STUDYING BRAND LOYALTY IN THE COSMETICS INDUSTRY

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ABSTRACT. Background: The purpose of this research is to know the brand loyalty and contribute to the knowledge that how brand credibility, brand awareness, brand association, perceived quality, and product knowledge is important to build brand loyalty.

Method: Data were collected from the female's students of department from the university of Sargodha Final analysis was performed on 125 valid respondents. Cronbach's Alpha statistic was used in order to check the reliability of the scale. Regression was used in order to test the hypothesis. Correlation analysis was used to study the relationship between the variables such that this analysis studied the positive relation of all the independent variables (brand credibility, brand awareness, brand association, perceived quality and product knowledge) with the dependent variable (brand loyalty).

Results and Conclusion: The results indicate the positive relationships between brand credibility, brand awareness, brand association, perceived quality, product knowledge (independent variables) and brand loyalty (dependent variables). Further among all the variables studied brand awareness has the highest impact on brand loyalty and according to this research L'Oreal consumer is more as compare to other brands. Although this research specifically studies the Brand Loyalty in University of Sargodha. However more importantly, the purpose of this study is that cosmetic industry must focus on brand association, perceived quality, product knowledge, brand credibility in order to build Brand Loyalty. To the best of researcher's knowledge, this research is first of its kind in the University of Sargodha which studies student's credibility, awareness, association, perceived quality, product knowledge and loyalty toward their favorite cosmetics brand. The results of this study are limited by the specificity of the geographic context by taking a sample of 125 students of one department from total population of University of Sargodha. This study can be expanded to different universities of Pakistan.

Key words: Brand Credibility, Brand Awareness, Brand Association, Perceived Quality, Product Knowledge, Brand Loyalty.

INTRODUCTION

In today's highly competitive environment, organizations are looking all the time for new ways to maximize their brand loyalty in consumers and there are some factors due to which loyalty toward brand can be increase. Those are brand credibility, brand association, brand awareness, perceived quality and product knowledge. This research "BRAND EQUITY IN COSMETIC INDUSTRY" is conduct to know the brand loyalty of the consumers towards their brand.

The main reason for choosing this organization is that there is no previous research on brand loyalty in University Of Sargodha. Where there are a large number of consumers of different brand studied. We can guess that youngster will place a high value on brand equity in cosmetics industry.

The brand credibility is a factor that could holds the buying behavior of consumers. However, just like with any type of triggers, it can have a positive or negative effect. In this case, it relates to your reputation of brand, information of brand and its ability (or inability) to convert that into sales.

The effect of brand credibility (market repo) on choice of brand and consideration across multiple product categories that may vary in regard to potential uncertainty about attributes and information

that associated with acquisition costs and perceived risks of consumption. We find that brand credibility increases loyalty of a consumer toward brand and probability of inclusion in brand choice conditional on consideration.

The term brand equity means the increase in the value of brand due to the name of that product or brand.

Brand loyalty is a power of brand earned over time by its goodwill and name recognition which increases its sales volume and higher profit margins against competing brands.

Brand awareness is an important way of promoting a product. This is because for these products, there are some reasons and factors that differentiate one product from the other competitor product. Therefore, the product that has the highest brand awareness as compared to its competitors will usually get the highest sales.

The way by which a specific brand is associated with the other product category in consumers mind (share of mind). Often a consumer will call the product by its name of that brand rather than the general name.

Perceived quality refers to a consumer's intangible perception of the whole quality or superiority of a product or service - their overall feeling about the brand

Perceived quality is that providing information and values by giving reasons that why customer or consumer should buy that brand and by differentiating their brand from other competing brand. It is concluded that consumer perception of quality will be associated with their brand loyalty. Customer wants to buy or perceive such brand that is offering superior quality .and is become loyal with that brand.

Providing information about the brand is also important to attract customer and build loyalty of the brand.

LITERATURE REVIEW

Brand Credibility

Names of a brand have high credibility; and a line can easily lunch by the company and company can easily extend their brand. Above all, it relates to your reputation of brand, information of brand and its ability (or inability) to convert that into sales.

The belief on the information contained by the brand and ability of a firm to deliver what they promise. The brand credibility is the believeability of brand which entails brand promises [Erdem and Swait, 1998]. The concept of credibility conytains two dimensions includes trustworthiness and expertise where as trustworthiness denotes the brand promise and expertise denotes willing to deliver or capability of delivering [Erdem and Swait, 1998].

