

Measuring the influence of brand loyalty on cosmetics purchase intentions of South African female consumers

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ABSTRACT

The general objective of this research was to examine the determinants of brand loyalty in the cosmetic industry in South Africa by measuring the influence of brand loyalty on cosmetics purchase intentions of the South African female consumer. The researcher adopted a descriptive survey research design where questionnaires were used for data collection. Questionnaires were handed over to the respondents and some were sent via email. Data was analysed using descriptive statistics and has been presented using tables. The model was tested amongst a sample of 100 female professionals and 83 questionnaires were received (response rate of 83%). Customer loyalty plays a crucial role in firm's performance. Over the last three decades, the antecedents of customer loyalty in the cosmetic sector have attracted great interest by academics and practitioners alike. The cosmetic industry is a lucrative business that progressively attracts more attention from marketing research. The highly competitive environment in the cosmetic industry makes 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 a special focus on brand trust, satisfaction, brand price and perceived value. Customer brand loyalty is of prime importance for business organisations. Results of the 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 organisation depend on customer loyalty. This study supports the view that brand trust, brand perceived value, brand satisfaction and price should remain a prime focus for the organisation to maintain market share in today's competitive business environment. The business whose customers are not loyal to them cannot enjoy a respectable position in the market.

From the data analysis, we can conclude that today's customers have much awareness of whether a product is giving some sort of value to them or not. To retain the customer for longer period business should focus on how to increase the loyalty of their customers. A customer who is satisfied with the offering and services would be the most loyal customer of the product. Companies should create an atmosphere where if customer shifts to the products of another company he/she should not feel

satisfaction as before; thus returns back to the products which he/she used initially. Trustworthiness of the firm also plays an important role in building loyalty towards products/ services provided. A business which gives importance to relationships with customers always enjoys long-term customer retention. The image of particular firm's products in the market also plays a significant role in promoting customer brand loyalty.

Based on this study, brand perceived value and brand satisfaction have the highest rating as determinants of brand loyalty in cosmetic products. The analysis indicated that the brand loyalty has a positive influence on the purchasing behaviour of the customer and customers are likely to purchase products which they are accustomed to through a strong image and exceeding their expectations. The analysis also indicated that customers were more willing to talk to other customers about the products they have used and were satisfied with their results and thus word of mouth form of spreading positive information and thus creating a good avenue for companies seeking to market their cosmetic products in salons and other places.

The empirical study was conducted among 100 female consumers of cosmetics in Limpopo, Gauteng and Free State. The methodology included the sampling procedure, data collection, questionnaire development and statistical technique. The results were analysed using Cronbach Alpha coefficient and inferential statistics and correlational analysis.

Keywords: brand loyalty, cosmetics, customer satisfaction, branding

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DEFINITIONS

Brand loyalty:	The likeliness of the consumer to switch to another brand when that brand changes its price or product features (Roy, 2011:113).
Brand relevance:	The alignment of a brand, its brand identity and personality with the needs and wants of its target market and therefore satisfies a specific need of the consumer (Moolla & Bisschoff, 2012:9).
Brand Trust:	A multi-dimensional concept which includes psychological variables that portray a collection of combined presumptions which all relate to the integrity, benevolence, and trustworthiness that the consumer assigns to a brand (Louis & Lombart, 2010:117).
Consumer:	Will mean female users of cosmetic products.
Cosmetics:	Products that are used for application or attachment to the body.
Customer satisfaction:	The extent to which a product's perceived performance matches a buyer's expectations (Kotler & Armstrong, 2010:37).
Perceived Value:	The outcome derived from processing the product's features by the consumer or the consumer's verdict about the supremacy or excellence of the product (Sanyal & Datta, 2011:606).
Price:	An important extrinsic cue and indicator of product quality or benefits.
Switching costs:	The costs incurred by the consumer due to switching from one brand to another (Dick & Basu, 1994:104; Rhodes, 2012).

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The success of a firm depends largely on its capability to attract consumers towards its brands. The cosmetics product and females are the best of friends. The question is how this relationship has influenced the spending patterns and behaviour of females towards cosmetic products. One consideration of awareness to markets is the demographic description of brand loyalists. According to Howard and Sheth (1969:115), Jacoby (1971:26), brand loyalty is an extremely useful creation in customer psychology.

In South Africa cosmetics brands such as Avon, Garnier, L'Oreal, Nivea, Oil of Olay and Ponds are popular among cosmetic consumers. Cosmetic has become a common and popular category among young and adult females as it identifies them with a more relaxed lifestyle, greater versatility, and comfort. This has prompted manufacturers such as Avon, Garnier and Nivea to increase their presence/business in the country and use a few known female celebrities as their brand face to ensure they increase their volume of sales for the manufactured goods/products. Brand loyalty is a consumer's conscious or unconscious decision that is expressed through the intention or behaviour to repurchase a particular brand continually. Brand loyalty has been proclaimed to be the ultimate goal of marketing (Reichheld & Sasser, 1990). In marketing, brand loyalty consists of a consumer's commitment to repurchase the brand through repeated buying of a product or a service or other positive behaviours such as word of mouth. This indicates that the repurchase decision very much depends on trust and quality performance of the product or service (Chaudhuri & Holbrook, 2001).

The consumer behaviour study has focused mostly on purchasing behaviour, whereas knowledge of phases in consumption cycle, from acquisition, through use, to disposition is valuable. Consequently, the less is understood about the consumer-product relationship during ownership, even though this post-purchase behaviour plays an important role in repeats purchases. Consumer's tendency to replace the

product they own by buying a new one depends on their experiences with and feelings toward their old product (Hendrik et al., 2010).

Most females if not all would like to be beautiful, healthy and looking good. In the global world, we are living in set stereotypes that become models. Models are presented widespread all around us in daily life such as on the television, in commercials, in the magazines, on the billboards, in fashion shows, in the streets and even at universities and workplaces. There is a normal fact that most people want to look like models. A final important consideration is that females with their brands of choice are strong influencers: Females may use brands to become trendsetters and opinion leaders for several groups in our society.

1.2 PROBLEM STATEMENT

Brands play an important role for firms, as they compete vigorously with each other to gain the share in the market. Almost all products and services can be easily replicated, and see commoditization of products and services. Kotler and Keller (2005) state, that through product experience and marketing activities, brands offer firms a means of differentiating their product or service from that of their competitor by creating a lasting impression in the minds of individuals and organisations. The affiliation to a brand referred to as brand loyalty, can result in a willingness by the consumer to pay a price premium, sometimes as much as 20 to 25 percent (Kotler and Keller, 2005). A number of studies have investigated the advantage of customer focused brand loyalty and their potential to achieve massive results. From a practical perspective, it is important to figure out how brand loyalty can be reinforced in order to enhance the overall experience. To date, the study of perceived quality and satisfaction factors related to brand loyalty has dominated the service literature.

This study particularly focused on the importance of customer orientation with these determinants of brand loyalty because the concept of customer orientation has evolved into the core of strategic marketing (Brady & Robertson, 2001). To formulate a successful marketing strategy in the South African market, companies need a deeper understanding of how the customer orientation plays a significant role in the relationship between brand loyalty and its determinants and how it relates to brand

loyalty. The success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of the brand.

Firms selling a brand with a 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 less price 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). In the cosmetic industry, fashion trends are highly demanded from some consumer segments, and so as multi-functionalities and convenience. Cosmetic products serve the beautifying purposes and cover a wide range of products including cleaning body parts, enhancing features, and changing skin tones and colours such as makeup, perfume, toothpaste, shampoo, and deodorant (Kumar et al., 2006).

Koo (2003) found that some of the store image attributes have a direct impact on store loyalty, while the impact of store satisfaction on store loyalty was not significant. Although the findings above showing the relationship between image, satisfaction and loyalty are inconclusive, it is important to note that different products may differ from each other as they each have unique characteristics of image attributes which cannot be generalized to other products categories. Therefore, the determinants of brand loyalty need to be further validated in other product categories like the cosmetics. Most of the research in brand loyalty in cosmetics has been conducted in developed countries and hence the need to study the determinants of brand loyalty in cosmetic products, in a country likes South Africa.

1.3 OBJECTIVES OF THE STUDY

The general objective of this study is to establish the determinants of brand loyalty amongst female consumers in South Africa. The researcher chose this topic because it is a personal interest for him to see how loyal females are to certain cosmetic products compared to other products available in South Africa.

3.1.1 Specific Objective

- (i) To establish whether brand trust influences brand loyalty in cosmetic products among female consumers in South Africa.
- (ii) To establish and evaluate the relationship between customer satisfaction and brand loyalty amongst the female consumers in South Africa.
- (iii) To determine if perception plays a role when females choose a certain brand.
- (iv) Is there any relationship between the determinants of brand loyalty?

1.4 RESEARCH QUESTIONS

The problem can be summarised with the following research questions, which will assist in defining the constructs at hand.

- 1 Which determinant of brand loyalty influences the most among female consumers in South Africa?
- 2 Does brand trust influence brand loyalty in cosmetic products?
- 3 Does perceived value influence brand loyalty in cosmetic products?
- 4 Does perceived customer satisfaction influence brand loyalty in cosmetic products?
- 5 Does brand price influence brand loyalty in cosmetic products?

1.5 SIGNIFICANCE OF THE STUDY

The study is expected to be of importance to the following:

1.5.1 Marketing Professionals

The findings of the study will assist with providing valuable insights to the marketing professionals in the beauty product industry by identifying the significant dimensions of image attributes and benefits that affect customer satisfaction and consumer intent and recommend the brand to other interested consumers.

