

Madison Tonkin

Supervisor: Richard Drummond

Research Title

A research study to determine required brand building aspects in Cape Town's cosmetics industry, with specific reference to brand loyalty amongst urban women

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I, Madison Tonkin, hereby declare that the Research Report submitted for the Bachelor of Arts Honours in Strategic Brand Communication degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

Signature

Date

CONTENTS	PAGE
ABSTRACT	4
CHAPTER 1: INTRODUCTION	5
1.1 BACKGROUND	5
1.2 RESEARCH PROBLEM	5
1.3 RESEARCH QUESTIONS	5
1.3.1 The main research question	5
1.3.2 Sub-questions	5
1.4 OBJECTIVES OF THE STUDY	6
1.5 CONCEPTUALISATION	6
1.5.1 Cosmetics	6
1.5.2 Brand building aspects	6
1.5.3 Indispensable brands	6
1.5.4 Brand loyalty	7
1.6 OVERVIEW OF PARADIGM, RESEARCH APPROACH AND DESIGN	7
1.7 OUTLINE OF CHAPTER CONTENTS	7
CHAPTER 2: LITERATURE REVIEW	8
2.1 OUTLINE OF PARADIGM	8
2.2 THEORETICAL FOUNDATION	8
2.3 REVIEW OF PREVIOUS LITERATURE	9
2.3.1 Brand loyalty study in Turkey	9
2.3.2 Brand loyalty study in Saudi Arabia	11
2.3.3 Brand loyalty study in the United Arab Emirates	13
2.3.4 Brand loyalty study in the United States	15
2.3.5 Brand loyalty in South Africa	15
2.3.6 Healthy and meaningful brands	17
2.3.7 Factors that influence brand loyalty	17
CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY	19
3.1 THE RESEARCH PROBLEM AND RESEARCH QUESTIONS	19
3.2 RESEARCH DESIGN	19
3.2 POPULATION	20

3.2.1 Unit of analysis	20
3.2.2 Target and accessible population	20
3.2.3 Population parameters	20
3.3 SAMPLING	20
3.3.1 Non-probability sampling	20
3.3.2 Sample method	20
3.3.3 Sample size	21
3.4 DATA COLLECTION METHODS	21
CHAPTER 4: DATA ANALYSIS AND FINDINGS	22
4.1 DATA ANALYSIS TECHNIQUES	22
4.2 QUESTIONNAIRE FINDINGS	22
4.2.1 Allocation of respondents according to age groups	22
4.2.2 Allocation of respondents according to education level	23
4.2.3 Allocation of respondents according to occupation	23
4.2.4 Allocation of respondents according to consistent use of same cosmetics brand	25
4.2.5 Allocation of respondents according to the factors that cause purchasing of the same brands consistently	26
4.2.6 Allocation of respondents according to the factors that cause brand switching	27
4.2.7 Allocation of respondents according to the importance of the seven factors	29
4.2.8 Allocation of respondents according to brand preference	34
4.2.9 Reasons given for brand preference	36
4.3 INTERVIEW FINDINGS	36
4.3.1 Background	36
4.3.2 Top of mind	36
4.3.3 Reason for top of mind	37
4.3.4 Differentiation	37
4.3.5 Most important factor	37
4.3.6 Client preferences	38
CHAPTER 5: CONCLUSION	39
5.1 INTERPRETATION OF FINDINGS	39

5.2	RESEARCH QUESTIONS ANSWERED	40
5.3	IMPLICATIONS OF THE STUDY	42
5.4	ETHICAL CONSIDERATIONS	42
5.5	LIMITATIONS AND DELIMITATIONS OF THE STUDY	43
5.5.1	Limitations	43
5.5.2	Delimitations	43
5.6	VALIDITY, RELIABILITY AND TRUSTWORTHINESS	44
5.6.1	Validity	44
5.6.2	Reliability	44
5.6.3	Trustworthiness	44
5.7	FINAL CONCLUSIONS	45
	REFERENCES	46
	ANNEXURE A: Data Collection Instruments	49
	ANNEXURE B: Interview Transcripts	55
	ANNEXURE C: Participant Consent Forms	67
	ANNEXURE D: Ethical Clearance	71

ABSTRACT

There are hundreds of existing brands that compete in the cosmetics industry in Cape Town. Each and every brand aims to develop, maintain and grow a loyal customer base to ensure the success and growth of their business. With so many options available, however, consumers can easily switch brands. The aims of this study were to determine whether urban women in Cape Town display loyalty towards cosmetics brands and to establish the factors that have the greatest impact on brand loyalty.

Quantitative and qualitative research instruments were used to gather information for this study. Online questionnaires were administered to urban women of legal age in Cape Town. The questionnaires asked questions regarding brand loyalty; brand switching; the importance of certain factors when purchasing cosmetics products; brand preferences and reasons thereof. In-depth interviews were also conducted with beauty professionals in Cape Town. The interviewees were asked about their experiences and opinions of brand loyalty in the cosmetics industry.

The research findings revealed that urban women in Cape Town display a high level of brand loyalty towards cosmetics brands. Product quality was found to be the most impactful factor resulting in brand loyalty amongst this market segment. MAC was found to be the brand with the highest level of preference due to its supreme product quality, service quality and overall positive brand experience.

The research results correlated with a number of existing studies with similar objectives. The importance of the existing factors that lead to brand loyalty was verified and new factors emerged. This study forms the foundation on which future studies can be based. Many aspects still need to be explored since they were beyond the scope of this study.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND

Havas' *Meaningful Brand* study in 2015 revealed that consumers would not care if 74% of brands disappeared overnight (Havas Media, 2015). That leaves 26% of brands that consumers trust, depend on and are loyal to. This study aims to explore what separates the brands that can easily be forgotten and the brands that women in Cape Town cannot live without. Since the ultimate goal of branding is loyalty, this study also aims to explore how to create a brand that will result in customer loyalty. This study looks at the cosmetics sector and which brand aspects ensure customer loyalty of urban women in Cape Town.

1.2 RESEARCH PROBLEM

Based on the researcher's observations from her immediate environment as well as secondary research, this problem is worth investigating because it is believed that there is a low level of brand loyalty in South Africa and many consumers take part in brand switching. It is easy for women to switch cosmetics brands in a market that consists of a wide variety of competing brands. With so many cosmetics brands to choose from, it is worth investigating how brand loyalty can be achieved.

1.3 RESEARCH QUESTIONS

1.3.1 The main research question

What brand building aspects are necessary to build a brand in Cape Town's cosmetics industry that will ensure brand loyalty amongst urban women?

1.3.2 Sub-questions

- Do urban women in Cape Town display brand loyalty towards cosmetics brands?
- What is the most important factor that influences brand loyalty amongst urban women in Cape Town?
- Which brands are currently popular amongst urban women in Cape Town and why?

1.4 OBJECTIVES OF THE STUDY

The objectives of the study included:

- To gain new insights into brand loyalty amongst urban female consumers in Cape Town;
- To identify key concepts that create a favourable brand experience in the cosmetics sector;
- To prioritise the needs of urban women in Cape Town;
- To explore what constitutes a favourable cosmetics brand in Cape Town;
- To become familiar with urban women's perceptions of indispensable brands.

1.5 CONCEPTUALISATION

The most pertinent concepts related to this research are cosmetics, brand building aspects, indispensable brands and brand loyalty.

1.5.1 Cosmetics

Cosmetics are products used to cleanse or beautify the face, skin, hair or nails. Such products include skin cream, lotion, powder, perfume, lipstick, deodorant, nail polish and makeup (ShareCare, 2016).

1.5.2 Brand building aspects

Brand building aspects are the characteristics of a brand that create value for consumers and result in customers becoming brand loyal. Such aspects include consistency, environmental sustainability, uniqueness, impact on the wider community, authenticity and a meaningful purpose (Cook *et al*, 2010; Phillips, 2010).

1.5.3 Indispensable brands

"A brand is a product, service, cause or organisation with perceived intangible attributes" (Phillips, 2010). When there are no perceived intangible attributes, the product, service, cause or organisation is simply a commodity that is interchangeable with competing offers. An indispensable brand is not interchangeable and there is no competitor that offers a similar substitute.

1.5.4 Brand loyalty

“Loyalty results from having a series of consistent, singular and favourable brand experiences” (Philips, 2010). Brand loyalty occurs when a consumer buys the same brand repeatedly due to favourable experiences with that brand. Brand loyalty drives purchase decisions and loyal customers are willing to pay higher prices for their brand of choice.

1.6 OVERVIEW OF PARADIGM, RESEARCH APPROACH AND DESIGN

This study was conducted using a mixed methods approach. Aspects of both the Positivist and Interpretivist traditions were included. The questionnaire included open-ended qualitative questions and closed-ended quantitative questions. The nature of the research design combined quantitative and qualitative methods. A cross-sectional survey design was used in order to create an overall picture of the factors that lead to cosmetics brand loyalty of urban women in Cape Town at this point in time. Personal interviews were also conducted to gain more in-depth information about the opinions and perceptions of influential factors that lead to brand loyalty amongst cosmetics brands.

1.7 OUTLINE OF CHAPTER CONTENTS

The research report is divided into the following chapters:

Chapter 1: **Introduction** including background, problem statement, research questions, objectives, conceptualisation of key concepts, brief overview of paradigm, research approach and design.

Chapter 2: **Literature Review** including outline of paradigm, theoretical foundation and review of previous literature.

Chapter 3: **Research Design and Methodology** including research design, data collection methods, population, sampling and procedures and resources used during data collection.

Chapter 4: **Data Analysis and Findings** including data analysis techniques and findings based on analysed data.

Chapter 5: **Conclusion** including interpretation, discussion, insights and implications of the findings, final conclusions and evaluations of success, ethical implications and limitations and delimitations of the study.

CHAPTER 2: LITERATURE REVIEW

2.1 OUTLINE OF PARADIGM

Aspects of both the Positivist and Interpretivist traditions were used in this study. According to Maree (2015:33-34), the ontological approach makes use of the realist perspective in that reality is subjective and created by human interaction. The epistemological approach makes use of the anti-positivist perspective since the study revolves around the perceptions of the respondents. For this study, something was considered knowledge when it felt right to those being studied.

In this study, human nature was considered to be voluntarist as all the respondents had free will and could be held morally responsible for their actions. A nomothetic approach was adopted as the study aimed to establish laws or generalisations about the factors that lead to brand loyalty of urban women from Cape Town in the cosmetics sector. The methodology combined quantitative and qualitative methods in order to establish causal relationships and gain an understanding of consumers' brand perceptions.

2.2 THEORETICAL FOUNDATION

Making purchasing decisions can often be a complex and time-consuming task so to make this easier; consumers tend to group brands together to create a downsized consideration set of brands. This consideration set is thus a pool of brands from which choice can easily be made by combatting time pressures and over-choice of brands. Once a consumer has formed a consideration set, he/she evaluates the brands in this set and then makes the final choice. This theory has clear implications for marketers – a brand needs to gain access to and sustain membership of the consideration set, as well as becoming the preferred brand amongst the set members. In order to achieve this top-of-mind status, the brand must be differentiated from the other set members (Klopper & North, 2011:92).

This theory is directly related to the low level of brand loyalty and high level of brand switching in Cape Town. There is a definite 'over-choice' of cosmetics brands in Cape Town which increases the difficulty of one particular brand reaching top-of-mind status. Klopper and North (2011:92) also state that differentiation is important

because if all brands look similar to consumers then price becomes the determining factor. If decisions are purely based on price then there is no commitment and it is, therefore, difficult to build and maintain a loyal customer base. The aim of this study was to determine which differentiating factors are required in order to build and maintain customer loyalty amongst urban women in Cape Town.

