

## Analysis of Brand Loyalty in Cosmetic Products: A Case of Selected Salons in Nyeri Town

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### Abstract

Cosmetic industry is a lucrative business that progressively attracts more attention from marketing research. The highly competitive environment in the cosmetic industry makes it a valuable area to study brand loyalty in cosmetic products. Brand loyalty is one of the important aspects which is significant for the management to sustain competitive advantages in the market. In this research, the relationship between brand loyalty and determinants of brand loyalty was unveiled, with special focus on brand trust, brand price and perceived value. The general objective was to examine the determinants of brand loyalty in cosmetic industry in Nyeri Town. The specific objectives were to determine the effects of brand price on brand loyalty, to assess the effects of brand trust on brand loyalty, to establish the effect of perceived quality on brand loyalty. The researcher adopted a descriptive survey research design where questionnaires were used for data collection. Data was analyzed using descriptive statistics and has been presented using tables. The researcher used Karl Pearson correlation coefficient and logistic regression analysis to statistically analyze the data. The target population was 60 salon operators who are consumers of Cosmetic Products in Nyeri Town. A census study was conducted in the salons within Nyeri Town. This study supports the view that brand trust, brand perceived value and price should remain prime focus for the organization to maintain market share in today's competitive business environment.

**Key words:** Brand loyalty, Brand trust, brand price and perceived quality

### 1. Introduction

The success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival the brand. Firms selling brand with high rate of loyal consumers have a competitive advantage over other firms. Brand loyal consumers reduce the marketing costs of the firm as the costs of attracting a new customer have been found to be about six times higher than the costs of retaining an old one. According to Kumar et al. (2006), brand loyal consumers are willing to pay higher prices and are fewer prices sensitive. Brand loyalty also provides the firm with trade leverage and valuable time to respond to competitive moves. In sum, loyalty to the firm's brands represents a strategic asset which has been identified as a major source of the brands' equity. Given the importance of brand loyalty, it is not surprising that it has received considerable attention in the marketing.

Cosmetics are generally considered to be make-up products. However, they indeed present in different forms, varying from powders, body makeup, soap, shampoo, and toothpaste (Kumar et al., 2006). Cosmetic products serve the beautifying purposes and cover a wide range of products including: cleaning body parts, enhancing features, and changing skin tones and colors such as makeup, perfume, toothpaste, shampoo, and deodorant (Kumar et al., 2006). Principally, the target customers of cosmetic companies are consumers. Before 1990's, people considered that cosmetic products belong merely to the adult women segment. The market changes gradually nowadays, where cosmetic companies target also at some young s and men, which create new markets in the business (Kumar et al., 2006). Hair care industry is the largest cosmetics and toiletries segment in the world (Kumar et al., 2006). Nevertheless, the annual growth rate is the rapidest in this sector which have shown a growth of 12.9% in 2000 compared with an only 3.4% growth in all the three segments.

### 2.0 Literature review

This chapter presents a review of the review of literature on the concept of brand loyalty and determinants of brand loyalty. This chapter includes theoretical and empirical reviews from past studies. Critical review and the summary of the literature were carried out in this part of the study.

### 2.1 Concept of Brand Loyalty

Literature on branding and brand loyalty contains many different approaches to defining the concept of brand loyalty. These range from preference, to repeat purchase, to various degrees of commitment. (Keller, 1998)

maintains that loyalty is a distinct concept that is often measured in a behavioral sense through the number of repeat purchases.

Consumers may be in the habit of buying a particular brand without really thinking about why they do so. Continual purchasing of a preferred brand may simply result because the brand is prominently stocked or frequently promoted. When consumers are confronted by a new or resurgent competitor providing compelling reasons to switch, their ties to the brand may be tested for the first time. The attachment a consumer has to a brand is a measure of brand loyalty and reflects how likely the consumer is to switch to another brand, especially when the brand is changed, either in price or product features.

If consumers purchase a brand repeatedly without attachment it is then called behavioral loyalty. When a consumer purchase repeatedly and with attachment then the consumer is both behaviorally and attitudinally loyal (Hofmeyr & Rice, 2000). Loyalty towards buying or using a specific brand of product is created when a brand becomes a consumer's preferred choice.

