

THE IMPACT OF BRAND LOYALTY ON COSMETICS BUYING BEHAVIOUR AMONG WOMEN IN BANGALORE

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Abstract:

Purpose: The purpose of the paper is to explore the role of brand loyalty on buying behaviour of cosmetics among women in the city of Bangalore. It aims to find out how brand name, product quality, price, design, promotion, service quality, and retail environment influence the purchase decision of cosmetics. **Research Design/Methodology:** The survey was collected on a random sample of 382 female cosmetics consumers aged between 16 to 42. The survey was distributed at Bangalore city. This study used one-way ANOVA, descriptive analysis, and Pearson correlation. This study used one-way ANOVA, descriptive analysis, and Pearson correlation. **Findings:** According to the research of this study, the brand name, product quality, pricing, promotion, service quality, and store atmosphere are the six characteristics of brand loyalty that are appropriate in Bangalore context. The results showed that consumers' decisions to become brand loyal customers are significantly influenced by the quality of the products.

Keywords: Brand Loyalty, Consumer Behaviour, Purchase, Cosmetics.

1. INTRODUCTION

Cosmetics have a long history, dating back at least 6000 years and extending to practically every civilization on earth. Cosmetics were fashionable in the middle Ages, in Western society, and especially in the upper classes. Growing cosmetic concerns, increasing purchasing power and growing media influence are helping to drive the Indian skin care industry, which has been growing rapidly in recent years. Brand loyalty is a typical issue with respect to cosmetics in several markets across the globe. It is defined as being preferable to particular product or service. **(Aaker and Keller, 1990)** explain that loyalty is closely associated with numerous factors, among which experience of use is a major factor. At times customers might be loyal due to high switching cost related to economical, psychological and technical factors, which make it costly or difficult for the customers to change. Customer may also be loyal if they are satisfied with the brand, and thus want to continue their relationship **(Fornell, 1992)**. Cosmetics are care products made with chemicals or natural ingredients used to enhance the appearance and smell of the human body.

Due to the knowledge and characteristics of the subjective personality that are closely related to human existence, cosmetics are in great demand these days. Cosmetics are applied to the human body to beautify, enhance or alter its appearance without harming the body. The several categories of cosmetics include those for babies, bath products, deodorants, hair care, color cosmetics, men's grooming kits, oral hygiene, skin care, hair removers, and sun care. Beauty and cosmetics are expanding quickly. One of the most significant global industries for a long time. India's toilet and cosmetics industries have taken off. According to studies, the cosmetic industry in our country is growing at a rate of 15-20% every year. Both men and women are buying skin whitening creams, fueling this trend.

1.1 Usage of Cosmetics Worldwide:

In 2018, the global cosmetics industry is valued at \$ 507.8 billion. The market value is estimated to reach US \$ 758.4 billion by 2025. Cosmetics have become a staple in the modern person's lifestyle. In addition, one of the key causes influencing the usage of cosmetics in business across the globe is the individual's inner intelligence combined with an increasing awareness of outward appeal. The demand in the worldwide cosmetics industry is rising as more and more men accept cosmetics in their daily lives. Manufacturers change the branding and advertising strategies of their products to increase sales in different countries. Manufacturers have used the introduction of new cosmetic products with all-natural components and enticing packaging to increase sales. As cosmetics have become a significant part of people's life, consumers, particularly women, desire to use products that may be used with comfort while travelling or attending social gatherings. The cosmetics industry worldwide is estimated at \$ 227.67 billion by 2020. The impact of the global epidemic on cosmetics has been staggering and overwhelming, with demand falling in all regions as a result of the outbreak.