1.5.2 Cosmetic Industry

The identification of the brand image attributes and benefits may help companies develop effective marketing strategies that could increase the brand's appeal and thus increasing the customer satisfaction level.

1.5.3 Cosmetics business owners

The study will assist business owners and those who are interested in selling cosmetic products in South Africa to gain a better understanding of the important factors that contributes to the formation of customer loyalty.

1.5.4 General Academia

The findings of this study will add to the already available body of knowledge and will form part of future learning material. Those who are interested in future research in marketing will find the findings useful since it will recommend further areas on this topic.

1.6 LIMITATIONS OF THE STUDY

The study will likely encounter a number of limitations which may include the following aspects:

1.6.1 Non-response

Lack of cooperation from the respondents may affect the scope of the research as not all selected respondents may be willing to share information to this study. To

overcome this, the researcher will ask an introductory letter from the University to prove the legitimacy of the research.

1.6.2 Time

The time frame may be a limitation to the research due to the fact that sufficient information would not be obtained within the time frame or schedule available. To overcome this problem the researcher will take leave from work to ensure an acceptable number of respondents are achieved.

1.7 SCOPE OF THE STUDY

The study does not look into the concept of cosmetic products holistically; however, its scope is limited to the determinants or measurements of brand loyalty among female consumers in South Africa. Purchasing decisions are made in many products in the South African markets; therefore the study will look at the cosmetic products. The study will be carried out between July and September 2016. These dates were chosen based on the convenience to the researcher in terms of accessibility of research materials, time and resources.

1.8 STUDY LAYOUT

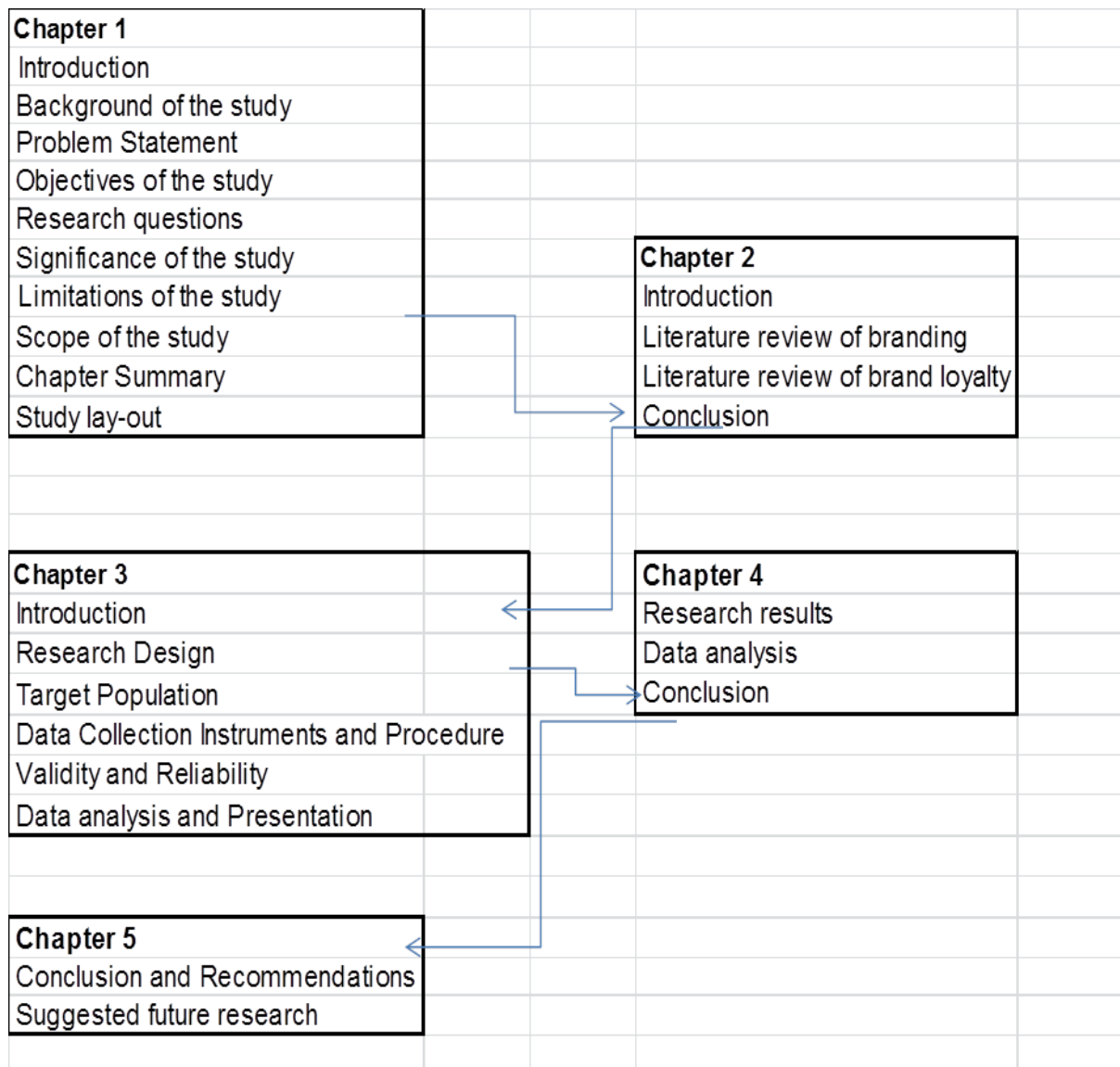


Figure 1: Study layout

1.9 CHAPTER SUMMARY

This chapter has given a framework of the nature and scope of the proposed research, identifying the key elements that the research will comprise. Possible limitations are addressed to ensure that they are kept in mind when the research is executed. The next chapter, chapter two, contains a literature review on brand loyalty and determinants of brand loyalty.

CHAPTER 2: BRAND LOYALTY

2.1 INTRODUCTION

This chapter focused on the review of literature and analyse past studies related to brand loyalty and determinants of brand loyalty. It includes theoretical and empirical reviews of past studies. Critical review and the summary of the literature were carried out in this part of the study. The 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. Building and maintaining brand loyalty has always been one of the central themes for researchers in the marketing theory, as well as in practice. Simply described, loyalty to a certain brand can be seen through repetition of purchases that a consumer is willing to do for one or more product and services under the same brand. But brand loyalty has much more layers than that as described by Moolla (2010). Brand loyalty is directly linked to consumer psychology so it has to be described in more details.

The following have been identified as the most common benefits that brand owners get from brand loyalty (Moolla, 2010):

- Higher sales volume;
- Premium pricing ability;
- Retain rather than seek brand loyalists are willing to search for their favourite brand and are less sensitive to competitive promotion (Moolla, 2010: 89);
- Increased usage and spending;
- Contributions to return on investment (ROI);
- Financial benefits;
- Customer acquisition;
- Enhanced return;
- Strategy for reducing ongoing expense;
- Lower price elasticity; and
- Referrals.

Keller and Aaker (1998:361) maintain that loyalty is a distinct concept that is often measured in a behavioural 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 behavioural loyalty. When a consumer purchase repeatedly and with an attachment then the consumer is both behaviourally 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 Rands. 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 (1997:347) believes that it is relatively inexpensive to retain consumers; especially if they are satisfied with and/or likes 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. It is expensive for any business to gain new consumers in today's highly competitive business environment. Some authors define brand loyalty further by stating that brand loyalty can also be defined in terms of commitment. Oliver (1999:311) defines loyalty in this context as a deeply held commitment to rebuy or repatronise a preferred product or 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 behaviour.

According to Keller and Aaker (1998:356), the bottom line is that repeat buying is a necessary, but not sufficient condition for being a brand loyal buyer in an attitudinal sense. In other words, someone can repeat-buy but not be brand loyal in a literal sense. Researchers define brand commitment as the “clinch facet” of brand preference and brand loyalty as the “attitudinal facet” . Commitment though is a stronger expression of brand preference and brand loyalty. Someone may favourably evaluate a brand and repeat buy the brand, but still not be truly committed to the brand (Keller & Aaker, 1998:357). Oliver (1999:33) describes the consumer who fervently desires to rebuy a product and will have no other product. At still another level, he posits a consumer who will pursue this quest against all odds and at all costs.

This latter condition defines ultimate loyalty. Following years of cruel captivity, one of the Beirut hostages stumbled down the road after being released by his captors in the middle of the war-torn city and was eventually picked up by a passing car. He explained who he was and added: I could really do with a Heineken (Crainer, 1995). The point being focused on in the above quote is that after being held captive for a lengthy period, the former hostage still remembered the brand name.

All thoughts of the product were secondary to the brand name. This can be regarded as a triumph for Heineken. The foregoing example illustrates the ultimate aim of brand loyalty.

