



**A STUDY ON FACTORS INFLUENCING BRAND
LOYALTY AMONG CONSUMERS IN MALAYSIAN
CONSMETIC INDUSTRY**

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JULY 2015

DECLARATION OF ORIGINAL WORK



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Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have specifically knowledge.

Signature:

Date:

LETTER OF SUBMISSION

3rd July 2015

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title '**FACTORS INFLUENCING BRAND LOYALTY AMONG CONSUMERS IN MALAYSIAN COSMETIC INDUSTRY**' to fulfill the requirement as needed by the Faculty of Business Management of Universiti Teknologi Mara.

Thank you.

Yours Sincerely

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ABSTRACT

It is the objective for all companies to gain long-term profitability from their businesses. This could be achieved by establishing long-term relationship with the consumers. In order to do so, it is vital to attain consumers' loyalty. Making sure consumers are loyal is a constant battle. Marketers need to carefully lay out strategies to ensure every aspect of their businesses are able to attract consumers.

Thus, this quantitative research is aimed towards proving the correlation between factors such as product quality, price, promotion and brand image with brand loyalty. This study is also aimed towards identifying the most influential factor in determining consumers' brand loyalty. Data has been collected from occupants of Plaza Mont Kiara. 135 respondents were selected through convenient sampling. Questionnaire was used as the instrument to collect responses.

From the analysis conducted, result has proven that there was a significant correlation between product quality, price and brand image with brand loyalty. Besides that, product quality was identified as the strongest factor influencing brand loyalty through the multiple regression analysis conducted. From the findings, researcher has come up with some recommendations to help brands and marketer to come out with innovative strategies in attracting more loyal consumers. Firstly, they should put more priority in improving the quality of their products so that they fit to various skin types. They should also produce best-value-for-money products. Lastly, brands and marketers could instill ethical business approach to increase the attractiveness of their brands.