1.2 Usage of Cosmetics in India:

According to new research by Research & Markets titled "India Cosmetics Market Overview," the country's cosmetics market has grown at a compound annual growth rate of 17.06 percent over the last five years (November 2016). The industry grew 7% in 2008 to \$ 2.5 billion in revenue. India's beauty, cosmetics and personal care market in 2016. According to an ASSOCHAM survey, the market value will reach \$ 6.5 billion in 2015 and \$ 20 billion by 2025. (2016). According to a report published by KPMG Wellness Sector in 2014, the beauty market in India is projected to grow by Rs. 80,370 crores. In 2012-2013, it was Rs. 41,224 crores. According to the study, the labor force requirement will increase from 3.4 million in 2013 to 12.1 million by 2022. According to the International Insurance Company, the value of the Indian cosmetics market is US \$ 950 million and is growing at a rate of 15-20% annually.

2. LITERATURE REVIEW:

Mrs. J. Vidhya Jawaharr, K. Tamizhthyothi (2013): The effect of mental health on cosmetic shopping behaviour has been investigated. The research question is, "What

do buyers think about cosmetic buying behaviour?" A questionnaire was designed and submitted to women clients in Bangalore using a convenient design approach. Research shows that age, job and marital status positively affect cosmetic purchases. On the other hand, a person's financial situation does not affect his attitude towards cosmetics.

Ersoy, NeziheFigen; Yolal, Medet; Batmaz, (2015): Locations examined. Evaluate Turkish men's views on cosmetic use and evaluate factors influencing men's cosmetic behaviour using data collected from Turkish men. According to the results, self-esteem, lifestyle, social views, shopping and self-image all influence men's use of cosmetics. According to the data, men's cosmetic buying behaviour appears to be related to their self-image and lifestyle. The importance of the connection between self-esteem and self-image, as well as the interaction between cultural beliefs and lifestyle is also emphasized. This paper concludes with a theoretical contribution to the topic of gender inequality research in its infancy, along with commercial implications.

Shahzad khan (2012): Attitude can be defined as a person's behaviour, temperament, mood, mentality and temperament. It can be positive or negative and it can have a significant impact on product purchases. Lars Berner (2010) defined consumer attitudes as a combination of a customer's beliefs, attitudes, as well as behavioural intentions in a marketing environment.

Hamza Salim Khraim (2011): The impact of consumer brand loyalty on purchasing decisions was investigated. According to the findings of this study, brand loyalty's aesthetic aspects are strongly correlated with brand name, product pricing, design, marketing, service quality, and retail atmosphere.

Yousaf, Usman et al (2012): The researchers looked at brand perception, brand correlation, perceived quality, and product knowledge to better understand brand loyalty. Brand perception, brand correlation, perceived quality, product knowledge (independence), and brand loyalty, according to the study's findings, are all positively correlated (dependent variables).

According to Ann Mane Britton's (2012) study, "The impact of the beauty industry on women in society", advertising production with unrealistic ideas about beauty has produced anxiety, poor judgment and low self-esteem among many women. Most of these negative feelings arise from dissatisfaction with physical appearance. It also means that college women often use cosmetics and are familiar with the market and that only certain personality traits influence women's cosmetics choices.

Ali et. Al., (2014): "Demographic Profile and Purchasing Habits of Organic Cosmetics This study's objective is to look at the socio-economic status of Malaysian consumers and their purchasing practices for organic cosmetics. This research is important for marketers, legislators and the government, in support of the growing use of organic cosmetics across social and economic disparities and comprehensive sustainable development instead of the Internet.

S Anjana, (2018): Internal and external influences on consumer purchasing options in Tamil Nadu and Kerala are explored in the "Study on Factors Affecting Consumer Purchasing Behaviour in Cosmetic Products". Finally, it was noted that some brand characteristics, such as social and cultural, showed statistically significant changes in revenue levels, while personal and psychological sizes did not.

Sarala Swati Jayesh, Manjrekar Pradip, (2014): "To examine the perceptions of women as clients of the West Mumbai Volcanic Beauty Service "According to her, women respond uniquely by offering their bodies a unique look and offering marketers a number of ways to change their appearance. Beauty Service was created in response to the growing demand for beauty services, except those devices and devices can be accessed.