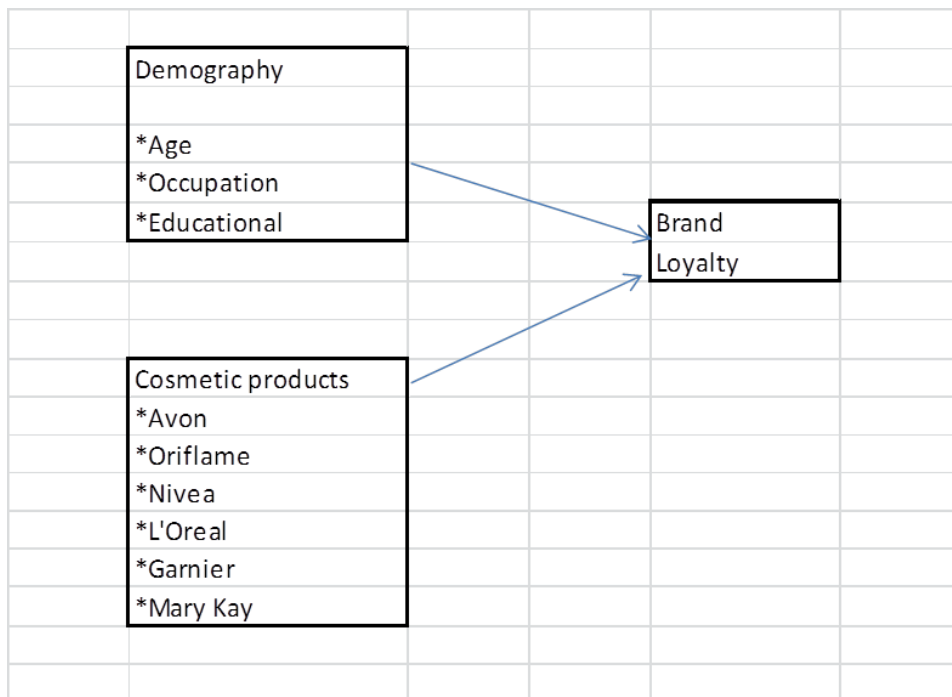


Figure 2: The framework brand loyalty in the cosmetic industry (2005)

Source: Ergin and Ozdemir, 2005

2.2 BRANDING AND BRAND LOYALTY

The 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 and Aaker (1998:359) maintain that loyalty is a distinct concept that is often measured in a behavioural 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.

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or using a specific brand of product is created when a brand becomes a consumer's preferred choice.

Amber et al. (2002:18) state that firms selling brands with a high rate of loyal consumers reduce the marketing costs of the firm. Brand loyal consumers reduce the marketing costs of the firm as compared to the costs of attracting new customers. Similarly, Holt (2008: 78) confirms that in tough economic times when costs escalate, credit access shrinks and competition increases, a strong and resilient brand has a competitive advantage in the market. Brand loyal consumers are willing to pay higher prices and are less price sensitive (Villas-boas, 2004:136; McCain, 2011; Reichheld & Sasser 1990:119).

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In his book from 1997, Oliver and Rust suggests a four-stage loyalty model proposing that loyalty consists of belief, affect, intentions and action. The model states that these four different aspects of loyalty emerge over time and do not emerge simultaneously. According to Oliver’s model, the first phase of loyalty is cognitive loyalty. This is the weakest and most shallow type of loyalty since the loyalty is only based on different information about the brand attributes that the consumer has, and thereby his or hers beliefs. Those beliefs can be based on prior or vicarious knowledge, or it can be based on recent experience with the product. Since this type of loyalty is so shallow, it is easy for companies to lose it. If a service or a product does not provide satisfaction in one single instance, the loyalty might be lost. If, however, satisfaction is provided, it can become a part of the consumer’s experience, and move over to the second phase, namely the affective loyalty phase.

That phase is dependent on emotions and mood of the consumer, as well as the previous satisfaction. Here, the consumer has formed an opinion and a liking towards

the brand, based on his or hers previous satisfaction while using the product or service. Contrary to the cognitive phase, it is now harder to persuade consumers to change their minds about the brand with arguments, since obviously opinions run deeper than only information or very little trial of the product or service in question.

Despite this, it is important for companies to try and develop an even deeper level of loyalty to prevent customers from switching brands. The third phase in the model is called conative loyalty. The word conative refers to the intention to act or behave in a certain way. Here, the consumer has been repeatedly satisfied with a performance of a product or a service.

This satisfaction has led to a rather strong commitment to a brand. This commitment leads to an intention to repurchase the brand in the future. It should be noted though that this phase of loyalty is only the intention to buy the brand again, not the real action. Thus, the intention might not be realized. The fourth and final phase are action loyalty. This is considered to be the strongest loyalty form. Consumers transform their intentions to repurchase a brand into actions. More repeated purchases lead to deeper loyalty towards a brand. Additionally, the consumer is willing to invest his or her time and resources to search for a specific brand.

Moolla (2010:21) has successfully conducted research on the measurement of brand loyalty as well as the influence of brand loyalty although many views exist. Moolla's model will be used. Though I know that Moolla has measured nine determinants of brand loyalty I will be measuring three due to the personal interviews I have had with the majority of the respondents as they consider Brand satisfaction, Brand trust, and Brand price as key to them even though I have included all nine determinants on the developed questionnaire that I have used to measure the effect that each of these influences have on brand loyalty.

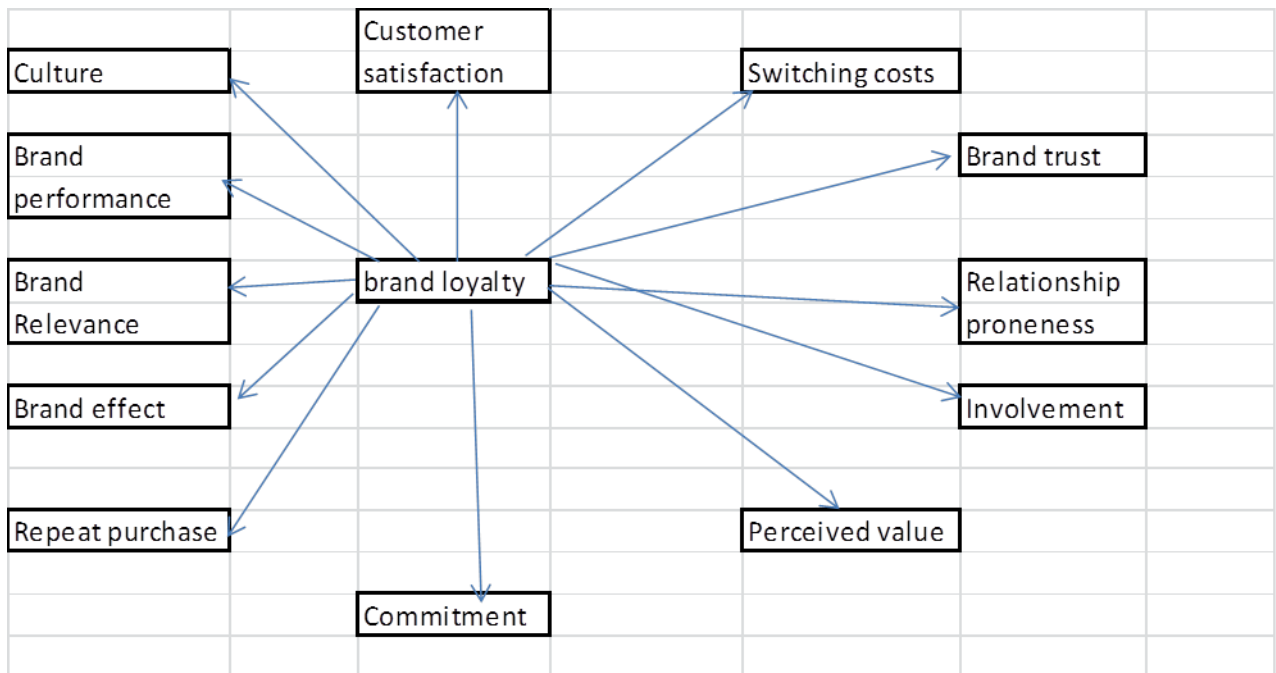


Figure 3: Moolla's conceptual framework

Source: Moolla (2010:197)

2.3 MOOLLA'S CONCEPTUAL FRAMEWORK TO MEASURE BRAND LOYALTY

Moolla developed a brand loyalty conceptual framework to identify the factors that influence behaviour related to brand loyalty. The conceptual framework was developed through research of historical brand loyalty models and identified the twelve most important influences of brand loyalty (Moolla & Bisschoff, 2012b:75). Moolla's conceptual framework to measure consumer brand loyalty includes the following twelve factors as shown in Figure 3: customer satisfaction; brand trust; switching costs; involvement; commitment; perceived value; repeat purchase; brand affect; relationship proneness; brand relevance; brand performance and culture (Moolla, 2010:197). The aim of the study was to identify the most significant factors that are playing a role when measuring brand loyalty in the cosmetics industry. The conceptual framework is applicable to marketing and brand managers to determine which specific brand loyalty influences are the most important for their products and to identify where their products fall short (Moolla & Bisschoff, 2012:75). As per the model developed by Moolla (2010), there are a number of determinants of brand loyalty. These are discussed below.

2.3.1 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 et al., 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 it difficult to integrate the various perspectives on trust and find a consensus on its nature. As pointed out by Bhattacharya, (Debinney & Pillutla, 1998), not only do different scholars address the trust concept from different approaches and methods, but they have expressed inevitable differences of opinion over its nature. More specifically, (Lewicki & Bunker, 1995) identified three different approaches on how trust is viewed.

In contrast to personality psychologists' 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. Therefore, to make the attribution that another person is trustworthy, there must exist the possibility to show that she or he is trustworthy, for brand loyalty to existing trust is an important element that marketing managers need to look into when analysing brand loyalty.

In trusting situations the sources of risk are generally related to vulnerability and/or uncertainty about an outcome. In particular, Blomqvist (1997) associated the risk perception with a situation of imperfect information because in total ignorance it is possible only to have faith and or gamble, and under perfect information, there is no trust but merely rational calculation. Then, uncertainty regarding whether the other intends to and will act appropriately is the source of risk. 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. For the previous theoretical treatments of trust, it is seen that this generalized expectancy or occurrence probability is based on the dispositional attributions made to the partner about his/her intentions, behaviours (verbal or nonverbal), and qualities. In other words, trust is based on the notion that people attempt to understand their partners in terms of acts, dispositions, and motives that would predict positive responses.

