



A Study of Factors Affecting Brand Loyalty: A Case Study of Nivea for Men Facial Wash in Bangkok

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Abstract

The main purpose of this study was to investigate the relationship between brand reputation, satisfaction, brand personality, personality traits of users, trust in terms of benevolence, trust in terms of credibility and brand loyalty of Nivea for Men facial wash by using Pearson Coefficient Correlation for measurement. The data was collected by using questionnaires which were distributed to customers or users who have experienced at least 8 weeks with Nivea for Men facial wash at Tesco Lotus Hyper market in Bangkok areas. This study was drawn from the sample of 400 questionnaires distributed and considered valid for analysis.

INTRODUCTION

To sustain a business in the long term, every company requires a factor which is needed for success, which is brand loyalty. Many researchers find that brand loyalty is a crucial factor to keep a long term customers to use a product and also it is very important for marketers for business planning (Woolf, 2002). However, loyalty has many definitions; First, brand loyalty is an attitude of a customer/consumer which leads to a brand in terms of positive belief to get along with the brand (Jacoby & chestnut, 1978). Nowadays, brands play an integral part in a marketing strategy because they become an essential component of marketing in the manufacturer and a rich source of information for consumer (Shachrokni, 1998). In the view of consumers or users, a brand identifies the source of the product, which in turn assigns responsibility to the product maker and provides a promise or bond from the maker of the product to consumer or user (Janiszewski & Osselaer, 2000).

Kapoor (2009) mentioned that a customer purchased a brand because of individual belief. By contrast, when a customer did not trust a brand, there was no purchasing. One of the biggest reasons that a consumer bought or consumed a brand was the credibility of the brand. Today consumers focus more on trusted brands that provide credibility and benevolence that deliver benefits to consumers in terms of the results of using. Moreover, a brand needs to concern about a customer in terms of its reputation, personality, and also the focus on satisfaction and personality traits of users of a customer to improve the brand strategy and reserve the long term relationship with a customer through brand loyalty.

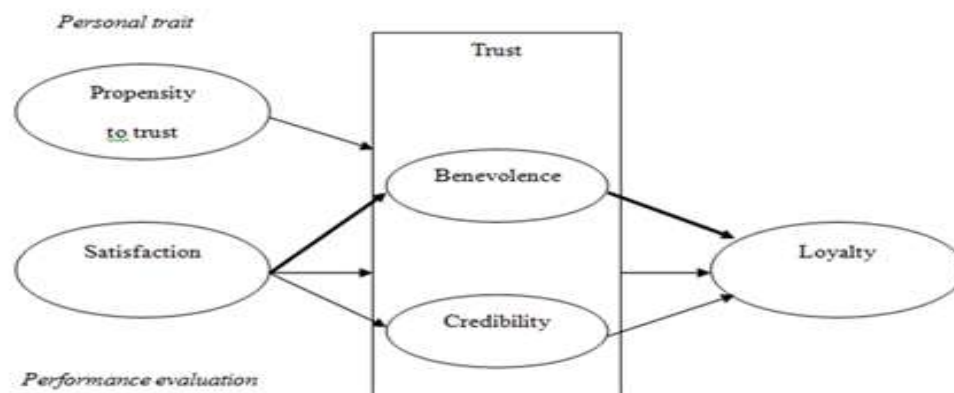
LITERATURE REVIEW

This study was applied by many related literature reviews about the relationship among factors in order to find the most effective and the least effective factors that influence to brand loyalty of Nivea for Men facial wash.

In this study, the researcher applied Consumer trust in service companies: a multiple mediating analysis shown in Figure 1. The original was created by Kantsperger and Kunz (2010) who conceptualized that satisfaction had positive relationship to loyalty by using trust as an intern media variable which trust consisted of benevolence and credibility as well as both of them had positive relationship supported each other in trust also satisfaction and loyalty too.

Furthermore, a product itself could be referred as an individual person liked a human and also an individual person had his/her own characteristic. Brand personality and personality traits of users could support each other. Based on Figure 2. As Garbarino and Johbson (1999) who originally created The relationship of consumer personality traits of users, brand personality and brand loyalty: an empirical study of toys and video games buyers. These authors explained that brand itself and customers themselves had their own characteristics, when their characteristics matched each other, they could get along together well as well as providing good results.