Anantara & Sarada, (2009) : A research study on "Brand influence on Thai consumers in making purchasing decisions overseas makeup products", noting that when it comes to international cosmetics, brand ownership has little impact on the buying options of Thai customers. While brand equity brand awareness, brand associations, brand loyalty, and perceived quality were known to the respondents they were unable to assemble the pieces to make the final purchase choice for foreign cosmetics.

Vanessa Appaloosa (2010): According to people who use cosmetics, it is mostly bought for emotional reasons. The most important factor influencing their behaviour is the desire to be attractive. According to research, both the emotional and functional aspects of the cosmetic brand have a great impact on customer satisfaction, while the emotional component has the greatest impact. Consumer satisfaction is enhanced when a cosmetic brand reinforces positive emotions through the concept of self-care and relief from the stress and guilt associated with looking at one's appearance.

Ahmed, (2002): Article "Study on Cosmetic Purchasing Behaviour and Consumption Policy among Young Women in Delhi and NCR". This study emphasizes the marketing factors that influence the use of women's cosmetics as well as the customer decision making process. The study targeted girls between the ages of 15 and 35 living in Delhi. Questionnaires were used to collect data and analyzed using SPSS software. According to the results, a woman's income level can have a significant impact on her purchasing decisions. Furthermore, the study found that today women prefer to choose cosmetics made with natural ingredients rather than those made with chemicals.

Mr. Suresh, (1999): According to this article, the cosmetic sector has experienced rapid expansion as a result of the emergence of social media. The goal of this research was to figure out what elements influenced the product. The information was gathered from both primary and secondary sources. The article's approach was descriptive study design, and the result was that there was no doubt that social media advertising aided in raising cosmetic product awareness and sales.

Songdo Jr., Stephen L et al (2007): It has been investigated how brand image advantages affect colour cosmetics items and satisfaction with loyalty intent. According to the findings, brand image advantages such as functional, social, experience, and

aesthetic promotions are favourably correlated with overall satisfaction, and functional and performance enhancements have had a big impact on loyalty intentions.

2.1 Hypothesis:

This article focuses on the factors that influence consumers' brand loyalty towards a particular brand. Based on the factors that influence brand loyalty, the following hypotheses are derived.

- H1: There is a significant and positive relationship between brand name of cosmetics and brand loyalty.
- H2: There is a significant and positive relationship between cosmetics quality and brand loyalty.
- H3: There is a significant and positive relationship between cosmetics price and brand loyalty.
- H4: There is a significant and positive relationship between cosmetics design and brand loyalty.
- H5: There is a significant and positive relationship between promotion and brand loyalty of cosmetics.
- H6: There is a significant and positive relationship between service quality and brand loyalty of cosmetics.
- H7: There is a significant and positive relationship between store environment and brand loyalty of cosmetics.

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H6: There is a positive relationship between service quality and brand loyalty of cosmetics.

H7: There is a positive relationship between store environment and brand loyalty of cosmetics.

Brand loyalty is defined as keeping preferable to a specific product or service (BNET Business

Dictionary). Aaker and Keller, 1990 believe that loyalty is closely associated with various factors, one of the main ones being the experience of use. Customers may be loyal owing to high switching barriers related to technical, economical or psychological factors, which make it costly or difficult for the customer to change. In another point of view, customers may also be loyal because they are satisfied with the brand, and thus want to continue the relationship (Fornell, 1992).

2.2 Research Methodology

The questionnaire contained two sections: the first section about consumers' demographics and the second section about brand loyalty factors. The survey was carried out on a random sample of 382 female cosmetics consumers aged between 16 to 42. The survey was distributed at Abu Dhabi city at three malls namely; Abu Dhabi mall, Marina mall, Madinat Zayed Shopping Centre, in addition to Paris Gallery and it took two months. A total of 382 usable questionnaires were returned and collected 58% response rate.

