A Study on Brand Loyalty for Cosmetic Products among Female Customers in Belagavi City

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ABSTRACT

This research presents productive knowledge on the subject of the domain of brand loyalty for cosmetic items among female clients in the city of Belagavi in the Indian state of Karnataka. The purpose of this study is to investigate, in greater detail, a number of factors that influence the purchase of cosmetic items and the impact those factors have on deciding brand loyalty. Within the scope of this research project, six primary aspects of consumer brand loyalty were investigated. These aspects include things like the product's quality, its features and design, its brand name, the level of service it provides, its advertising and promotion, and its price. Six hypotheses were posed, and their plausibility was determined with the use of the SPSS software. A sample data set of 93 was drawn. Belagavi City residents who identified as female made up the study's population for the purpose of the research. The data collection process made use of a Likert scale with five points of differentiation. According to the findings of this research, each of the factors examined has a substantial impact on the level of brand loyalty exhibited by the participants in this study who are female. The researchers tested their hypothesis by using the p value in Chi-square, after having calculated the standard deviation and statistically analysing the prominence of factors that affect the purchase of cosmetic items. By conducting an in-depth investigation into the elements that influence consumers' preference for one cosmetic brand over another, the empirical study contributed a wealth of useful insights to the body of previously published research. In addition to this, it was found that roughly 62% of female customers spend less than ₹1000 (approximately USD13.32) annually on cosmetics, and approximately 81% of customers prefer to buy foreign products when compared to local ones.

1. INTRODUCTION

Customer's expressive requirements and societal requirements together affect their accessory to extravagance brands, and the discrete inspirations are predominantly applicable (Kang, He & Shin, 2020). Introducing a product and trying to attach that product in customers mind is not a painless chore. It always takes time for the product to be trusted and accepted by the customers. To examine the influence of brand loyalty on female buying behaviour of cosmetics in Belagavi City, India is a realistic phase in the expansion. If we look at the past history of the surveys that the foremost carve up of customer merchandises is measured of cosmetic or attractiveness products, no explicit exclusive are destitute of overshadowing such contrived goods.

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Cosmetic products make fine-looking human manifestation; in today's market scenario cosmetic products are in huge demand. It may be due to a reason relating to the identity realisation and self-individuality feature which are connected by means of individual existence. There are many foremost cosmetic businesses which are internationally thriving recognised like Unilever, The L'Oreal Group, The Procter & Gamble Company and many more. Indian young and middle-aged customers are now accepting the global brands such as L'Oreal, Pond's, Glow & Lovely, Garnier, and Nivea as they want to experience the product. This statistic depicts the estimated size of the global skin care market from 2012 to 2025. By 2025, the global skin care market is estimated to be 189.3 billion USD (Statista Research Department, 2022). The skin care industry has witnessed a shift from demand from older consumers to a growing younger consumer base. People are beginning to use skin care at an increasingly young age in a bid to delay the signs of aging. Cosmetic business imposes the vendor to be acquainted with existing inclination of Indian beautifying brands among young generation. As reported by Nielson in 2019, it was found that personal care and beauty shop shoppers are of young generation, with a well-known amount of student customers (Nielson, 2019).