Brand Awareness

The ability of the consumer to identify a brand is called brand awareness. [Keller, 2003]. Brand awareness takes the form of recognition of a brand and recall of a brand. Recognition of brand is full explanation of the brand and provides full information about the brand to consumer, consumers can easily differentiate the brand from other competing brand and can identify previously seen or heard [Ergin et. al 2005, Papista, Dimitriadis 2012]. Many brands can be recognized by the consumer but they recall only small number and sometimes recall only one brand. Recognition of brand is considered as the minimum level of awareness of the brand and provides help to recall a brand [Holden, 1993; Laurent et al., 1995; Mariotti, 1999]. Recognition of brand is important by consumer while chooses or selecting a brand at the point to purchase a brand.

Loyalty begins when the customer knows about the product and have full information about the product [Aaker, 1991, Jamal et al. 2012]. The possibility of a product purchase will be increase if customer has information and he knows about the product.

Brand Association

Brand associations are difficult, consist of many ideas and are connected with one and provide strong facts that made brand knowledge [Yoo et al., 2000]. Brand association is formed by the believability of the consumer on brand, which may or can be built by the marketer or by the consumer personally by experienced or by using the product himself [Aaker, 1991]. The belief of the consumer on the brand has impact on their repurchase and in choosing a brand.

Brand association is considered as important for loyalty of a consumer toward their brand [Aaker, 1996, p. 8]. Anything relates to a brand is called brand association [Aaker 1991]. Brand Association is the combination of product related attributes and nonproduct related attributes [Kaller, 2003] but in services, it contains core services and some supporting services [Gronroos, 2007].

Brand loyalty

The composite perspective of loyalty of a brand firstly suggested by Day [1969] and later other researchers supported it. [E.g. Jacoby, 1971; Dick and Basu, 1994, Kim, Lee 2011]. The approach to claim the loyalty that one is truly loyal with the brand, consumer must have a favorable attitude toward the brand in order to repurchasing it.

Brand loyalty is defined as the result from non-random, long existence response of behavior and it was a process of mental purchase formed by some certain decision units who considered more than one brands [Jacoby and Olson, 1970, Chen et al. 2011]. Loyalty toward brand is a commitment to re-buy or repurchase a specific product consistently in the future, [Oliver, 1999].

Dick and Basu, [1994] explained loyalty construct, the mixture of "relative attitude and patronage behavior". The other dimension of loyalty included the cognitive loyalty, this dimension is higher level dimension which involved customer decision making process to evaluate alterative products. Gremler and Brown, [1996] extended the concept of loyalty to the intangible products and their definition of service quality contains three components included purchase, attitude and cognition. Purchase means the repeat purchase, attitude means that customer shows the positive feelings towards service provider and the cognitive process means to use only this provider when a need of service exists.

Perceived quality

Perceived quality is defined as a buyer's subjective evaluation of a product [Zeithaml, 1988; Grewal, Monroe and Krishnam, 1998]. Perceived quality is defined as an intangible perception of the consumer on whole quality or superiority of a product or service .consumer feeling the brand [Ramaseshan and Tsao, 2007]. Percieve Service Quality means consumer judgements about product or brand values [Aaker, 1991] and the product dominance that leads consumer towards selection of particular goods or services [Aaker and Jacobson, 1994].

Differentiating the brand from other brand and giving value to customers by providing reason to repurchase the brand again and again. It is observed that consumer perception of quality will be associated with their brand loyalty. Customer wants to buy or perceive such brand that is offering superior quality [Bolton and Drew 1991, Khraim 2011].

Product Knowledge

Product knowledge that estimates how the brand is perceived by the customers and how the customers evaluate the brands; product knowledge measure the bond between the consumer and the brand.

The knowledge that helps to differentiate products or services from the others is known as product knowledge [Kotler and Keller, 2009, Lai et al., 2010]. The evaluation of a brand by the consumer and the information about the brand in the mind of consumer is called product knowledge.

HYPOTHESIS

H1: There is a significant, positive relationship between brand credibility and brand loyalty.

H2: There is a significant, positive relationship between brand awareness and brand loyalty.

H3: There is a significant, positive relationship between brand association and brand loyalty.

H4: There is a significant, positive relationship between perceived quality and brand loyalty.

H5: There is a significant, positive relationship between product knowledge and brand loyalty.