Consumer brand loyalty is what makes brands worth millions or billions of shillings. Many top brands have been market leaders for years despite the fact that there undoubtedly have been many changes in both consumer attitude and competitive activity over a period of time. Consumers have valued these brands for what they are and what they represent sufficiently enough to stick with them and reject the overtures of competitors, creating a steady stream of revenue for the firm. Academic research in a variety of industry contexts has found that brands with a large market share are likely to have more loyal consumers than brands with a small market share. Aaker (1991) believes that it is relatively inexpensive to retain consumers; especially if they are satisfied with and/or like the brand. In many markets there is substantial inertia among consumers even if there are relatively low switching costs and low consumer commitment to the existing brand.

### **2.1.1 Theories of Brand Loyalty**

The concept of brand loyalty has been extensively discussed in traditional marketing literature with the main emphasis on two different dimensions of the concept: behavioral and attitudinal loyalty. (Oliver, 1997) has presented a conceptual framework of brand loyalty that includes the full spectrum of brand loyalty based on a hierarchy of effects model with cognitive, affective, conative (behavioral intent), and action (repeat purchase behavior) dimensions.

A definition integrating this multidimensional construct has been given (Oliver, 1999) as: a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. The concept of e-loyalty extends the traditional brand loyalty concept to online consumer behavior.

Although the underlying theoretical foundations of traditional brand loyalty and the newly defined phenomena of e-loyalty are generally similar, there are unique aspects of it in the area of Internet based marketing and buyer behavior. (Schultz, 2000) describes customer/brand loyalty in cyberspace as an evolution from the traditional product driven, marketer controlled concept towards a distribution driven, consumer controlled, and technology-facilitated concept.

In addition, e-loyalty also has several parallels to the store loyalty concept (Corstjens & Lal, 2000) such as building repeat store visiting behavior as well as the purchase of established brand name items in the store. As extensively discussed in (Schefter and Reichheld, 2000), e-loyalty is all about quality customer support, on-time delivery, compelling product presentations, convenient and reasonably priced shipping and handling, and clear and trustworthy privacy policies. The sections that follow illustrate the similarities and differences between traditional brand loyalty and e-loyalty.

### **2.1.2 Attitudinal Loyalty**

The traditional conceptualization of attitudinal brand loyalty includes cognitive, affective, and behavioral intent dimensions. Conventional brand loyalty development efforts have relied substantially on brand image building through mass media communications. In e-marketplaces, however, database technology makes it possible to put more emphasis on the cognitive dimension by offering customized information. As for lengthening the affective dimension, in e-loyalty the roles of trust, privacy, and security come into sharper focus.

Generally speaking, loyalty implies satisfaction, but satisfaction does not necessarily lead to loyalty. Consequently, there is an asymmetric relationship between loyalty and satisfaction (Waddell, 1995; Oliver, 1999). This phenomenon is particularly important in e-marketplaces, since (dissatisfied) customers face a greater variety of choices. Through extensive research, (Baldinger and Rubinson, 1996) have validated that highly loyal buyers tend to stay loyal if their attitude towards a brand is positive. In addition, the ability to convert a switching buyer into a loyal buyer is much higher if the buyer has a favorable attitude toward the brand.

### **2.1.3 Behavioral Intent**

Behavioral intent is an intermediary between attitude and behavior (Mittal & Kamakura, 2001). It represents the intention to act in the buying decision process. Behavioral intent appears in various forms such as a predisposition to buy a brand for the first time or a commitment to repurchase a current brand. Brand loyalty research has focused on factors related to maintaining and augmenting this repurchase commitment (Oliva & Oliver, 1992) and converting behavioral intent to an actual purchase (Kuhl & Beckmann, 1985). In e-loyalty, which has a relatively compressed buying cycle time, the main emphasis is on converting behavioral intent to immediate purchasing action (Strauss & Frost, 2001).

### **2.1.4 Behavioral Loyalty**

Traditionally, behavioral loyalty has been defined in terms of repeat buying behavior. Examples of conceptual and measurement issues related to behavioral loyalty can be found in (Chaudhuri and Holbrook, 2001) and (Dick and Basu, 1994). Behavioral loyalty can be expressed in different ways. For example, customers can be loyal to brands and/or they can be loyal to stores as discussed in (Corstjens and Lal, 2000). When the concept of behavioral loyalty is extended to the e-market space, both the conceptual and measurement issues become more complex and sophisticated.