The questionnaire contained two sections: the first section about consumers' demographics and the second section about brand loyalty factors. The survey was collected on a random sample of 382 female cosmetics consumers aged between 16 to 42. The survey was distributed at Bangalore city. A total of 382 usable questionnaires were returned and collected 59% response rate.

According to Table 1, 23% of respondents were between the ages of 16 and 24 years old, while 49% of respondents were between the ages of 25 and 33 years. 34 to 42 years old made up about 28% of the responses. In other words, the average responder age was under 33 for 72% of the respondents. It's interesting to note that the sample

virtually evenly split married respondents (52%), and unmarried respondents (48%). According to the respondents' educational backgrounds, 70% had college degrees, 20% had only high school diplomas, and only 10% had postgraduate degrees. In general, 29% of respondents made less than Rs. 10,000 per month, 51% made between Rs. 10,000 and Rs. 20,000, and 20% made more than Rs. 20,000.

Table 1: Description of Demographics

	Frequency	%
Age		
16 – 24	88	23
25 – 33	187	49
34 – 42	107	28
Marital Status		
Married	186	48
Unmarried	196	52
Education		
High school	78	20
Undergraduate	267	70
Postgraduate	35	10
Income		
3000 – 10000	77	29
10000 – 20000	196	51
More than 20000	109	20

In this study, an analysis of variance (ANOVA) is used to see if the independent variables—brand name, product quality, price, design, promotion, service quality, and retail environment—and the respondents' income and age have any meaningful relationships. When there are more than two groups being tested on an interval scale, ANOVA is the right test to use for testing the validity of the hypothesis. A single-factor, fixed-effects model called one-way ANOVA is used to compare the effects of one component (Malhotra, 2007). This means that the variability of the sample values is assessed using a one-way ANOVA by examining both the variation in the observation within each group and the variation in the group means. Pearson The relationship between the two variables, which were interval-scaled and ratio-scaled, was determined to be best examined using correlation.

Additionally, correlation coefficients show the strength and direction of relationships, making them useful for testing hypotheses (Malhotra, 2007). In order to determine whether there was a relationship between the independent and dependent variables, the researcher used Pearson correlation to test seven independent variables (brand name, product quality, price, design, promotion, service quality, and store environment) that affected consumer brand loyalty.

Table 1 shows that age composition of those whose ages were between 16-24 years were 23% of the respondents, whereas almost half (49%) of the respondents ages ranged between 25-33 years. About 28 % of the respondents ranged between 34-42 years old. In other words, approximately 72% of the respondents fell below 33 years of

age. Interestingly, the sample was almost balanced between married 52%, and the unmarried 48% respondents.

The education profile of the surveyed respondents indicates that 70% of the respondents had undergraduate degree and 20% with high school and only 10% had postgraduate degrees. About 29% of the respondents earned less than DH 10000 a month, 51% of them earned between DH 10000 and 20000, and 20% more than 20001.

In this study, ANOVA is used to determine whether there is any significant relationship between independent variables (brand name, product quality, price, design, promotion, and service quality and store environment) and income and age of the respondents. ANOVA is an appropriate test for hypothesis testing when there are more

3. RESULTS

3.1 Reliability and Validity

Table 2 lists the Cronbach's Alpha (coefficient alpha) of each variable. All the variables show a high degree of reliability. Table 3 shows that there were seven independent variable factors of brand loyalty that were tested by the researcher through the questionnaires distributed to respondents. The questionnaire employed a Likert scale, with 1 denoting severely disagree, 2 denoting disagree, 3 denoting neutral, 4 denoting agree, and 5 denoting strongly agree. Based on the responses of the respondents, the outcome is calculated using the factors of brand loyalty with the highest mean score. The entire outcome demonstrates that the most crucial element is the quality of the product. The biggest factor that leads responders to be brand loyal customers is specifically the product quality in Bangalore environment. The relationship between brand loyalty and income level was analyzed. Finding out whether there is a meaningful relationship between the variables is the goal of the analysis. Table 4 displays the investigation's findings. Brand name (.00), product quality (.009), promotion (.004), and service quality are the four significant variables (.038). The overall findings demonstrate that brand name, product quality, promotion, and service quality are preferred by Bangalore consumers as determinants of brand loyalty. Only the price (.050) and the brand name (.050) are important variables in Table 5. (.014). Overall findings indicate that among the three age groups, ladies between the ages of 34 and 42 favour brand names more than the other age groups.