METHODOLOGY

This research has been conducted in order to find out the brand loyalty in the cosmetic industry of Pakistan and to find out the loyalty of customers for these cosmetics brands. For this purpose a sample of 150 questionnaires was filled from the University of Sargodha, Sargodha. This is one of the well renowned universities of Pakistan. The questionnaire for this research was adopted from the study (Ms. Amanda Spry, Dr Ravi Pappu, and Professor T. Bettina Cornwell). The questionnaires were filled from the students of different departments of the university who were the customers of any one of the cosmetic brand user from the four main cosmetics brand in Pakistan named as L'Oreal, Ponds, Johnson & Johnson, and Etude. From a total of 150 questionnaires, 133 completely filled questionnaires were returned, 4 questionnaires were lost during the process and the remaining 4 were wrongly filled.

The questionnaires were filled in the month of March, 2011. The questionnaire consisted of the total 19 questions which were classified according to the variables of this study, each variable consist of 3 questions, independent variables are brand credibility, brand awareness, brand association, perceived quality, product information. Measures for brand credibility were sourced from brand signaling research [Erdem and Swait, 2004]. Awareness was measured using a three-item scale adopted from the branding literature [Yoo and Donthu, 2001]. Measure for brand value and organizational association were sourced from Aaker [1991]. Perceived quality was measured using items originally suggested by Aaker [(1991]. Brand loyalty was measured using item from the work of [Yoo and Donthu 2001]. Product knowledge was measured using three item adopted from [Cole and Balasubramanian 1993]. One additional question was used about the name of the cosmetic brand used by the respondents. The questionnaires were filled from female respondents. The five-point Likert-type scale was used ranging from strongly disagree to strongly agree.

Descriptive statistics and the comparison of mean have been used to study the response of the sample. The Cronbach's Alpha revealed the result for the overall homogeneity between the variables of this research and the items of scale used in this research to measure the variables. Correlation analysis were used to study the relationship between the variables such that these analysis studied the positive relation of all the independent variables (brand credibility, brand awareness, brand association, perceived quality, product knowledge) with the dependent variable (brand loyalty).Regression analysis was used in order to test the hypothesis for this research.

Table 1. Frequency
Tabela 1. Częstotliwość

		Frequency	Percent
Valid	L'Oreal	41	32.8
	ponds	36	28.8
	Johnson & Johnson	24	19.2
	etude	21	16.8
	Total	122	97.6
Missing	System	3	2.4
	Total	**125**	**100.0**

Table 1 shows that frequency of L'Oreal is (41) at 32.8 percent, frequency of ponds is (36) at 28.8 percent, frequency of Johnson & Johnson is (24) at 19.2 percent and frequency of etude is (21) at 16.8 percent. L'Oreal has maximum frequency then all other cosmetics brand and etude has minimum frequency from all other brands.

DATA ANALYSIS INTERPRETATION

Table 2. Descriptive statistics
Tabela 2. Statystyki opisowe

	N	Mean	Std. Deviation
brand loyalty	124	3.9113	.52756
product knowledge	125	3.2667	.51773
brand association	123	3.9485	.54494
perceived quality	123	4.1545	.59183
brand credibility	125	4.0187	.68552
brand awareness	122	4.0437	.79650
Valid N (list wise)	117		

Table 2 shows the mean of all the variables used. Most of the means shows that the students have a positive perception about the questions asked .As mostly means are higher than 3 and 4, 3 is considered indifferent and after 3 there is agree and strongly agree options respectively. The variables brand loyalty, product knowledge, brand association, perceived quality, brand credibility, brand awareness have the mean (3.9113),(3.2667),(3.9485),(4.1545),(4.01287) and (4.0437) respectively. This shows that the variable perceived quality has higher effect on brand equity and the variable product knowledge has lower effect, so we need to focus and work on this area.

Table 3. Means
Tabela 3. Średnie

Please select your favorite brand of cosmetics from the following	Mean	N	Std. Deviation
L'Oreal	4.1789	41	.54313
ponds	3.7524	35	.70174
Johnson & Johnson	3.7917	24	.76020
etude	3.8889	21	.71751
Total	3.9284	121	.68476

Table 3 shows mean of L'Oreal is 4.1789, mean of bonds is 3.7524, mean of Johnson & Johnson is 3.7917 and mean of etude is 3.8889.loreal has maximum mean then other cosmetics brand and ponds has minimum mean from all other brands. This indicates most of the people use L'Oreal.

