

Investigating the Brand Loyalty of Domestic Cosmetic in an Emerging Market

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Abstract. The cosmetic industry in emerging economies such as Malaysia shows vast growth. However, fierce competition has forced domestic cosmetic brands to be more competitive. Brand loyalty is one of the key aspects of management to retain the competitive advantages of the market. Thus, this research would like to investigate the factors that led to the brand loyalty of the domestic cosmetics brand in Malaysia. There are four independent variables in this study, namely brand price, brand perceived value, brand satisfaction, and brand trust, while brand loyalty is a dependent variable. A correlation study was conducted to determine whether there is a positive relationship between the dependent variable and the independent variable. The purpose of this study is twofold: First, to examine the level of loyalty of domestic consumer brands; second, to investigate the relationship between brand prices, brand satisfaction, brand trust, and brand perceive value to the brand loyalty of cosmetic brand. A survey was conducted to measure these variables. A total of 200 useable questionnaires were collected from a commercial hub in Malaysia. Descriptive and correlation analysis were used to investigate the level of loyalty and to test the relationship between these variables.

Keywords—brand loyalty, brand price, brand trust, brand perceive value, brand satisfaction, domestic cosmetic brand.

I. INTRODUCTION

One of the promising industries in an emerging market that creates high revenue and profitability is the cosmetic industry (Hassali et al., 2015). The Asia Pacific cosmetics industry's market value has increased to more than US\$ 70 billion, that is, the second highest in Western Europe (Asian cosmetic, 2008). However, since the Muslims comprise 20% of the world's population, they have begun to push the traditional cosmetics industry to listen to their voices and meet their needs, as well as to increase demand for Shariah-compliant goods which are labelled as halal cosmetic and personal care product. Halal, in general, refers to things or actions which are permitted under Shariah (Islamic) law. The definition covers all aspects of production within the context of Halal cosmetics, including the procurement of Halal ingredients and the use of permitted substances - all shall be made, processed, packaged and distributed in accordance with the requirements of the Shariah. Islam requires Muslims to abide by its specific guidelines and standards for goods and services consumption; (Al-Khatib et al., 1995; Rice, 1999).

The demand for halal products is a new phenomenon in the global cosmetic industry. This is due to the increased awareness among the growing global Muslim population of the ingredients of personal care and cosmetic products. This new trend in the global cosmetics market is faith-based and may be reflected in the recent shift in the global scenario. The total size of the Halal cosmetics market is estimated to be between USD 5-14 billion (Hassali et al., 2015).

For the halal pharmaceutical and cosmetics industries, Malaysia is one of the top 10 producers in the world (Ngah et al., 2018). In the nation, a brand that introduces new products must re-apply for the halal certification (Low, 2017). This indirectly suggests that the majority of domestic cosmetic brands in Malaysia is Halal. Halal skincare or cosmetic products mean that they are free from animal-derived ingredients (e.g., animal fats, placenta, etc.) and materials that are harmful to health and have not

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been processed using impurity-contaminated instruments such as blood, urine and faecal products. Some halal-certified beauty products also carry vegan, organic, cruelty-free or ethical labels and certifications in accordance with industry standards.

Total Muslim consumer spending in Malaysia is 31.62 million (2017), with an increasing number of consumers concerned about the Halal cosmetics they consume (Hassali et al., 2015). However, the fierce competition between import brands in Malaysia has forced domestic cosmetic brand to adopt a better strategy to survive and remain on the market. It is even more intense as companies make value for the customer to gain market share, which is only possible by building customer loyalty to the brand. Based on the market share of the cosmetic brand in Malaysia, the import brands still dominated the market (Swidi et al., 2010). According to Cseres (2005) market share is a measure of the consumers' preference for a product over other similar products. This has shown that consumer preference over domestic cosmetic brands is lower compared to imported brands in Malaysia, even though most Malaysia's population is Muslim. According to Akdeniz et al., (2013) consumer preferences for imported products are always related to better quality and high reputation, even though Halal status is uncertain. Therefore, in order to enhance the value of domestic cosmetic brands, a better view should be highlighted.

