality of the celebrity who conveys the message of the face wash has directly impacted them to switch from soap to face wash. Hence it is evident that the trustworthiness of the celebrity has significant impact on the consumer switching from soap to face wash.

VI. RECOMMENDATIONS

Based on the research findings the research could generate following recommendations in order to enhance the effectiveness of the switching behaviour of the population from soap to face wash. Media of the advertising is playing a vital role in consumer switching behaviour. So identifying the best media that can more effectively promote the product is very important to make impact on consumer switching behaviour from soap to face wash. Based on the findings 35% of the population has stated that the information content of an advertisement is an important and very important factor in their switching from soap to face wash. In terms of the advertisement, it is important to invest in the information contain of the advertisement. But it is better to select only relevant information in the advertisement and carefully decide the investment. Because 47% of the population has stated that the information content of the advertisement was a neutral factor in their switching behaviour from soap to face wash. However the information contains in an advertisement should not clutter the advertisement. It is very important to keep the advertisement simple with relevant information. Based on the findings of the research, it is statistically evident that the creativity of the advertisement has being a factor which makes a significant impact of customer switching behaviour. Hence it is vital to critically evaluate the creativity of the advertisement and to ensure that it is more effective against the advertisements of this nature. It is important to find the correct balance between defining a creative message and execution. Creativity makes advertisement popular among the consumers and motivates them to purchase more or in this case the creativity of the advertisement would count in switching from soap to face wash. Effective creative advertisement is the first selling point in an interesting, non-contrived manner. An advertisement should be creative in order to differentiate from others, to attract new customers, to break the clutter, to recognition and recall and persuasion. Fear, sex, humour, emotional appeal, ethnic appeal would demonstrate the creativity of the advertisement hence the consumer attraction towards the advertisement and the idea will be high.

The creativity of the advertisement should fulfill the positive impact of the message carried through the advertisement. Creativity in an advertisement should pronounce the advertisement to be more catchy, sharp and imaginative to make a positive impact on the consumers. Creativity of the advertisement should focus on attracting the attention of the customer towards the brand. In order to improve creativity it is recommended to practice seeing things differently,

practicing a high level awareness, breaking the rules and generating multiple outcomes without sticking to one are recommended. Based on the findings it is evident that the relationship between word of mouth communications is not a majorly strong. And also according to the correlation analysis it indicates that there is not a significant relationship among word of mouth communication and customer switching behavior from soap to face wash. Hence it is much advisable to be extremely careful when communicating about the face wash brand via related and expert parties. If such parties are not credible or if the target group is not ready to believe such communication, then the expected switching behavior will not take place also would impact negatively on the brand as well. Based on the findings of the research findings, it is statistically evident that the impact of the product related attributes has being a factor which makes an impact on customer switching behavior. Hence evaluating the product related attributes based on the statistical findings it is important to consider about the factors such as quality of ingredients, texture of the product, and emotional value of the product. Quality of the ingredients has being a strong factor which has being considered in switching behavior from soap to face wash. So it is important to invest on selecting quality ingredients for products. Specially in face wash which using for face cleaning female are highly consider about the ingredients and quality of the ingredients. Based on the findings of the research findings it is statistically evident that 68% of the respondents believe that quality of the ingredients of face wash impacted on their switching from soap to face wash.

Texture of the face wash also has being an important factor based on the research findings. Therefore it is recommended to find out the expected texture from a face wash. Soap and a face wash would definitely have two different textures. Hence the expectation 73 of the target group is to obtain a texture different to the texture in soap from face wash. Hence it is recommended to carry a further survey and to find out the texture expected by a face wash brand and this type of findings would provide appropriate out come as to enhance the switching behavior more. Based on the findings of the research findings it is statistically evident that 59% of the respondents believe that texture of the face wash impacted on their switching from soap to face wash. However Emotional value of the product has not being a strong factor which has being considered in customer switching behavior from soap to face wash. 29% of the respondents has been agreed and strongly agreed that emotional value of the face wash impacted on their switching from soap to face wash. Based on the findings of the research findings, it is statistically evident that the impact of the celebrity endorsers has being a factor which make impact on customer switching behavior. Hence evaluating the impact of celebrity endorser based on the statistical findings it is important to consider about the factors such as expertness of celebrity, popularity of celebrity, trustworthy personality of celebrity It is important to choose the correct personality of the celebrity with the trustworthiness, expertness, the popularity and the matching personality with the brand in selecting as the brand ambassador to convey message. The brand ambassador always represents the brand hence would deliver a glamour

to the brand The celebrity chosen for the message conveying should add a touch of glamour to the brand and thereby should ensure the accepted switching behavior is taken place . It is important to invest in the correct personality hence to boost to value of the brand. At times when the correct celebrity personality is not chosen to the customers get it difficult to pitch the brand to their own level. This happens because the value of the brand is entirely depends on the personality of the celebrity who conveys the message of the brand. At times of such mismatch the customers being unable to match their personality to the personality of the brand ambassador, the message will not be glanced properly by the target group, where the expected outcome will not be fulfilled.

Further the trustworthiness of the celebrity endorsement is an important factor, because if not the person is recognized as a trustworthy character, the value of the brand will lose due to the negative impact of the characters who have earned the trust among the target group. Further it is recommended to invest in the celebrities who have gained popularity among the society because the degree of popularity has being an important factor which affects the customer switching behaviour from soap to face wash. In understanding how the degree of popularity of the celebrities have affected the switching behaviour from soap to face wash, it would be appropriate in investing in the personalities who are not popular among the society because the lack of knowledge about those personalities would not demonstrate the importance of trusting them and thereby the required outcome of switching from soap to face wash will not take place.

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