

The Antecedents of Brand Loyalty on Female Cosmetics Buying Behavior

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Abstract : The worldwide annual expenditure for cosmetics is estimated at U.S. \$18 billion and many players in the field are competing aggressively to capture more and more markets. Players in the cosmetics industry strive to be the foremost by establish customer loyalty. Furthermore, customer loyalty is portrayed by brand loyalty. Therefore, brand loyalty is the key determine of winning the competition in tight market. This study examines the influence of brand loyalty on cosmetics buying behavior of female consumers in Jakarta as capital of Indonesia. The seven factors of brand loyalty are brand name, Product quality, price, design, promotion, servicesquality and store environment. The paper adopted descriptive analysis, factor loading and multiple regression approach to test the hypotheses. The data has been collected by using questionnaires which were distributed and self-administered to 125female respondents accustomed using cosmetics. The findings of this study indicated that promotion has shown strong correlation with brand loyalty. The research results showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, design, promotion, services quality and store environment) with cosmetics brand loyalty.

Keywords : brand loyalty, brand name, product quality, service quality, promotion

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