

Brand Loyalty in Personal Care Products Category

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ABSTRACT

This research was performed to empirically investigate brand loyalty of consumers in the soap and toothpaste categories; estimate the level of loyalty of those consumers; and to determine the impact of Brand Name, Product Quality and Promotion on Brand Loyalty. Research was conducted through questionnaire based survey method in order to gather responses from 200 individuals who belonged to Karachi. SPSS version 19 was used to analyse results. The findings revealed that respondents are brand loyal in the soap and toothpaste categories; where 68.5% of respondents were found to be brand loyal in soap and 73% in toothpaste. Furthermore, the findings showed that there's significant and positive impact between Brand Name and Brand Loyalty, Product Quality and Brand Loyalty in the soap category; significant impact between Product Quality and Brand Loyalty but insignificant impact between Brand Name and Brand Loyalty in the toothpaste category. However, according to the findings,

there's insignificant impact between Promotion and Brand Loyalty in both the respective categories.

Keywords: Brand Loyalty, Product Quality, Brand Name, Promotion, Soap, Toothpaste, Personal Care Products, Pakistan

INTRODUCTION

Market for the personal care products category throughout the world is highly fragmented. Due to the availability of wide range of products in the market the switching costs for consumers is quite low, and as the exit barriers are raised because of high production fixed costs, the market rivalry in this sector has become stiff. In order to remain competitive, many personal care products companies are employing new and latest business models. Many companies have begun to adopt a more collaborative approach, and have started adopting an "open innovation" mentality with outsourcing their R&D activities to academic and public sector collaborators.

Furthermore, increase in population growth; urbanization and greater disposable income possessed by consumers in Asia have led to the expansion of the personal care products industry. Many of the personal care products companies have started enlarging their presence in Asia and are expanding their R&D footprint, in order to exploit the booming personal care market in Asia.

According to a Euro monitor report, in Pakistan consumer disposable income is growing, the recurring purchases are still requisites, such as shampoo, soap and toothpaste. Western trends also arouse demand for a greater product variety with various functions. According to a recent Euro monitor report, the personal care products and cosmetics markets on average had annual growth rates of 14 per cent in Pakistan. Pakistan is the 9th largest market

of personal care products with approximately 180 million consumers. (Danish, 2010)

In the personal care products market the decision-making process for buying toothpaste, shampoo and soap is generally thought of as a low involvement action, i.e. the consumers are not willing to look for alternatives, and they purchase the easiest way while buying the familiar brand, and opt not the optimal but only the satisfactory solution. As low Involvement priority observed while buying soap, shampoo and toothpaste a consumer might just be a passive receiver of information via print or electronic advertisements or might not be an active information seeker. Moreover, it is thought that consumers have not developed strong brand awareness and during the buying process a consumer has certain cognition of the soap, shampoo and toothpaste she or he wants to buy is the outcome of some kind of advertisement or previous buying experience or some kind of learning. (Viviane Kraetke, 2000)

For the years to come the personal care products and cosmetics industry are estimated to record gains across the board. Emerging nations represent huge potential for multinational and international companies, offering better quality of products than locally produced goods to consumers with increasing income at disposal. A lot of multinational companies have started establishing a strong hold in countries such as Russia, India and China. Increasing income means that consumers are now interested with the effectiveness of products and with the ingredients used in manufacturing process than cheap products. Hence, companies are concentrating on advertising their products as superior to those of the products being sold by their rival companies, rather than opting to undercut market prices systematically. (Statista, 2015)

The concurrent marketplace is engulfed with a vast variety of product brands. As a result, coping with this growth of diverse brands in the market has become a huge task for the simple consumers (Suresh, Monahan & Naresh, 2012). Companies start brands with the chief purpose of drawing the attention of consumers and retaining those consumers (Alvarez & Casielles, 2005). Academics and practitioners both have realised the significance of loyal customers, because loyal customers and consumers are usually those who buy more frequently, spend more of their money on one single brand of their liking, are poised to look for information, are more reluctant to accept competitors' promotions and are highly expected to communicate positive 'word of mouth' (Bytyqi & Vegara 2008; Chaudhuri & Holbrook 2001; Dick & Basu 1994; Keller 2008)

The objectives of this paper are to empirically identify:

If brand loyalty exists in the personal care (Soap and Toothpaste) category or not

The level of loyalty that exists in the Soap and Toothpaste category

The impact and relationship of brand name on brand loyalty

The impact and relationship of product quality on brand loyalty

The impact and relationship of promotion on brand loyalty

2.LITERATURE REVIEW

2.1 BRAD LOYALTY

There are a lot of functional definitions of brand loyalty. In general, one can define brand loyalty as the strength of liking or preference for a particular brand when compared to other similar available options to a consumer. Bloemer and Kasper (1995) have outlined six necessary conditions to be there in order for true brand loyalty to exist, these conditions are: 1) the biased (i.e. non-

random); 2) behavioral response (in terms of purchase behavior); 3) which should be expressed over time; 4) by a certain decision-making unit; 5) respective of one or more than one alternative brands out of a set of such brands; and 6) a function of psychological processes.