2.3 REVIEW OF PREVIOUS LITERATURE

In an industry that is over-crowded with competitors and options, consumers have the opportunity to switch brands easily as most cosmetics products are substitutable. The challenge is to create and maintain a brand that cannot be substituted or used interchangeably with an existing competitor. Various studies have been conducted in order to determine the factors that result in brand loyalty in the cosmetics sector. No such study has yet been conducted in South Africa.

2.3.1 Brand loyalty study in Turkey

In 2005, a study was conducted in order to determine whether women displayed brand loyalty towards skin products in the cosmetics sector. The study took place in the two largest cities in Turkey, Istanbul and Ankara, with 600 women over the age of 18. 172 women from Ankara and 428 women from Istanbul were selected by the ratio sampling method based on the total city populations.

The quantitative study was based on a descriptive approach. Data was gathered by means of a survey containing 13 questions. Questions 1 to 4 dealt with demographic data and questions 5 to 13 were related to the subject matter of determining the degree of brand loyalty among skin-care products. A pilot study was conducted first with 25 respondents in order to assess the validity of the survey questions.

In the final study, all the surveys were completed and returned, thus reaching a response rate of 100%. Once all of the surveys had been returned, their data was coded and entered digitally into an SPSS program to be sorted and analysed. This analysis made use of Chi-square technique. The study tested the following hypotheses:

H0: Turkish women do not have brand loyalty in skin-care products.

H1: Turkish women do have brand loyalty in skin-care products.

The study had additional hypotheses to test in that there is no significant relationship between a woman's consistent use of the same skin-care product and her age; education level; the city she lives in; her behaviour that results from being unable to find the desired product while shopping at the store; her behaviour when the product is finished and that there is no significant relationship between consistent use of a particular brand and the reason that particular brand is selected.

The results revealed that 68.2% of the respondents consistently used the same brand of skin care product. When asked the main reason for consistently buying the same brand, the answers revealed that the quality of the product was the most important factor leading to brand loyalty. Other important factors included product-skin type matching, needs satisfaction capacity of the product, reasonable pricing, popularity of the product's brand name and wide availability of the product.

In the Turkish study, 31.8% of the respondents did not consistently use the same cosmetics brand. The analysis of the results revealed that the main reasons for brand switching were price discounts and the desire to try different brands. Other factors leading to brand switching were allergic reactions, in-store displays, recommendations and unavailability.

When the respondents were asked about how they react when they are unable to find their preferred brand at the store, 31% revealed that they would purchase a different brand while the remaining 69% would go to various other stores until they found their particular brand.

The respondents were also asked to list the factors (in order of importance) that they consider when making the decision to purchase skin-care products. 91% of the respondents revealed it to be crucial that the particular brand was widely available in stores and 85.3% said it is important that sales staff is knowledgeable and trained about the brand. 84.7% of the respondents stated that the reputation of the brand has a major influence on their decisions and 85.3% said it was important for the brand to offer a wide variety of products.

After the analysis of the main hypothesis was carried out, the H0 hypotheses were rejected and the study concluded that Turkish women do have brand loyalty among skin-care products (Ergin *et al*, 2005:6-16).

2.3.2 Brand loyalty study in Saudi Arabia

The Saudi cosmetics market is the largest in the Middle East with affluent, beauty-conscious women spending SR14256 (\$3800) on average per year. A study was conducted with the aim of adding significant value to the understanding of consumer behaviour in the cosmetic industry. This type of study had never been conducted in Saudi Arabia and this study served as a foundation or pilot study for other researchers who want to research the same topic in the future. The objectives of the study were:

- a) To provide an overview of cosmetics market in Saudi Arabia and its significance in the Saudi Economy.
- b) To examine the influence of brand loyalty on female buying behaviour of cosmetics.
- c) To examine the influence of various factors on brand loyalty of cosmetic consumers.

The research questions for the study were as follows:

1. What is the socio-economic profile of cosmetic consumers in Saudi Arabia?
2. What are the popular brands of cosmetics currently being used in Saudi Arabia?
3. What are the factors that affect the purchase of cosmetic products and how important they are in the purchasing decisions?
4. To what extent does the brand of the products influence buying behaviour of female consumers in Saudi Arabia?

The following seven hypotheses were developed and tested in the study:

H1-0: There is no influence of product quality on purchase of cosmetic products.

H2-0: There is no influence of design or features on purchase of cosmetic products.

H3-0: There is no influence of brand name on purchase of cosmetic products.

H4-0: There is no influence of store environment on purchase of cosmetic products.

H5-0: There is no influence of service quality on purchase of cosmetic products.

H6-0: There is no influence of promotion on purchase of cosmetic products.

H7-0: There is no influence of price on purchase of cosmetic products.

The sample comprised 75 females between the ages of 15 and 50 from different regions in Saudi Arabia. Data was collected by means of an electronic questionnaire which was sent to respondents via email and social media including Facebook and WhatsApp. Using 5 point Likert scales, respondents were asked to rate the importance of factors which influence their choice to purchase a particular product. The respondents were also asked about the frequency of repeat-purchase of a product, indicating their brand loyalty. Once all of the questionnaires were completed and collected, the data was captured in an electronic spreadsheet and then exported to Microsoft Excel 2007 for analysis.

The results of the study revealed that product quality significantly influences purchasing decisions with particular reference to ease of use and durability as the most important factors. When asked about the importance of features and design of a product, the respondents indicated that they are most influenced by distinctive features. The results also revealed that the brand name of the product is less important than quality and design features but still a significant factor to consider when making buying decisions. When asked about the importance of store environment, the respondents indicated that the brand must have a sufficient number of outlets. The study revealed that well-trained and courteous sales staff are important to the respondents and that their buying decisions are influenced by promotions such as discount sales.

The respondents were asked to indicate how frequently they purchase a particular branded product. It was observed that the respondents were more likely to repeatedly purchase the same brand of skin-care and make-up products as opposed to perfume, hair-care products and nail polish. This indicates that there is more experimentation with perfumes and nail polish while remaining brand loyal to skin-care and make-up products.

The Hypotheses were tested by means of a T-Test. Since there were 75 observations, the degrees of freedom were 74 and critical value of t was 1.99. The results revealed that all the null hypotheses were rejected, which meant that all of

the factors listed above have significant impact on the buying decisions of the respondents. The respondents displayed a fairly high level of brand loyalty towards cosmetic products (Alhedhaif *et al*, 2016:25-37).

2.3.3 Brand loyalty study in the United Arab Emirates

The beauty and cosmetics sector in the United Arab Emirates grows annually by 12% with a market value of \$1.7 billion. This study aimed to contribute towards a better understanding of consumer buying behaviour and define new trends amongst the Muslim society of the United Arab Emirates. The objectives of the study were to:

1. Provide an overview of cosmetics market in the United Arab Emirates and its importance.
2. Examine the influence of brand loyalty on female buying behaviour of cosmetics.

The study refers to an article by Lau *et al* (2006) which mentions seven factors that influence consumers' brand loyalty towards certain brands. These factors include brand name, product quality, price, design, store environment, promotion and service quality. These are the exact same factors that were tested in the hypotheses of the Saudi Arabia study above. This study focused on the factors that influence consumers' brand loyalty towards a particular brand and derived the following hypotheses based on these factors:

H1: There is a significant and positive relationship between brand name of cosmetics and brand loyalty.

H2: There is a significant and positive relationship between cosmetics quality and brand loyalty.

H3: There is a significant and positive relationship between cosmetics price and brand loyalty.

H4: There is a significant and positive relationship between cosmetics design and brand loyalty.

H5: There is a significant and positive relationship between promotion and brand loyalty of cosmetics.

H6: There is a significant and positive relationship between service quality and brand loyalty of cosmetics.

H7: There is a significant and positive relationship between store environment and brand loyalty of cosmetics.

A questionnaire was used to gather data. The first section of the questionnaire gathered demographic data about the respondents and the second section focused on factors influencing brand loyalty. Before the survey was carried out, a pilot study was done through personal interviews with five senior level professionals at the most well-known cosmetics outlet in the United Arab Emirates, Paris Gallery.

The study used a random sample of 382 females between the ages of 16 and 42. The survey was distributed at three malls in Abu Dhabi City, namely Abu Dhabi mall, Marina mall and Madinat Zayed Shopping Centre, as well as Paris Gallery. Respondents were given two months to complete and return their questionnaires and the response rate was 58%.

Demographic data collected about respondents included their ages, marital status, level of education and monthly income. Analysis of variance (ANOVA) was used during the data analysis phase to determine whether there was a significant relationship between the independent variable (the seven factors that influence brand loyalty) and the respondents' income and age. The Pearson correlation was also used to test the seven independent variables and to test if a relationship existed between the independent and dependent variables.

The respondents were asked to rate the seven independent variable factors of brand loyalty by using a Likert scale to indicate the degree to which they agree or disagree. The overall result revealed that product quality was the most important factor that influences brand loyalty amongst customers in the United Arab Emirates. The results revealed that brand name, product quality, price, promotion, service quality and store environment all have positive relationships with brand loyalty. Product design was the only factor that had no relationship with brand loyalty. The findings revealed that design was not considered important for United Arab Emirates consumers when establishing brand loyalty with a particular cosmetics brand.

The study investigated how the respondents were influenced by factors of brand loyalty towards cosmetics brands. Brand loyalty is vital for organisations to ensure that their products are kept in the minds of consumers and to prevent customers from switching to other brands. The research showed that it was not easy to obtain

and maintain consumer loyalty since there were many forces drawing consumers away. The analysis of this study showed that there were six factors of brand loyalty that were appropriate in the United Arab Emirates including brand name, product quality, price, promotion, service quality and store environment (Khraim, 2011:123-129).

2.3.4 Brand loyalty study in the United States

A survey conducted in the United States by TABS had conflicting results when it revealed a lack of brand loyalty among cosmetic consumers in the US. The sample for the study included 1000 women and 250 men between the ages of 18 and 74. The survey included questions about the type of beauty products the respondents purchase, as well as the frequency of purchases and the retail outlets they shop at. The study discovered that consumers purchase a wide variety of cosmetics brands and prefer to shop for their cosmetics at stores that offer good value (Pitman, 2015).

The cosmetics study conducted by TABS in 2015 revealed that there is no true loyalty in the cosmetics sector except in the case of premium brands. Loyalty levels for all premium and super premium brands are consistent and buyers of premium and super premium brands displayed loyalty levels of 42% and 41% respectively. The study found that the average cosmetics consumer, however, purchases more than five brands per year (Shelton, 2015).

2.3.5 Brand loyalty in South Africa

South African consumers have also been described as having “weak brand loyalty” in the cosmetics sector. The Euromonitor group conducted a study in South Africa in 2012 which revealed that offering innovative products tailored to local demands had a greater influence on sales than brand loyalty (Beauty firms jump...2014).

The quest for loyalty is becoming more complex and South African consumers are demanding to see brands take the initiative to give back to the community (Kgosiemang, 2015). Clendaniel (2013) elaborates by explaining that people are really looking for outcomes, not just outputs but the positive human benefits that those outputs result in. According to Yellowwood Future Architects White Paper (2014:17-18), consumers want to see their community, family and country succeed

so they want brands that give back. Consumers support brands that remove inequalities and injustices that exist in South African society. Brands can earn respect and admiration just by giving back and uplifting local communities.