Table 2: Reliability Analysis of Factor of Brand Loyalty

Variables	Alpha
Brand Name	0.7027
Product Quality	0.6571
Price	0.6618
Design	0.7429
Promotion	0.6975
Service Quality	0.8200
Store Environment	0.7139
Brand Loyalty	0.6646

Table 3: Ranking Factor of Brand Loyalty

Factors of Brand Loyalty	Rank	Mean
Product Quality	1	3.68
1. The brand has better durability		4.12
2. Material used by brand is natural		3.64
3. Brand has sufficient colours		3.78
4. Brand has good functional quality		Mean Average 3.80
Design	2	
1. Brand provides different designs		3.71
2. Brand designs are suitable for me		3.80
3. Brand has distinctive features		3.72
4. Brand is trendy and fashionable		3.86
		Mean Average 3.77
Brand Name	3	
1. Brand has reputation		3.69
2. Brand name and image is attractive		3.83
3. Brand name is selected irrespective of price		3.40
4. Brand reflects my own personality		3.97
		Mean Average 3.72
Store Environment	5	
1. Brand has better store location		3.64
2. Brand has more outlets		3.78
3. Interior display is attractive		3.49
4. Colour and music is attractive inside store		3.36
		Mean Average 3.57
Service Quality	7	
1. Salesperson is well trained		3.21
2. Salesperson is willing to help		3.40
3. Salesperson is friendly and courteous		3.17
4. Salesperson has neat appearance		3.34
		Mean Average 3.28
Promotion	4	
1. Brand ads are attractive		3.63
2. Brand ads are attractive to purchase		3.43
3. Window displays are attractive		3.62
		Mean Average 3.56
Price	6	
1. Hike in price is not a hindrance for purchase		2.98
2. Brand provides better value for money		3.52
		Mean Average 3.25

Table 4: Income Level vs Factors of Brand Loyalty

	Brand Name	Product Quality	Price	Design	Promotion	Service Quality	Store Environment
Sig.	.020	.005	.157	.888	.014	.022	.011
Mean							
3000 – 10000	12.3000	14.5500	7.0500	14.3000	10.6000	12.8500	13.9500
10001 – 20000	13.7853	16.8500	7.6000	15.2500	10.6500	12.6250	14.6250
More than 20001	18.5000	17.000	7.5000	16.0000	10.1000	13.9000	15.2000

3.2 Hypothesis Testing

As shown in Table 6, brand name was found to have significant positive relationship with brand loyalty. The research results showed that consumers favored brand image when they perceive positive benefits or function from the product. They would then recommend the brand, have positive reaction on the price premium and are willing to accept brand extensions to other product categories within the same brand. Product quality was shown to have positive relationship with brand loyalty.

Brand name was discovered to have a substantial positive link with brand loyalty, as seen in Table 6. According to the study's findings, customers like a brand's image when they think the product offers useful features or benefits. Following that, they would endorse the brand, react favorably to the price premium, and be open to accepting brand extensions to other product categories under the same brand. Product excellence and brand loyalty have been shown to be positively correlated.