The genuine kind of brand loyalty exists when the relative attitude of the customer towards a brand is high which is represented through the repetitive purchase of that particular brand. This type of loyalty can be a huge asset to an organization: customers, who are prepared to pay higher prices, may cost fewer resources to serve and can bring in new customers for the firm to serve (Reichheld and Sasser, 1990)

There are two basic approaches of defining the loyalty construct: the behavioural one suggests that the overtime repeat purchasing of a brand by a consumer expresses their loyalty, and; the attitudinal perspective assumes that constant buying of a brand is an essential but not ample condition of 'true' brand loyalty and it must be accompanied with a positive attitude towards the brand to assure that this behaviour will be practiced further. (Amine, 1998)

Therefore, brand loyalty is a basis of both behaviour and attitudes. It is a consumer's liking and inclination to buy certain brand in a product category. It exists because consumers comprehend that the brand has offered good product features, image, or level of quality at a fair price. This interpretation becomes the basis for new buying habits. At the start, consumers will make a trial purchase of the brand and, when satisfied with it, they tend to form habits and will continue to buy the same brand because the product is familiar and safe. (Yee and Sidek, 2000)

A lot of research has been conducted over the years which had paid emphasis to the factors influencing the brand loyalty of consumers. Attitudes and behaviors of the consumers were studied as antecedents of brand loyalty by Rowley and Dawes (1999), the impact of price on brand loyalty from a cross-cultural viewpoint amongst Polish consumers was inspected by Moore, Kennedy and Fairhurst (2003), relationship between price promotion strategies and brand loyalty was examined by Allender and Richards (2012), Bennet (2008) analyzed the brand loyalty predictors of the Chinese television industry. Further, the union between market outcome and awareness, brand loyalty and the marketing mix was examined by Huang and Sarigollu (2012), Dhurup, Mafini, and Dumasi (2014) also examined the effects of packaging, brand awareness and price on brand loyalty of consumers in the paint retailing industry of South Africa. Despite varied inference, a common opinion in these studies is the emphasis on the necessity to conduct consistent empirical study on the relationship between product attributes and brand loyalty so as to stay informed with market developments. Information gathered from such studies is significant because it empowers marketers with knowledge on how to locate their brands in the market for competitive advantage (Jiang, 2004). It is also noteworthy that majority of the existing studies on the relationship and impact of product attributes on brand loyalty have been conducted in the Western countries. Furthermore, the literature available on this correlation is rare.

Brand loyalty is an estimate of the degree to which consumers are loyal to a certain brand over a span of time, which stresses a constant repurchasing of that same brand (Sheth & Mittal 2004). It involves emotional fondness to the brand, which is fundamentally driven by commitment and attachment. (Hawkins, Best & Coney 2001; Seetharaman, Nadzir & Gunalan 2001). The attachment built

up with a brand is similar to a friendship. (Ball, Coelho & Machas 2004). Identification helps in building brand loyalty: a consumer maintains the opinion that a brand displays and strengthens some features of the consumer's self-concept (Petromilli, Morrison & Million 2002). Another way to conceptualize Brand Loyalty is from a behavioural measure and as a dimension of psychological processes (Tepeci 1999). Behavioural brand loyalty is displayed by consumers when they purchase and use a brand simply out of habit or convenience without thinking much about their purchase. (Sheth & Mittal *ibid*). If consumers ignore products from rival firms but give favour and buy products of a particular company, such consumers are truly called brand loyal. (Keller 2008). If consumers buy and use a product majority of times but on very few occasions buy a rival company's product, such consumers can be called moderately brand loyal (Allender & Richards 2012). Brand loyalty of lowest level exists when brand switching occurs regularly. (Hawkins et al. *ibid*).