Yellowwood carried out a study in order to gain a greater understanding of how to connect with the emergent psychologies of shifting South African consumers and to identify trends and patterns. They analysed the Top 10 brands from the *Sunday Times Top Brands Survey* over the past seventeen years and conducted face-to-face interviews with consumers from various age groups. They collected 900 open-ended mobile questionnaires from respondents in Cape Town and Johannesburg and they analysed successful marketing campaigns over the past few years. Yellowwood also conducted desk research to become familiar with global and local trends, as well as business news and brand case studies.

Many valuable key insights were discovered in this study. There is a new trend emerging in South Africa whereby consumers are shopping across the price spectrum. These 'hybrid consumers' will hold back on certain products and only buy them at the lowest prices so that they can spoil themselves on certain luxuries. A wealthy woman will shop at both Woolworths and Shoprite but quality is important at all levels.

Another key insight revealed that price is not the only consideration when South African consumers make buying decisions. Even consumers with low incomes weigh up a number of factors such as product quality, reputation, customer service, time of month, whether the product is a necessity or a luxury and how it makes them look and feel.

Other insights came to light including the fact that consumers appreciate brands that treat them with kindness and respect. Respectfulness and good customer service were said to earn brands enormous loyalty. South African is still a relatively patriarchal society but modern women are demanding gender-neutral treatment and no longer respond to stereotypical marketing. Women are transcending 'traditionally female' roles in the working world but remain the primary shoppers so brands need

to sustain meaningful relationships with female consumer (Yellowwood Future Architects White Paper, 2014:15-17).

2.3.6 Healthy and meaningful brands

According to Enslin and de Beer (2015), there is a compelling need to build brands that will contribute to the growth of strong economies and societies. They call this type of brand a 'meaningful brand' and describe the various features that it consists of. A meaningful brand is unique and adds value, is internally committed and principled, has mindful leadership, is reciprocal and invests in community conversations.

Similarly, Cook *et al* (2010) propose the idea of a 'healthy brand' which makes the effort to integrate the well-being of people, animals and the environment into its organisational design and business practices. They suggest seven healthy brand indicators in the form of critical questions in order to investigate the well-being of a brand. Cook *et al* (2010) believe a brand is healthy if it has a particular and meaningful purpose, its purpose is served in all that the brand does, it has a distinct identity, it is an engaging, authentic and coherent communicator, it adds value to the lives of people, it builds sustainable relationships by never taking more than it gives and it demonstrates that profit is not the driver, but a consequence of all of the above.

2.3.7 Factors that influence brand loyalty

According to Philips (2010), "a brand is a collection of your thoughts and feelings about your experiences with it". Consumers are more likely to make decisions based on how they feel rather than logic. Brand essence is, therefore, the key to achieving an indispensable and meaningful brand. The essence of a brand is the single intangible benefit that differentiates the brand from competitors as perceived by the consumer. Brand essence should be unique, intangible, single-minded, experiential, meaningful, consistently delivered, authentic, sustainable and scalable.

According to James (2013), building a strong brand is no longer achieved by creating a trendy brand name, advertising the brand to potential customers and enforcing the brand message consistently in all customer interactions. This conventional method

can no longer be used to create or strengthen a brand since brand is a reflection of the quality of the product. Since the essence of a brand is how the consumer feels about the product or service, the only way to build a strong brand is to create products that delight the customer. Customer loyalty is developed when customers attach positive connotations to a specific brand, resulting in repeat purchase of that brand.

Informative studies have been conducted in Turkey, Saudi Arabia, the United Arab Emirates and the US but there is little information available about the factors of cosmetics brands that result in brand loyalty of South African consumers. The existing research is also outdated and their findings may not be relevant in today's market.

Recurring factors that influenced brand loyalty include brand name, product quality, price, design, store environment, promotion and service quality. There are many proposed criteria to develop and sustain a healthy and meaningful brand, as well as how to differentiate a brand. Creating a positive experience for customers and the importance of benefitting the wider community are still aspects that need to be explored further.

CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

3.1 THE RESEARCH PROBLEM AND RESEARCH QUESTIONS

The cosmetics industry is flooded with different brands and different products. The problem facing any brand in this sector is how to develop and maintain a loyal customer base. This study aimed to determine whether urban women in Cape Town display brand loyalty towards cosmetics brands and which factors have had the greatest influence on them. In order to determine the brand building aspects necessary to create brand loyalty, information was gathered by means of online surveys and personal interviews.

3.2 RESEARCH DESIGN

The nature of the research design combined quantitative and qualitative methods. A cross-sectional survey design was used in order to create an overall picture of the factors that led to cosmetics brand loyalty of urban women in Cape Town at one point in time. Data was only collected from respondents once. The first section of the questionnaire pertained to demographic data of the respondents such as age and level of education. The second section was focused on collecting quantitative data about the importance of given factors that influence brand loyalty such as product quality and price. The final section aimed to collect qualitative data about the individual preferences of the respondents. An example of the questionnaire can be seen in Annexure A.

In-depth interviews were also conducted in order to collect qualitative data. The researcher applied a *general interview approach*. This approach was conversational while covering certain themes by predetermined questions. A great degree of freedom was given to the interviewees and the researcher was able to adapt the focus of the interview when necessary. The predetermined questions can be seen in Annexure A.

3.2 POPULATION

3.2.1 Unit of analysis

The unit of analysis for this research was one urban female consumer from Cape Town aged 18 or older.

3.2.2 Target and accessible population

The target population was all urban female consumers in Cape Town aged 18 or older.

The accessible population included urban women aged 18 and older in Cape Town, who are in contact with the researcher via Facebook and WhatsApp.

3.2.3 Population parameters

Nature of the population: people.

Size of the population: 1104220. According to Index Mundi (2014), Cape Town has a population of 3.562 million people. The urban population is about 62% of the total population and therefore the urban population of Cape Town is 2208440 people. Of these people, around 50% are female.

The unique characteristics of the population include:

- Women in Cape Town.
- Aged 18 and over.
- Urban (classified in LSM groups 6 to 10)

3.3 SAMPLING

3.3.1 Non-probability sampling

Non-probability sampling was used since it was nearly impossible to determine who the entire population was and it was difficult to gain access to the whole population. The elements in the population did not all have an equal opportunity to be selected for the sample. Participants for the study were not randomly selected from a sample frame. Instead, inclusion in the sample was based on the ability to make contact with participants (Du Plooy-Cilliers *et al*, 2014:137).

3.3.2 Sample method

Purposive and snowball sampling were used in this study. The researcher selected respondents based on a set list of population parameters for the study, i.e. urban

females in Cape Town aged 18 and above. These respondents provided suggestions of others who fitted the population parameters and could also participate in the study.

3.3.3 Sample size

The researcher used a sample size of 120 respondents for the online survey and 2 beauty professionals for the interviews.

3.4 DATA COLLECTION METHODS

Online self-administered questionnaires were used to collect necessary data. The researcher created the questionnaires on Google Forms which asked closed and open-ended questions, as well as Likert scales. Respondents received the link to the Google Form, completed the survey anonymously and sent it back to the researcher to analyse.

The researcher also conducted personal interviews with a beautician and a makeup artist in order to gain more insight into brand building aspects of cosmetics brands. The beautician was interviewed at her home and the makeup artist was interviewed at Cavendish Square Shopping Centre. The researcher ensured that the interviewees were fully aware of the terms of their participation and received their consent before continuing to voice record the interviews. The additional data collected from the interviews was used to triangulate the research and enrich the findings.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 DATA ANALYSIS TECHNIQUES

The researcher used Google Forms to create an online survey to collect data from the 120 respondents. Google Forms has an internal analytical component where the data collected is presented in a Microsoft Excel spreadsheet. Once all the responses were complete, the researcher used the Excel spreadsheet to analyse the data further. The data was then presented in table, pie charts and bar graphs.

The researcher also conducted two interviews and used content analysis to explore and identify patterns and themes. The interviews were voice-recorded and then transcribed into written text. These transcripts can be found in Annexure B. The text was then coded by means of highlighting specific words and phrases. A process of thematic coding was used in order to reduce the data by means of identifying themes (Du Plooy-Cilliers *et al*, 2014:241). Deductive and inductive coding was used since there were a number of anticipated themes to be found in the text and the researcher allowed for new themes to emerge.

4.2 QUESTIONNAIRE FINDINGS

4.2.1 Allocation of respondents according to age groups

Table 1 indicates the age groups in which the respondents of the survey fall into. According to this allocation, 49.2% of the respondents fall into the 18 – 25 age group; 8.3% of the respondents fall into the 26 – 30 age group; 2.5% of the respondents fall into the 31 – 35 age group; 0.8% of the respondents fall into the 36 – 40 age group; 2.5% of the respondents fall into the 41 – 45 age group; 5% of the respondents fall into the 46 – 50 age group and 31.7% of the respondents fall into the above 50 age group.

Table 1: Allocation of respondents according to age groups

Age group	Number of respondents	Percentage
18 – 25	59	49.2
26 – 30	10	8.3
31 – 35	3	2.5
36 – 40	1	0.8
41 – 45	3	2.5
46 – 50	6	5
50+	38	31.7
Total	120	100

4.2.2 Allocation of respondents according to education level

Table 2 indicates the respondents according to their highest level of education. According to this allocation, 19.2% of the respondents have completed high school; 65.8% of the respondents have an undergraduate degree or diploma and 15% of the respondents have a postgraduate qualification.

Table 2: Allocation of respondents according to education level

Education level	Number of respondents	Percentage
High School	23	19.2
Undergraduate (Bachelor or Diploma)	79	65.8
Postgraduate (Honours, Masters or Doctorate)	18	15
Total	120	100

4.2.3 Allocation of respondents according to occupation

Respondents are grouped according to their occupations in Table 3. The survey results reveal that there are a wide variety of occupations with the majority of respondents indicating that they are students. Other common occupations of the respondents include managers, administrators, home executives, digital marketers and teachers. The remaining occupations can be seen in Table 3 below.