Figure 1: Consumer trust in service companies: a multiple mediating analysis



Source: Kantsperger, R., & Kunz, H. W. (2010). Consumer trust in service companies: a multiple mediating analysis. *Managing Service Quality*, 20(1), 4-25.



Figure 2: The relationship of consumer personality traits of users, brand personality and brand loyalty: an empirical study of toys and video games buyers

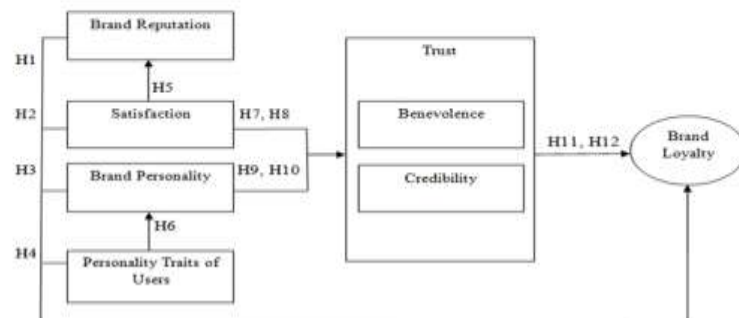


Source: Garbarino, E., & Johnson, S.M. (1999). The relationship of consumer personality traits of users, brand personality and brand loyalty: an empirical study of toys and video games buyers. *Journal of Marketing*, (63), 70-87.

In addition, Selnes (1993) explained his study about An examination of the Effect on Product Performance on Brand Reputation, Satisfaction, and Loyalty that reputation and satisfaction had positive relationship together with loyalty. The good results could be assured when a single customer appreciated with reputation he/she satisfied some conditions in his/her mind then purchasing will be occurred and if the product itself could generate more satisfaction to a user, repurchasing might be possible. Moreover, Louis and Lombart (2010) claimed that as they studied Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand), brand personality was a brand appearance if a brand could show that a brand was trustable it could persuade customers who had some similarity to the brand.

CONCEPTUAL FRAMEWORK

Figure: Modified Conceptual Framework of Brand Reputation, Satisfaction, Brand Personality, Personality Traits of Users, Trust in terms of Benevolence, Trust in terms of Credibility, and Brand Loyalty





RESEARCH HYPOTHESES

Twelve hypotheses were developed based on the research objectives. All hypotheses are as follows:

H1o: There is no statistically significant relationship between brand reputation and brand loyalty.

H1a: There is a statistically significant relationship between brand reputation and brand loyalty.

H2o: There is no statistically significant relationship between satisfaction and brand loyalty.

H2a: There is a statistically significant relationship between satisfaction and brand loyalty.

H3o: There is no statistically significant relationship between brand personality and brand loyalty.

H3a: There is a statistically significant relationship between brand personality and brand loyalty.

H4o: There is no statistically significant relationship between personality traits of users and brand loyalty.

H4a: There is a statistically significant relationship between personality traits of users and brand loyalty.

H5o: There is no statistically significant relationship between satisfaction and brand reputation.

H5a: There is a statistically significant relationship between satisfaction and brand reputation.

H6o: There is no statistically significant relationship between personality traits of users and brand personality.

H6a: There is a statistically significant relationship between personality traits of users and brand personality.

H7o: There is no statistically significant relationship between satisfaction and trust in terms of benevolence.

H7a: There is a statistically significant relationship between satisfaction and trust in terms of benevolence.



H8o: There is no statistically significant relationship between satisfaction and trust in terms of credibility.

H8a: There is a statistically significant relationship between satisfaction and trust in terms of credibility.

H9o: There is no statistically significant relationship between brand personality and trust in terms of benevolence.

H9a: There is a statistically significant relationship between brand personality and trust in terms of benevolence.

H10o: There is no statistically significant relationship between brand personality and trust in terms of credibility.

H10a: There is a statistically significant relationship between brand personality and trust in terms of credibility.

H11o: There is no statistically significant relationship between trust in terms of benevolence and brand loyalty.

H11a: There is a statistically significant relationship between trust in terms of benevolence and brand loyalty.