The alternative practice and liking of utilisation channel differ depending on the intensity of city and the age. As per the latest market research description (Indian skin care market outlook 2020) by RNCOS, cosmetic companies are altering their product assortment with new improvement as per the shifting requirements and inclination of the customers. RNCOS is a Business Consulting Service firm providing multiple services to companies wishing to engage in any business expansion (RNCOS, 2020). The whole skin care marketplace is poised to increase at a compound annual growth rate (CAGR) of almost 20% for the calculate period of 2016-2020. Therefore, in array to present additional information on brand loyalty for cosmetics in India, the researchers have prepared this paper entitled "A study on brand loyalty for cosmetic products among female customers in Belagavi City". Belagavi or Belgaum City is located in Karnataka state of India. As per provisional reports of Census India, population of Belagavi in 2011 is 488,157; of which male and female are 245,545 and 242,612 respectively. Although Belagavi City has population of 488,157; its urban/metropolitan population is 610,350 of which 308,905 are males and 301,445 are females (Census, 2011). Thus, the high population of female citizens might provide an insightful knowledge when the study on brand loyalty for cosmetic products is conducted in this city. Given that, the main objective of this paper is to examine the factors that affecting the purchase of cosmetic products based on the wide-ranging impression of cosmetics market among the female customers in Belagavi City. On the other hands, this study attempts to inspect the influence of several factors of female buying behaviour of cosmetics towards brand loyalty, and at the same time is to reveal the effect of different products on brand loyalty among the female cosmetic consumers.

2. LITERATURE REVIEW

Reviews of relevant literatures takes significantly facilitated the researchers in intrigue the whole investigation proposal besides forming research objectives. Therefore, the researchers take referred altogether the research papers and available articles. As argued by Choi and Lee (2019) to know customers with sophisticated brand loyalty place an additional heaviness on apparent societal standards, it could be community gratitude and harmony as associates of humanity, slightly than fair on the professed security worth for cosmetics. Besides, other researchers (Pribadi, Adiwijaya & Herjanto, 2019) conducted a research on brand loyalty for cosmetic products in direction to shape a brand loyalty, companies must try to generate optimistic customer brand knowledge and reinforce brand trust and undoubtedly direct their brand behaviour and target customers with a comparable behaviour.

One of the researches conducted by (Bernarto et al., 2020) has carried out a research on the effect of brand consciousness and found that when the brand trust rises, brand loyalty also rises. The

influence of brand trust can eventually upsurge brand loyalty from customers as brand loyalty in return can increase sales and profits (Abd Aziz & Ngah, 2019). Other research (Khan, Memon & Kumar, 2019) has made an attempt to investigate celebrity endorsement and purchase intents and found that celebrity must not recommend too many rival brands as the companies cannot gain brand loyalty of the customers as they may complicate the customers, which will badly disturb brand image. As stated by Shalehah et al. (2019) an effort was made to recognise the determinants of brand loyalty for cosmetic products and customer repurchase purposes. It was found that when the additional constructive tags, bring into line with improved apparent superiority will clue to a sturdier brand loyalty. Besides, (Taghipour & Loh, 2017) conducted a research conceded out on Thai female cosmetic consumers and found that packaging has a superior authority on creating brand loyalty when compared to price. Product appearance and quality helps in generating brand loyalty. Alkubaisi et al. (2018) recommended that to build brand loyalty the firms should persistently work on product contribution which declines the straight outcome of honesty, ability, and complexity of brand character measurement on brand loyalty. Consumers always tend to trust that if the celebrity uses the recommended product, then it raises intentions to acquisition the reinforced merchandise (Rajasekar, 2018). In service sector, managers must emphasis mainly on the experiences of quality amenities. As managers often meet the customers directly and have a conversation with them, this is beneficial to the firm in return it will lead to customer's positive word of mouth about the brand which leads to brand loyalty. Consumers are in non-essential direction of looking at the ads. Thus, the marketing managers should come up with the appropriate words in the ads instead of inappropriate words so that the customers can remember the brand names (Shamsollahi, Amirshahi, & Ghaffari, 2014). Managers of the firm should consider the prices charged by the opponent of similar products. Marketers should go for pricing the products realistically as it be supposed to be price efficient and by no means go beyond customer anticipation and monetary capability. It can be done by rising customer apparent value and purchase goal (Song, Guo & Zhang, 2019). In this study, six factors (product quality, features & design, brand name, service quality, advertising & promotion, and price) have been tested as the independent variables, that might create influence on the dependent variable (brand loyalty). Those factors are discussed in the following sub-sections.