Brand loyalty is one of the key aspects of management in maintaining the competitive advantages of the market and give high values to the brand. Moreover, based on Rosenberg and Czepial (1984), they claimed that marketing costs should be reduced if the organization has a loyal customer. Furthermore, the cost of retaining existing customers is approximately six times lower than the cost of attracting new customers. The other factor that contributes to the significant impact of brand loyalty is that loyal customers spend more money, compare non-loyal customers (O'Brien & Jones, 1995) and act as primary supporters of the brand by engaging in a positive word of mouth (Oliver & Swan, 1999). However, based on past research between 2009 and 2019, there is no research on the factors that lead to brand loyalty in domestic cosmetics brands among Muslim consumers. Thus, this research would like to fill the gap. The purpose of this study is to investigate the factors that led to the brand loyalty of the domestic cosmetics brand.

In addition, most of the brand loyalty research for cosmetic products focuses on utilitarian attributes to maintain consumer loyalty and very restricted research has directly link to hedonic attributes. However, after accessing past research, utilitarian attributes alone do not significantly influence consumer loyalty. It is important to deliver an adequate balance between utilitarian and hedonic attributes to maintain consistency of customer loyalty to the brand in the long run (Gentile et al., 2007). Thus, this research complementary existing researcher by examining utilitarian (brand price) and hedonic attribute (brand perceive value, brand trust and brand satisfaction) towards brand loyalty.

II. LITERATURE REVIEW

BRAND LOYALTY

Brand identifies and distinguishes the sellers. Brand building creates incredible value for companies and businesses. In addition, it is important to promise the seller to consistently deliver a specific set of benefits, features and services to buyers. Best trademarks provide a guarantee of quality (Kotler 2010). The best branding we've got today is based on a solid idea. The best advertising brands are remarkably creative in helping them to break through the wall of indifference to create a brand list of heat and products for people. Brand loyalty helps the organization survive on the market (Ahmed, 2014).

Based on the same study, the analyst also indicated that consumers already prefer the company according to their preferences, including product characteristics, brand image awareness and marketplace. Consumer satisfaction arises when customers make repeated purchases over a long period of time (Sidek & Yahyah, 2008) Loyalty shown by consistent purchases by consumers is the key to the competitiveness of the company (Heim et al., 2001)

This study focuses on four factors that influence brand loyalty. These factors adapted by (Omanga, 2010). The factors include brand price, brand perceive value, brand satisfaction, and brand trust. According to several research, these factors have a significant relationship towards brand loyalty. If the product price is consistent, the customer feels motivated to repeat purchase of the product (Schindler, 1998). According to Chandon, Wansink and Laurent (2010), however, consumers' past experiences with a retailer will have an impact on their assessment of the price charged by a retailer.

Brand trust impacts brand loyalty as well. Trust is necessary for developing and maintaining long-term relationships, particularly in the business environment (Mittal, 1994). Brand loyalty has been characterised as either a behavioural intention toward the brand or a certain pattern of purchase behaviour, or both, as a result of brand trust (Sidek & Yahyah, 2008). It continued by stating that brand trust is critical in determining the relationship between overall consumer satisfaction and brand

loyalty. Zbooja and Voorhes (2006) discovered that brand trust acts as a moderator in the relationship between satisfaction and brand loyalty in the retail business. It establishes that a customer's prior interaction with a product has an effect on their level of satisfaction with that product, resulting in brand loyalty (Bowden, 2009).