Table 3: Allocation of respondents according to occupations

Occupations	Number of respondents	Percentage
Student	35	29.2
Manager	5	4.2
Administrator	4	3.3
Home Executive	4	3.3
Self-employed	4	3.3
Directed Pressure Point Technique Practitioner	4	3.3
Digital marketer	3	2.5
Teacher	3	2.5
Au pair	2	1.7
Tourist guide	2	1.7
Butchery owner	2	1.7
Housewife	2	1.7
Professional nurse	2	1.7
Artist	2	1.7
Student teacher	1	0.8
Marketing coordinator	1	0.8
Paid media specialist	1	0.8
Office Manager	1	0.8
Promoter	1	0.8
Architectural Technologist	1	0.8
Events Coordinator	1	0.8
Waitress	1	0.8
Accountant	1	0.8
Staffing manager	1	0.8
Musician	1	0.8
Apprentice	1	0.8
Sales assistant	1	0.8
Brand marketer	1	0.8
Employed part-time	1	0.8
Marketing Assistant	1	0.8
IT sales and communication	1	0.8
Occupational Therapist	1	0.8
Sales	1	0.8
Regional Admin Manager	1	0.8
Product specialist	1	0.8
Marketing and events	1	0.8
PPC Account Manager	1	0.8
Sales representative	1	0.8

Copywriter	1	0.8
Retired	1	0.8
Retail Director	1	0.8
Financial Services	1	0.8
Furniture designer	1	0.8
Public Health Specialist	1	0.8
Promotions officer	1	0.8
Beauty therapist	1	0.8
Client relationship manager team leader	1	0.8
Oral Hygienist	1	0.8
Healer	1	0.8
Personal Assistant	1	0.8
Development specialist	1	0.8
Digital content producer	1	0.8
Corporate Publisher	1	0.8
Public Relations Manager	1	0.8
Agent	1	0.8
Fitness Trainer	1	0.8
Manager of Human Resources	1	0.8
Landlady	1	0.8
Nutritional Therapist	1	0.8
Account Manager	1	0.8
Total	120	100

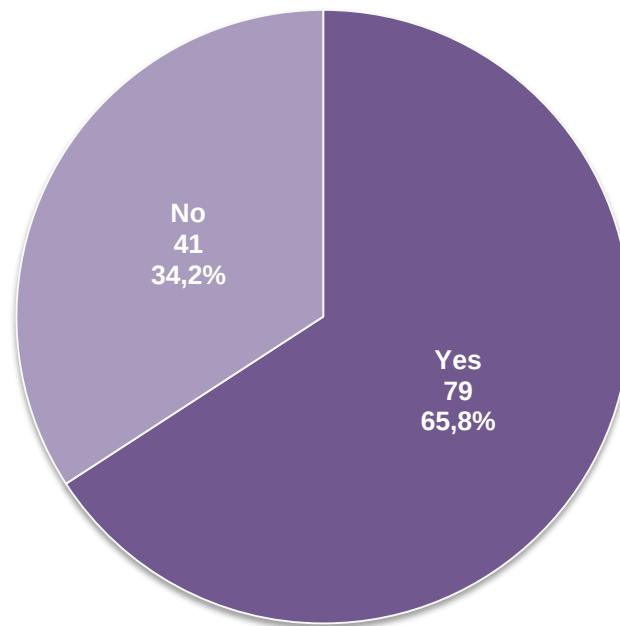
4.2.4 Allocation of respondents according to consistent use of same cosmetics brand

The respondents were asked whether they consistently use the same brand of cosmetics. 65.8% of the respondents indicated that they do while the remaining 34.2% indicated that they do not. This allocation is shown in Table 4 and Figure 1.

Table 4: Allocation of respondents according to consistent use of same cosmetics brand

Do you consistently use the same brand of cosmetics?	Number of respondents	Percentage
Yes	79	65.8
No	41	34.2
Total	120	100

Figure 1: Allocation of respondents according to consistent use of same cosmetics brand



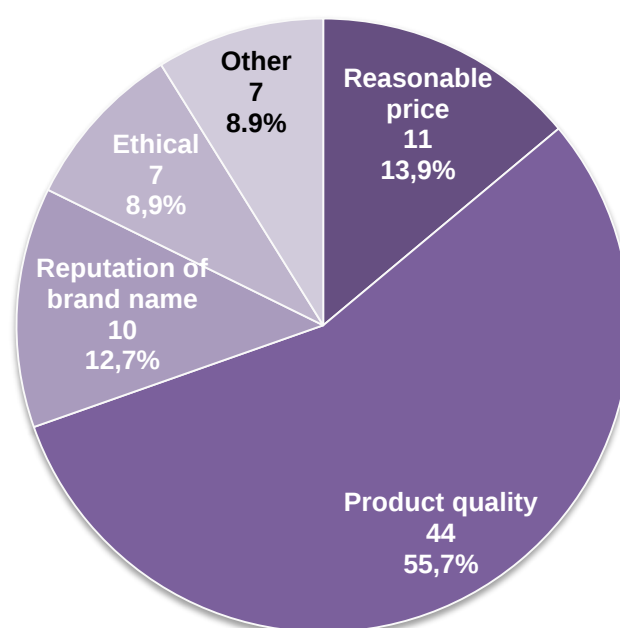
4.2.5 Allocation of respondents according to the factors that cause purchasing of the same brands consistently

The survey asked the respondents to indicate the main reason that leads them to buy the same brands consistently. The results revealed that product quality is the most frequent reason that leads to consistent purchasing of the same brand, with 55.7% of the respondents indicating this. 13.9% of the respondents indicated that reasonable price is most important, while 12.7% indicated that the reputation of the brand's name is the main reason why they consistently purchase the same brand. 8.9% of the respondents indicated that it is important that the brand is ethical and is not tested on animals. None of the respondents selected packaging or wide availability as their main reason for purchasing the same brand consistently. 8.9% of the respondents indicated other reasons, apart from the given options. These respondents revealed that the main reasons they purchase the same brands consistently is because the products are completely natural, locally manufactured, recommended by a dermatologist for eczema and because the product suits her specific needs.

Table 5: Allocation of respondents according to the main factors that cause them to purchase the same brands consistently

Factors/Reasons	Number of respondents	Percentage
Product quality	44	55.7
Reasonable price	11	13.9
Reputation of the brand name	10	12.7
Ethical i.e. not tested on animals	7	8.9
Other	7	8.9
Wide availability	0	0
Packaging	0	0
Total	79	100

Figure 2: Allocation of respondents according to the factors that cause them to purchase the same brands consistently



4.2.6 Allocation of respondents according to the factors that cause brand switching

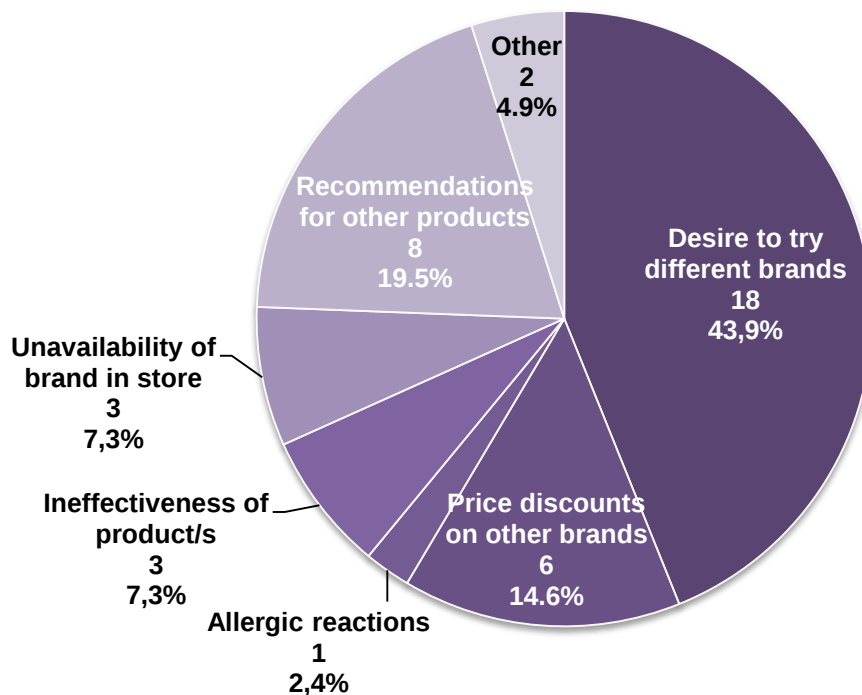
The 41 respondents who indicated that they do not purchase the same brands consistently were asked the main reason for doing so. The majority of the respondents, 43.9%, indicated that the desire to try different brands is the main reason keeping them from purchasing the same brands consistently. 19.5% of the

respondents revealed that a recommendation for other products is the main reason causing them to switch brands. 14.6% of respondents will switch brands if there are price discounts on other brands and 7.3% will switch brands if they find that the product is ineffective. 7.3% of the respondents indicated the main reason for brand switching is due to unavailability of their preferred brand in stores and 2.4% indicated that this was due to allergic reactions. 4.9% indicated other reasons have led them to switch brands constantly. These respondents revealed that it is a combination of the above factors that causes them not to buy the same brands consistently.

Table 6: Allocation of respondents according to the main factors that cause brand switching

Factors/Reasons	Number of respondents	Percentage
Desire to try different brands	18	43.9
Recommendations for other products	8	19.5
Price discounts on other brands	6	14.6
Ineffectiveness of product/s	3	7.3
Unavailability of brand in store	3	7.3
Other	2	4.9
Allergic reactions	1	2.4
Total	41	100

Figure 3: Allocation of respondents according to the factors that cause brand switching



4.2.7 Allocation of respondents according to the importance of the seven factors

The respondents were asked to rate the level of importance of seven factors when purchasing cosmetics, namely product quality, brand name, product design/features, product price, store environment, service quality and advertising and promotions. The respondents were given a scale from 1 to 5, 1 indicating *not at all important* and 5 indicating *highly important*.

The results revealed that product quality is the most important factor, with 56.7% of the respondents rating it 5 (highly important). 36.7% of the respondents gave product price a rating of 4 (important) and 33.3% also gave service quality a rating of 4. Ratings of 3 (neutral) were given to product design/features by 43.3% of the respondents; brand name by 42.5% of the respondents; advertising and promotions by 38.3% of the respondents and store environment by 35.8% of the respondents. These results have been represented in Table 7 and Figures 4 to 10.

Table 7: Allocation of respondents according to the importance of the seven factors

Factor	Level of importance									
	1	%	2	%	3	%	4	%	5	%
Product quality	0	0	0	0	8	6.7	44	36.7	68	56.7
Brand name	17	14.2	31	25.8	51	42.5	14	11.7	7	5.8
Product design/features	17	14.2	17	14.2	52	43.3	28	23.3	6	5
Product price	3	2.5	9	7.5	36	30	44	36.7	28	23.3
Store environment	9	7.5	20	16.7	43	35.8	37	30.8	11	9.2
Service quality	7	5.8	15	12.5	32	26.7	40	33.3	26	21.7
Advertising and promotions	11	9.2	28	23.3	46	38.3	26	21.7	9	7.5