Brands occupy certain social images by real-world observations or through marketing communications. (Zhang, Gangwar & Seetharaman, 2008). Marketers also design emotional communication in order to form an effective and a positive response. (Cant, Brink & Brijball 2006). Consumers often find satisfaction and pleasure in using certain brands in a manner that they emotionally start to link those brands as a part of their personality. (Melo & Galan 2011; Sheth & Mittal 2004). Long history of brand usage and habits also develop Brand Loyalty. (Chaudhuri 1995; Neslin 2002). A consumer who has been purchasing and using a particular brand since five years and has always had a delightful experience with it in terms of quality and performance is more likely to use the same brand in the future as well. (Briesch, Chintagunta & Fox 2009). Moreover, if consumers

had consistent past experience of using a brand purchased by their parents since childhood, they are more likely to view this long history of usage as a claim of high quality and goodness of the brand, and they will continue to use it. (Sheth & Mittal *ibid*). Positive word-of-mouth communication of committed users can increase the possibility of the recipient sharing the favorable comment with a third person and the possibility of the recipient becoming a shopper and consumer himself. (Hawkins et al. 2001).

Customers return on repurchasing the brand they buy generally, even if sometimes they purchase a different brand just to get advantage of certain promotional deal (Chaudhuri & Holbrook, 2001). Hence, it can be said that brand loyalty is one of the process through which consumers can show their contentment with the quality and performance of the service or product they received (Delgado-Ballester & Munuera-Aleman, 2001).

2.2 LEVELS OF BRAND LOYALTY

There are several levels of brand loyalty and each of these levels symbolizes a distinct kind of marketing challenge and a different type of asset to deal with and capitalize on. Although, all of which may not be depicted in a particular product class or market.

The bottom layer is of the non-loyal buyers who are totally indifferent to the brand. These kinds of buyers may be called Switchers or Price Buyer. The second level of buyers is of those who are satisfied with the brand or at least they don't have any dissatisfaction with it; such buyers might be termed as habitual buyers. The third layer consists of those who are satisfied with the brand and also have some switching cost associated with it. This group might be called switching cost loyal. On the fourth level, we have buyers who truly like the brand. However, this liking may be a general thing and cannot be traced closely with anything specific,

there's an emotional or feeling attachment; such buyers are called friends of the brand. On the top layer are the committed buyers. They have pride in the fact that they are the users of a particular brand. (David A. Aaker, 1991)

2.3 Factors Affecting Brand Loyalty

Lau, Chang, Moon, Liu (2006) stated seven variables that have impact on consumers' brand loyalty towards brands, especially in the sportswear category in Hong Kong. These factors were: Style, Price, Service Quality, Brand Name, Product Quality, Store Environment and Promotion. However, in this paper I will be discussing three factors to find out the influence and relationship that they have with loyalty in the personal care products in Pakistan. These three factors are: Brand Name, Product Quality and Promotion.

2.3.1 BRAND NAME

Renowned brand names can communicate product usefulness and lead to increased remembrance of advertised advantages than non-famous brand names (Keller, 2003). There are a lot of less known and even unknown brand names and substitutes accessible in the market place. Consumers may opt to have faith in majorly known brand names. These reputable brand names and their images pull the attention of consumers to purchase the brand and create repeat purchasing behaviour and cause a fall in switching behaviors related to price (Cadogan and Foster, 2000). Moreover, a brand's personality gives connections to the brand's emotional and self-expressive advantages for distinction and differentiation. This is significant for brands that have only slight physical contrasts and are utilised in a social environment where the brand can build a noticeable image about the consumer itself.

According to Kohli and Thakor (1997), brand name is the construction of an image or the evolution and growth of a brand identity and is a process that requires time and money. The development of a brand name is an important part of the process since the name is the foundation of a brand's image. Brand name is essential for a company in order to get the attention of customers so that they buy the product and influence a repeat buying behaviour. Consumers are likely to discern the products from a comprehensive outlook, linking with the brand name all the qualities, features and contentment experienced by acquiring and using the product.

2.3.2 PRODUCT QUALITY

Product Quality includes the attributes and traits of a product or service that carries on the ability to fulfil implied or stated needs. In other words, we can define product quality as “fitness for use” or ‘conformance to requirement” (Russell and Taylor, 2006). Consumers may repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold.

Material is significant in product quality because it has impact on the hand feel, texture and other performance facets of the product. Also, consumers can personally relate to colour (Frings, 2005).

