

Brand Loyalty in Cosmetic Products Among Women Perception: Brand “Wardah”

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Abstract: Companies always try to find another way to make their customer stay loyal to them. We all know that the goal of every company is to get profit, but the important thing that they should make attention is the market, the consumer. Loyal consumer is more profitable than acquiring a new one. Customers who are loyal towards a brand are fewer prices sensitive and willing to pay a higher price for a specific brand compared to other alternatives, since customers may perceive a unique value in the brand. Cosmetic products have become a good market in entire the world, everywhere you go you will never see a country where cosmetic products do not have his place in the market. To be a good competitor in the market, cosmetic industries must build a strong brand loyalty because of the presence of well-known product in domestic and international quality brand. The purpose of this study is to describe the perception of brand cosmetic by women behavior in Klojen District Malang, Indonesia. This study use qualitative research method, where the data was collected by interview, observation, and documentations towards a group of young women. The finding of the research indicates that consumers are loyal with the brand of the product that they are choosing. The result also disclose that there are different behavior which consumer has when they purchase cosmetic product, these are compatibility, price.

Keywords: brand loyalty, women purchasing perception

Brand is define as symbol, mark, logo, name, word, sentence or a combination of many items that companies used to differ their product to other similar one. In many industries, companies are trying to retain consumer because loyal customer is a source of profitability. Marketing practitioners and researchers agree that 5% of loyal customers and more can cause an increase in profits of up to 94% and the customer retention is cheaper than acquiring new customers (RL Oliver, 1999). Nowadays, brand image in cosmetic product is very important and particularly towards women purchasing. Customer will perceive the brand from the images through labeling, packaging, advertising and designing.

The definition of brand loyalty can be said as the power of linking for a brand compared to other similar available option. Brand loyalty is a function of behavior as well as attitudes. It is the first choice made by the consumer to purchase a particular brand in a products group. (Farquhar, 1989) Another aspect which is closely related to brand is building a brand loyalty for a product which requires careful planning, distinct skills and investment. Making new product to be known in market is not easy; it needs some studies, which product or which name of the product can easily registered in customer's mind.

Customer is loyal in one brand if they feel that the brand can satisfy their needed, and then they want to continue the relation with this brand. Another reason why customer are loyal is because of the high changes related to technical, economical or psychological factors that may be difficult for them to achieve the product, or may costly if they try to purchase another brand.

A cosmetic market has become a social phenomenon in Indonesia. Over time, attitudes and habits are changing as social structures metamorphose, as new and different technologies affect the market. With around 251 Million population and an average grade of 15% of the population, changes in consumption cosmetics is averaging 12% per year, it just mean that the demand of cosmetic product remain strong despite the power of purchasing by the population (Bureau business France de Jakarta).

This study focused on describing brand loyal customers particularly towards women consumer perception by purchasing cosmetic products from Wardah in Malang Indonesia.

THEORY AND EMPIRICAL STUDIES

Brand Loyalty

The original notion of brand loyalty was that repeat buyers are more profitable than acquiring new one. The important goal in the branding process is that achieving a high degree of loyalty. The concept of “loyalty” grew out of the term “insistence” coined by Copeland (1923). Instance is the attitude of the consumer towards the demand for branded product. So according to Copeland the concept of brand loyalty has been extensively investigated in consumer as a behavior, attitude or a composite of both of these concepts.

In order to conceptualize the definition of brand loyalty, Jacob and Kyner (1973) proposed a definition of brand loyalty using a set of six components, which biased behavior, responding behavior, continuous behavior, decision-maker behavior, decisions among the alternatives, and concerted decision making process. So we can conclude that brand loyalty is a composite of behavioral and attitudinal properties.

Loyal customers are unwilling to switch brands and prefer to stick with a brand that they feel comfortable and satisfied with (Rosenbaum-Elliott et al, 2011). Another advantage for companies with brand loyal customers is the fact that it can lead to market benefits. According to Bloemer and Kasper (1995), there is a difference between consumers who do not have any attachment to the brand or because of convenience so that the consumers repurchase, and a consumer who is brand loyal to the brand, and that is very important. A consumer who is committed to the brand is called a brand loyal consumer while a consumer with lack of attachment to the brand is called a spurious consumer. The spurious brand loyal consumer can easily change brand if a better offer would occur, or if some other brand would be more comfortable to buy (Bloemer & Kasper, 1995).