2.1.1   Brand Loyalty

Purchaser is always connected through a specific brand and has fewer chances of toggle to supplementary brands. Firms must conserve the loyal customers as the they will for eternity repurchase the same brand and will not at all change to other brands, they are yet prepared to pay elevated price and advise the brand to others (Lee, Goh & Mohd Noor, 2019). It can be observed throughout their purchase frequency.

2.1.2   Product Quality

In common stipulations quality refers capability to gratify desires. The managers at the firm should consider product quality as their primary factor to reinforce customer happiness and to continue service excellence intensity (Xu, Blankson & Prybutok, 2017). It can be observed that huge sales product happens due to superior quality of the products. If the product quality is not good people will reject the products and might switch to other company brands.

2.1.3   Features & Design

With the progressively extreme race in the cosmetic products, the marketing managers and the firm need to understand the needs and inclinations of the customers and design the products as it will repetitively gratify consumers (Lee, Goh & Mohd Noor, 2019). As we see in today's market all the manufacturers are concentrating on the product features and design so that they create strong brand loyalty for their cosmetic products.

2.1.4   Brand Name

If promotion managers are trying to aim well-informed early adopters for fundamentally innovative products then superior brand name will escort to enthusiasm to purchase with brand source (Lee, 2020). As a substitute of several unknown brand names, consumers get overwhelmed and spellbound to fascinated to procure renowned brand and this is the main reason for replicate purchase behaviour.

2.1.5   Service Quality

If the customer is not happy about the service then they switch to other brands. Managers must emphasise that their brand reliably brings high stages of concrete and imperceptible service quality every time to their valued customers so that they build a long-term relationship with their customers which will lead in building brand loyalty (Rather & Camilleri, 2019).

2.1.6   Advertising & Promotion

Advertising and promotion show a vital role in achieving defensible reasonable benefit in the marketplace. In India celebrity marketing is an idea of marketing the brands effectively and efficiently. Firms occupied in fast moving consumer goods (FMCG) must concentrate extra consideration to the revealing requests if the impartial of promotion is to certify repetitive buying by the customers and to continue moneymaking for the long term and builds brand loyalty (Mahmood & Haider, 2020). The target audience should be recognising them. For example, the well-known celebrities; Anushka Sharma has been the brand ambassador for Nivea, while Kareena Kapoor played some ads for Lakme.

2.1.7   Price

If the marketer gives more discounts to the customer it will help the decision making of the customer which can be seen in repeat purchase behaviour of the same brand (Brata et al., 2017). Few consumers who have elevated brand loyalty will be enthusiastic to pay optimum price aimed at their preferred brand. In summary, the literature above suggests how brand loyalty is created for various brands and products. In addition, the linkages between all the six factors (product quality, features & design, brand name, service quality, advertising & promotion, and price) and brand loyalty be the basis for the researchers to conduct this empirical study.

3. RESEARCH METHODOLOGY

To gather the applicable information on brand loyalty, proproduct quality, features & design, brand name, service quality, advertising & promotion, and price, a structured questionnaire based on the five-point Likert was used. The researchers have managed and got it checked by the professional in a pilot testing phase. A pilot check was completed and the result confirmed that the questionnaire can be used for further analysis. The initial portion of the questionnaire transacts about the demographic or profile of the respondents, while subsequent portion transacts by examining the other variables of this study. Therefore, range to comprehend the acknowledged research purposes, subsequent research methodology was implemented by the researchers. Finally, to attest the sturdiness of the outcomes, it was intended to examine the effect of six factors on brand loyalty. Thus, the researchers formulated six null hypotheses as the following:

H_{01}: There is no impact of product quality on brand loyalty of cosmetic products.
H_{02}: There is no impact of features and design on brand loyalty of cosmetic products.

H$_{03}$: There is no impact of brand name on brand loyalty of cosmetic products.
H$_{04}$: There is no impact of service quality on brand loyalty of cosmetic products.
H$_{05}$: There is no impact of advertising and promotion on brand loyalty of cosmetic products.
H$_{06}$: There is no impact of price on brand loyalty of cosmetic products.