Factors such as repeat site visits without purchases and extent of time spent at the e-commerce site (site stickiness) have to be considered (Smith, 2000). The importance of satisfying a customer in order to create behavioral loyalty is discussed extensively in Schultz (2000). A satisfied customer tends to be more loyal to a brand/store over time than a customer whose purchase is caused by other reasons such as time restrictions and information deficits.

The Internet brings this phenomenon further to the surface since a customer is able to collect a large amount of relevant information about a product/store in an adequate amount of time, which surely influences the buying decision to a great extent. In other words, behavioral loyalty is much more complex and harder to achieve in the e-space than in the real world, where the customer often has to decide with limited information.

## **2.2 Determinants of Brand loyalty**

There a number of determinants of brand loyalty, the researcher studied perceived quality, trust, and price as determinants of brand loyalty.

### **2.2.1 Perceived Quality**

Researchers asserted that this broader definition of perceived customer value provides conceptual richness (Broekhuizen, 2006). Summarizing the previous definitions, perceived customer value can be defined as a consumer's perception of the net benefits gained in exchange for the costs incurred in obtaining the desired benefits. However, the term perceived value is often used interchangeably with other value concepts in consumer and marketing research, such as consumer value, and consumption value.

Despite the varying terms and definitions on perceived value, there are commonalities between them: perceived value is linked through the use to some product, service or object; perceived value is something subjectively perceived by consumers rather than objectively determined, and perceived value typically involves a tradeoff between what the consumer receives and gives to acquire and use a product or service. A customer perceived value is the pivot in relationship marketing and customer loyalty; therefore, the role of value in consumer loyalty has still received significant attention.

Recent researchers argue that perceived value is more complex and difficult to measure. Apart from functional (utilitarian) value such as price and product quality, other types of consumption value like shopping enjoyment should be considered by scholars and managers (Lee & Overby, 2004). Although a number of value types have

been identified in the literature. For example, use value, intrinsic value, acquisition value, or transaction value. Utilitarian value and hedonic value appear to be two universal value types most appropriate for describing consumer shopping behavior.

Hedonic value is defined as an overall judgment of experiential benefits and sacrifices, such as entertainment and escapism (Overby & Lee, 2006). Hedonic value reflects worth or fun found in the shopping experience itself, while utilitarian value reflects task-related worth. Hedonic value can be obtained from the entertainment, the visual appeal, and the interactivity involved. Similar to the role of atmospherics in offline shopping environment inappropriate use of colors, music, and other sensory features of the website might be able to enrich consumers' shopping experience. Consumers' shopping motivations may be for the enjoyment of the experience rather than simply for task completion.

### **2.2.2 Brand Trust**

Trust involves the consumers' beliefs relating to products, brand, services, or salespeople, and the establishment where the products or services are bought and sold Belanger, Hiller, & Smith (2002). Due to the significant influence on the achievement of a long-lasting and profitable relationship, trust has received considerable attention in the marketing literature for years. Trust has received a great deal of attention from scholars in several disciplines such as psychology.

Although this multidisciplinary interest has added richness to the construct, such a diversity of scholarship makes difficult to integrate the various perspectives on trust and find a consensus on its nature. As pointed out by Bhattacharya, (Debinney, and Pillutla, 1998), not only do different scholars address trust concept from different approaches and methods, but they have expressed inevitable differences of opinion over its nature.

More specifically, (Lewicki and Bunker, 1995) identified three different approaches on how trust is viewed. In contrast to personality psychologist's view of trust as an individual characteristic, social psychologists consider trust as an expectation that is specific to a transaction and the person with whom one is transacting. Economists and sociologists, on the other hand, are interested in how institutions and incentive reduce uncertainty, and in turn increase trust, associated with transactions. Consequently, trust is a psychological state interpreted in terms of perceived probabilities, confidence or expectancy. (Rempel et al. 1985) assigned to the occurrence of some positive outcomes on the part of the trusting party. Accordingly, to trust someone implicitly means that there is a quite high probability that this person will perform actions that will result in positive, or at least non-negative, outcomes for his/her exchange or relational partner.

### **2.2.3 Brand Price**

According to Cadogan and Foster (2000), price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price. In addition, customers have a strong belief in the price and value of their favorite brands so much so that they would compare and evaluate prices with alternative brands (Keller, 2003).