Turning to the discussion of what these attributions are, each base discipline emphasizes a different type. However, to the best of our knowledge, the different nature of these attributions results in the distinction of two main dimensions in the concept of trust, because some of them have a motivational nature while a technical or competence-based one characterizes others.

The studies conducted in the psychology area are mainly focused on the motivational dimension of the concept. Inspired by interpersonal research, most channel studies also describe trust in terms of a set of motivational attributions because it is viewed as a mechanism to reduce the potential opportunism in a relationship (Kumar, 1998). Nevertheless, other studies in management and marketing literature distinguish also in the concept a second group of attributions with a technical or competence nature. The reasoning underlying this idea is that, in the interactions taking place in the business field, a certain dependence on delivering expected outcomes and performing activities exists.

Therefore, to assert that someone is trustworthy it is also necessary to know his/her capacity and abilities to perform these activities and produce the desired outcomes. The construct of trust has been particularly associated with the development of interest in relationship marketing in general and particularly in the context of business to business markets (Blois, 1999). The understanding the nature of trust and the importance of its contribution to loyalty will leave a major impact on how business to business relationships are developed and managed.

Several authors regard trust as a central construct to the development of successful service relationships in business to business markets and for the achievement of customer loyalty. Parasuraman et al. (1985) introduced trust as a critical success factor in successful service relationships. The authors suggest that customers need to feel safe in dealings. Several authors regard trust as a central construct to the development of successful service relationships in business to business markets and for the achievement of customer loyalty.

These authors suggest that customers need to feel safe in dealings with suppliers and need to be assured that their interaction is confidential in that they are able to trust their suppliers. The relationship marketing is built on the foundation of trust. In addition, trust is an important feature or aspect in the development of quality relationships built through a process of making and keeping promises where customers have assurances that the products they are buying are of good quality and in turn with repeat purchases they become loyal customers.

Past research has shown a link between trust and customer loyalty. Some studies have shown customer loyalty to be a consequence of trust. Empirically, there is evidence of direct effects of trust on loyalty. A direct link between trust and loyalty has been demonstrated in several research studies. Chaudhuri and Holbrook (2001) demonstrate that trust plays an important role in the brand domain in that they link (brand) trust to brand performance through brand loyalty.

The view of brand trust as part of the brand domain recognizes that brand value can be created and developed through the management of some aspects that go beyond consumer's satisfaction with the functional performance of the products and its attributes, trust can offer an appropriate schema to conceptualize and measure a more qualitative dimension of brand value. Customer commitment as an indicator of customer loyalty, empirically found that brand trust has a direct effect on customer commitment and thus indirectly can affect the level of price tolerance.

2.3.2 Satisfaction

Kotler (1994) importantly states the key to customer retention is customer satisfaction. There is much theoretical and empirical evidence that shows that a link

between satisfaction and customer retention and customer loyalty exists. In theory, several authors posit the contribution of satisfaction to customer loyalty. For example, Aaker (1991:19-32) states that satisfaction is a key determinant of every level of brand loyalty. Satisfaction is often thought to affect the likelihood of repurchasing or reusing the service of a provider. Oliver and Rust (1997:33-44) propose three dimensions of satisfaction: cognitive, affective and cognitive, that culminates in action loyalty or repeat usage.

There is a stream of empirical research that stresses the link between satisfaction and customer loyalty. In consumer marketing, there is consistent evidence that satisfaction contributes to repurchase intentions, behavioural intentions, and customer retention and customer loyalty. In the context on marketing channels, loyalty is the result of economic satisfaction, and a channel member's evaluation of the economic outcomes that flow from the relationship with its partners such as volume, margins, and discount.

It has also been found that loyalty is reduced by social satisfaction, which is a channel member's evaluation of the psychological aspects of its relationship. In business-to-business research, several authors show that a link between satisfaction and loyalty exists. For example, Eriksson and Vaghult (2000) found that satisfied customers stay with the firm. Their results showed that as relationship satisfaction increases so does customer retention.

Their findings indicate that long-lasting and deep relationships are the results of the parties involved being satisfied with the outcome of their work. In research conducted in the courier industry business-to-business setting, Lam et al. (2004) measured customer loyalty using two dimensions: recommendation and patronage. The authors found that customer satisfaction has a positive effect on only one dimension, which is a recommendation. They did not find support for the hypotheses that that business customer satisfaction contributes to the patronage dimension of loyalty. It appears that business customers of courier providers are mainly driven by their affective state of satisfaction in recommending the service.

According to Blackwell, Miniard and Engel (2006), satisfaction occurs when consumers' expectations are matched by perceived performance. On the other hand,

dissatisfaction occurs when experiences and performance fall short of expectations. Satisfaction can lead to repeat purchase. Consumers possessing positive evaluations of a brand or product are much more likely to buy the brand or product again than those who possess negative evaluations. Besides, due to the fact that retaining an existing customer usually costs less than recruiting a new one, companies are dedicated to satisfying their customers. Satisfaction also shapes word-of-mouth communication, which is important for brands to build a good image and reputation.

Post-purchase evaluation not only affects consumers' future buying behaviour, but also influences other behaviours such as sharing consumption experiences, which is known as word-of-mouth communication. Satisfied customers become loyal and dissatisfied customers end up switching to another seller. Heskett et al. (1994) state that many researchers directly investigate a link between satisfaction and loyalty, and all found a positive relationship between the two constructs. Customer satisfaction had been researched for the past few decades, Oliver initially formulated the theory of "expectation in conformity", meaning that customers will feel satisfied when the goods or services provided are beyond their expectation and express their dissatisfaction when their goods or services provided are beneath their expectation.

However, although there is no precise definition of customer satisfaction, it is clearly understood by an ordinary human by interpreting the original meaning of the term. By linking satisfaction to the relevant indexes in America and Europe, they further support the relationship between customer satisfaction and customer loyalty. According to Kuusik (2007), the objective of creating American Customer Satisfaction Index in 1984 was to explain the development of customer loyalty. The ACSI model classified customer satisfaction into three antecedents: perceived quality, perceived value, and customer expectations.

As for the European Customer Satisfaction Index model, perceived quality is separated into two components: "hard ware", which comprises the quality of the product or service attributes, and "human ware", which constitutes from the customer interactive elements in terms of service provided by employees, for instance the personal behaviour and store environment (Kuusik, 2007). Both models indicated that increment of customer satisfaction should increase customer loyalty. This further affirms that when the satisfaction level is low, the customer will tend to switch to

another company or the other way round. Briefly, satisfaction has its three sub-categories: satisfaction with products, satisfaction with service and customer expectations.

There are many drivers that affect customer satisfaction. Hokanson indicated that factors including friendly employees, courteous employees, knowledgeable employees, helpful employees, the accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service are the important elements to achieve customer satisfaction (Harkiranpal, 2006).

Hence, organisations must be able to fulfil the needs of the customers in order to achieve positive customer satisfaction. Customer satisfaction veritably does have a positive effect on the profitability of an organisation. Satisfied customers construct the fundamentals of any successful business as satisfied customers lead to repeat purchase, customer loyalty and positive word of mouth. Satisfied customers are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience. Furthermore, it is important to realize that many customers will not complain and this will differ from one industry sector to another.

Lastly, if people believe that dealing with customer satisfaction/complaint is costly, they need to realize that it costs as much as 25 percent more to recruit new customers. Customer satisfaction is a direct determining factor in customer loyalty, which, in turn, is a central determinant of customer retention, for businesses to retain customers their customer satisfaction is very important since satisfied customers will always want to enjoy the service they used again. Therefore, organisations should always strive to ensure that their customers are very satisfied. Based on views and investigations done by numerous researchers, it can be seen that customer satisfaction is crucial to customer loyalty which leads to the successfulness of organisations.

2.3.3 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 favoured 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 favourite brands so much so that they would compare and evaluate prices with alternative brands (Keller & Aaker, 1998:369). 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 & Kim, 2000).

Long-term relationships of service loyalty make loyal customers more price 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 & Kendall, 1986).

2.3.4 Perceived quality

Researchers asserted that this broader definition of perceived customer value provides conceptual richness (Broekhuizen, 2006). 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 of some product, service or object, perceived value is something subjectively perceived by consumers rather than objectively determined, and perceived value typically involves trade-off 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.

Hedonic value is defined as an overall judgement 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. Consumers' shopping motivations may be for the enjoyment of the experience rather than simply for task completion.

2.3.5 Brand relevance

Brands have to be relevant to ensure brand loyalty amongst consumers (Moolla, 2010:133). Many companies increase their marketing expenditure and attach more meaning to brand messages in order to establish brand relevance (Moolla, 2010:134). Brand relevance is thus the alignment of a brand, its brand identity, and personality with needs and wants of its target market and therefore satisfies specific needs of the consumer (Moolla & Bisschoff, 2012:9).

Consumers recognize brands that are visible, appealing, and trustworthy and therefore relevant to the specific product.

2.3.6 Repeat purchase

The continuous repurchase of a brand is a loyal prone behaviour which is the foundation of brand loyalty (Punniyamoorthy & Raj, 2007:225). After a series of frequent purchases the consumer forms a habit of buying that brand which leads to the establishment of brand loyalty. Once this behavioural brand loyalty has been founded, it is unlike for the consumer to switch to a different brand (Punniyamoorthy & Raj, 2007:225).

2.3.7 Brand commitment

Brand commitment is an inclination to resist change and the desire to maintain a relationship (Jang et al., 2008:61). It is viewed as a behavioural intention with affective-cognitive motives (Kim et al., 2008:99). Brand commitment explains the

relationship or attitudinal strength between the consumer and the brand which leads to brand loyalty rather than just repeat purchase of a brand which is a behavioural occurrence (Amine, 1998:309).