Perfectionist or quality consciousness is explained as an awareness of and preference for high quality products, and the need to make the best or perfect choice versus buying the first product or brand available (Sproles and Kendall, 1986). This indicates that product quality characteristics are also linked to performance.

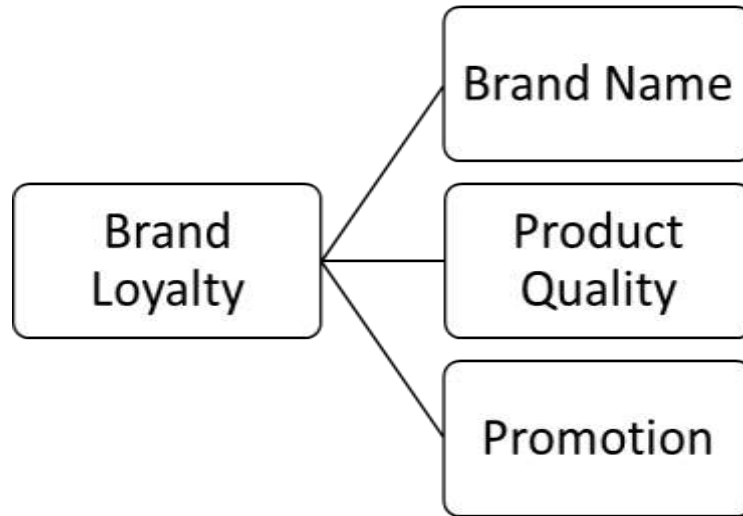
2.3.3 PROMOTION

A marketing mix element, promotion is a kind of communication with consumers. The use of advertising, sales promotions, personal selling and publicity comes under promotion. A non-personal presentation of information in mass media about a product, brand, company or store is called Advertising. Advertising and promotion greatly influence beliefs and attitudes of the consumer towards brands, ultimately having an impact on their purchase decisions (Evans, Moutinho and Raaij, 1996). This shows that promotion, especially through advertising, can aid in establishing ideas, viewpoints or perceptions in the minds of the consumers as well as help to distinguish products against other brands.

According to Rowley (1998), promotion is an essential element of a company's marketing strategy. Promotion is a tool that is used to communicate with customers with respect to product offerings, and it is also a way to encourage purchase or sales of a product or service. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users. She also states that promotion has a key role in determining profitability and market success and is one of the key elements of the marketing mix which includes advertising; direct marketing; sales promotion; public relations and publicity; personal selling and sponsorship.

3. METHODOLOGY

Conceptual Framework



The model to estimate the influence of various variables on brand loyalty in the personal care category is as follows:

$$BL = \alpha_0 + \beta_1BN + \beta_2PQ + \beta_3PR + \mu$$

Where BL is brand loyalty, α_0 is constant, BN is brand name, PQ is product quality, PR is promotion and μ is the residual term.

This paper aims to find out if consumers are brand loyal and level of brand loyalty in the personal care product. It also focuses on the factors that are said to influence on the brand loyalty. Based on these objectives, the following alternate hypotheses have been derived:

H₁: Consumers are brand loyal in the Soap category

H₂: Consumers are brand loyal in the Toothpaste category

H₃: Brand Name has a significant and positive impact on Brand Loyalty in Soap category

H₄: Product Quality has a significant and positive impact on Brand Loyalty in Soap category

H₅: Promotion has a significant and positive impact on Brand Loyalty in Soap category

H₆: Brand Name has a significant and positive impact on Brand Loyalty in Toothpaste category

H₇: Product Quality has a significant and positive impact on Brand Loyalty in Toothpaste category

H₈: Promotion has a significant and positive impact on Brand Loyalty in Toothpaste category

This research study is conducted in order to evaluate the impacts of different factors i.e. Brand Name, Product Quality and Promotion on Brand Loyalty and for this purpose primary data is required. Data collection method used in this research paper constituted on questionnaire tools. Total number of respondents was 200 including both male and female. Those who filled the questionnaire physically are mostly university graduates and those who filled questionnaire through online option represents mixed population ranging from graduates to salaried persons to business owners.

The questionnaire was adopted from a research conducted by Wong Foong Yee and Yahyah Sidek (2008). The questionnaire consists of two parts. The first part contains items related to demographic characteristics of respondents, whereas the second part has items related to dependent and independent variables, which are brand loyalty; a dependent variable and brand name, product quality, and promotion; independent variables. Five point Likert scale is used to measure the response ranging from 1 =

Strongly Disagree, 2 = Disagree, 3 = Indifferent, 4 = Agree to 5 = Strongly Agree.