Consumers' satisfaction can also be built by comparing price with perceived costs and values. If the perceived values of the product are greater than cost, it is observed that consumers will purchase that product. Loyal customers are willing to pay a premium even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change (Yoon and Kim, 2000).

Long-term relationships of service loyalty make loyal customers more prices tolerant, since loyalty discourages customers from making price comparison with other products by shopping around. Price has increasingly become a focal point in consumers' judgments of offer value as well as their overall assessment of the retailer (De Ruyter et al., 1999). Price communicates to the market the company's intended value positioning of its product or brand. Price consciousness is defined as finding the best value, buying at sale prices or the lowest price choice (Sproles and Kendall, 1986).

## **3.0 Study Design and Methodology**

The study adopted a descriptive survey research design. According to Mugenda and Mugenda (2003) survey is a form of analysis where studies are done on institutions and from the study, data generalizations and inferences

are drawn. Survey method allows for generalization of findings but it is also descriptive in nature which suits the purpose of this study.

### 3.1 Data Collection Instruments and Procedure

The study collected data using questionnaires. A set of selected questions was used to collect data from the respondents in the sample population. These include close ended questions as well as five point Likert scale ratings. Each item of the questionnaire was developed to address a specific objective of the study. All respondents in the population were issued with questionnaires. Drop and later pick method was used to administer the questionnaires.

### 3.2 Data Analysis

The data analysis methods used was quantitative, and the collected variables regressed using the Statistical package for social science (SPSS). The multiple regression model used in the analysis was as shown below;

$$\text{Brand loyalty} = \beta_0 + \beta_1 \text{ Brand Price} + \beta_2 \text{ Brand Trust} + \beta_3 \text{ Perceived Quality} + \epsilon$$

If there is a relationship between Brand Price, Brand Trust, Perceived Quality and customers satisfaction, then the study expected the regression coefficient,  $\beta_0$ , to be significantly different from zero and  $\beta_1$ ,  $\beta_2$ ,  $\beta_3$  significantly greater than zero in equation above.

## 4.0 Results and Discussions

### 4.2 Response Rate

Primary data collection was through the use of questionnaire which was administered by “drop and pick” to respondents of the study. Out of the total 60 questionnaires administered during the study, there were 43 responses which represented 72% of the target group. According to Mugenda and Mugenda (2003), a return rate of fifty percent or more is acceptable.

### 4.3 Finding and Interpretation

**Table 4.3.1: Descriptive Statistics**

	Mean	Std. Deviation
Brand price	3.4595	.91137
Brand trust	3.1351	.26454
Perceived quality	4.6757	.38930

The respondents unanimously rated determinants of brand loyalty to a high extent. More specific brand price had a mean rating of 3.4595 and a standard deviation of 0.91137, brand trust had a mean of 3.1351 with a standard deviation of 0.26454 while perceived quality had a mean rating of 4.6757 with standard deviation of 0.3893 on a Likert scale of one to five.

**Table 4.3.2: Correlations Matrix**

	Brand price	Brand trust	Perceived quality
Brand price	1.000		
Brand trust	.335	1.000	
Perceived quality	.340	.350	1.000

Correlation matrix checks on the problem of multicollinearity (strong correlation between predictor variables) using a factor of 0.5. As shown in table 4.3.2 above there was no problem of multicollinearity, hence brand price, brand trust and perceived quality could be used in predicting customer satisfaction in cosmetic products in Nyeri Town.

**Table 4.3.3: Model Summary**

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.864(a)	.747	.739	3.879	.747	4.076	2	40	.000

Predictors: (Constant), Brand Price, Brand Trust, Perceived Quality

Dependent Variable: Brand Loyalty

Coefficient of determination ( $R^2$ ) equals 0.747. This shows that changes in Brand Price, Brand Trust and Perceived Quality accounted for 74.7 percent of the variation in customer satisfaction in cosmetic products in Nyeri Town. P- Value of 0.000 implies that the model of customer satisfaction in cosmetic products in Nyeri Town is significant at the 5 percent.