2.3.8 Brand performance

Brand performance points out the success of a brand in the market while aiming to evaluate the strategic brand success; according to Chirani et al. (2012:1034) researchers consider brand performance in two parts, which include market and brand profitability performance. In order to evaluate brand performance, researchers suggest using market share, relative price, price elasticity, price premium, cost structure and profitability as the main indices.

2.3.9 Switching cost

Burnham et al. (2003) highlight that switching costs have been associated with higher profits. Lam et al. (2004:111) suggest that “part of switching cost may involve loyalty benefits that have to be given up by a customer when his or her relationship with the service provider ends. According to the same authors, switching costs have a positive and significant effect on behavioural loyalty.

Switching costs according to Wang (2010: 254), is described as the costs involved for a customer in changing from one supplier to another supplier. Wang (2010:251) proposes that if the level of switching is high, the likelihood is greater than customers’ perceived value and satisfaction will lead to greater customer loyalty. Aydin and Ozer (2005:142) realize the relation between switching costs and price sensitivity, by adding that switching cost is the factor which directly influences a customer’s sensitivity to price level and therefore influences customer loyalty.

Heide and Weiss (1995:32) defined switching costs as “the cost involved in changing from one supplier to another.” For Dick and Basu (1994:102) the domain of switching costs includes both monetary and non-monetary costs.

2.3.10 Research Gap

It is easier to notice that most of the studies discussed above related to research conducted outside South Africa and for products other than cosmetic products. It is important to note that different products may differ from each other as they each have unique characteristics of image attributes which cannot be generalized to other products categories. Therefore, the determinants of brand loyalty need to be further validated in other product categories like the cosmetics. This study was seeking to understand the influence that brand trust, brand price, and customer satisfaction have on brand loyalty in cosmetic products. This will add to the knowledge base of brand loyalty in cosmetic products in our country.

2.4 SUMMARY

This chapter covers the literature review on brand loyalty, the influencers of brand loyalty and their effect, the brand loyalty framework as indicated by Moolla (2010), served as a guideline for the purpose of this chapter,

The next chapter will discuss the research methodology, results and statistical analysis of the research data collected.

CHAPTER 3: EMPIRICAL STUDY

3.1 INTRODUCTION

This chapter presents research methodology and the empirical results of the study performed in the cosmetic environment of South Africa. The chapter also reports on the findings of the literature research where a number of brand loyalty influences have been identified. The chapter, more specifically, reports on the following aspects:

- Research methodology;
- Results;
- Validity of the research instrument;
- Reliability of the data; and
- The importance of research variables.

The focus of this chapter is to ensure the results of the empirical study are well analysed, interpreted and presented for managerial use.

3.2 RESEARCH METHODOLOGY

This chapter contains the research design, study population, the sampling techniques and the instruments used to collect data for research. It also details how data was analysed, validity, and reliability of data, ethical considerations; and limitation and delimitation of the study. The study targeted the 100 customers using cosmetic products in the corporate environment and salon owners that is, female individuals that use different cosmetic products of which 83 responded. The population of the study consisted of customers and female salon owners. The female salon owners interact with the cosmetic products and their users on a daily basis which gives them ample knowledge on the basis upon which the consumers choose their products.

3.2.1 Sampling procedure

The population consisted of corporate female consumers in the cosmetic industry and salon owners in the Gauteng, Limpopo and Free State provinces. From the total 100 questionnaires administered during the study, there were 83 responses which represented 83% of the target group.

3.2.2 Data collection

The data was collected by using a validated brand loyalty questionnaire that was developed by Moolla (2010:262). These include close-ended questions as well as five-point like 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. The questionnaire was accompanied by a covering letter that explained the purpose of the study. The drop and later pick method was used to administer the questionnaires.

3.2.3 Questionnaire development

Moolla (2010:262) developed a questionnaire to indicate the relevance of 12 factors that influence brand loyalty in the fast-moving consumer goods industry. For this study, the questionnaire was customised to provide a better fit into the cosmetic brands, the core meaning of the questions was not changed to ensure consistency.

3.2.4 Data analysis and statistical technique

The data was analysed by means of descriptive statistics. In addition, the following statistical techniques were employed in the study:

- Demographic profiling;
- Inferential statistics;
- Correlational analysis;
- T-tests; and
- Cronbach Alpha's reliability coefficient.

3.3 RESULTS

3.3.1 Demographic profile

The profile of the respondents is looked upon in terms of Age, Level of education, Marital Status, Average Monthly Income and Frequency of Shopping the researcher sought to establish these characteristics from the respondents.

Age bracket of the Respondents

The respondents were asked about their age. Their response appears in the figure below.

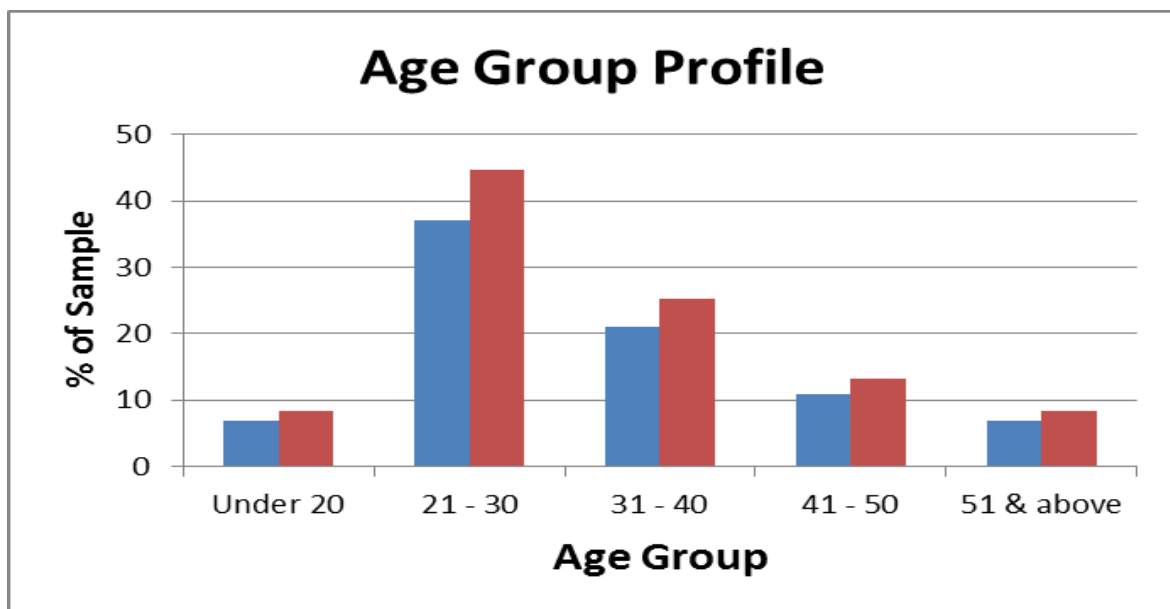


Figure 4: Age of Respondents

The study revealed that 25.3% of the respondents are between 31-40 years of age the majority of whom 44.6% are between 21-30 years while 8.4% are under 20 years, 13.3% of the respondents is between 41-50 years and lastly 8.4% were over 50 years. This indicates that the subjects of the study are over 18 years, therefore, able to make informed choices consistently with regard to the cosmetic products.

Level of Education

The respondents were asked about their educational level. Their response appears in the figure below.

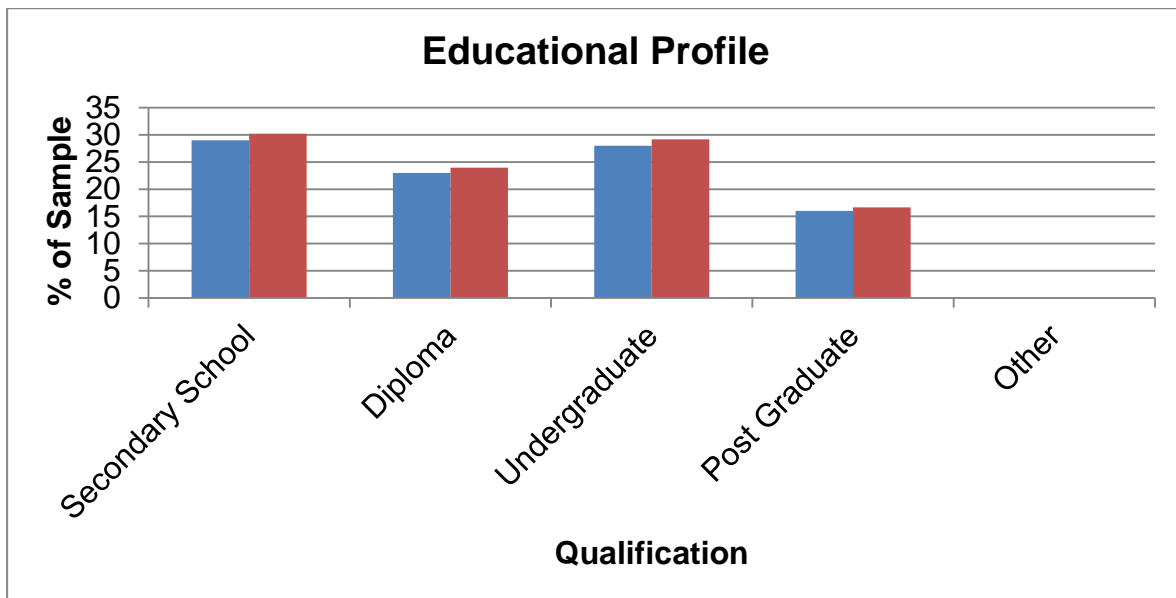


Figure 5: Level of Education

The study revealed that 23% of the respondents have a diploma, 28% have undergraduate degrees, 29% have a secondary level education while 16% were postgraduates. The results indicate high literacy level among the respondents; this implies that the respondents were in a position to comprehend the research questions and answer appropriately without language barriers.