Whereas according to Mansor (2010), the goal of providing value to consumers consistently and more efficiently than rivals is to provide and attract highly satisfied consumers. Brand satisfaction has been studied extensively as a predictor of customer loyalty (Usman 2010). This overall satisfaction had a strong positive effect on the intentions of brand loyalty across a broad range of product and service categories (Thaler, 1985). It is an important factor in the company's long-term relationship with customers. In addition, the brand's perception of value may be linked to service and product quality (Mansor, 2010). According to Omanga (2010) there have a positive relationship of brand loyalty and perceive value.

BRAND PRICE

The average consumer's first and most important factor, according to Cadogan and Foster (2000), is brand pricing. They contended that because consumers with high market loyalty are prepared to pay a premium for their favourite brand, cost has no bearing on their purchasing decision. Consumers, on the other hand, are so confident in the quality and value of their own products that they compare and evaluate pricing against competitors' brands (Keller, 2003). Furthermore, by aligning pricing to perceived costs and values, consumer loyalty can be increased. When the perceived value of a product exceeds its cost, people may be more likely to acquire it. According to Yoon and Kim (2000), loyal customers are willing to pay a premium even if the price has grown since the perceived cost is very high, and they prefer to pay a higher price to avoid any improvement. Long-term service loyalty relationships make loyal customers more willing to accept costs, because loyalty discourages consumers from comparing rates to other items through shopping around. Price has increasingly become the focus of consumer judgments on the value of the offer as well as on their overall assessment of the retailer (De Ruyter, Wetzels & Van Birgelen, 1999).

Furthermore, in studying consumer behaviour in terms of pricing, the customer's assessment of price quality is crucial. This is due to the fact that customers frequently establish a standard pricing for a product and regard a certain sort of product to be a reasonable price. The regular price that the customer anticipates will then be used to compare pricing to the skin care company's other brands. Normal commodity prices, also known as reference prices, are often influenced by the values that consumers recall from the past, according to Ash and Wolfe (2011).

When a customer pays for a commodity rather than simply viewing or experiencing it in a store, the prior price has the greatest impact on the current price. Customers frequently confuse the previous sale price with the current one. The most recent purchase price has the effect of prompting the customer to refer to it and compare the pricing of old and new skin care products. If the price remains the same as before, the customer will continue to purchase the skin care product. Manufacturers sometimes increase the price of the skin care product by improving the product packaging and the size of the product. When moving down this road, loyal consumers are likely to repurchase even though they must pay a premium price because the perceived cost is very high and choose to pay a higher price to reduce the possibility of any adjustment (Bruner, 2000).

Brand price is one of the key tools every store must positively or negatively influence customers. Customers differ widely, some being more price sensitive and others more cost oriented. According to Omanga (2010) he stated that brand price has a strong influence on brand loyalty as the results show the positive relationship between brand price and brand loyalty towards the cosmetic products.

BRAND SATISFACTION

Prior research has placed a high premium on brand satisfaction. The majority of them stated that brand satisfaction and brand loyalty are positively related. Satisfaction with a brand can be defined as when a company meets or exceeds a set of client expectations. According to Gerpott, Rams, and Schindler (2011), a consumer's level of satisfaction is determined by the quality of the brand qualities given by a company. The contentment with a brand that contributes to a company's future profitability (Moore, Karl, Lewis & David, 1998). Additionally, Moore et al. (1998) argued that brand loyalty is critical in order to please consumers. Unsatisfied consumers of a firm do not hesitate to switch brands and will do so immediately upon becoming dissatisfied with the brand itself (Lin & Wu, 2011). Additionally, low-quality services can result in discontent. According to Cronin, Brady, and Hult (2000), brand satisfaction is determined by the company's ability to provide high-quality service and products, and they describe a low-quality service as one that does not meet the need.