Figure 4: Importance of product quality

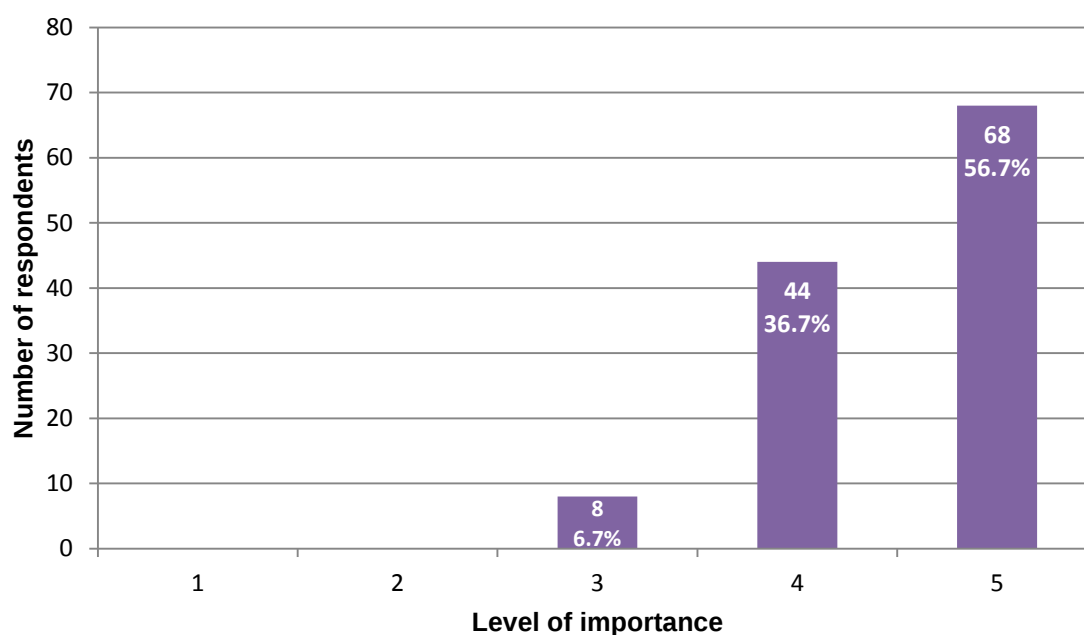


Figure 5: Importance of brand name

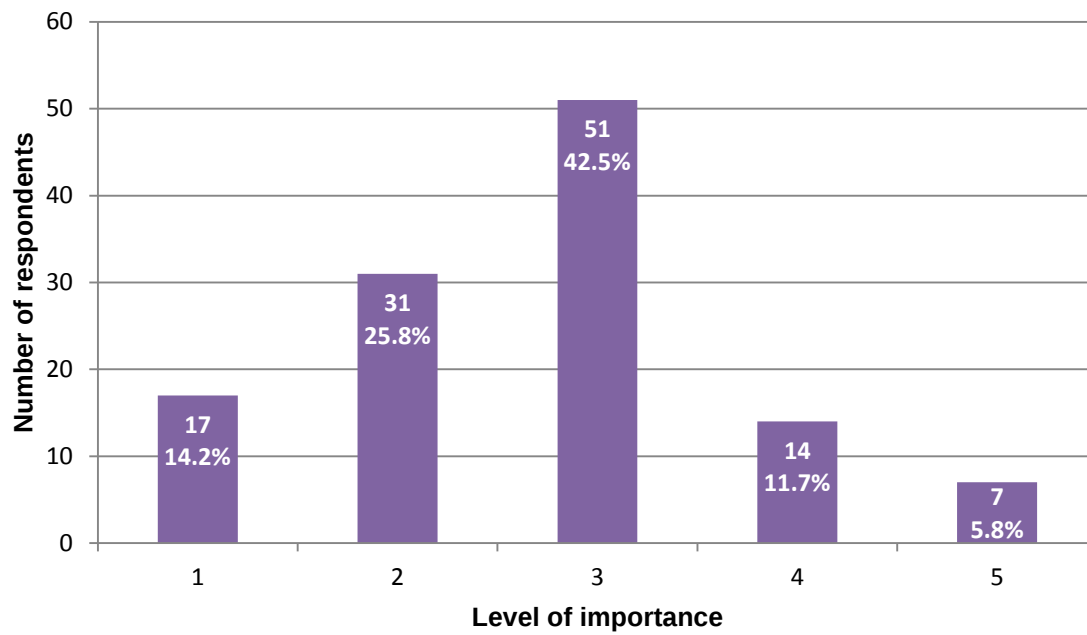


Figure 6: Importance of product design/features

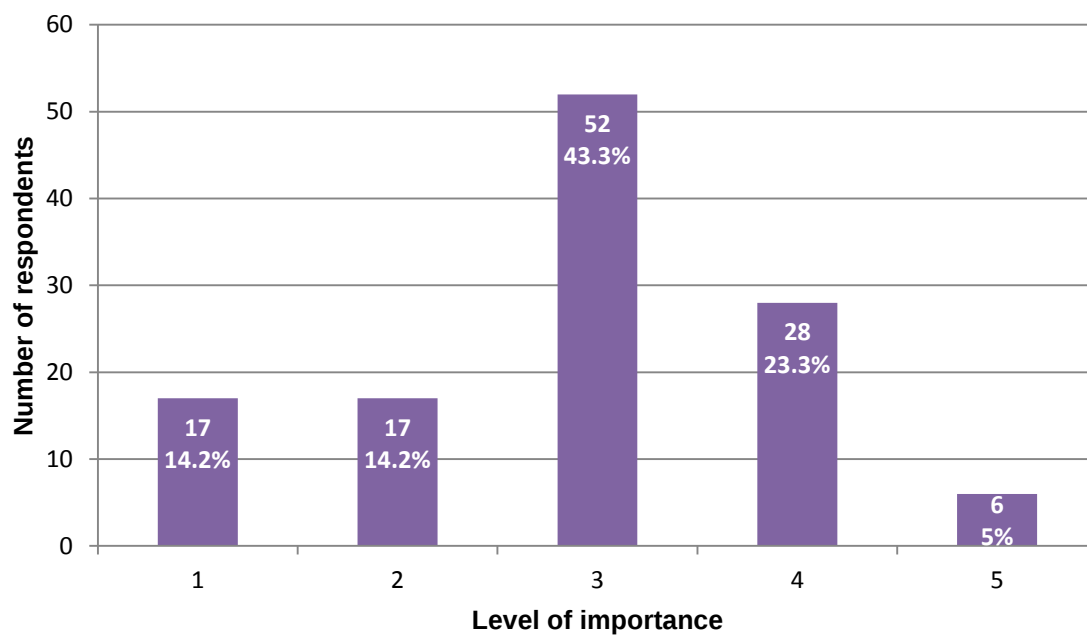


Figure 7: Importance of product price

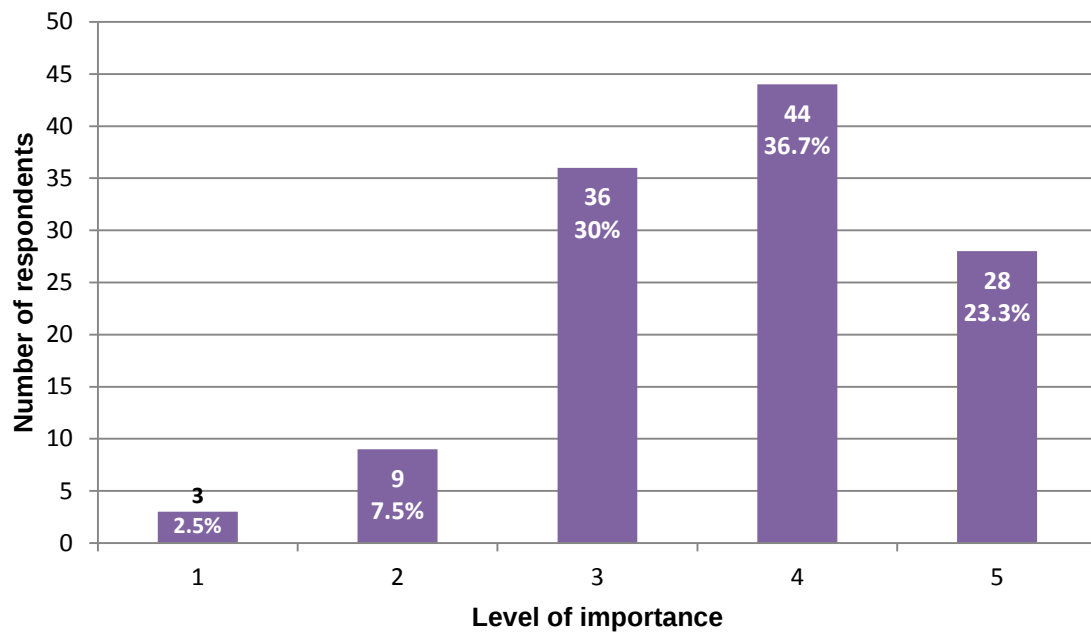


Figure 8: Importance of store environment

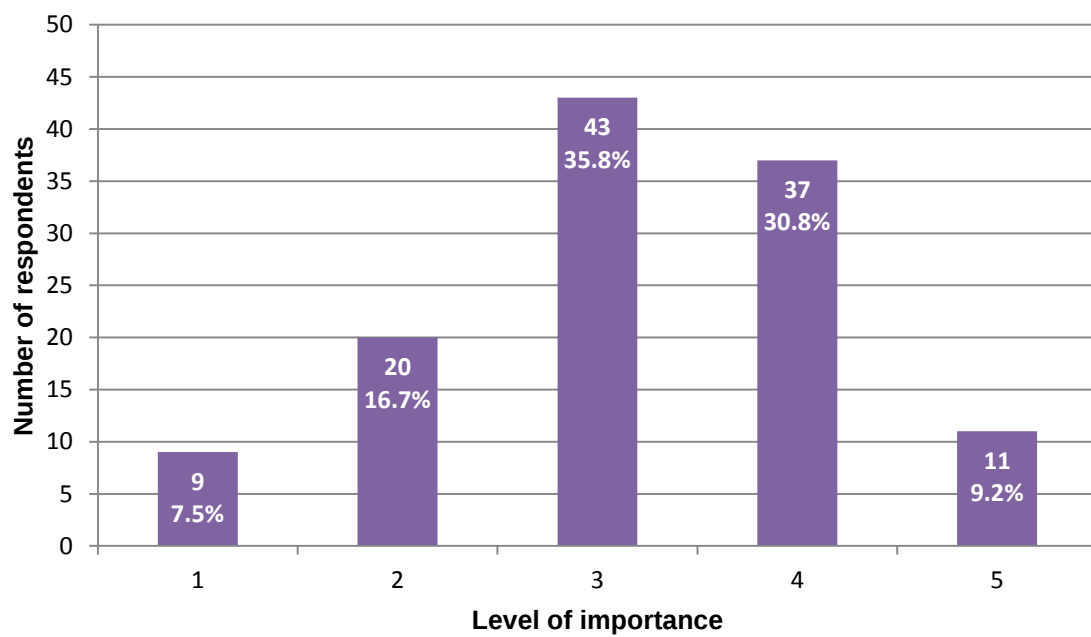


Figure 9: Importance of service quality

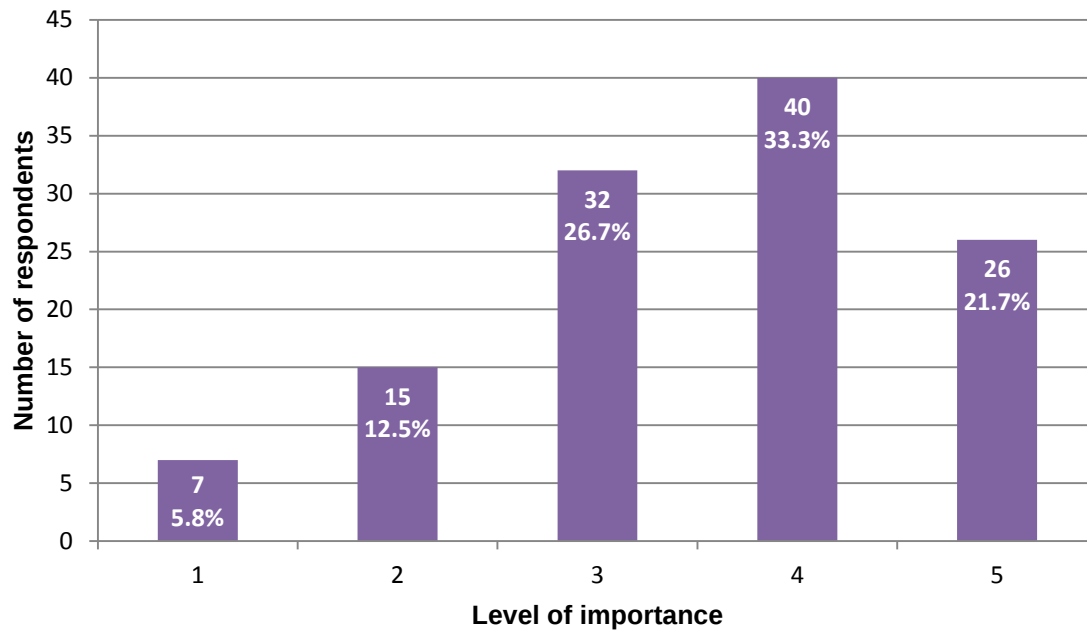
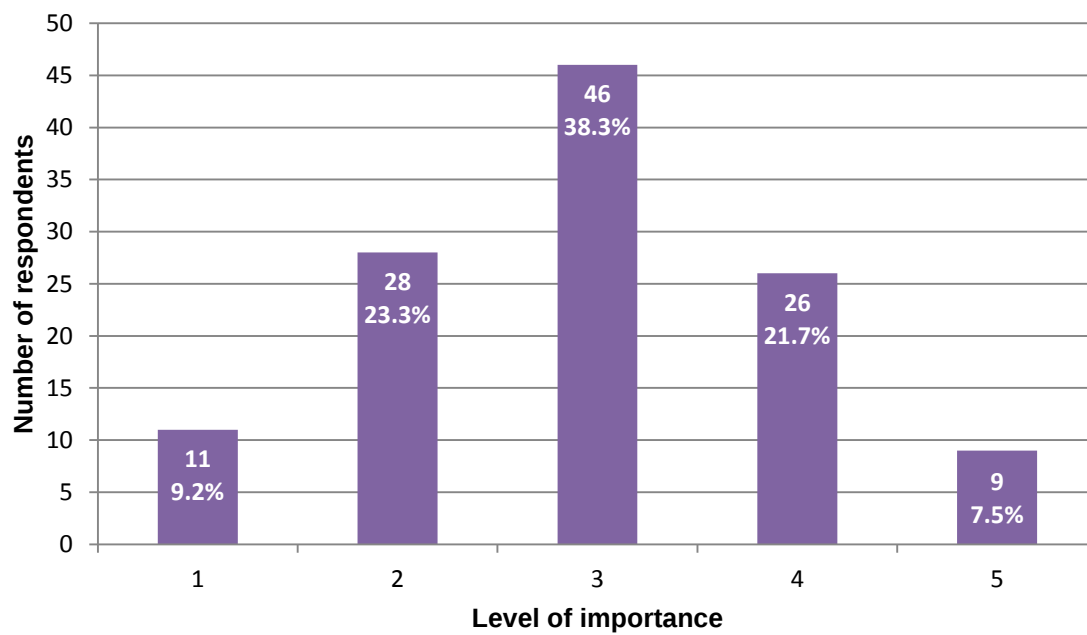


Figure 10: Importance of advertising and promotions



4.2.8 Allocation of respondents according to brand preference

The respondents were asked to indicate their favourite brand and explain why. Table 8 groups respondents according to their preferred cosmetics brand. The survey results reveal that the brands with the highest preference are MAC, Essence and Estée Lauder respectively. Other popular brands include Revlon, Environ, Nivea, Inglot and Clarins. The wide variety of favoured brands can be seen in Table 8 below.

Table 8: Allocation of respondents according to brand preference

Brand	Number of respondents	Percentage
MAC	20	17.1
Essence	8	6.8
Estée Lauder	7	6.0
Revlon	4	3.4
Environ	4	3.4
Nivea	4	3.4
Inglot	4	3.4
Clarins	4	3.4
Woolworths	3	2.6
Maybelline	3	2.6
Clinique	3	2.6
Dermalogica	3	2.6
L'Oreal	3	2.6
Elizabeth Arden	2	1.7
Himalayan products	2	1.7
NYX	2	1.7
Bobbi Brown	2	1.7
African Extracts	2	1.7
Hey Gorgeous	2	1.7
Eucerin	2	1.7
Bare Minerals	1	0.9
Neutrogena	1	0.9
Esse	1	0.9

Paul Mitchell	1	0.9
Max Factor	1	0.9
Rimmel	1	0.9
Benefit	1	0.9
Garnier	1	0.9
Cetaphil	1	0.9
Body Shop	1	0.9
Ponds	1	0.9
Yardley	1	0.9
L.A Girl Cosmetics	1	0.9
Antique	1	0.9
Uriage	1	0.9
Elixir	1	0.9
Image	1	0.9
SH'ZEN	1	0.9
Naturals Beauty	1	0.9
Lancomé	1	0.9
Thalgo	1	0.9
Dove	1	0.9
Gatineau	1	0.9
The Victorian Garden	1	0.9
Dr Haushke	1	0.9
Earthsap	1	0.9
Obey Your Body	1	0.9
Boots of England	1	0.9
Natural Lab	1	0.9
REN	1	0.9
RVB Holistic Beauty	1	0.9
Olay	1	0.9
Bare Essentials	1	0.9
Total	117	100

4.2.9 Reasons given for brand preference

After indicating their favourite brands, the respondents gave reasons for their preferences. The following reasons were most common amongst the respondents:

- Good quality
- Affordability
- Effective on the skin
- Needs satisfaction
- Not tested on animals
- Long-lasting
- Consistent results
- Organic/natural ingredients
- Wide variety
- Products are easy to use
- Helpful shop assistants
- Easily accessible
- Locally manufactured
- Best match for skin type

4.3 INTERVIEW FINDINGS

Interviews were conducted with a beautician and a makeup artist about their experiences in the beauty industry and their opinions of cosmetics brands.

4.3.1 Background

The beautician has been in the industry for many years. She trained in Spain for two years to provide a number of beauty treatments including massages, facials, pedicures, manicures and waxing. She currently works from home. The makeup artist finished school in 2012 and then studied makeup. She completed two courses and is now qualified to do stage makeup, special effects and beauty. She is currently working at MAC and has previously worked at Lush.

4.3.2 Top of mind

The interviewees were asked to name the first brand that they recalled when they hear the word “cosmetics”. The beautician recalled the French brand Guinot, because she was trained in it while in Spain. When she moved to Cape Town, she

switched to the brand, Academy which is also a French brand. The makeup artist instantly said MAC because she is qualified to work for the brand and she believes that MAC sets the benchmark for other makeup brands.

Both the beautician and the makeup artist use their top-of-mind brands on their clients and personally.

4.3.3 Reason for top of mind

The interviewees were then asked why the aforementioned brand is the best to use. The beautician expressed that she loves the packaging of Academy as well as its smell and the vitamins and oils that are used to make their products. The makeup artist explained that she is familiar with all of MAC's ranges and that she has come to know what works well with different skin types. She also stated that MAC provides good quality and long-lasting makeup.

4.3.4 Differentiation

The interviewees were asked their thoughts on what makes a brand stand out amongst the wide variety of cosmetics brands available. The beautician revealed that price and brand reputation are important, while the makeup artist emphasised the importance of good customer service. The makeup artist believes that a brand stands out when there is personal interaction between the customer and a brand ambassador. There should be a qualified brand ambassador to provide information about the brand and answer any questions a customer might have. The makeup artist also stated that a brand should be transparent, environmentally-friendly, socially responsible, provide loyalty programs and the products should not be tested on animals.

4.3.5 Most important factor

When the interviewees were asked what they think the most important factor is when purchasing cosmetics, the beautician revealed that it is the ability of the product to meet the needs of the customer's skin and how it makes them feel. The makeup artist believes that everyone has different preferences, for example, some people refuse to buy products that have been tested on animals. But, everyone wants value for their money and it is important for the customer to be satisfied with how the product works on their skin. The makeup artist also revealed that it is important for

companies to provide samples so that customers have a chance to try the product before they decide to purchase it.