The uniqueness plus spur of the study is to the finest of the information of the researchers, where a similar study has not been conducted in Belagavi City. Thus, this study will enhance major importance to the indulgent of purchaser behaviour and the factors which influence customers in building brand loyalty for cosmetic products among the female customers. Further, it can be a basis of the experimental study for future researchers who are fascinated in investigating the similar identical domain of brand loyalty. The respondents are sample aged from below 20 to above 50 years. The researchers opted simple random sample of 110 questionnaires among female in Belagavi City. Fortunately, 93 questionnaires stayed entirely complete and sufficient to be analysed for this study. The researchers applied convenient sampling method, under the non-probability sampling. To perform the data analysis and teste the hypotheses, the Chi-square test has been operated by the researchers. The Chi-square equations is provided as the following:

$$x^2 = \sum (Oi - Ei)2/Ei$$

x^2=Chi Squared
Oi=Observed value
Ei=Expected value

4. RESULTS AND DISCUSSIONS

To begin the analysis of the gathered data, the researchers started with providing the demographic results of the respondents. The prominence evaluation factors which affect while female customers bought the cosmetic products are discussed in the following parts. The prominence score was intended using five-point Likert scale, ranging from represented "Strongly Disagree" to 5 represented "Strongly Agree". Thus, the greater the assessment, the more significant is the influence in determining in buying behaviour towards the brand loyalty.

Table 1 Age Group, Gender and Domicile Wise Distribution

Age Group	Occurrence	Gender	Occurrence	Domicile	Occurrence
Below 20	2	Female	93	Urban	80
21-30	70			Rural	13
31-40	12				
41-50	5				
Over 50	4				
Total	**93**		**93**		**93**

As indicated in Table 1, we can say that the total female respondents were 93. In the domicile column, it shows that 80 respondents were from urban, and 13 respondents were from rural. Next, the additional demographic profile of the respondents is accessible in Table 2. Out of 93 respondents, 72 were unmarried and 21 were married. Around 89 respondents are graduates. There are 72 respondents who were female respondents and are college going students, 11 were into services, 6 were homemakers and 4 respondents were from handling business. Hence, the researchers analyse that most of the respondents were students and considered as the young generation.

Table 2 Marital Status, Education and Occupation Wise Distribution

Marital Status	Occurrence	Education	Occurrence	Occupation	Occurrence
Married	21	SSLC/10th	2	Student	72
Unmarried	72	PUC/12th	2	Services	11
		Undergraduate	70	Homemaker	6
		Post graduate	19	Business	4
Total	**93**		**93**		**93**

It evidently signifies that 62% of the respondents devote less than ₹.1000 (USD13.32) on cosmetic products annually. Although only 4% spend more than ₹.2500 (USD33.31) on the on cosmetic products annually. From the analysis indicated in Table 3, we can interpret that most of the customers in Belagavi City spend less than ₹.1000 (USD13.32) on cosmetic products yearly. The conversion is done based on The Money converter.com dated 18 February 2022 (The Money Converter.com)

Table 3 Annual Spends of Customers on Cosmetic Products

Annual Spends on Cosmetic Products	Frequency	%
Less than ₹.1000	58	62
₹.1000-1500	15	16
₹.1500-2000	9	10
₹.2000-2500	7	8
More than ₹.2500	4	4
Total	**93**	**100**

From Table 4, we can say that 81% of the female customers in Belagavi City prefer foreign (international) brands as compared to domestic (local) brands.

Table 4 Brand Preference for Cosmetic Products

Brand Preference for Cosmetic Products	Frequency	%
Domestic (Local Brand)	18	19
Foreign (International Brand)	75	81
Total	**93**	**100**

From Table 5, we can analyse that the product quality expressively impacts the female customers to buy cosmetic products. In specific, comfort of use is measured as important product quality features by the cosmetic buying consumers.