Increased brand satisfaction has been demonstrated to have a direct effect on a company's market share, resulting in increased profitability, good recommendations, and decreased marketing expenses (Klein et al., 1993), as well as a major effect on the

company's image and survival (Aspinall & Reichheld, 1993). He also notes that despite several attempts to quantify and explain brand happiness, no consensus on its definition appears to exist. Apart from that, brand satisfaction is often described as an evaluation of a product or service following its usage (Bitner & Hubbert, 1994). It resulted in a finding indicating a process in which expectations are compared to perceptions of performance both during and after the consumption experience (Oliver, 2011). As a result, it is critical for the business to exceed the customer's expectations in order to retain their business.

According to Innamullah (2012), brand satisfaction is a necessary component of a company's retention strategy. However, Hamza (2011) claimed in his study that it would be unreasonable to expect unsatisfied customers to maintain a long-term engagement with the organisation. Variation in the quality and value of the customer's products and services affects the brand's satisfaction and brand loyalty. (Fifty-year-old Mansor). According to Nadome (2014), brand satisfaction is measured internally to compensate for human resources, to monitor performance, and to allocate cash, as well as externally to happy customers. Customers, public policymakers, competitors, and investors will all benefit from brand satisfaction (Lin & Wu, 2011).

Brand satisfaction can result in brand loyalty, if the link is significant and positive. Omanga (2010) asserted that brand satisfaction and brand loyalty are positively correlated. Satisfaction with a brand can be defined as when a company meets or exceeds a set of customer expectations. (2009) (Omanga, 2010). According to Gerpott et al., (2011), a consumer's level of satisfaction is determined by the type of the brand features provided by a business. Satisfaction with a brand might help a business earn more money in the future (Moore et al., 1998). It is critical to satisfy customers in order to retain them. Brand satisfaction does have a favourable effect on an organization's profitability.

BRAND PERCEIVE VALUE

Perceived value has recently piqued the interest of marketing managers and researchers as one of the most powerful indicators of brand satisfaction and loyalty. Perceived value is a relatively new area of study that is gaining popularity among marketers. Based on equity theory, perceived value considers the proportion of a consumer's outcome or input to that of a service provider. (Oliver, 2011). This fascination originates mostly from the importance that today's businesses have on creating value for their various target audiences. Customer satisfaction and intents to refer and repurchase are influenced by perceived value not just during the pre-buy stage, but also after the purchase (Parasuraman & Grewal, 2000).

The subjective concept of brand perceived value might be defined as follows: It can be divided into many scenes that vary depending on the consumer (Rizwan, 2013), the culture (Assael, 2010), and the moment (Ravald & Gronroos, 1996). This last appreciation views perceived value as a dynamic variable that can be felt prior to purchase, during purchase, during use, and after use. The valuations made for each of these moments were different (Gardial, Clemons, Woodruff, Schumann, & Burns, 1994).

Brand perceived value has been demonstrated to be a strong predictor of brand loyalty, according to Cronin, et al., (2000). Furthermore, Ravald and Gronroos (1996) claim that value is a crucial component of relationship marketing and one of the most effective competitive strategies. Perceived value is a key metric for achieving a competitive advantage, and it's also a key predictor of brand loyalty (Beckman & Crompton, 1991). However, according to Woodruff (1997), measures of received (attribute) value are antecedents to total brand satisfaction in his study, and these measures have been shown to connect well with buying behaviour such as word-of-mouth and purchase intention.

The most crucial factor is that perceived worth can affect a company's profit year after year. According to Eduardo (2008), organisations attempting to gain consumer loyalty should concentrate on brand perceived value first. It will assist the company in maximizing profits and earning revenue from the perceived worth of their brand.

BRAND TRUST

Trust has been seen as a key element of the brand's success. This is described as "the average consumer's willingness to rely on the brand's ability to fulfill its stated purpose" (Chaudhuri & Holbrook, 2001, page no.) More precisely, trust involves consumer perceptions of goods, brands, services or salespeople, and the establishment where the products or services are purchased and sold (Belanger, 2002). On the other hand, personal psychologists' confidence as an individual trait, social psychologists considers trust as a transaction-specific expectation and to the person with whom a transaction is being made (Lewicki & Bunker, 1995).