H12o: There is no statistically significant relationship between trust in terms of credibility and brand loyalty.

H12a: There is a statistically significant relationship between trust in terms of credibility and brand loyalty.

RESEARCH METHODOLOGY

In this study, there were 3 steps in the sampling procedures which came from both probability and non-probability methods. There was simple random sampling, quota sampling, and convenience sampling. The researcher employed probability sampling method because there was an equal chance of respondents being selected. Also the researcher applied non-probability sampling method because there was no list of men who were facial wash users in Bangkok.

The data was collected from 10 districts out of 50 districts in Bangkok area at Tesco Lotus Hypermarket as shown in Table 1.



Table 1: Questionnaire distribution

	District	No. of questionnaires to be distributed
1	Prarwet District	40
2	Bang Kapi District	40
3	Bangkoknoi District	40
4	Bang Phlat District	40
5	Dindang District	40
6	Bangkaen District	40
7	Bangsue District	40
8	Buenglom District	40
9	Minburi District	40
10	Laksi District	40
Total		400

RESEARCH INSTRUMENTS/QUESTIONNAIRE

The researcher employed a questionnaire as research instrument to gather the data from 400 respondents who were men of any age and were current customers who had at least 8 weeks experienced with Nivea for Men facial wash at Tesco Lotus Hypermarkets from 10 districts of 50 districts in Bangkok area. The construction of the questionnaire was based on various previous empirical researches and conceptual framework of this research. The questionnaire was translated into Thai before distribution to provide a clear understanding to the respondents. The questionnaire is divided into 3 parts as follows

The first part, a screening question was applied to gather the data from the respondents who were the target who qualified to respond the entire questionnaire. In order to select the qualified respondents who were current customers and had experienced using Nivea for Men facial wash for at least 8 weeks, a screening question was designed in the questionnaire by using itemized rating scale in 2 point scales to let the respondents choose only 2 choices.

In the second part consisted of statements about attitudes of the respondents having Likert scale technique for finding the rate of agreement, ranging from strongly disagree (1) to strongly agree (5) (Cronin & Taylor, 1992; & Parasuramant *et al.*, 1988b, 1994).



The third part was personal data applied by category scale of personal data in terms of age (under 18 years – above 50 years), occupation (student, private officer, business owner, government officer, teacher, and other in the form of open ended question which Davis (2005) explained that the respondents had total freedom to answer the question), income (from under 6000 Baht – above 2400 Baht) and recommendation which were designed in the form of open ended questions. Hence, the researcher used these personal data in evaluating brand loyalty of Nivea for Men facial wash at Tesco Lotus Hypermarkets from 10 districts of 50 districts in Bangkok.

Table 2: Summary of results from the hypothesis testing

Null Hypotheses	Level of Significance	Correlation Coefficient	Result
H1o: There is no statistically significant relationship between brand reputation and brand loyalty.	0.01	0.372 ^{**}	Reject Ho
H2o: There is no statistically significant relationship between satisfaction and brand loyalty.	0.01	0.328 ^{**}	Reject Ho
H3o: There is no statistically significant relationship between brand personality and brand loyalty.	0.01	0.379 ^{**}	Reject Ho
H4o: There is no statistically significant relationship between personality traits of users and brand loyalty.	0.01	0.575 ^{**}	Reject Ho
H5o: There is no statistically significant relationship between satisfaction and brand reputation.	0.01	0.631 ^{**}	Reject Ho
H6o: There is no statistically significant relationship between personality traits of users and brand personality.	0.01	0.457 ^{**}	Reject Ho
H7o: There is no statistically significant relationship between satisfaction and trust in terms of benevolence.	0.01	0.433 ^{**}	Reject Ho
H8o: There is no statistically significant relationship between satisfaction and trust in terms of credibility.	0.01	0.332 ^{**}	Reject Ho



H9o: There is no statistically significant relationship between brand personality and trust in terms of benevolence.	0.01	0.457**	Reject Ho
H10o: There is no statistically significant relationship between brand personality and trust in terms of credibility.	0.01	0.395**	Reject Ho
H11o: There is no statistically significant relationship between trust in terms of benevolence and brand loyalty.	0.01	0.618**	Reject Ho
H12o: There is no statistically significant relationship between trust in terms of credibility and brand loyalty.	0.01	0.642**	Reject Ho