Satisfaction can be broadly characterized as a post purchase evaluation of product quality was given repurchase expectations (Kotler, 1991). Anderson and Sullivan (1993) found that satisfaction among consumers has a positive impact on repurchase intentions. They argue that companies should observe providing high satisfaction can result high repurchase intention among consumers. Loyalty as a result of cognitive decision making occurs when, through trial and error of a brand, which provides a satisfactory experience is chosen. Rational thought processes dominate where loyalty to the brand is the result of repeated satisfaction with the brand (Uncles et al. 2003).

Brand loyalty is not the same as repeat purchase behavior (Light, 1993). Repeat purchase behavior, means that the consumer is merely buying a product repeatedly without any particular feeling for it. Where a brand is bought out of habit merely because less effort is required, inertia is said to be present (Solomon et al. 1999). Many people tend to buy the same brand almost every time they go to a shop and such a consistent pattern of behavior is often due to the presence of inertia. In essence, the consumer passively accepts a brand. Lau et al. (2006) in his article mentioned that there were several factors that influenced consumers brand loyalty

towards certain brands. The factors were: brand name, product quality, price, promotion and service-quality.

COSMETIC PRODUCT

Cosmetic product has become a needed for women in Malang, even in all around Indonesia. Everywhere and every time you go out, you will never see young or old women go out without wearing makeup. Cosmetics are considered as a necessity rather than something that people want for materialistic ends, especially for women. Cosmetics refer to all products that care for and clean the human body and make it more beautiful. The main goal of such products is to maintain the body in a good condition, protect it from the effects of the environment and aging process, change the appearance and make the body smell nicer (Finans al Forum Cosmetics Sector, Special Issue, 1997). The general term cosmetics is applied to all preparations used externally to condition and beautify the body, by cleaning, coloring, softening, or protecting the skin, hair, nails, lips, or eyes.

The biggest multinational cosmetics companies in the world such as Makeover, Procter and Gamble, Garnier, Pond's, Nivea, L'Oréal, Revlon, Ultima are very much interested in the Indonesian market. There are also local products such as Pixy, Wardah, Citra, Saryayu. Wardah product is high-quality product with global cosmetic standards. All Wardah products are formulated with: Research conducted by pharmaceutical experts and experienced scientists. Always refers to the international standard formulation. The materials used are international quality standards, nearly 90% of Wardah cosmetic materials are imported from countries: France, USA, Japan, South Korea, Belgium, England and Germany. All materials used are certified: safety and halal. Because of Indonesia is as part as Islam country so halal characteristic is very important. Some Indonesian customer looks after it if they want to purchase a product. Not contains any prohibited or dangerous materials such as Mercury, Hydroquinone, Trittenoin, Retinoic Acid, Formaldehyde, etc. In selecting materials, Wardah always uses materials from verified global suppliers, where the suppliers are also the global cosmetics brands (Wardah).

"Cosmetic plays an increasingly important role in daily lives of Indonesians and the skincare market, meanwhile, is growing so much that cosmetic companies are even starting to take aim at men" state Cosmetics in Indonesia. An extensive survey by market research firm Nielsen found that sales of cosmetics in urban areas increased by 9.4% year-on-year in the first half of 2013, while in rural regions, sales boomed by 27.5% (Indonesia's Cosmetics Market). In this case, urban areas have become consumers of basic skin care, and make-up product which become a necessary in their daily lives. The study found that "images of women wearing makeup were judged to be healthier and more confident than the images of the same women without makeup. When wearing cosmetics women were also assigned greater earning potential and considered to have more prestigious jobs than when they were presented without makeup" (Nash et al., 2006).