INFERENTIAL STATISTICS

Table 4. Reliability Statistics
Tabela 4. Statystyka wiarygodności

Cronbach's Alpha	N of Items
.858	18

Table 4 indicates the value of Cronbach's alpha for the combined scale. It can be observed that the Cronbach's Alpha reliabilities are good for the combined scale (0.858).

Table 5. Correlation Analyses
Tabela 5. Analiza korelacji

	1	2	3	4	5	6
Brand loyalty	1					
Brand credibility	.471(**)	1				
Brand awareness	.584(**)	.550(**)	1			
Brand association	.462(**)	.460(**)	.458(**)	1		
Perceived quality	.531(**)	.515(**)	.550(**)	.607(**)	1	
Product knowledge	.274(**)	.122	.315(**)	.097	.269(**)	1

** Correlation is significant at the 0.01 level (2-tailed)

Table 5 shows the correlations between dependant and independent variables. On the basis of this the following hypothesis has been formulated:

H1: There is a significant, positive correlation between brand credibility and brand loyalty.

Table 1 shows that there is a positive correlation (R: 0.471) between Brand Credibility and Brand Loyalty which is also significant at 0.000 level. Therefore we accept H1.

H2: There is a significant, positive correlation between brand awareness and brand loyalty.

Table 1 shows that there is a positive correlation (R: 0.584) between Brand Awareness and Brand Loyalty which is also significant at 0.000 level. Therefore we accept H2.

H3: There is a significant, positive correlation between brand association and brand loyalty.

Table 1 shows that there is a positive correlation (R: 0.462) between Brand Association and Brand Loyalty which is also significant at 0.000 level. Therefore we accept H3.

H4: There is a significant, positive correlation between perceived quality and brand loyalty.
Table 1 shows that there is a positive correlation (R: 0.531) between Perceived Quality and Brand Loyalty which is also significant at 0.000 level. Therefore we accept H4.

H5: There is a significant, positive correlation between product knowledge and brand loyalty.

Table 1 shows that there is a positive correlation (R: 0.274) between Product Knowledge and Brand Loyalty which is also significant at 0.002 level. Therefore we accept H5.

H6: Brand Credibility, Brand Awareness, Brand Association, Perceived Quality, Product Knowledge significantly explain the variance and Brand Loyalty.

Regression

Table 6. Model Summary (b)
Tabela 6. Podsumowanie (b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.671(a)	.450	.425	.50484	1.885

a. Predictors: (Constant), product knowledge, brand association, brand credibility, brand awareness, perceived quality
b. Dependent Variable: brand loyalty

Table 6.1. ANOVA (b)
Tabela 6.1. ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.108	5	4.622	18.133	.000(a)
	Residual	28.290	111	.255		
	Total	51.398	116			

a Predictors: (Constant), product knowledge, brand association, brand credibility, brand awareness, perceived quality
b Dependent Variable: brand loyalty

The results in Table 6.1 indicate that there is a positive correlation (R: 0.671) between the independent variables (brand credibility, brand awareness, brand association, perceived quality, product knowledge) and the dependent variable i.e. Brand Loyalty. The value of Durbin-Watson statistic (1.885) also falls within the acceptance range therefore indicating that there is no autocorrelation among the variables being studied. Similarly the ANOVA table shows that the F-statistic value of 18.133 is significant at 0.000 levels. Therefore we accept H6.

Table 7. Coefficients (a)
Tabela 7. Współczynniki (a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.145	.471		-.309	.758
brand credibility	-.005	.126	-.004	-.041	.968
brand awareness	.543	.128	.400	4.259	.000
brand association	.196	.114	.160	1.720	.088
perceived quality	.201	.113	.182	1.777	.078
product knowledge	.091	.062	.112	1.482	.141

a. Dependent Variable: brand loyalty

Table 7 Indicates the value for Adjusted R Square (0.425) which shows that the independent variables (brand credibility, brand awareness, brand association, perceived quality and product knowledge) and explain 42.5% of variance in Customer Loyalty. Brand Awareness has a greater influence on brand loyalty as it has the highest Standardized Beta Coefficient (β=0.400) which is also significant at 0.000 level.

FINDINGS

The findings of the analysis reveals that there is a significant positive relationship between brand loyalty(dependent variable) and brand credibility, brand awareness, brand association, perceived quality, product knowledge (independent variables). So hypotheses are supported by statistical analysis. So according to researcher's knowledge in university of Sargodha most of the students are satisfied with their brand and consumer are more loyal with L'Oreal brand.