Variables	Pearson Correlation	Sig. (2-tailed)a
Brand Name	.561	.002
Product Quality	.304	.002
Price	.466	.005
Design	.140	.162
Promotion	.411	.006
Service Quality	.333	.001
Store Environment	.369	.010

Table 5 displays the correlation between these two factors. According to Cohen's (1988) standards, the correlation is regarded as moderate ($r=0.302$). This research suggests that a key factor in consumer decision-making is product quality. The study's findings demonstrated a strong correlation between pricing and brand loyalty. For the typical consumer, price was a crucial factor. However, brand-loyal customers were less price sensitive. The findings revealed that even if a product was expensive, respondents would still buy it under the same brand name if they were happy with it. The results, however, indicated that there was no connection between branding and design. Design was not thought to be a significant element among the seven characteristics for Bangalore consumers to be loyal to a certain cosmetics brand.

Table 5: Age Vs Factors of Brand Loyalty

	Brand Name	Product Quality	Price	Design	Promotion	Service Quality	Store Environment
Sig.	.050	.624	.000	.185	.251	.122	.555
6 -24	14.6800	15.3000	6.5600	14.7800	10.9800	13.5400	14.0200
25 – 33	13.7941	15.1765	6.3529	15.5882	10.3824	12.5000	14.3529
34 - 42	15.0625	15.4375	7.6250	15.1875	10.5625	13.5000	14.0625

Promotion and brand loyalty were strongly correlated, according to the findings. One of the most crucial elements in evaluating a consumer's brand loyalty was promotion. It comprises the use of publicity, personal selling, sales promotion, and advertising. According to the survey, respondents who were women actually examined product labels more carefully before making purchases. The results also demonstrated a strong correlation between brand loyalty and service excellence. Customer satisfaction played a significant role in influencing and motivating customers to shop at a particular establishment. The findings showed that a customer's long-term attitude toward a store is typically a result of their relationship with a salesperson. The consumer's overall pleasure with the store was correlated with the consumer's overall assessment of the quality of the store's services, which appeared to be related to the salesperson's ability to gain their confidence. Brand loyalty and store atmosphere were positively correlated. One element that may affect a consumer's brand loyalty is the store environment. According to the results of this survey, consumers were quite particular about store features such product presentation, selection diversity, parking availability, and ease of access by car while making purchases.

The results showed that promotion and brand loyalty were positively related. Promotion was considered as one of the most important factors in determining a consumers' brand loyalty. It includes the use of advertising, sales promotion, personal selling and publicity. From the study conducted, it was seen that female respondents actually spent more time reading product labels before buying products. The finding also showed that service quality and brand loyalty had a positive relationship. Service quality was an important factor in influencing and encouraging consumers to patronize a store. The results indicated that the salesperson-consumer relationship will generally result in long-term orientation of consumers toward a store. At the same time, trust in the salesperson appeared to relate to the overall perception of the store's service quality which resulted in the consumer's total satisfaction with the store. Store environment was positively related to brand loyalty. The Store environment is considered one of the factors that can influence consumer brand loyalty. From this study, it is observed that consumers paid much attention to store attributes such as merchandise display, variety of selection, parking space, easily accessible by car and the reputation of the store in purchasing products

4. CONCLUSION:

This study shed light on Bangalore's female shoppers' purchasing habits. Marketers concur that knowing your target audience and market groups helps differentiate products and increase selling propensity. The goal of this study is to find out how

respondents' brand loyalty to various cosmetics brands affects them. According to the study, there are several factors that can drive customers away from a company's goods, such as competition, a consumer's desire for diversity, etc., making it difficult to win and keep their loyalty. According to the research of this study, the brand name, product quality, pricing, promotion, service quality, and store atmosphere are the six characteristics of brand loyalty that are appropriate in Bangalore context. According to the survey, it can be challenging to acquire and maintain a customer's loyalty because of a number of variables, including competition and a consumer's desire for variety.

The correlation between these two variables is shown in Table 5. The correlation is considered a moderate correlation ($r=0.302$) based on Cohen's (1988) guidelines. This finding indicates that product quality is significant in the consumer decision making process. The research findings showed that price and brand loyalty had a positive relationship. Price was an important consideration for the average consumer. However, consumers with high brand loyalty were less-price sensitive. The result suggested that as long as the respondents were satisfied with a particular brand, they would repurchase the product with the same brand name even if it was highly priced. However, the findings showed that there was no relationship between design and brand loyalty.