Women Purchasing Behavior

We all are consumer. Women are amazing creatures, they are difficult to understand. There are many factors that influence our purchasing behavior from internal and external environment to us such as self-concept, perception, social and cultural, attitudes, beliefs values, motivation, personality, social class and many other factors. Determining consumer buying behavior towards a certain product is one aspect of marketing research. The important thing that marketers must understand is the need of different consumer; they should have understood

the similarity of the consumer for formulating their marketing plan, and to learn deeply the external and internal factors to their company.

Consumer behavior is a study of why people purchase, when they purchase, how they purchase and where they purchase a product. It is important to know how consumer reacts towards different product features, price, and advertisement in order to ensure strong competitive advantage. It involves understanding the set of decisions (what, why, when, how much and how often) that consumer makes over the time (Hoyer 2004). The results of the study of Cara Peters Jeremy A. Shelton Jane B. Thomas, (2011), with the title "Self-concept and the fashion behavior of women over 50", indicate that apparel purchase decisions for senior females are complex and involve issues beyond style, fit, and price.

METHODOLOGY

The aim of this study was to describe brand loyal customers particularly towards women perception by purchasing Wardah cosmetic products in the district of Klojen, Malang. This research use qualitative research method. According to Bogdan and Taylor cited by Moleong "qualitative methods is a research procedure that produces descriptive data in the form of words written or spoken of people and behaviors that can be observed." The data was collected from primary and secondary sources. Data gathered directly from people in the form of interviews, observation, and uses of documentation is considered as primary data where called triangulation. The secondary data was collected from journals, books, and websites. In these research five women consumers have been asked during the interview. They are between the age of 20 and 25 years old. In qualitative research, data analysis technique was directed to answer research question Miles and Michael divided the process of analysis into three phases, consisting of Data Reduction, Data Displays, and Conclusion Drawing/Verification.

Data Reduction

Miles and Huberman state that anticipatory data reduction is occurring as the research decides (often without full awareness) which conceptual framework, which sites, which research question, which data collection approaches to choose. In this research, there are some questions that has been asked to women consumers about the types of the products that they used to use such as skin care, body lotion, lipstick, from Wardah's product, does the product from Wardah's can satisfied their need, what are the factors that might affects their purchase decision, and how many times do they use the product which make them loyal.

Data Display

Table 1: Brand loyalty approach

No	Brand loyalty approach	Number	Percentage
1	Satisfied	3	60%
2	Cognitive decision	1	20%
3	Repeat purchase behavior	1	20%
TOTAL		5	100%

From the above table 1, noted that there are three brand loyalty approaches that make consumer to be loyal, in first place, consumers are satisfied, 60% of consumer are satisfied in Wardah's product. Cognitive decision, which means that after having different experiences, the result can be satisfactory or not, it's proved that there are some consumers use this cognitive

decision around 20%. Then 20% of the customer uses it just by repeat purchase behavior where they do not have feeling about the product, they just purchase it to avoid of wasting time and search information about another product.

Table 2: Description of loyalty

No	Number times of purchase	Number	Percentage
1	2-4	1	20%
2	>4-6	2	40%
3	>6-8	1	20%
4	>8-10	1	20%
TOTAL		5	100%

Table 2 referred those women consumer use their preferred product by purchasing between 4 until 6 times. 20% of women consumers purchase between 6 until 8 times even until 10 times.

FINDINGS AND DISCUSSION

All of women that have been asked use all essential facial wash from Wardah's product. From the answers by the different consumers, facial wash from Wardah protects skin from the effect of sunlight, skin become more smooth, after using the facial wash from Wardah, dark spots on face has been reduced, protect from every pollutants (dust, cigarette smoke), cares skin by removing dead skin cells, skin become more light. Lipsticks, day cream, night cream, face powder, and foundation are also in high place, many women have trusted in Wardah's product, because it can bring light in their face, one or two person choose acne perfecting moisture gel, all day protection, eyeliner, Wardah body butter, and eye shadow.