Table 5 Prominence of Product Quality

Effect of Product Quality on Brand Loyalty	Average Score	Std. Dev
Extensive shelf-life	3.27	1.21
Persists elongated (does not get spent swiftly)	2.57	1.24
More variability (colours, shadows etc.)	2.29	1.45
Natural components are used	3.25	1.55
Improved and efficient quality (comfort of use)	3.38	1.37
Overall rating	**2.95**	**1.36**

Table 6 Prominence of Features & Design

Effect of Features & Design of Product on Brand Loyalty	Average Score	Std. Dev
It has multiplicity of designs and features	3.03	1.38
They are appropriate for me	3.25	1.66
It has unique features as associated to others	3.57	1.22
They are stylish and trendy	3.32	1.15
Overall rating	**3.29**	**1.35**

Based on Table 6, it can be witnessed that features & design of product are considered as important factor while purchasing cosmetic products. From the above data we can analyse that customers give more importance to the unique features of the product, which influences the customers in buying the product.

Table 7 Prominence of Brand Name

Effect of Brand Name on Brand Loyalty	Average Score	Std. Dev
It is an apparent brand	2.86	1.37
They are good-looking and admired	3.01	1.36
Brand name is more imperative than price	3.20	1.66
It replicates my own behaviour	3.49	1.29
Overall rating	**3.14**	**1.42**

From Table 7, a brand name plays a vital role in buying products as presented by the female consumers. However, based on the results, we can see that apparent brand is considered lower when associated with product quality, and features & design of the product.

Table 8 Prominence of Service Quality

Effect of Service Quality on Brand Loyalty	Average Score	Std. Dev
Sales assistant of the store is well-trained	3.26	1.14
Sales assistant is friendly and well-mannered	2.84	1.36
Sales assistant is cooperative and passionate	3.30	1.18
Sales assistant is gracefully dressed and polite	2.63	1.30
Overall rating	**3.01**	**1.25**

As we can see in Table 8, service quality plays an important role in today's market. It can be seen in the above data that female customers feel that sales assistant should be polite and well trained, so that they are pleased about the service, and in return which helps customers to make repeat purchase and creates brand loyalty.

Table 9 Prominence of Advertising and Promotion

Effect of Advertising and Promotion on Brand Loyalty	Average Score	Std. Dev
Commercials of the brand are eye-catching	2.30	1.46
Advertising schemes are striking (e.g. sale discount)	3.25	1.52
Window exhibitions are attractive	3.39	1.36
Overall rating	**2.98**	**1.45**

As can be seen in Table 9, the respondents exhibited substantial prominence to advertising and promotion towards their buying behaviour. In specific, the female customers gave more prominence to window exhibitions which are attractive as they stimulus the customers more.

Table 10 Prominence of Price

Effect of Price on Brand Loyalty	Average Score	Std. Dev
Rise in the price will not hinder	3.25	1.14
Worth for money	2.77	1.38
Fair charges	3.02	1.42
Reasonably squat prices	3.24	1.66
Overall rating	**3.07**	**1.40**

Referring to Table 10, price is considered to be a prominent factor in buying cosmetic products. The respondents proved that rise in the price will not hinder them from buying the products as they are loyal towards the brand. As stated previously, influences were verified for statistical implication of the prominence of the numerous factors based on the six independent variables. For the purpose to test the hypotheses, the average prominence score which is 1 for each factor was associated with the "Strongly Disagree", and p value in Chi-square was used for testing the hypotheses. Based on the results as presented in Table 11, all the influences namely product quality, features & design, brand name, service quality, advertising & promotion and price were compared with lowest prominence rating which is 1. P value was calculated by using Chi-square method. 5% significance level was taken into consideration. Subsequently, there were 93 observations. The fallouts of hypotheses testing are mentioned in the Table 11.