From the seven variables identified, design was not considered an important factor for UAE consumers to be loyal to particular cosmetics brand.

The results showed that consumers' decisions to become brand loyal customers are significantly influenced by the quality of the products. The overall results of this survey also demonstrate that the consumers of Bangalore favour brand recognition, product quality, price, promotions, store ambiance, and service quality as important elements associated with brand loyalty. With the exception of design, which found no correlation, all of these variables showed favourable associations with brand loyalty. Undoubtedly, the cosmetics business has a lot of room for growth in a consumer market where social activities are on the rise. More trustworthy and encouraging research on this subject would influence consumers, marketers, and policy makers.

This research has provided insights into female consumer buying behavior in the Emirate of Abu Dhabi.

Marketers agree that developing an understanding of target customers and segments are important inputs in differentiating products and enhancing selling propensity. The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards cosmetics brands. Brand loyalty is important for an organization to ensure that its product is kept in the minds of consumers and prevent them from switching to other brands. The research showed that it was not easy to obtain and maintain consumer loyalty for a company's product because there were many forces drawing consumers away such as competition, consumers' thirst for variety, etc. From the analysis of this study, it was shown that there are six factors of brand loyalty that were appropriate in the UAE environment which are, the brand name, product quality, price, promotion, service quality and store environment.

The findings revealed that product quality plays a significant role in influencing consumers to be brand loyal customers. Additionally, the overall findings of this study also show that amongst others UAE consumers prefer brand name, product quality, price, promotion, store environment and service quality as relevant factors attributable to brand loyalty. All these factors showed positive relationships with brand loyalty except design which had no relationship. Undeniably, the cosmetics industry is one area, which offers vast potential in the consumer market where there is increase in social activities. More reliable and positive findings on this topic would impact on consumers, marketers and policy makers.

The findings of this study are consistent with those of a few other similar studies that have been done in this area. For instance, **Wong and Yahyah's (2008)** findings on the Influence of Brand Loyalty on Consumer Sportswear were comparable to the findings of our study. The findings of **Shaharudin's (2010)** study, which looked at the connection between brand loyalty and extrinsic product quality qualities, support the findings of this study.

The results obtained from this study are similar to some other different studies conducted in this field. For example, the results of Wong and Yahyah (2008) on the Influence of Brand Loyalty on Consumer Sportswear were similar to our study. The Results of Shaharudin (2010) study goes along with this study in terms of the relationship between extrinsic attributes of product quality with brand loyalty.

Finally, marketers should find it useful to understand how loyalty factors can affect consumer-buying behavior in the marketplace, which can help in segmenting consumers and markets for their brands and marketing communication. By examining how cosmetic usage determines brand perceptions, companies can improve their marketing strategies to enhance customer satisfaction and increase their customer base. Moreover, by identifying the brand personalities that attract consumers, companies can pinpoint the characteristics customers look for in a product, which in turn can be used to enhance brand image. The ability to segment consumers and markets for their brands and marketing communications can be aided by marketers' understanding of how loyalty characteristics may influence consumer purchasing behaviour. Companies can enhance their marketing strategies to improve customer satisfaction and grow their customer base by looking at how cosmetic usage affects brand perceptions. Additionally, by discovering the brand personalities that draw customers, businesses can determine the qualities people seek in a product, which can then be employed to improve brand image. Finally, marketers should find it useful to understand how loyalty factors can affect consumer-buying behavior in the marketplace, which can help in segmenting consumers and markets for their brands and marketing communication. By examining how cosmetic usage determines brand perceptions, companies can improve their marketing strategies to enhance customer satisfaction and increase their customer base. Moreover, by identifying the brand personalities that attract consumers, companies can pinpoint the characteristics customers look for in a product, which in turn can be used to enhance brand image.

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