Average monthly Income

The respondents were asked about their income. Their response appears in the figure below.



Figure 6: Average Monthly Income

The research indicated that 9.6% of the respondent earn on average R5000 a month while 29% earns between R5000-R10000, 15.6% earns between R10000-R15000, 18.1% earns R15000-R20000 while only 27.7% earns more than R20000 a month. This indicates that most of the respondent earn a reasonable income and therefore are able to make purchases inhibitions from income.

Shopping Frequency

The respondents were asked about their shopping frequency. Their response appears in the figure below.

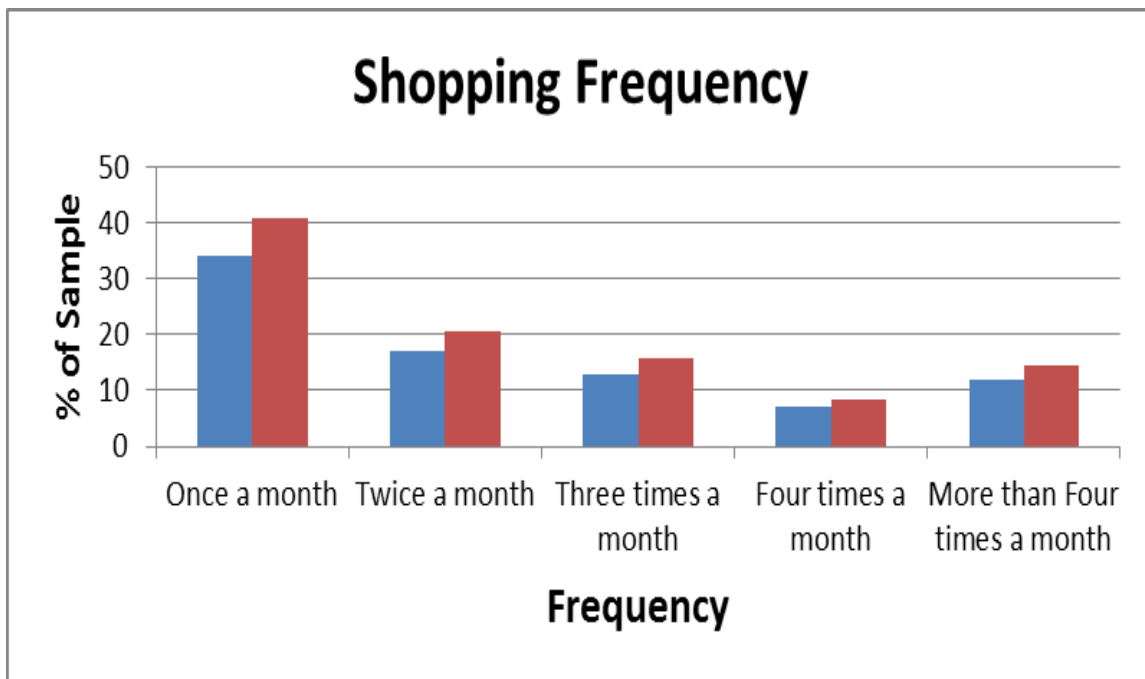


Figure 7: Shopping Frequency

The study revealed that 41% of the respondent did their shopping for cosmetics once a month, 20.5% did their shopping twice a month while 15.6% did their shopping three times a month, 14.5% did their shopping more than four times. The results imply that the respondent is regularly confronted with cosmetics product buying decisions, therefore, they are appropriate to answer the researcher’s questions on brand loyalty.

3.4 STATISTICAL TECHNIQUES EMPLOYED

The validity of the research questionnaire was statistically determined by various studies with the aid of exploratory factor analysis (Du Plessis, 2010; Moolla, 2010; Salim, 2011 and others). All these studies did so by considering the good statistical practices of ensuring that the samples were adequate (using the Kaizer, Meyer and Olkin measure of sampling adequacy) and also that the inter-correlations between the variables were below the margin stated by Bartlett in his test (<0.005). These studies also employed the Cronbach Alpha coefficient as a statistical measure of the reliability of the data. In addition, the questionnaire proved satisfactory in a number of industries such as the banking industry, fast-moving consumer goods, medicare and medicine and agriculture. As a result, the questionnaire could be adopted with confidence for this study.

3.4.1 T-test

A t-test analyse two population's means through the use of statistical examination. It is commonly used with two small sample sizes to test the difference between the samples when the variances of two normal distributions are not known.

Table 1: Independent sample 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
BrandTrust	Equal variances assumed	23.125	.000	2.182	81	.032	.27979	.12822
	Equal variances not assumed			2.383	67.807	.020	.27979	.11741
Satisfaction	Equal variances assumed	6.975	.010	-.909	81	.366	-.11820	.12999
	Equal variances not assumed			-.957	79.716	.341	-.11820	.12351
BrandPrice	Equal variances assumed	.000	.990	3.022	81	.003	.48806	.16150
	Equal variances not assumed			2.964	69.285	.004	.48806	.16466
CosmeticProducts	Equal variances assumed	2.137	.148	.008	81	.994	.00083	.10518
	Equal variances not assumed			.008	80.908	.994	.00083	.10196

Table 2: Group statistics

		Group Statistics				
		N	Mean	Std. Deviation	Std. Error	Effect size
BrandTrust	University (under and post graduate)	36	2.0500	.32558	.05426	0.39
	All Other	47	1.7702	.71381	.10412	
Satisfaction	University (under and post graduate)	36	1.7222	.45031	.07505	0.18
	All Other	47	1.8404	.67249	.09809	
BrandPrice	University (under and post graduate)	36	2.1944	.78774	.13129	0.62
	All Other	47	1.7064	.68124	.09937	
CosmeticProducts	University (under and post graduate)	36	1.8944	.40984	.06831	0.00
	All Other	47	1.8936	.51895	.07570	

The results above shows that 36 out of the 83 respondents have under and post graduate degrees whilst the 46 have either a matric certificate or a diploma. Brand price has the highest effect on brand loyalty with 62%, brand trust came second with 39% and brand satisfaction with 18% among all the respondents on table 18.

3.4.2 Cronbach Alpha

The Cronbach Alpha coefficient provides a measure of the reliability and internal consistency of a test or scale, and it is expressed as a number between 0 and 1. The closer Cronbach's Alpha coefficient is to 1, the greater the internal consistency of the items in the scale. Internal consistency describes the extent to which all the items in a test measure the same concept or construct and hence it is connected to the inter-relatedness of the items within the test. Internal consistency should be determined before a test can be employed for research or examination purposes to ensure validity (Tavakol, 2011:53).

3.5 FREQUENCY DISTRIBUTION OF BRAND LOYALTY INFLUENCES

The frequency distributions of the data (as per five-point Likert scale) are shown in the tables below; each table pertains to each specific influence and the questions that measure that specific influence. The scale indicates that 1 signifies very important, 3 signifies that the respondent is neutral, and a response of 5 is not important at all.

3.5.1 Brand trust

Does brand reputation influences brand loyalty?

Table 3: Effects of brand reputation on brand loyalty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	19	22.9	22.9	22.9
	2.0	43	51.8	51.8	74.7
	3.0	15	18.1	18.1	92.8
	4.0	6	7.2	7.2	100.0
	Total	83	100.0	100.0	

From the table above 7.2% of the respondents disagree that brand reputation influences brand loyalty, while 51.8% strongly agree and 22.9% agree, it is very clear from these findings that 84.7% agrees that brand reputation influences brand loyalty.

3.5.2 Brand satisfaction

Do you agree that brand reliability influences brand loyalty in cosmetic products?

Table 4: Effects of brand reliability on brand loyalty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	27	32.5	32.5	32.5
	2.0	45	54.2	54.2	86.7
	3.0	11	13.3	13.3	100.0
	Total	83	100.0	100.0	

From the table above 54.2% strongly agree that brand reliability influences brand loyalty whilst 32.5% agrees and 11% were neutral. The results indicate that brand reliability influences brand loyalty.

3.5.3 Brand price

Do you agree that competing brand price affects the brand loyalty of another product?

Table 5: Effects of competing for brand price on brand loyalty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	29	34.9	34.9	34.9
	2.0	39	47.0	47.0	81.9
	3.0	6	7.2	7.2	89.2
	4.0	9	10.8	10.8	100.0
	Total	83	100.0	100.0	

From the table above 47% strongly agree, 34.9% agree that competing brand price influences brand loyalty whilst 10.8% disagrees and 7.2% were neutral. The results indicate that competing for brand price influences brand loyalty.

3.5.4 Switching costs

Does switching cost influences brand loyalty?

Table 6: Effects of switching costs on brand loyalty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	27	32.5	32.5	32.5
	2.0	44	53.0	53.0	85.5
	3.0	10	12.0	12.0	97.6
	4.0	2	2.4	2.4	100.0
	Total	83	100.0	100.0	

From the table above 53% strongly agree that switching costs influences brand loyalty whilst 2% disagrees and 10% were neutral. The results indicate that switching costs influence brand loyalty.

3.5.5 Commitment

I intend to buy this brand in the future?

Table 7: Respondent's willingness to buy only the specific product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	21	25.3	25.3	25.3
	2.0	50	60.2	60.2	85.5
	3.0	11	13.3	13.3	98.8
	4.0	1	1.2	1.2	100.0
	Total	83	100.0	100.0	

From the table above 60% strongly agree, 25.3% agree that they intend to buy a cosmetic product in the near future whilst 1.2% disagree and 13.3% were neutral. The results indicate that out of the 83 respondents 85.3% intend to buy cosmetic products in the future.

