FACTORS INFLUENCING CUSTOMERS' SATISFACTION AND BRAND'S LOYALTY IN COSMETIC PRODUCTS AMONG STUDENTS

Nurul Aishah Mohammad and Dang Merduwati Hashim
Faculty of Information Management,
Universiti Teknologi MARA (UiTM)
Puncak Perdana Campus,
UiTM Selangor, Malaysia

Abstract

The paper aims to explore factors influencing customers' satisfaction and brand's loyalty in cosmetic products among students. Consumers consider the brand when they purchase any product and any service. Brands represent the consumer's perceptions and opinion about presentation of the product. Three issues related are identified: students tend to frequently change the cosmetic products brands; lack of awareness of cosmetic products' impact to health among students and lack of information in cosmetic products. The research objectives are: to explore the types of cosmetic products; types of pricing; types of placing and types of promotion in cosmetics products' that influence customers' satisfaction and brand loyalty in cosmetic among students.
Keywords: product, price, promotion, place, customers' satisfaction, brand loyalty

INTRODUCTION

A brand is a symbol that represent or stands for a word, an object and a concept all at one. Brand symbolic aspects such as packaging, logos, design and colors are signature sign that the company use to communicate their intentions and represent their brand to the customers. Some examples of top brands are namely: Coca-Cola, Pepsi for soft drinks; Tissot, Tag Hauer for watches; Range Rover, Subaru XV for 4 wheel cars; Biotherm, Clinique for skin cares.

The love of the customers with the brands they use can be described as satisfaction, loyalty or love depends on the level of attraction displayed towards the brands (Kang, 2014). Rubini (2010) states the buying process is a combination of activities that can be mentally or physical that usually ends with an actual purchase. Buying process or also known as shopping or purchasing items can be shown as one of a form of self-expression. Some people illustrate their true personality through their purchase behavior; on how they usually shop, where they shop, what brand they choose and what kind of items they buy. Shopping gives people a sense of satisfaction and excitement. It can be known as "therapy" on emotional and psychological reasons has become popular among working
people especially women as they purchase something to cheer themselves up and as a form of celebration.

Nowadays consumers consider the brand when they purchase any product and any service. In the other word, brand names do influence in the consumer's final decisions.

Brands represent the consumer's perceptions and opinion about presentation of the product. The powerful brand is which always remembered in the mind of the consumers. Some brands are usually unknown to the consumers in the society while on the other hand some brands indicate luxurious that not all capable to own the products of certain brand. Some example on designers' handbags are like Chanel, Hermes and Burberry.

A strong brand has powerful appeal in public eyes. It has the power to attract people to buy the service or product even in the competitive marketplace. Also, it has the ability to attract the customers towards their product. There are various examples like the Mc Donald representing the fast food, Starbucks for coffee shop, Nike for sports shoes or other accessories. These companies spend a lot of money on advertising and promoting their brand name. The customers will ask for the brand and high possibility the potential buyers will purchase the product; thus the company's sales will increase. The brand's achievement depends how they are positioned in the marketplace. The existence of branded physical stores enables consumers to select and purchase the product. However, there are also brands that fail in attracting their potential buyers and were eliminated during the pre-purchase process. Therefore, the utmost challenge face by the brands are how to endure in every stages of decision making process and ultimately the customer's purchasing the products.

The cosmetic industry is a thriving global industry and it was the most successful industry during the Great Depression from the early 1930s till the end of World War II (Ramli, 2015). All cosmetics brand has their own target market, but most of them focusing on female consumers as female tend to taking care about their appearance more than male. However, cosmetic industries change the trend over many factors including demand, awareness and globalization. Because of these factors, some new innovations emerged to satisfy consumers' need and competitor with other similar companies. Although the cosmetic industry is a competitive industry, it is still offers an opportunity for new competitors as well as challengers (Ramli, 2015).

To be in line with shoppers' need and trend, cosmetics companies need to keep innovate new products, to replace the existing product, as well as upgrading it to meet buyers demand. Example cosmetics products that have highly demand from the consumers are: facial wash, moisturizer, toner and others. The amount per application of product depend on the consumers and the product itself (Biesterbos et al., 2013). Consumers especially women use cosmetics to cover or correct their flaws. The flaws may not only found on their face, but it can be on other parts of their body, for example consumer apply lip balm to smoothen their cracked lips.