4.3.6 Client preferences

Both the beautician and the makeup artist revealed that their clients do not mind which brand is used for their treatments. The only time clients bring their own products to the beautician is if they want a specific colour of nail polish. Some clients bring their own mascara to the makeup artist for hygienic reasons and some bring their own foundation to match their skin tone. Some clients may also bring their own products when they are not sure if the makeup artist uses products that were tested on animals.

Both the beautician and the makeup artist also revealed that clients are likely to switch brands after their beauty treatments. The clients will ask which brand has been used for the treatment so that they can go and purchase that brand for their personal use at home.

CHAPTER 5: CONCLUSION

5.1 INTERPRETATION OF FINDINGS

The aim of the questionnaire was to gather information about the factors that influence brand loyalty for cosmetics brands amongst urban women in Cape Town. The representation of the levels of education and occupations confirmed that the respondents were urban women.

Contrary to existing literature, the results of the questionnaire revealed that women in Cape Town do, in fact, display a high level of brand loyalty in the cosmetics sector. These findings are in line with the findings from the research studies conducted in Turkey, The United Arab Emirates and Saudi Arabia. The findings of these studies are also in agreement with the findings from the online survey and interviews conducted which revealed that product quality is the most important factor that influences brand loyalty amongst customers.

‘Reasonable price’ and ‘reputation of the brand name’ were other prominent factors causing brand loyalty, according to the research findings. Interestingly, when the respondents were asked to rate the importance of brand name, the majority (42.5%) of the respondents indicated that it was neither important nor unimportant with a neutral rating of 3/5. Only 5.8% of the respondents rated ‘importance of brand name’ as *highly important* with 5/5. On the other end of the scale, 14.2% of the respondents gave a rating of 1/5 to indicate *not at all important*.

Along with ‘brand name’, the importance of ‘product design/features’ received the lowest rating by the most amount of people. Both ‘brand name’ and ‘product design/features’ were rated *not at all important* by 14.2% of the respondents. ‘Product quality’ was the only factor that was not rated 1 (not at all important) or 2 (not important) by any of the respondents.

The findings revealed that the three main factors that lead to brand switching are ‘desire to try different brands’; ‘recommendations for other products’ and ‘price discounts on other brands’ respectively. These were the same factors found in the Turkish study which result in brand switching.

The makeup artist emphasised the importance of good service and personal interaction with brand ambassadors. This was also seen in the Turkish study with a staggering 85.3% of the respondents indicating the importance of sales staff being knowledgeable and trained about the brand. The study conducted in Saudi Arabia also revealed that well-trained and courteous sales staff had a significant impact on the buying decisions of the respondents. When the respondents in the Cape Town study were asked to rate the importance of service quality, the majority of the ratings ranged from neutral to highly important. Only 5.8% of the respondents indicated that service quality was *not at all important*.

Giving back to the community and corporate social investment are also important factors according to the interviewed makeup artist and Enslin and de Beer (2015). None of the respondents of the questionnaire, however, alluded to this factor but a number of respondents mentioned that they favour brands that do not test on animals and that they prefer cosmetics products to be made from natural ingredients. It is recommended that more in-depth research is conducted in the future with regards to the attitudes towards community outreach of consumers in Cape Town.

When the respondents were asked to indicate their favourite cosmetics brand, the majority identified MAC. This correlated with the makeup artist's top-of-mind brand. The respondents' reasons for favouring MAC included good quality, long-lasting products; easy-to-use products; helpful shop assistants; wide range of products and the fact that they do not test on animals. Over and above these factors, the makeup artist also mentioned MAC's recycling and charity work; packaging; loyalty programs and overall positive brand experience. This also correlates to the existing literature about brand loyalty being prominent amongst premium brands.

5.2 RESEARCH QUESTIONS ANSWERED

The main research question

What brand building aspects are necessary to build a brand in Cape Town's cosmetics industry that will ensure brand loyalty amongst urban women?

Answer

There are a number of factors that influence brand preferences and brand loyalty amongst urban women in Cape Town. The literature sources revealed the seven

important factors: brand name, product quality, price, design, store environment, promotion and service quality. The research results confirmed that these factors are, in fact, influential but that there are other important factors to consider. The findings revealed additional factors that influence brand loyalty include loyalty programs, local manufacturing of products, organic ingredients, brand transparency, corporate social investment programs and environmentally and animal friendly products.