3.5.6 Perceived quality

Do you agree that perceived quality influences brand loyalty?

Table 8: Effects of perceived quality on brand loyalty

BII14					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	29	34.9	34.9	34.9
	2.0	42	50.6	50.6	85.5
	3.0	11	13.3	13.3	98.8
	4.0	1	1.2	1.2	100.0
	Total	83	100.0	100.0	

From the table above 34.9% strongly agree that switching costs influences brand loyalty whilst 1.2% disagree and 13.3% were neutral. The results indicate that

switching costs influences brand loyalty. A total of 85.5% agrees that perceived quality influences brand loyalty.

3.5.7 Brand relevance

I intend to buy this brand in the future.

Table 9: Respondents’ willingness to buy only the specific product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	21	25.3	25.3	25.3
	2.0	50	60.2	60.2	85.5
	3.0	11	13.3	13.3	98.8
	4.0	1	1.2	1.2	100.0
	Total	83	100.0	100.0	

From the table above 60% strongly agree, 25.3% agree that they intend to buy a cosmetic product in the near future whilst 1.2% disagrees and 13.3% were neutral. The results indicate that out of the 83 respondents 85.3% intend to buy cosmetic products in the future.

3.5.8 Repeat purchase

I will continue to be a loyal consumer for this brand.

Table 10: Ability and willingness to buy the same brand again

	Frequency	Percent	Valid Percent	Cumulative Percent
1.0	23	27.7	27.7	27.7
2.0	54	65.1	65.1	92.8
3.0	6	7.2	7.2	100.0
Total	83	100.0	100.0	

From the table above 65.1% strongly agree that they will continue to be loyal whilst 27.7% agree and 7.2% were neutral. The results indicate that out of the 83 respondents 92.1% will continue to be a loyal customer to the brand.

3.5.9 Brand performance

I will recommend this brand to someone who seeks advice?

Table 11: Ability and Willingness to recommend the brand.

C24		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	21	25.3	25.3	25.3
	2.0	51	61.4	61.4	86.7
	3.0	9	10.8	10.8	97.6
	4.0	1	1.2	1.2	98.8
	5.0	1	1.2	1.2	100.0
	Total	83	100.0	100.0	

From the table above 61.4% strongly agree that they will recommend someone to buy the product when they seek advice, 25.3% agrees, 9% were neutral and 1.2% strongly disagreed. The results indicate that out of the 83 respondents 86.7% will recommend someone to buy this brand.

3.6 RELIABILITY OF RESULTS

The reliability and internal consistency of the data are measured by the Cronbach Alpha coefficient (α). The table 12 below shows the code of the influence, description, Cronbach Alpha coefficient and the number of items.

Table 12: Reliability of the influences and their factors.

Code	Description	Questions	Cronbach's Alpha	Number of items
BI6	Brand trust	All	0.539	5
BI7			0.701	
BI8			0.607	
BI9			0.539	
BI10			0.777	
BI11	Brand satisfaction	All	0.775	4
BI12			0.760	
BI13			0.799	
BI14			0.773	
BI15	Brand Price	All	0.877	5
BI16			0.855	
BI17			0.921	
BI18			0.693	
BI19			0.867	

From the table above it is clear that the majority of the factors return satisfactory reliability coefficients (above the lower 0.70 level of reliability). However, of the three brand loyalty influences I am measuring, brand trust is deemed to have a lower order of reliability ($0.58 < \alpha < 0.70$), while brand satisfaction and brand price have a higher order of reliability with averages between 0.78 and 0.84.

3.7 IMPORTANCE OF RESEARCH VARIABLES

The questionnaire is designed on a 5-point scale to measure the influences of brand loyalty and is based on the following options which a respondent could have selected from the calculated index:

- Strongly Agree (1)
- Agree (2)
- Neutral (3)
- Disagree (4)
- Strongly disagree (5)

The Likert scale’s mean values have been adapted into a percentage value to enhance the interpretation of the results, that is, 70% high level of agreement to a question and ultimately the influence on brand loyalty. The percentages are interpreted as follows (Bisschoff & Hough, 1995 as applied successfully by Salim, 2011 and Bisschoff & Lotriet 2008):

- < 60%: Lower importance; Dissatisfaction; Immediate action required
- 60%-75%: Important; Satisfaction; Develop to become excellent
- >75%: Very important; Very satisfied/Excellent; Maintain to stay on top

The standard deviation serves as a secondary measure and indicates to what extent the respondents have agreed in their perceptions regarding each question.

3.7.1 Brand trust

Table 13: Mean and standard deviation scores on brand trust

	Question	Mean	Standard Deviation
BI6	Brand reputation influences brand loyalty?	0.539	0.6017
BI7	Brand predictability influences brand loyalty?	0.701	0.8354
BI8	Brand competence influences brand loyalty?	0.607	0.7126
BI9	Switching cost influences brand loyalty?	0.539	0.9416
BI10	Peer influences brand loyalty?	0.777	0.7238

Questions BI7, BI8, and BI10 are above the important level of 60% this means the questions are important to female consumers when considering loyalty towards cosmetics. Questions BI6 and BI9 are of lower importance and action is required.

3.7.2 Brand satisfaction

Table 14: Mean and standard deviation scores on brand satisfaction

	Question	Mean	Standard Deviation
BI11	Do you agree that brand reliability influences brand loyalty in cosmetic products?	0.775	0.7087
BI12	Do you agree that information quality affects brand loyalty in cosmetic products?	0.760	0.6525
BI13	Do you think past interaction of cosmetic products influences brand loyalty?	0.799	0.6058
BI14	Do you agree that perceived quality influences brand loyalty?	0.773	0.7064

Questions BI11, BI12, BI13 are above the 75% important level which means they are very important to female consumers. While question BI13 is above the 60% important level but below the 75% important level according to the study. The high mean levels of BI11, BI12, BI13 is an indication customer satisfaction level on the cosmetic product.

3.7.3 Brand price

Table 15: Mean and standard deviation scores on brand price

	Question	Mean	Standard Deviation
BI15	Do you agree that price consistency of cosmetic products influences the loyalty to it?	0.877	0.7672
BI16	Do you agree that the last purchase price affects brand loyalty?	0.855	0.9298
BI17	Does the cost effectiveness of a cosmetic product affect brand loyalty?	0.921	0.8017
BI18	Do you agree that value for money influences loyalty to it?	0.693	0.8137
BI19	Do you agree that competing brand price affects the brand loyalty of another product?	0.867	0.9285

Questions BI15, BI16, BI17, BI19 are above the 75% important level which indicates the level of satisfaction with the brand price, question BI18 is above the 60% important level even though 69% is the lowest compared to other questions on brand price.

The high mean level shows that most female consumers are influenced by brand price before considering buying a cosmetic product.

Table 16: Cosmetic products mean and standard deviation

	Question	Mean	Standard Deviation
C20	I intend to buy this brand in the future	0.748	0.6555
C21	I intend to buy other products of this brand	0.639	0.7570
C22	I consider this brand as my first choice in this category	0.738	0.5796
C23	Will I continue to be a loyal consumer for this brand?	0.707	0.5578
C24	I will recommend this product to someone who seeks advice	0.703	0.7192

Questions C20, C21, C22, C23, and C24 are above the 60% important level.

3.7.4 Summary of mean values

The mean values are summarized below in table 15.

Table 17: Mean scores – Brand loyalty influences

Description	Influence %
Brand trust	63%
Brand satisfaction	78%
Brand price	84%

Influences such as brand trust, brand satisfaction, and brand price are all above the 60% satisfactory level. Brand trust has the lowest satisfactory level of 63% whilst brand satisfaction scored the second highest satisfactory level of 78% and the brand price has the highest satisfactory level of 84%. This result shows that price has the most influence on female consumers in terms of the cosmetic products.

3.8 SPEARMAN CORRELATIONS

A Spearman's rank correlation was conducted to test if there is a monotone relationship between influences of brand loyalty and demographics (income and age). A Spearman's rank correlation, which tests the strength of the relationship between two items, was chosen instead of the Pearson correlation, as it is not limited to linear relationships. Elliot and Woodward (2007:192) indicate that a monotone relationship is when the one value increases or decreases in the same manner as another value, with values ranging between -1 and 1.

Table 16 below illustrates the Spearman's correlation.

Table 18: Spearman's correlation

Correlations					
		Brand Trust	Satisfaction	Brand Price	Cosmetic Products
Spearman's rho	Correlation Coefficient	-.262*	-.156	-.379**	-.203
	Sig. (2-tailed)	.017	.158	.000	.065
	N	83	83	83	83
	Correlation Coefficient	-.132	-.369**	.008	-.271*
	Sig. (2-tailed)	.235	.001	.944	.013
	N	83	83	83	83
	Correlation Coefficient	.175	-.103	.046	-.052
	Sig. (2-tailed)	.113	.352	.680	.639
	N	83	83	83	83
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

The determinants of brand loyalty's correlation are found to be between -1 and 1, the correlation has a very high score which indicates that the items are highly correlated to each other. The results show that there is a strong negative correlation between the determinants of brand loyalty. The results show that the older females are less influenced by their believes in brand trust; that is why we see a negative correlation coefficient of -0.262. The results further show that the older females are less influenced by brand price (with a higher negative correlation coefficient of -0.379. The results also show that the more females earn the less they are satisfied with seeing this from a coefficient of -0.369. Finally, the results revealed that the more females earn, the less likely they are to spend on cosmetics, with a negative coefficient of -0.271 on cosmetic products.