Table 11 Results of the Hypotheses Testing

Null Hypothesis	Impact	Average Prominence Score	Std. Dev	P-Value	Conclusion
H_{01}	Product quality	2.95	1.36	0.00034	Reject H_{01}
H_{02}	Features and design	3.29	1.35	0.00027	Reject H_{02}
H_{03}	Brand name	3.14	1.42	0.00023	Reject H_{03}
H_{04}	Service quality	3.14	1.25	0.00011	Reject H_{04}
H_{05}	Advertising and promotion	2.98	1.45	0.00059	Reject H_{05}
H_{06}	Price	3.07	1.40	0.00021	Reject H_{06}

Table 11 illustrates that all the null hypotheses are rejected, which means that all the independent variables have major influence on buying choices and building brand loyalty. The major points to be discussed are most of the respondents are students who belonged to the age group of 21-30 (75%), which gives a hint of probable section of consumers who buy cosmetic products. It was also observed that 62% of the customers spend less than ₹.1000 (USD13.32) yearly on cosmetic products which provides an awareness of how much they spend annually on cosmetics. 86% of the customers are from urban. Further, it was found than 96% of the respondents are graduates, which might display a high level of consciousness. Next, the factors which have been examined namely product quality, features and design, brand name, service quality, advertising and promotion and price suggestively effects the buyer choice of cosmetic products among female customers in Belagavi City. Out of the above stated factors customers gave added prominence to features and design of the product as the average rating was 3.29; whereas brand name and service quality was 3.14 respectively. Thus, the companies should upgrade the features and design of the products to increase brand loyalty among female customers of Belagavi City. The above stated outcomes specify that the Belagavi female customers of cosmetic products ensure

substantial brand loyalty to the choice of the products and their actions are influenced by the six factors as stated earlier.

5. CONCLUSIONS

This research study intended to examine the factors that affecting female customers in building brand loyalty. The researchers also considered the effects of customer purchase decision on brand loyalty. In terms of the research place, the researchers have chosen Belagavi City. From the statement analysis, the results discovered the below mentioned points. The impacts like product quality, features and design, brand name, service quality, advertising and promotion and price they had significantly positive impacts on the customer purchase decision and the brand loyalty. The findings were reliable with (Alhedhaif, Lele & Kaifi, 2016). In the research, the scholars investigated the factors affecting cosmetics buying behaviour of Saudi female consumers, the results publicised that the service quality and advertising and promotion seemed to be the most significant factor in building brand loyalty. Whereas in our study we found that customers in Belagavi City give more importance to features and design of the product which effects in building brand loyalty. From the testified results, a marketing manager or a firm can apply in the business progress to contest and encounter purchaser requirements. If the customers are brand loyal, they will never switch to other brands even though there is increase in prices for the products but at the same time the marketer should make sure they retain the customer by not losing the loyalty from them by delivering the products as per their requirements of the customers. This study concludes that if cosmetic industry desires to relish brand loyalty of the customers for their products; particularly in Belagavi City, they must work more on the analysed factors like product quality, features and design, brand name, service quality, advertising and promotion and price, in particular the firm should focus on features of the product, service quality and brand name as they have strong influence in determining the brand loyalty of customers in cosmetic products. The study which has been conducted has got some limitations which have to be recognised. The foremost limitation of the study was it was conducted only for the female customers in Belagavi City and the sample (N=93 respondents). A larger sample could benefit in further cleansing the study. The paper is accessible only for cosmetic products. Related study can be carried out for other skin care products. The study would like to propose piloting research by smearing the additional information gathering tools extra other than using only a questionnaire. The study was capable to deliver significant insight into brand loyalty of female customers in Belagavi City for cosmetic products. The future study might focus on other countries such as Malaysia, Indonesia, Philippines, etc. to look on the similarities or the differences between pattern of the factors that will appear dominant when female customers decide to buy their cosmetic products.

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