CONCLUSIONS AND DISCUSSION

Good brand is vital to an organization and this research has reflected how cosmetic industry has managed to be just that. it is clear from the analysis survey carried out that the cosmetic industry adopting global branding to its higher standard and that exactly how global presence of any cosmetic industry is taken to highest level of success. So far cosmetic industry has been able to be one of the best businesses.

The research is conducted to know the brand loyalty of consumers toward their favorites brand and how brand credibility, brand awareness, brand association, perceived quality effects brand loyalty. Brand credibility can increase loyalty of a consumer toward brand and it has positively effect on brand loyalty as previous researcher [Erdem and Swait, 1998]. The relationship between brand awareness and brand loyalty is significant and brand awareness is highly effect the brand loyalty as previous researcher founded [Aaker, 1991], brand association influences on brand loyalty and have significant positive relation with brand loyalty and the result of this research supports the previous research [O'Cass and Lim (2002]. The relation between perceived quality and brand loyalty is also significantly positive and quality that consumer perceived also influences brand loyalty and [Kayaman and Arasli, 2007].

However, the study found that brand awareness in cosmetic industry is the most important dimension among other independent variables (brand credibility, brand awareness, brand association, perceived quality, product knowledge) effecting brand loyalty and knowledge about a product is also important for loyalty toward brand if consumer have max knowledge about the product he became loyal with his brand.

LIMITATIONS AND RECOMMENDATIONS

Loyalty of a consumer toward four cosmetics brand of Pakistan. Limited research had done on this topic and according to the researcher's knowledge it's first of its kind in Sargodha. The researcher's carried out research only in Sargodha city and the results of this study are limited by the specificity of the geographic context by taking a sample of 125 students of only one department from population of total University of Sargodha so on larger scale reality may differ. Increase sample size will help in increasing generalizability and validity of study more research should be done on the topic in Pakistan to reveal the facts according to this research no doubt most of the students have trust on their brand that they consume but there is always a room for improvement so there is a need to enhance brand trust. Like overall reliability on brand loyalty. We suggest further study will be large size and can be expanded to more universities in areas near to Sargodha for more specific results. Cosmetic industry must focus on brand association, perceived quality, product knowledge, brand credibility in order to build Brand Loyalty.

The results of present research shows that the brand awareness is highly influence on brand credibility and cosmetic industry can increase the loyalty of their consumer toward their brands by providing them awareness about their brands. More the awareness, more the loyalty toward their brand [McCarthy et al., 2001] and the consumer are more loyal with the L'Oreal brand then all other brands.

So organization can increase the loyalty of consumer toward their brand by providing them awareness which is highly influence on the brand loyalty and by providing them the quality they want to perceived, by providing knowledge about their brand.

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LOJALNOŚĆ MARKI W PRZEMYŚLE KOSMETYCZNYM

STRESZCZENIE. Wstęp: Praca jest poświęcona zagadnieniu lojalności marki. Jej celem jest rozpoznanie wpływu na budowanie lojalności marki takich czynników jak wiarygodność marki, znajomość marki, wizerunek marki, jakość odbioru oraz znajomość produktu.
Metody: Dane do analizy zostały zebrane wśród studentek jednego z wydziałów Uniwersytetu Sargodha. Ostateczna analiza została przeprowadzona dla 125 poprawnych odpowiedzi. W celu sprawdzenia wiarygodności skali została zastosowana statystyka Cronbach's Alpha. Metoda regresji została użyta w celu przetestowania hipotezy. Natomiast analiza korelacji została zastosowana w celu zbadania zależności między zmiennymi niezależnymi (wiarygodność marki, znajomość marki, wizerunek marki, jakość odbioru oraz znajomość produktu) oraz zmienną zależną (lojalność marki).
Wyniki i wnioski: Wyniki wykazały dodatnią zależność pomiędzy wiarygodnością marki, znajomością marki, wizerunkiem marki, jakością odbioru oraz znajomością produktu (zmienne niezależne) a lojalnością marki (zmienna zależna). Wszystkie zmienne związane ze znajomością marki miały największy wpływ na lojalność marki oraz zgodnie z wynikami badań najbardziej rozpoznawalną marką była L'Oreal. Praca ta została poświecona zbadaniu lojalności marki na Uniwersytecie Sargodha. Jednak co należy podkreślić, celem tych badań było ustalenie czy przemysł kosmetyczny powinien skupić się na wiarygodności marki, znajomości marki, wizerunku marki, jakości odbioru oraz znajomości produktu w celu budowania lojalności marki. Według wiedzy posiadanej przez Autorów, badania te były pierwszymi tego typu przeprowadzonymi na Uniwersytecie Sargodha, które miały na celu zbadanie świadomości studentów w zakresie wiarygodności marki, znajomości marki, wizerunku marki, jakości odbioru oraz znajomości produktu odnośnie wyrobów kosmetycznych. Wyniki badań są ograniczone ze względu na ograniczenie geograficzne grupy studentów, wśród których przeprowadzono badania (jeden wydział Uniwersytetu Sargodha). Badania mogą być przeprowadzone na innych uniwersytetach w Pakistanie.