3.9 CHAPTER SUMMARY

Chapter 3 includes the descriptive and informative section of the study regarding influences that affect brand loyalty in the cosmetic sector. The information is based on the conceptual framework developed by Moolla (2010).

The results address the validity, calculates the reliability coefficients, and reports on the importance of the selected criteria and its measuring items. The majority of the factors return satisfactory reliability coefficients (above the lower 0.60 level of reliability). However, the two brand loyalty influences Brand trust and Repeat purchase are deemed to be of lower order reliability because they have lower order reliability coefficients ($0.58 < \alpha < 0.70$). The unreliable influences (with reliability coefficients below 0.58) are Brand performance and Perceived value (with $\alpha < 0.58$).

Chapter four is the final chapter of this report, and it consists mainly of conclusions and recommendations. Chapter four concludes the research project.

CHAPTER 4: CONCLUSIONS AND RECOMMENDATIONS

4.1 INTRODUCTION

This chapter outlines the findings of this study and the relationship to the relevant theory in Chapter 2. The chapter covers the conclusions and recommendations relating to the findings of Chapter 3.

The chapter focuses on conclusions and recommendations on the following aspects:

- Data validity and reliability
- Brand loyalty influences
- Future research

The chapter concludes with a final review of the research with recommendations for further use of the questionnaire developed for the measurements of key influences of brand loyalty in the cosmetic environment.

4.2 DISCUSSION OF FINDINGS ACCORDING TO RESEARCH QUESTIONS

The findings under each specific objective is discussed in the following paragraphs:

4.2.1 Effects of brand trust on Brand loyalty in cosmetic products

Brand trust was considered to be influenced by such factors as brand reputation, brand predictability, switching costs and peer influence. The findings indicate that 84.7% agreed that brand reputation affects brand loyalty. On brand predictability, 87.9% agreed that it affects brand loyalty, while 86.8% agreed that peer influence affects brand loyalty. The findings further indicate that 85.5% of the respondents agreed that switching costs affect brand loyalty.

The findings above shows that all factors that were selected related to brand trust scored more than 50%. This implies that brand trust has a very high influence in the cosmetic product consumer's buying decisions.

4.2.2 Effects brand satisfaction on brand loyalty

Brand satisfaction was considered to be influenced by factors such as past interactions, brand reliability, peer approval, information quality and perceived quality. The findings indicates that 90.3% of the respondents agreed that past interaction with a cosmetic product influences brand loyalty (Table 15), 86.7% of the respondents agreed that brand reliability influences brand loyalty, 90.3% agreed that information quality affects brand loyalty (Table 14), while 85.5% agreed that perceived quality influences brand loyalty in a cosmetic product (Table 16). These results indicate that information quality and past interaction with a cosmetic product have the highest influence on brand loyalty.

The findings indicate that in ensuring that brand loyalty is achieved customer satisfaction plays a key role which must be considered since 85.5% of the respondents interviewed agreed that their satisfaction in the cosmetic products which they were using contributed to brand loyalty in the cosmetic products which they were using.

4.2.3 Effects of perceived value on brand loyalty

Brand perceived value was studied under the following parameters: consistency in price, brand competence and past usage experience. The findings indicate that 86.7% agreed that consistency in price affects brand loyalty, while 83% agreed that brand competence influences brand loyalty and lastly 89.6% agreed that past usage experience affects brand loyalty. The customer perceived values about the cosmetic products that they use are likely to influence their brand loyalty, the table indicates that 86.7% of the respondents interviewed agreed that perceived in the cosmetic which they were using affected their brand loyalty. It is important to note that perceived value has a strong influence on brand loyalty.

4.3 CONCLUSIONS AND RECOMMENDATIONS

The overall impression of the respondents is that brand trust, perceived value, brand satisfaction and brand price influence their cosmetic buying decisions. From the research conducted, the female consumers considered brand price as the most

influential factor in determining brand loyalty. Brand trust was rated the second highest at 59% agreement level. Brand satisfaction was considered third in determining brand loyalty at 58%. With all factors scoring more than 50% level of the agreement it is an indicator that all the factors have an influence on brand loyalty of cosmetic products with the degree of influence varying amongst the different factors.

Customer brand loyalty is of prime importance for business organisations. Results of the 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 organisation depend on customer loyalty. This study supports the view that brand trust, brand perceived value, brand satisfaction and price should remain a prime focus for the organisation to maintain market share in today's competitive business environment. The business whose customers are not loyal to them cannot enjoy a respectable position in the market.

From the data analysis, we can conclude that today's customers have much awareness of whether a product is giving some sort of value to them or not. To retain the customer for longer period business should focus on how to increase the loyalty of their customers. A customer who is satisfied with the offering and services would be the most loyal customer of the product. Companies should create an atmosphere where if a customer shifts from one product or company to another product or company, he/she should not feel as satisfied as before. Thus he/she would return to the original product or company that he/she used initially. Trustworthiness of the firm also plays an 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 particular firm's products in the market also plays a significant role in promoting customer brand loyalty.

Based on this study, brand perceived value and brand satisfaction have the highest rating as determinants of brand loyalty in cosmetic products. The analysis indicated that the brand loyalty has a positive influence on the purchasing behaviour of the customer and customers are likely to purchase products which they are accustomed to through a strong image and exceeding their expectations. The analysis also indicated that customers were more willing to talk to other customers about the

products they have used and were satisfied with their results and thus word of mouth form of spreading positive information and thus creating a good avenue for companies seeking to market their cosmetic products in salons and other places.

This study concludes that if a cosmetic business wants to enjoy good profits globally in general and in South Africa in particular, it should work hard to increase customer brand loyalty through brand satisfaction, strong brand perceived value, trustworthiness, and competitive pricing in the marketplace. It will help the business to increase customer retention and decrease the customer defection. The study further implied that brand trust, brand price, customer satisfaction and perceived value has 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 marketplace. More research still needs to be done on a larger scale than the one I used to see how brand loyalty is affected or influenced by the findings.

4.4 FUTURE RESEARCH

This research was based in Gauteng ,Limpopo and Free State Provinces only. Future research can be extended to other provinces in South Africa to establish the determinants of brand loyalty in cosmetic products in those areas. The research can be extended to shops that sell cosmetic products in South Africa. The study can also be carried out on other determinants of brand loyalty apart from brand price, brand satisfaction, and perceived value. The researcher can carry out a study on how the store environment in which the cosmetic products is sold affect their loyalty to the brand.

A further study can also be carried out on customer satisfaction and service quality by examining the aspects of the quality of service. The researcher can carry out a research on brand loyalty among phone users or any other products besides the cosmetics.

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APPENDICES

Appendix 1: Questionnaire

Questionnaire

Section A: Bio Data

1. What is your age bracket? (Tick as applicable)

A. Under 20 years []

B. 21-30 years []

C. 31-40 years []

D. 41-50 years []

E. Over 50 years []

2. Marital Status?

A. Single []

B. Married []

C. Other (specify) []

3. What is your highest level of education?

A. Secondary []

B. Diploma []

C. Undergrad degree []

D. Post Graduate []

E. Other (specify) []

4. What is your average monthly income?

- A. Less than R5000 []
- B. Between R5000-R10000 []
- C. Between R10000-R15000 []
- D. Between R15000-R20000 []
- E. Above R20000 []

5. What is your frequency of shopping?

- A. Once a month []
- B. Twice a month []
- C. Three times a month []
- D. Four times a month []
- E. More than four times a month []

Section B: Determinants of brand loyalty

Part I: Brand trust a determinant of brand loyalty

Please indicate the level of agreement with the following statements:

Questions		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
6	Brand reputation influences brand loyalty?					
7	Brand predictability influences brand loyalty?					
8	Brand competence influences brand loyalty?					

9	Switching cost influences brand loyalty?					
10	Peer influences brand loyalty?					

Part II: Satisfaction a determinant of brand loyalty

Please indicate the level of agreement with the following statements:

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
11 Do you agree that brand reliability influences brand loyalty in cosmetic products?					
12 Do you agree that information quality affects brand loyalty in cosmetic products?					
13 Do you think past interaction of cosmetic products influences brand loyalty?					
14 Do you agree that perceived quality influences brand loyalty?					

Part III: Price a determinant of brand loyalty

Please indicate how strongly you agree that the following factors related to brand price influences brand loyalty in cosmetic products:

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15 Do you agree that price consistency of cosmetic products influences the loyalty to it?					
16 Do you agree that the last purchase price affects brand loyalty?					
17 Does the cost effectiveness of a cosmetic product affect brand loyalty?					
18 Do you agree that value for money influences loyalty to it?					
19 Do you agree that competing brand price affects the brand loyalty of another product?					

Section C: Brand loyalty in cosmetic products

Please indicate how strongly you agree with these statements:

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
20 I intend to buy this brand in the future?					
21 I intend to buy other products of this brand?					
22 I consider this brand as my first choice in this category?					
23 Will I continue to be a loyal consumer for this brand?					
24 I will recommend this brand to someone who seeks advice?					

Appendix 2: Letter from language editor



Dynamic Language &
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Thursday, 01 December 2016

To whom it may concern,

Re: Letter of confirmation of language editing

The dissertation **Measuring the influence of brand loyalty on cosmetics purchase intentions of South African female consumers by LE Mashavha (25343467)** was language, technically and typographically edited. The citations, sources and referencing technique applied was also checked to comply with NWU university guidelines. Final corrections as suggested remain the responsibility of the student.

Antoinette Bisschoff

Officially approved language editor of the NWU since 1998
Member of SA Translators Institute (no. 100181)

Precision ... to the last letter