Convenience sampling method was used to distribute the questionnaires for pilot study as well as for final study. According to Cooper and Schindler (2001) convenience sampling method is a non-probability method that fulfils certain criteria. Total 200 respondents completely filled the questionnaire. Furthermore, SPSS was used to interpret the data. Simple descriptive, factor analysis, reliability test, regression analysis were used for data analysis.

4. ANALYSIS AND INTERPRETATION PROFILE OF THE RESPONDENTS:

Table 1: Demographics of people involved in the study

Variable	Frequency	Percent
Age		
15 years to 25 years	103	51.5
26 years to 35 years	45	22.5
36 years to 45 years	35	17.5
46 years to 55 years	14	7.0
56 years and above	3	1.5
Gender		
Male	105	52.5
Female	95	47.5
Occupation		
Student	87	43.5
Private Sector	80	40.0

	Government Sector	10	5.0
	Self-Employed	16	8.0
	Housewife	7	3.5
Education			
	Matriculation	6	3.0
	Intermediate	16	8.0
	Bachelors	102	51.0
	Master	74	37.0
	PhD	2	1.0
Personal Income			
	Less than Rs. 20,000	24	12.0
	Rs. 20,001 to Rs. 40,000	19	9.5
	Rs. 40,001 to Rs. 60,000	14	7.0
	Rs. 60,001 to Rs. 80,000	28	14.0
	Rs. 80,001 to Rs. 100,000	22	11.0
	More than Rs. 100,000	23	11.5
	Not Employed	70	35.0
Family Members			
	2 to 4	76	38.0
	5 to 7	109	54.5
	8 and above	15	7.5
TOTAL		200	100%

BRAND LOYALTY IN PERSONAL CARE PRODUCTS:

According to the findings 68.5% of the respondents can be termed as brand loyal in the soap category and 73% of the respondents can be termed as brand loyal in the toothpaste category; this loyalty is measured with the help of the repurchase rate of the behavioural measure of brand loyalty; which says that if a consumer will purchase the same brand on his next purchase as he did in his last purchase he can termed as a loyal consumer of that brand (David A. Aaker, 1991). So, H₁ that says Consumers are Brand Loyal in Soap category and H₂ that says Consumers are Brand Loyal in Toothpaste category both are proved here.

LEVEL OF BRAND LOYALTY IN PERSONAL CARE PRODUCTS:

According to the findings 2.5% of the respondents fall in the top level of loyalty in both the Soap and Toothpaste categories and will be called committed buyers. 38% of the respondents in the Soap category and 42% of the respondents in the Toothpaste category belong to the third and/or fourth level of loyalty. It can't be determined if they belong to either third or fourth level, because from the information gathered it is not clear whether the respondents truly like the brand or are buyers with switching costs, so they can fall in either of those levels. Whereas 13.5% of the respondents in both the Soap and Toothpaste categories fall in the second level of loyalty, and consumers belonging to the second level are called satisfied or habitual buyers with no reason to change.

RELIABILITY ANALYSIS:

The data set of this study has Cronbach's Alpha value equals to 0.832 for Soap category and 0.759 for toothpaste category. Hence the data proved reliable for applying various statistical tools.

FACTOR ANALYSIS:

For measure of sampling adequacy, Kaiser-Meyer-Olkin (KMO) is used to ensure the required sampling size. The value obtained in this research is 0.872 for Soap category and 0.857 for Toothpaste category for KMO sampling adequacy.

The value of Bartlett's test of sphericity in this study remained below the value of 0.005. Factor loading of each variable is greater than 0.45 and are valid for statistical decision making. Each factor variable has minimum three items. According to Raubenheimer (2004) if a scale is developed to measure only one variable, then it is required to have at least four items in factor analysis. But scales or research study having more than one variable, may have at least two items for factor analysis. This study has three independent variables and one dependent variable. Therefore, including one factor with three items will not affect the validity of the test.

REGRESSION ANALYSIS:**Summary of Regression Analysis: Soap**

Variables	Coefficient (β)	t-statistics	Probability	VIF
C	1.003	5.596	.000	
Brand Name	.150	3.904	.000	1.275
Product Quality	.456	10.239	.000	1.220

Promotion	.030	.701	.484	1.17 0
R Square	.498			
Adjusted R²	.490			
F-statistics	64.793			
Probability (F-stats)	.000			

Results of Regression Analysis

The above table provides the results of regression analysis of the model that predicts brand loyalty of soap users through brand name, service quality and promotion. All the variables have positive relationship with brand loyalty. However, Promotion, another independent variable has Sig (p-value) greater 0.05 and therefore has insignificant impact on brand loyalty.