Słowa kluczowe: wiarygodność marki, znajomość marki, wizerunek marki, jakość odbioru, znajomość produktu, lojalność marki.

MARKENLOYALITÄT IN DER KOSMETISCHEN INDUSTRIE

ZUSAMMENFASSUNG. Einleitung: Die vorliegende Forschungsarbeit ist den Fragen der Markenloyalität gewidmet. Ziel der Arbeit war die Ermittlung von Einflussfaktoren wie Glaubwürdigkeit der Marke, Kenntnis der Marke, Marken-Image, Qualität des Marktempfanges sowie Kenntnis des Produktes, die den Aufbau der Markenloyalität mit einprägen.
Methoden: Die Daten, die der Analyse zugrunde liegen, wurden unter Studentinnen einer der Fakultäten der Universität Sargodha erfasst. Die endgültige Analyse wurde auf Grund von 125 richtigen Antworten durchgeführt. Zwecks Überprüfung der Skala-Glaubwürdigkeit wurde das Cronbach's Alpha-Statistikverfahren in Anspruch genommen. Die Methode der Regression wurde zum Durchtesten der Hypothese angewendet. Die Analyse der Korrelation dagegen wurde für die Zwecke

einer Untersuchung des Verhältnisses zwischen den unabhängigen Variablen (Glaubwürdigkeit der Marke, Kenntnis der Marke, Marken-Image, Qualität des Marktempfanges sowie Kenntnis des Produktes) und der abhängigen Variable (Markenloyalität) beansprucht.

Ergebnisse und Fazit: Die Ergebnisse zeigten eine positive Abhängigkeit zwischen der Glaubwürdigkeit der Marke, der Kenntnis der Marke, dem Marken-Image und dem Marktempfang sowie der Kenntnis des Produktes (unabhängige Variablen) und der Markenloyalität (abhängige Variable) auf. Alle mit der Kenntnis der Marke verbundenen Variablen haben den größten Einfluss auf die Markenloyalität ausgeübt. Demzufolge war gemäß den Untersuchungsergebnissen die Marke L'Oreal am meisten erkennbar. Die Arbeit wurde auf der Universität Sargodha der Erforschung des Themenkomplexes Markenloyalität gewidmet. Das Ziel dieser Forschungen war in erster Linie, was hervorzuheben ist, die Festlegung, ob die kosmetische Industrie sich auf die Glaubwürdigkeit der Marke, die Kenntnis der Marke, das Marken-Image, die Qualität des Marktempfanges sowie die Kenntnis des Produktes zwecks Aufbau der Markenloyalität konzentrieren sollte. Nach dem Wissensstand der Autoren waren die betreffenden Untersuchungen dieser Art, die ersten, die an der Universität Sargodha vorgenommen wurden und denen die Untersuchung des Bewusstseins der Studenten hinsichtlich der Glaubwürdigkeit der Marke, der Kenntnis der Marke, des Marken-Images, der Qualität des Marktempfanges sowie der Kenntnis des Produktes in Bezug auf die kosmetischen Erzeugnisse zugrunde lag. Die Forschungsergebnisse sind wegen der geographischen Begrenzheit der in die Untersuchung einbezogenen Studentengruppe (nur eine Fakultät der Universität Sargodha) raummäßig eingeschränkt. Die betreffenden Forschungen können jedoch auf anderen Universitäten in Pakistan fortgesetzt werden.

Codewörter: Glaubwürdigkeit der Marke, Kenntnis der Marke, Marken-Image, Qualität des Marktempfanges, Kenntnis des Produktes, Markenloyalität.

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