**Table 4.3.4: ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	306925220.356	2	153462610.178	41.076	.000(a)
	Residual	127024848.834	40	3736024.966		
	Total	433950069.189	42			

Predictors: (Constant), Brand Price, Brand Trust, Perceived Quality

Dependent Variable: Brand Loyalty

Analysis of variance (ANOVA) is used to the overall significance of the model, that is;

Ho: There is no significant relationship between Brand Price, Brand Trust, Perceived Quality and brand loyalty in cosmetic products in Nyeri Town

Ha: There is significant relationship between Brand Price, Brand Trust, Perceived Quality and brand loyalty in cosmetic products in Nyeri Town

Significant level = 0.05

Since P- value = 0.000 < 0.05, Ho was rejected. There is enough evidence to support Ha; (There is significant relationship between Brand Price, Brand Trust, Perceived Quality and customer satisfaction in cosmetic products in Nyeri Town)

**Table 4.3.5: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.277	.089		3.112	.000
Brand price	.318	.112	.046	2.839	.003
Brand trust	.494	.159	.824	3.107	.000
Perceived quality	.678	.203	.324	3.339	.001

Dependent Variable: Brand loyalty

The trend line multiple regression model using the regression coefficient resulted in the following equation  
 Brand loyalty = 0.277 + 0.318 Brand price + 0.494 Brand trust+ 0.678 Perceived quality

Perceived quality had a significant influence on customer satisfaction in cosmetic products in Nyeri Town followed by brand trust and brand price respectively. Further each independent variable was significant in the model (P-Value<0.05)

#### **4.4 Discussion**

Customer brand loyalty is of prime importance for business organizations. Results of the study conclude that factors such as brand trust, brand perceived quality and brand price of a cosmetic product play a very important role in strengthening customer brand loyalty. Long-term success and sustainable reputation of an organization depends on customer loyalty. This study supports the view that brand trust, brand perceived quality and price should remain prime focus for the salons in Nyeri town to maintain market share in today's competitive business environment.

#### **5.0 Conclusions**

Customer brand loyalty is of prime importance for business organizations. Results of current study conclude that factors such as brand trust, brand perceived value, brand satisfaction and brand price of a cosmetic product play a very important role in strengthening customer brand loyalty. Long-term success and sustainable reputation of an organization depends on customer loyalty. This study supports the view that brand trust, brand perceived quality, and price should remain prime focus for the organization to maintain market share in today's competitive business environment. The business whose customers are not loyal with them cannot enjoy a respectable position in the market.

From the data analysis we can conclude that today's customer have much awareness of whether a product is giving some sort of quality to them or not. To retain the customer for longer period businesses should focus on how to increase the loyalty of their customers. A customer who is satisfied with the offerings and services would be the most loyal customer of the product. Companies should create an atmosphere where if customer shifts to the products of other company he/she should not feel satisfaction as before; thus returns back to the product which he/she used initially. Trustworthiness of the firm also plays important role in building loyalty towards products / services provided. A business which gives importance to relationships with customers always enjoys long term customer retention. Image of a particular firm's products in the market also plays significant role in promoting customer brand loyalty.

This study concludes that if a cosmetic business wants to enjoy good profits globally in general and in Kenya in particular, it should work hard to increase customer brand loyalty through brand quality, trustworthiness and competitive pricing in the market place. It will help the business to increase customer retention and decrease the customer defection. The study further implies that brand trust, brand price, and perceived quality have a strong influence in determining the brand loyalty of customers in cosmetic products and companies who would seek to create brand loyalty in cosmetic products may have to consider these determinants of brand loyalty in order to position their products competitively in the market place. For the economists the study classifies cosmetics as a product which does not completely obey the Alfred Marshall's law of demand since only 53.5% of the respondents considered price a key factor in their cosmetics buying decisions. This calls for more research in this area.

#### **5.2 Recommendations for Further Research**

This research was based in Nyeri town only. A further research can be extended to other parts of the country to also establish the determinants of brand loyalty in cosmetic products in those areas. The research can be extended to shops that deal with cosmetic products in Nyeri. The study can also be carried out on other determinants of brand loyalty apart from brand price, trust, satisfaction and perceived value the researcher can carry out a study on how the store environment in which the cosmetic product is sold affect their loyalty to the brand.

A further study can also be done on customer satisfaction and service quality by examining aspects of quality service. The researcher can also carry out a research on determinants of brand loyalty in sportswear brands. The researcher can also carry out a research on brand loyalty among phone users. The study can also be carried on determinants of customer loyalty. The researcher can also carry out a research on the association between brand awareness and brand loyalty.

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