Quality and price have a very positive influence in women purchasing cosmetic product. In the process of the research, which characteristics might influence consumers when they purchase a product? Some said quality of the product, some said the price, the service that they are waiting from the personal selling because that can may help them to choose, to get more idea and information about the product. All of the persons who have been asked have the same idea about the product quality. Quality of the product is very important to women consumer, for example when they choose a facial wash, quality of the product seek the first characteristics that consumers are looking for, everybody has his types of skin; dry, oily, sensitive, a lot of acne, then it is important to choose the one which is matched with their need. Price and product quality have a relationship in purchasing a product. Customer who purchases a strong brand name may investigate in high price to avoid risk by buying a low brand name; they are ready to pay a price with the product in the brand that they preferred. Customers have a strong belief in the price and value of their favorite brands. Promotion and service quality come in second place. Promotion appears as the uses of advertising, communication, sales promotions, personal selling and publicity. Communication help the consumer to get more information about the product, it can help them to make a decision, established ideas and help them to compare one brand to another one. Service quality is a part of personal selling, and involves direct interactions between salespeople and the consumer. Consumer have a little perception in brand name, as they said "Brand name is just name but the important thing is the quality of the product".

Most of the women consumers are satisfied with the product from Wardah. They built strong attitudes towards this brand. There is even one of them responded that:

“Actually when I purchase a cosmetic product, the brand name is important for me, for example when I purchase everything about make up, I choose only product from Wardahs’ brand. It because I trust this brand name, and I never change it for any other brand.”

Brand loyalty as noted above is the result of satisfaction, the result of many experiences and they have a satisfaction with the product in the brand name, and the measurement of that satisfaction will make the consumer to repurchase again the product.

Some of them just purchase the product to avoid risk and wasting time by searching another brand or information so they use Wardahs’ product just like repeat purchasing behavior or spurious consumer, who does not have any feeling about the product. People have different mind about loyalty during this research, some said that they do not even know if they are loyal or not, but as far as they know they are, because they just purchase always the same product. Here from what is said in the theoretical review it is just a repeat purchasing behavior but not loyalty, they buy always the same product in same brand name because of the inertia. Good or bad experience make the consumer to use a different brand, makes them to change to another one, once they found the one which is match with their need they will be a loyal consumer. Then from this research some of them said that:

“I already use another skin care product from what I use usually, I just want to try to have a lot of experience, and that help me to recognize which one is better for me”.

During this research there are different purchasing perceptions, and different answer from different informant.

This study shows that consumer tend to be loyal if they repurchase 4 to 6 times by buying the same product in the same brand name. From five informants, 40% purchased between four and six times. But there are consumers who purchase the product until eight times, a very customer loyal. One woman thought that she is a loyal consumer because she built a long relationship with wardahs’ product almost 8 years now and then the product can give her a satisfaction, so that can allow us to say that she is a customer loyal, maybe she has built a strong attitudes of this brand or any commitment and involvement with this product.

CONCLUSION

Achieving the customer needs and wants with lowest price is priority in term of market. Women consumer are an amazing creature and hard to understand. Everyone have his/her own perception in purchasing a product. Wearing cosmetic product is just not a fashion that is a must for women, it is the feeling of self-confident, beauty, protection, beliefs and values. Every women want to be beautiful, want to look prettier, smell good, and attracting. It makes one prettier and boosts confidence, it can help to express personal image and taste, can cover facial skin problem, show respect from others, influenced and necessitated by work situation, and influenced by family and friends.

In this research brand name, product quality, price, promotion have an impact in characteristics of women purchasing decision. Women consumers are loyal if the product can fulfill their need or their requirement, or if the brand can give a satisfactory for them. Consumers are the center of the market, they will possibly have problem or trouble when purchasing a product because many variant product will present in different brand name, that the promotion will take place, advertising help consumers to have information about the product, personal selling can explain more about the product and then consumer have an open mind which one can respond of their requirement. Sometimes, there comes a time that consumers want to change and some help are required. Some consumers purchase just because of habit, they do not want

to waste time to search another one and search other information. Customer satisfaction is when the consumer meet the product that can fulfilled their need, if the product is compatible with them and it can fit perfectly with what are they looking for and the result of this is called repurchasing. Consumers have a little perception in brand name; it does not a matter of brand but about the quality. Almost of Indonesia people are Muslim if the product is not halal they will not purchase it and even does not allow by the government. If the consumer meets the product that they require, they will investigate on it, they will purchase it even it might costly.

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