Sub-question 1

Do urban women in Cape Town display brand loyalty towards cosmetics brands?

Answer

The research results revealed that 65.8% of the respondents consistently purchase and use the same cosmetics brands. This sample suggests that urban women in Cape Town display fairly high brand loyalty towards cosmetic products.

Sub-question 2

What is the most important factor that influences brand loyalty amongst urban women in Cape Town?

Answer

The review of existing literature revealed that number of the similar studies had been conducted globally and their results indicated that product quality was the most important factor. This was tested in Cape Town and the research results concurred. When asked why the same cosmetics brands are purchased consistently, 55.7% of the respondents gave the reason of product quality. When asked to rate the level of importance of product quality, 56.7% of the respondents gave it the highest possible rating of 5/5 - *highly important*.

Sub-question 3

Which brands are currently popular amongst urban women in Cape Town and why?

Answer

The research findings revealed that MAC, Essence and Estée Lauder were the top three brand preferences amongst the study's sample. There were, however, various other favourites amongst the respondents and multiple reasons for their preferences. The most common reasons included good quality, affordability, effectiveness, long-lasting, wide variety, consistency and good in-store service.

5.3 IMPLICATIONS OF THE STUDY

Retailers and manufacturers in the cosmetics industry may be interested in the findings of this study. Every brand aims to create and grow a loyal customer base in order to ensure the success and profitability of their business. Implementing a combination of the influential factors determined in this study could result in a network of loyal customers for a brand.

The study can be used as a point of reference or a starting point for research conducted in the future. Since little research has been done about brand loyalty within the cosmetics sector in South Africa, these findings can act as the foundation for future studies. This study incorporated all products that fall into the cosmetics category and, therefore, it is recommended that future studies narrow down the category into specific cosmetics sections such as skin care or hair care or makeup.

5.4 ETHICAL CONSIDERATIONS

The researcher ensured that the study was ethically sound by informing the respondents that by completing the questionnaire, they were consenting to be part of the study. The researcher also protected their identities by making the questionnaire anonymous. The researcher ensured that the interviewees were informed about what was required of them and that they could withdraw from the study at any time. The interviewees both signed their consent forms and their identities have also been protected.

The researcher avoided wasting the respondents' time by ensuring that the questionnaire was short and simple. The study did not require the respondents to answer any embarrassing questions or deal with sensitive information. The researcher did not offer incentives and people could choose whether or not to fill the questionnaire in. The researcher avoided emotional and physical harm to the respondents and they were not deceived in any way.

The researcher could have been biased in her desire for a certain result but she remained as objective as possible when analysing the results of the study. The researcher did not falsify any information or distort any of the results. The data collected from the respondents has not been misused in any way.

5.5 LIMITATIONS AND DELIMITATIONS OF THE STUDY

5.5.1 Limitations

Accessibility limitations restricted the research to Cape Town. The researcher did not have the capacity to distribute the questionnaires to other areas of South Africa. It is recommended that follow-up studies are conducted in order to explore the factors leading to brand loyalty in the cosmetics industries of other metropolises in South Africa, such as Johannesburg and Durban.

The scope of the research was restricted due to budget limitations. The study was conducted without funding which also restricted access to information. Large data bases and current insights could not be accessed so the researcher utilised information that was freely available.

5.5.2 Delimitations

Women under the age of 18; women that fall into LSM groups 1 to 5 and men were not included in this study. No information was gathered from people outside of Cape Town.

The researcher did not include the buying behaviour of consumers in Cape Town. For example, the respondents were not asked to indicate how frequently they purchase cosmetics products or what they do if they cannot find their brand of preference in the store. The respondents were also not asked about how they originally found the brands that they are loyal to. For example, future studies could ask how consumers became aware of their preferred brand, whether it was recommended to them; they tried a sample of the product or they saw the product in an advertisement etc.

The study did not include the effects of advertising on cosmetics sales in detail. The analysis of television and magazine advertisements went beyond the scope of the research. Future studies could examine how a brand can break through the clutter in an industry where all the brands have similar marketing strategies and use the same media platforms. Further studies could determine the success of disruptive strategies that differentiate cosmetics brands from the norm.

5.6 VALIDITY, RELIABILITY AND TRUSTWORTHINESS

5.6.1 Validity

Validity refers to the extent to which the questionnaires actually reflected the reality of the constructs that were being measured (Du Plooy-Cilliers *et al*, 2014:256). The questionnaire used for this study was well-designed, clearly presented and measured what it was meant to. The last section of the questionnaire was, however, ambiguous as the question asked, “What is your favourite cosmetics brand?” This resulted in 3 out of the 120 respondents indicating that they did not have one favourite. The question should have been more specific, such as, “Name one cosmetics brand that you frequently use or consistently purchase.”

The measurement of the results was accurate but the sample did not accurately represent the urban, female population of Cape Town with regards to distribution of age, race and level of income. Therefore, the findings cannot be generalised from this specific sample to the larger population of Cape Town.

5.6.2 Reliability

Reliability refers to whether a study would yield the same results if it were conducted by a different researcher at a different time using the same research instrument (Du Plooy-Cilliers *et al*, 2014:254). This study is based on people’s preferences which are subjective. Different people have different preferences and people’s preferences change over time. If a researcher were to repeat this study in the future, the results may be similar but are unlikely to be identical due to the subjective nature of the research questions. This study made use of inter-coder reliability where different participants were used, but the same questionnaire was administered.

5.6.3 Trustworthiness

With regards to the interviews and open-ended survey questions; repeating a qualitative study to get the same results is not possible since the respondents’ answers are unique to their own experiences. Trustworthiness, therefore, refers to the credibility, transferability, dependability and confirmability of the research findings (Du Plooy-Cilliers *et al*, 2014:258). By making use of triangulation, the researcher gained a greater understanding of the respondents’ preferences which ensured that

the researcher interpreted the collected data accurately. The findings of the study flowed well from the data and can be applied to similar situations.

5.7 FINAL CONCLUSIONS

This study was successful in determining that there is a high level of brand loyalty for cosmetics brands amongst urban women in Cape Town. The research results also correlated with a number of existing studies that identified product quality as the most influential factor resulting in brand loyalty. There were a number of other impactful factors discovered in the review of previous literature and a few new factors emerged from the research findings. There is still ample research to be done in this field and in the broader South African market.

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Word count: 10 962

ANNEXURE A:

Data Collection Instruments

Cosmetics Survey

*Required

Hello ladies! I am collecting information for my Honours Research Report and would really appreciate your input. By clicking "agree" you are consenting to be part of my research. All responses are anonymous. *

☐ Agree

Page 1 of 8

NEXT

*Required

Please indicate your:

Age *

- ☐ 18 - 25
- ☐ 26 - 30
- ☐ 31 - 35
- ☐ 36 - 40
- ☐ 41 - 45
- ☐ 46 - 50
- ☐ 50+

Highest level of education *

- ☐ High School
- ☐ Undergraduate (Bachelor or Diploma)
- ☐ Postgraduate (Honours, Masters or Doctorate)

Occupation *

Your answer

Page 2 of 8

BACK

NEXT

Cosmetics are products used to cleanse or beautify the face, skin, hair or nails. Such products include skin cream, make-up, perfume, deodorant, nail polish and hair spray.

Do you consistently use the same brand of cosmetics?

- ☐ Yes
- ☐ No

Page 3 of 8

BACK

NEXT

What is your MAIN reason for purchasing the same brand consistently?

- ☐ Reasonable price
- ☐ Wide availability
- ☐ Product quality
- ☐ Packaging
- ☐ Reputation of the brand name
- ☐ Ethical i.e not tested on animals
- ☐ Other:

Page 4 of 8

BACK

NEXT

What is your MAIN reason for not purchasing the same brand consistently?

- ☐ Desire to try different brands
- ☐ Price discounts on other brands
- ☐ Allergic reactions
- ☐ Ineffectiveness of product/s
- ☐ Unavailability of brand in store
- ☐ Recommendations for other products
- ☐ Other:

Page 5 of 8

BACK

NEXT

*Required

When purchasing cosmetics, how important is:

Product quality *

	1	2	3	4	5	
Not at all important	☐	☐	☐	☐	☐	Highly important

Brand name *

	1	2	3	4	5	
Not at all important	☐	☐	☐	☐	☐	Highly important

Product design or features *

	1	2	3	4	5	
Not at all important	☐	☐	☐	☐	☐	Highly important

Product price *

	1	2	3	4	5	
Not at all important	☐	☐	☐	☐	☐	Highly important

Store environment *

	1	2	3	4	5	
Not at all important	☐	☐	☐	☐	☐	Highly important

Service quality *

	1	2	3	4	5	
Not at all important	☐	☐	☐	☐	☐	Highly important

Advertising and promotions *

	1	2	3	4	5	
Not at all important	☐	☐	☐	☐	☐	Highly important

*Required

What is your favourite cosmetics brand? *

Your answer

Why? *

Your answer

Page 7 of 8

BACK

NEXT

Cosmetics Survey

Thank you for your time!

Page 8 of 8

BACK

SUBMIT

Interview Questions

1. Background - Tell me a bit about yourself and your job.
2. What is the first brand that comes to mind when I say “cosmetics”?
3. Is this the brand you use most frequently with clients/personally?
4. What makes this brand the best in your opinion?
5. With so many options to choose from, which brand stands out for you? And why?
6. What is the most important factor when buying or using cosmetics?
7. Do your clients ever bring their own products to you?
8. Do your clients ever ask which brand you have used on them so that they can go it for themselves?

ANNEXURE B:

Interview Transcripts

INTERVIEW WITH BEAUTICIAN

Researcher: Ok, so, can you just give me a little background? Tell me a bit about who you are and what you do as a beautician.

Beautician: Ok, my name is *Beth Keller and I trained in Spain for 2 years in the beauty industry so I do massages, facials, pedicures, manicures and waxing.

Researcher: So, what is the first brand that comes to mind when you hear the word “cosmetics”?

Beautician: The first brand that comes to mind for me would be Guinot. It's a French brand and it's what I was trained in and it's very popular among creams and anti-aging and a lot of my clientele use that product. Although, when I moved here I stuck to a French brand called Academy, which is also very accessible and very popular. I could order smaller amounts because I had a smaller clientele and with Guinot, you have to order a large amount to be able to use their products.

Researcher: Ok, so for you, you use Academy with your clients and do you also use that personally?

Beautician: Yes I do

Researcher: And you said it's creams and a variety of different products?

Beautician: Yes

Researcher: So, in your opinion, what makes Academy the best brand to use?

Beautician: The packaging, I love the packaging. Every client that uses it loves all their masks and I love the smells and I love the scientific evidence that there is and what they say about the product when they sell it to you.

Researcher: Can you elaborate a little bit about that?

Beautician: In the packaging, they will tell you all the beautiful vitamins that are used and the oils and the essential product that is in the creams that is so beneficial for your skin.

Researcher: Ok and then, so obviously there's so many options available; there's so many products and so many brands in the cosmetics industry. What do you think makes a brand stand out for you?

Beautician: That's a difficult question, um, obviously price is an important issue; a lot of people go to whatever cosmetic they can afford and some of the

very expensive ones aren't affordable for a lot of people. Um, the ones that stand out the most, suppose it's evidence and what people talk about as well. One brand that is very popular among my age group is Clarins and I think it's got a great name for itself.

Researcher: Ok and so, what do you think is the most important factor? What gives the most value to customers when they are buying or using cosmetics, apart from price?