Brand Name and Product Quality have positive and significant relationship with brand loyalty having Sig (p-value) of 0.000 and 0.000 respectively. Similarly their respective coefficients are 0.150 and 0.456. Product Quality having the highest coefficient score indicating its prime importance in brand loyalty. In other words, a soap brand that promotes high standards of quality enjoys high levels of brand loyalty. Therefore, regression analysis leads us to accept H₃ and H₄ hypothesis, postulating significant and positive relationship of Brand Name and Product Quality on Brand Loyalty; However, H₅ is rejected as Promotion does not have a significant relationship with Brand Loyalty. So according to the

results obtained our regression equation for soap category is as follows:

$$BL = 1.003 + (.150)BN + (.456)PQ + (.030)PR$$

Above regression model explains brand loyalty of soap category as the function of brand name, product quality and promotion. R Square of the model is 0.498, which indicates that 49.8 percent variation and changes in the dependent variable (brand loyalty) are affected by this model's independent variables, which is quite fair. Similarly F-Stats value and Sig (F-value) of the model are significant. The colinearity of the model is also checked and the VIF value of each variable lies between the range of 1 to 10 which is quite satisfactory.

Summary of Regression Analysis: Toothpaste

Variables	Coefficient (β)	t-statistics	Probability	VIF
C	1.632	8.866	.000	
Brand Name	.037	.916	.361	1.307
Product Quality	.407	9.132	.000	1.293
Promotion	-.022	-.547	.585	1.063
R Square	.373			

Adjusted R²	.364
F-statistics	38.926
Probability (F-stats)	.000

Results of Regression Analysis

The above table provides the results of regression analysis of the model that predicts brand loyalty of toothpaste users through brand name, service quality and promotion. All the variables have positive relationship with brand loyalty except promotion. Brand Name and Promotion have Sig (p-value) greater 0.05 and therefore have insignificant impact on brand loyalty.

Product Quality has positive and significant relationship with brand loyalty having Sig (p-value) of 0.000 and coefficients value as .407. Product Quality, being the only significant variable in this model, having the coefficient score of .407 indicates its prime importance in brand loyalty in the toothpaste category. Therefore, regression analysis leads us to accept H₇ hypothesis, postulating significant and positive relationship of Product Quality on Brand Loyalty; However, H₆ and H₈ are rejected as Brand Name and Promotion do not have a significant relationship with Brand Loyalty. So according to the results obtained our regression equation for toothpaste category is as follows:

$$BL = 1.632 + (.037)BN + (.407)PQ + (-.022)PR$$

Above regression model explains brand loyalty of toothpaste category as the function of brand name, product quality and promotion. R Square of the model is 0.373, which indicates that 37.3 percent variation and changes in the dependent variable

(brand loyalty) are affected by this model's independent variables. Similarly F-Stats value and Sig (F-value) of the model are significant. The colinearity of the model is also checked and the VIF value of each variable lies between the range of 1 to 10 which is quite satisfactory.

5. CONCLUSION

After conducting this research study we can conclude that consumers are brand loyal in the categories of Soap and Toothpaste, specifically people living in Karachi since this study was conducted in Karachi. We also found out that Product Quality has the most significant and positive impact on Brand Loyalty in the Soap and Toothpaste categories. Brand Name has positive and significant impact on Brand Loyalty in the Soap category, but insignificant impact on Brand Loyalty in the Toothpaste category; according to the research findings, Promotion has insignificant impact on Brand Loyalty in the Soap and Toothpaste categories.

Out of the 8 hypotheses that were derived, 5 were accepted. These are:

H₁: Consumers are brand loyal in the Soap category

H₂: Consumers are brand loyal in the Toothpaste category

H₃: Brand Name has a significant and positive impact on Brand Loyalty in Soap category

H₄: Product Quality has a significant and positive impact on Brand Loyalty in Soap category

H7: Product Quality has a significant and positive impact on Brand Loyalty in Toothpaste category

And the ones that were rejected are:

H5: Promotion has a significant and positive impact on Brand Loyalty in Soap category

H6: Brand Name has a significant and positive impact on Brand Loyalty in Toothpaste category

H8: Promotion has a significant and positive impact on Brand Loyalty in Toothpaste category

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