Indeed, trust has been seen as a vital element in a good relationship (Parasuraman, 1980). He points out that customers need to feel safe in their interactions with suppliers and also need to be assured that their relationship is confident that they will be able to trust their suppliers. It is a significant feature or factor in the creation of quality relationships formed through the process of

creating and sustaining commitments, where customers have assurances that the products they buy are of high quality and with frequent transactions in return.

Furthermore, previous studies have shown that brand loyalty is a consequence of trust (references) because, for example, if customers have confidence in and satisfaction with such skin care cosmetic products in a skin care category, there will be a high probability for them not to turn to another skin care product. According to Omanga (2010), brand trust has a positive impact on brand loyalty.

III. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

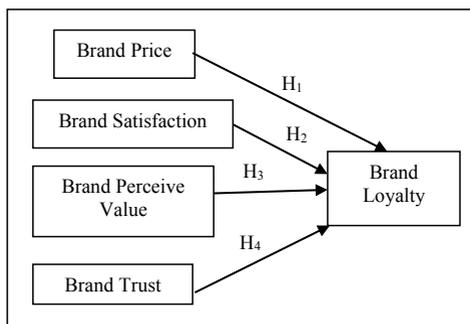


Figure 1: Research Framework adapted from Omanga (2010)

Table 1: Research Hypothesis

Hypotheses	
H ₁ :	In the domestic cosmetics industry, there is a strong association between brand price and brand loyalty.
H ₂ :	In the domestic cosmetics industry, there is a strong association between brand satisfaction and brand loyalty.
H ₃ :	In the domestic cosmetics industry, there is a strong association between brand perceive value and brand loyalty.
H ₄ :	In the domestic cosmetics industry, there is a strong association between brand trust and brand loyalty.

IV. METHODOLOGY

This study was conducted independently of the researcher in one of Malaysia's commercial hubs. Local cosmetic consumers served as the study's unit of analysis, and due to time constraints, a convenient sampling approach was used (Saunders et al., 2009). 370 questionnaire sets were distributed using Roscoe's (1975) sample size guidelines. The questionnaire is primarily concerned with pricing and brand satisfaction.

The analyses were conducted using the SPSS software system. The data were analysed using descriptive analysis, correlation analysis, and regression analysis. We conducted reliability and validity tests on the survey instrument. Cronbach's alpha was used to determine consistency, and correlations analysis was used to determine validity.

Data Analysis

Table 2: Description of Respondent's Demographic Profiles

Label	Options	Frequency	Percent (%)	Rank
Age	12-20 years old	33	16.5	3
	21-30 years old	89	44.5	1
	31-40 years old	69	34.5	2
	Others	9	4.5	4
Citizenship	Yes	200	100.0	1
	No	0	0.0	2
Profession	Student	83	41.5	1
	Employed	73	36.5	2
	Housewife	28	14.0	3
	Part time employed	16	8.0	4

Experience	Yes	200	100.0	1
	No	0	0	0
Frequency	Once a year	76	38.0	1
	Twice a year	70	35.0	2
	Three times a year	51	25.5	3
	Others	3	1.5	4
Total Spending Year	RM 50	34	17.0	3
	RM 100	43	21.5	1
	RM 150	33	16.5	4
	RM 200	37	18.5	2
	RM 250	31	15.5	5
	RM300	22	11.0	6

Table 3.1 shows the frequency analysis of demographic factors for a total of 200 respondents participating in this survey. Based on the analysis, 100 per cent are customers of domestic cosmetic brands. In terms of age, 16.5% (33 respondents) were between 12 to 20 years old. 44.5% (89 respondents) were between 21 to 30 years old. 34.5% (69 respondents) were between 31 to 40 years old and 4.5% (9 respondents) were from others which was more than 40 years old. Generally, the age between 21 and 30 years of age is the highest percentage of respondents in this study and the lowest is the other, which is only 4.5% (9 respondents).