RESULTS AND CONCLUSION

From the finding results of this study, the researcher concluded the results of factors affecting brand loyalty of Nivea for Men facial wash in Bangkok areas. The factor that influences brand loyalty of Nivea for Men facial wash most was trust in terms of credibility. Regarding to Nivea for Men facial wash has stayed in the position of leader in the market for long time until right now. The brand has high credit in the customer views which makes its customers trust to the brand and don't want to switch the brand also express the positive word of mouth to the other customers. In contrast, the factor which had the least effect to the brand was satisfaction. Based on the current trend of men's care market, there are many men products of many brands which mean customers have many alternatives to purchase. Therefore, customers can switch their decisions of purchasing easily if they feel less satisfied with the brand. Then Nivea for Men facial wash should focus in increasing its trust in terms of credibility and improve its satisfaction provides to its customers. Including all the other factors used in this study. Moreover, Nivea for Men facial wash should claim about its special ingredients also explain how those ingredients of the product are unique and can guarantee trust of the brand in terms of credibility.

RECOMMENDATIONS

Regarding to the research findings and the answers from questionnaires of this study and based on the researcher's observation, the researcher would like to make some



suggestions for Nivea for Men facial wash to make development approaches which aimed to increase brand loyalty as follows.

This study had 12 hypotheses testing and the results from findings could be generated to be 2 kinds of relationship. They were moderate positive correlation and low positive correlation. All of these hypotheses were null hypotheses which meant they had a relationship among variables. According to the findings, hypothesis 4, 5, 6, 7, 9, 11, and 12 had moderate positive relationship. On the other hand, hypothesis 1, 2, 3, 8, and 10 had low positive relationship.

The researcher would like to suggest some recommendations in this study started from the highest correlation to the lowest correlation respectively. For the moderate positive relationship, they were hypothesis 12, 5, 11, 4, 6, 9, and 7 respectively. Based on hypothesis 12 which was reject H_0 that there is a statistically significant relationship between trust in terms of credibility and brand loyalty, the findings was found by Pearson correlation analysis that the correlation coefficient was 0.642, which means that there was a moderate positive relationship between trust in terms of credibility and brand loyalty shown in Table 5.23. This result was the highest value in the study of factors affecting brand loyalty of Nivea for Men facial wash, trust in terms of credibility was the key to gain a market share, leadership, and brand loyalty.

Nowadays, a trend of men's care market in Thailand is highly competitive especially in men facial wash products. Even though, Nivea for Men facial wash is the market leader in this market, the brand must not stop developing its products and its innovations. According to there are many competitors have offers their products to customers. If Nivea for Men facial wash cannot offer its customers in what they want well. Switching brand may occur. Therefore, trust in terms of credibility is needed to be preserved. However, its relationship was found in the findings was moderate, the brand is need to developed its business strategies to increase its trust in terms of credibility to make its customers have brand loyalty in the long term.

Based on hypothesis 4, 5, 6, 7, 9, 11, 12 which were null hypotheses as well as they had a moderate positive relationship. The researcher suggested that hypothesis 4, there was a statistically significant relationship between personality traits of users and brand loyalty. Nivea for Men facial wash should motivate its customers by researching their lifestyles based on trends which always changed unpredictably for example some period of time green tea was very popular, then the brand can launch limited version of products to serve customer based on trends.



For hypothesis 5, there was a statistically significant relationship between satisfaction and brand reputation. As supported by Jacoby & Kyner (1973), Satisfaction and reputation support each other in the relationship, higher satisfaction which means higher reputation as well. Therefore, Nivea for Men facial wash needs to improve its product through marketing mix concept which is product, price, place, and promotion to make its customers feel more satisfactory about the brand and express positive word of mouth to the others, finally the brand can have higher brand reputation and higher brand loyalty as well.

For hypothesis 6, there was a statistically significant relationship between personality traits of users and brand personality. And hypothesis 9, there is a statistically significant relationship between brand personality and trust in terms of benevolence. Both hypotheses had an equal correlation coefficient at 0.457. the researcher suggested that brand personality and personality traits of users should be getting along together well because customers often used products that match their life styles, if the product and match their life style as well as the product is able to keep its promise as trust in terms of benevolence. The brand can preserve its brand loyalty also increase its brand loyalty too.