ISSUES

There are some issues related to the study:
- Students tend to frequently change the cosmetic products brands
- Lack of awareness of cosmetic products' impact to health among students
- Lack of information in cosmetic products'.

RESEARCH QUESTIONS

The research questions of the study are:
1. What are the types of cosmetic products that influence customers' satisfaction and brand loyalty among students?
2. What are the types of pricing in cosmetic products' that influence customers' satisfaction and brand loyalty among students?
3. What are the types of placing in cosmetics products' that influence customers' satisfaction and brand loyalty among students?
4. What are the types of promotion in cosmetics products' that influence customers' satisfaction and brand loyalty in cosmetic among students?

RESEARCH OBJECTIVES

The aim of this paper is to identify the factors that influence customers' satisfaction and brands loyalty in cosmetic industry among students. In order to achieve this aim, the research objectives are:

1. To explore the types of cosmetic products that influence customers' satisfaction and brand loyalty among students.
2. To identify the types of pricing in cosmetic products' that influence customers' satisfaction and brand loyalty among students.
3. To discover the types of placing in cosmetics products' that influence customers' satisfaction and brand loyalty among students.
4. To determine the types of promotion in cosmetics products' that influence customers' satisfaction and brand loyalty in cosmetic among students.

Product
Product helps repeat customers and keep them loyal. Several factors are important to measure customer loyalty and satisfaction like: variety choice of products; freshness; durable; equity and attractiveness (Hu et. al., 2011). If the brand is a good product quality, it not only can increase brand loyalty and customer satisfaction but also increases sales.

Brand loyalty is defined as keep purchase same product and services repeatedly as the customer has a positive feeling towards the brand (Lazarevic, 2012 and Ningsih & Segoro, 2010) and did not switch to another brand (Seinauskiene et al., 2015). Loyalty is used to measure the success of strategies in marketing (Drennan et al., 2015). Cost in doing marketing to promote the brand can be reduced when customers stay loyal and confidence in making purchasing decision on the brand. Loyal customers tend to spread news and feedback through communications. Word-of-mouth communications had been known as one of powerful marketing in brand exposure. Brands that can make the customer happy will likely to encourage more purchase and increase brand loyalty.

Price
Dovaliene and Virvilaite (2008), state that price is one of the most flexible marketing mix elements that can be quickly changed and decisions for price are most effective when harmonized with other marketing mix elements – product or service, place and promotion.

Promotion
There are many strategies used in promoting cosmetics. It can be in many form of channels. A popular skincare like SK-II chooses a popular and well-known actress in Korea as their brand ambassador to promote their products.

Place
Physical store plays a role in influencing customer's satisfaction and loyalty. Some of detail and facilities provide by the brand will increase the level of satisfaction, such as, a clean and spacious stores, attractive way to display the items sold by the brands and also location. For cosmetics industry, the features that may seek by the customers are clean and relaxing store so that they can browse and also do treatment such as facial treatment in peace. store image influence both directly and indirect in customer loyalty (Beneke et al. 2011).
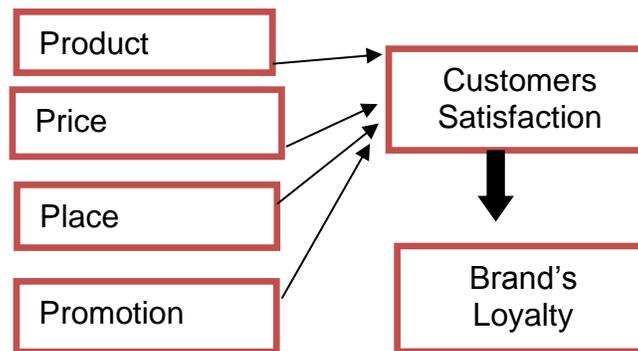

Figure 1. Theoretical Framework.

CONCLUSION

In conclusion, there are many factors that influence in cosmetic products brand loyalty and customer satisfaction among students. The factors may include the types of cosmetic products; types of pricing; types of placing and types of promotion. The findings of the research can be used for the cosmetic products' dealer to improve on their marketing mix strategy.

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