In this study, all the respondents were citizenship which was 100% answered they are citizen in Malaysia. The profession of total respondents also gives the majority on student which indicated the percentage of 41.5% followed by employed 36.5%, housewife 14%. The lowest was part time employed which give 8%.

Statistic showed that all the respondents were all experienced bought the domestic cosmetic brand product. In addition, it shows that most respondents were buying the product once a year, giving the highest percentage of 38%. It was followed twice a year, three times a year, and the rest. Total expenditure statistics provide the highest percentage, which is 21.5 % for RM 100 and the lowest is 11% for RM 300 per year.

Table 3: *Summary of Reliability Each Variable*

Variables Item	No of items	Value of Cronbach's Alpha	Remarks*
Brand Loyalty	12	0.941	Good
Brand Price	3	0.813	Good
Brand Perceived Value	2	0.719	Acceptable
Brand Satisfaction	5	0.914	Excellent
Brand Trust	7	0.933	Excellent

The results of the reliability test for each variable are shown in Table 3.3. The results show that all variables are reliable, which means that most respondents understood the question

Table 4: *Descriptive Analysis of Brand Loyalty*

Descriptive Statistic			
	N	Mean	Std. Deviation
Brand Loyalty	200	4.28	.676

Brand Price	200	4.2117	.72074
Brand Perceive Value	200	4.3575	.72877
Brand Satisfaction	200	4.3370	.69241
Brand Trust	200	4.3693	.66349
Valid N (Listwise)	200		

The descriptive analysis for each variable is shown in Table 3.2. The result shows that all items have received a higher score. This indicated that most consumers have a high level of agreement on each variable.

Table 5: *Pearson Correlation*

	Brand Loyalty	Brand Price	Brand Perceive Value	Brand Satisfaction	Brand Trust
Brand Loyalty	1				
Brand Price	0.811**	1			
Brand Perceive Value	0.734**	0.605**	1		
Brand Satisfaction	0.741**	0.697**	0.622**	1	
Brand Trust	0.752**	0.620**	0.588**	0.667**	1

** Correlation is significant at the 0.01 level (1-tailed)

Table 3.4 shows Pearson correlation analysis between dependent variable (brand loyalty) and independent variables (brand price, brand perceive value, brand satisfaction and brand trust). The result shows that there is a very strong relationship between brand loyalty and brand price, as shown (0.811) followed by brand trust (0.752), brand satisfaction (0.741) and lastly brand perceive value (0.734). Therefore, this means all hypothesis are being accepted.

V. CONCLUSION

The research is guided by two distinct objectives. Specifically, to ascertain the amount of brand loyalty among domestic consumer brands. According to the descriptive analysis, consumers have a high level of devotion to domestic cosmetic brands. Second, to examine the relationship between brand price, brand satisfaction, brand trust, brand perceives value in to the brand loyalty. As a result of the findings, it is clear that brand price, brand satisfaction, brand trust, and brand perceive value, all have a positive correlation with brand loyalty. Thus, all hypotheses are accepted.

Additionally, the findings indicate that domestic cosmetic brands must pay attention to utilitarian (brand pricing) and hedonic (brand perceived value, brand satisfaction, and brand trust) values in order to sustain customer loyalty, as all of these elements have a favourable effect on brand loyalty..

VI. RECOMMENDATION

Marketers benefit from this research since it identifies factors that influence brand loyalty. As a result, it indicates that pricing, trust, perceived value, and satisfaction all influence brand loyalty. In terms of brand price, brands should remain competitive in order to dissuade people from switching to the brand. Meanwhile, to increase brand trust, the brand might advertise actively to guarantee that the consumer is aware of and trusts the brand. 2007 (Luk et al., 2008). Additionally, domestic cosmetic brands must maintain the highest possible product quality, as this may impact consumer happiness and perceived brand value (Saleem et al., 2015).

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