For hypothesis 7, there was a statistically significant relationship between satisfaction and trust in terms of benevolence. And hypothesis 9, there was a statistically significant relationship between trust in terms of benevolence and brand loyalty. The researcher suggested that trust in terms of benevolence is delivering the brand's promise to its customer efficiently so Nivea for Men facial wash is needed to keep its promise well to provide satisfaction to its customers and then they can finally become brand loyalty. As Nivea for Men facial wash always claims that the result can be seen after continued using 14 days (Beiersdorf, 2012), so the brand is needed to concentrated in its quality of each formula to prepare ingredients that matched with each type of face by doing research for example deep interview and focus group.

For hypotheses which were low positive relationship, the researcher would like to suggest some recommendations in this study starting from the lowest correlation in low positive relationship. Based on hypothesis 1, 2, 3, 8, and 10 which were null hypotheses as well as there was a low positive relationship. From the finding results, it was found that the lowest relationship at 0.328 belonged to hypothesis 2, there was a statistically significant relationship between satisfaction and brand loyalty. The researcher suggested that even though, Nivea for Men facial wash succeeds in the position of leader in men's care market because of trust in terms of credibility to sustain its brand loyalty,



satisfaction was also needed to be concerned by the brand. The brand can have high sales volume based on trust in terms of credibility but if the customers feel low satisfaction on the brand, there were many other brands products as alternatives to switch. Therefore, to sustain brand loyalty, switching purchase was needed to be avoided. Then the brand should improve in its quality of products and the other factors in the marketing mix in order to serve its customers in what they actually want in order to continue the relationship between the brand and their customers.

For hypothesis 3, there was a statistically significant relationship between brand personality and brand loyalty, for hypothesis 10, there was a statistically significant relationship between brand personality and trust in terms of credibility. From the findings in this study brand loyalty came from trust in terms of credibility while the variable brand personality had a low positive relationship to both trust in terms of credibility and brand loyalty. The researcher suggested that Nivea for Men facial wash needs to have immediate improve its brand personality. Nivea for Men facial wash has trust in terms of credibility because of its success in the position of leader for long time which provides the brand high benefit from its market share. However, in 2012 there were many new products of men's care from many brands so its customers have many choices to purchase in the market. Packaging apparently is one of the key factors to reflect the brand personality. Many other men brands use attractive packaings and presenter to promote their products for example hiring stars and celebrity to be their product presenters while Nivea for Men facial wash doesn't focus in this factor much but rely most on trust in terms of credibility. Therefore, the brand should select charming presenters and renovate its packaging to develop its brand personality to improve trust in terms of credibility and sustain its brand loyalty.

Based on hypothesis 8 which is reject Ho, there was a statistically significant relationship between satisfaction and trust in terms of credibility. The finding was found that it was low positive relationship. Brand loyalty depends not only on trust in terms of credibility, but also on the surrounding field and on conditions within the individual as indicated by the Gestle view (Hanna & Wozniak, 2000). Marketing mix can provide the customers or users of Nivea for Men facial wash with strong physical stimuli. Satisfaction and trust in terms of credibility should be improves their relationship by developing a strategy to provide trust in terms of credibility to the factors of marketing mix, they are product, price, place, and promotion to persuade the customers to repurchase, satisfy, and trust to the brand.



Finally, for hypothesis 1, there was a statistically significant relationship between brand reputation and brand loyalty which was low positive relationship. The researcher suggests that customers experience any brands by seeing, hearing, thinking, and using the brands' products. These activities can make customers memorize the brands well. Brand name, symbol, logo, slogan, concept, and packaging are also needed to consider as well as visual and verbal expression. Nivea for Men facial wash always uses the concept what men want (Beiersdorf, 2012), with trust in terms of credibility make its customer trust to the brand and repurchase its products while its brand reputation has a little bit effect, as the packing and appearance of the brand looks too general, the brand should maintain its concept while improving its appearance by following the trend in each period of time as well as maintain its differentiation, uniqueness, and position of the brand.

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