Beautician: How it makes them feel and the result of what it does to their, whether it's make-up or whether it's creams for beauty, how it makes their skin feel and the reaction that they have with their skin.

Researcher: So, if they were to find a brand that had a great reaction and made them feel great, then they would be willing to sort of pay whatever for that brand?

Beautician: If they could afford it.

Researcher: Ja.

Beautician: Yes, if they could afford it, yes. I think that's everybody's aim - is to buy what's best for their skin.

Researcher: Um, and then you said you use two brands, specifically for your clients.

Beautician: Right.

Researcher: What were the two?

Beautician: The other one is Environ.

Researcher: Oh ok.

Beautician: Which is a local product which is also very scientific and has excellent results. But some of my clients don't really like it because it hasn't got lovely perfumes in it and it makes your skin feel lovely but they don't have the smells that they prefer with Academy and they're also different price points.

Researcher: Ok, do you ever get clients asking you to not use Environ or not use Academy because of their preferences?

Beautician: No, I only offer those two and yes, you will have the one that prefers the Academy and the one that prefers the Environ and also price points will be more reasonable for Environ and Academy is more expensive.

Researcher: And do you get clients that bring their own product to you to use on them?

Beautician: No, I don't. I might have that with a nail polish that will be a specific colour that they like that I haven't got.

Researcher: Ok, um, and do a lot of your clients ask you about the products you have used on them and then start buying those products because of coming to you?

Beautician: Um, yes, I don't actually have products available for them to buy; I order in for them because Academy has a very short lifespan, it is only 6 months so I buy it fresh so that they have it for their six months.

Researcher: Ok perfect, that's all.

Beautician: Ok brilliant.

Researcher: Thank you very much!

Beautician: Pleasure!

*Names have been changed

INTERVIEW WITH MAKEUP ARTIST

Researcher: Ok, so firstly, can you give me a little background about who you are and what your job is as a makeup artist?

MUA: Alright, so, obviously when I finished school I studied makeup. Um, I did two courses cause I wanted to really understand all aspects. So, the stage makeup, special effects, that kind of thing, beauty as well. And then, I wasn't actually going to go into makeup but I found so much of a passion because there's so much creativity and exploration in it that for me it was like, I want to turn this into a full-time career. Um, ended up like things just sort of swayed, ended up working at Lush. It is a cosmetics brand but in a different way. So, more hair care, skin care as opposed to like makeup specific. Um, so I've obviously got that Lush background now, as well as moving into the Mac future I guess. Um, but in between I've just done free-lancing, that kind of thing. I really enjoy teaching people like makeup skills and that kind of thing. But ja.

Researcher: Ok great! And then, what is the first brand that comes to mind when you hear the word "cosmetics"?

MUA: Definitely Mac, definitely Mac. I think that it's just kind of that platform that everyone starts out to know. Obviously, you get the drugstore makeup, so your Revlons and your Rimmels and your L'Oreal, that everyone sort of knows. But when you take that step into makeup artistry, because Mac is not just; it's a retailer but it also takes a lot of skill. You've actually got to be qualified to work for a company like Mac. Um, and they're sort of seen as the benchmark. Because also when you think makeup, you don't think, "Oh Bobbi Brown or Smash Box" or whatever it is. People always associate Mac. Like, If you go into the YouTube community as well, people always start out like, "what do you need from Mac?" Your essentials. It's sort of that benchmark platform. So for me, definitely Mac but if you just talk cosmetics and makeup, I generally tend to think of it more as like the products you would put on your face. If we're not talking about it as a brand, then I think of the actual products and how you would apply them.

Researcher: Ok cool so where you trained to use Mac makeup?

MUA: Um, in the first course I did, no. In the second course, the makeup that came with the kit was Mac and Inglot. So, a balance of both and that way you start to use the products and you learn different things about them, like obviously the formulas for the products whether they are for like this type of skin or that undertone of skin. So, using the product you definitely get more familiar with how to apply it, depending on what the client needs.

Researcher: So, for you as a freelance makeup artist, do you primarily use Mac on your clients?

MUA: I do.

Researcher: What do you use most frequently?

MUA: Definitely Mac but I think that's also... I sort of... when I started... ok, when I did my first makeup course, I was that person who was like, "you do not need Mac in your life. It is not that important to have like good quality." In saying that, it is important to have good quality but it doesn't have to be Mac. But once I started delving into what mac has to offer, I was sort of drawn into... like I need to try this and I need to experience that and test that out. Um, so I do use majority Mac, purely because I've come to know it as a product so I would know this would work on your skin. Because you get so familiar with the ranges they do and what works for what kind of skin, whereas if I walk into Dis-Chem and I look at their makeup, it's very different. Like, there's so many different options and brands but there's not a lot of options to really test some of the products. So, you get more familiar by testing the products or getting a sample. So, in that sense, I use Mac mostly because I love it. I have an addiction for it; that's why I'm going to work for them. Um, but also you get to understand how the product works which is why you have that preference and you know it is good quality makeup. It's also very long-lasting, like It takes really long to go through a product and I think the biggest thing is also if you compare Mac or even Inglot or Bobbi Brown, the way that they produce it with the ingredients and the quality is just a little bit higher quality than like your Essence.

Even saying that though, Essence and Catrice are amazing but Mac is definitely that benchmark that you want to go to at some point.

Researcher: So you have experimented with lots of different brands? And you found that Mac works for you the best?

MUA: It depends; I mean it depends on the product because if you ask me about foundations, I'll definitely say anything Mac; if you ask me eye shadows, Inglot beats Mac any day. It's actually more, the pan is bigger so there's more grams in your product it's a lot more pigmented and it's cheaper.

Researcher: Inglot?

MUA: Ja, Inglot is cheaper but it's more products and more pigments so you're actually getting more payoff. So, it really depends because like, one company could produce a formula that's really good and then don't hit the mark so it's about actually experimenting and finding what you, as a makeup artist, are comfortable using; what you are familiar with and then definitely what your client actually needs.

Researcher: Ok cool, great. And then, so, with so many options, obviously there's so many cosmetics products and then with that come so many cosmetics brands. What do you think makes a brand stand out in all this variety?

MUA: Hmm, I think, like I said with drugstore brands; people don't really get a lot of information or chance because it's like a stall or a section of a store. It's kind of like self-serving; whereas if you're having the opportunity in a store, whether it's Inglot or Mac or Bobbi Brown or Smash Box. Whether it's in your Woolworths or your Trueworths or whatever it is, because there's actually people there to serve you and they are qualified to do so, you feel there's a lot more interaction. So, that way you get to know your products or try out the products in a sense and because you actually had someone to talk to you, they are sort of the brand ambassador so they can give you more information about it. I mean, everyone's currently on, "are the products being tested on animals?" So, they're there to actually secure your questions. So, I think that's also a big part because I know, for myself, I don't know if Rimmel or whoever test on animals or what ingredients they

use or if they are long-lasting. But, if I go into Mac and I ask them a question they know the answer. And the same thing goes for Lush. Lush is a very transparent brand. They will tell you exactly what ingredients they use, how they make the product. Everyone knows and they are able to tell you. They're almost like the advertising for the company. So, I think that definitely makes it stand apart. Also, the types of programs that they run. So, Lush and Mac both have different systems where you can actually... with Back-to-Mac, you can bring back empty pots and they will recycle it. But they also... it's like a loyalty program, so they'll be like, "you can have a free lipstick." At Lush, same thing, you bring back five black pots - you get a fresh face mask and they get to do the recycling, so it's kind of like, especially when people see the company is doing their part for the environment, it's definitely a big good one. Recycling and obviously having a loyalty program so, I think it comes down to people's values, especially now that everyone's going into the more organic, natural lifestyle. Definitely anything that's going to be good for the environment, not animal tested. And then just building that brand loyalty and having the time to actually directly speak to someone will change their opinion, I think.

Researcher: Perfect, and then, so, what do you think is the most important factor when buying or using cosmetics?

MUA: That's a tough one. I mean, obviously things like if it's tested on animals. That's a very personal option to go for. But, I think for me it's more am I getting value for money? Is this product really good? If it's going to work well, sit on the skin, be beautiful - I'll invest in it. If it's not then I won't but that's also where it's really good if a company offers the chance of like a sample or trying it on you kind of thing. But for me it's more, I'll invest money into something if I really know I'm going to use it. Especially as a makeup artist, you don't want to go and buy a whole bunch of products for your kit if you're not going to use it. The only way that I know that this is going to work for your skin or this is going to work for my skin is because I've played around with it on my skin because I decided to invest in it. So, in that sense, I would say definitely just when you get to know your product and you get to know

what it is about it; that for me is like the most important at the end of the day.

Researcher: It's interesting that you bring up the chance to try a product or sample first because I haven't actually thought about that and I think that it's really important.

MUA: Ja, because you don't want to buy a huge thing without testing it. I mean, from the experience from Lush, for example, we've always said to customers like, we're not going to tell you that for Dermalogica, you have to buy the full range of skin care products that cost through the roof and then they don't work for you. So, from Lush's perspective, it's very much sample the product, get it on your body, try it out, see what you think, see how you react because remember, it's not chemical compounds, it's more natural ingredients and that's where people actually tend to have more allergies, so it's like your nuts and that kind of thing. Um, so really getting to use the product. But now that I think about it in a makeup context as well, I'm certainly not just going to invest money in something I haven't tried.

Researcher: And then, as a makeup artist, do you ever get clients bringing their own brands to you to use on their skin?

MUA: Sometimes, it depends. I think the most common is... a client will do that if they are worried that your product is tested on animals, so if they're like, "I don't want makeup on my skin that is tested on animals." So, if they've got products that they want you to use then by all means use those products. If you've got products from a brand that you know doesn't test on animals you can offer them the choice. I think a lot of it comes down to the way you service your clients. So, making sure that they feel comfortable, whether it's what you're putting on their skin or how you're communicating what the look is that you're doing because no one wants a clown face! You want to feel like you're in your skin but you want that makeup artist touch to feel beautiful. Um, but it's very much about communicating with your clients. So, if it's about the type of makeup that you use or not. Sometimes it's just like "cool, I know this foundation colour works for me" or "this is really good for my skin." But a lot more are actually quite open-minded. Sometimes, another one is

that people ask if you can use their mascara because to them it's more hygienic. I mean there is the option to have those disposable mascara wands that you can dip in, use on the client and then throw away. But I think mascaras and foundations are the only thing.

Researcher: And then, do you get a lot of clients asking you what brands you have used on them so that they can go and buy those brands?

MUA: Ja, I think... so I mean... like I remember one girl I did, I did her matric dance makeup and she was like, "I've never worn Mac before" and I said to her, "look, if you love it and you're going to invest in the product and you know that you're going to use it then by all means but that's not to say that that is the only option." For me, it's my favourite option but if you find something amazing. I mean, they always talk about 'dupes' in other companies and brands. It's really about what works for you and what you know you are going to use and love at the end of the day. Because it's your money you're spending on it . Um, ja. But often I find if they really love what you've done with the look because, the thing is, you'll have one product but it can do so many different things. As the artist, it's up to you to tell them that you can actually do a lot with it to explore makeup because also there's no real rules in the sense of "you need to wear this and you need to do it like that." Like, by all means, experiment.

Researcher: So, personally, I don't actually use a lot of makeup and I've been interested in learning more about it, but it's an industry where there are so many brands...

MUA: Ja, it's overwhelming!

Researcher: Ja, so, I mean, how do you stand out?

MUA: Ja, it's like, "how do I narrow it down and where do I begin?" Best option: YouTube. There's so much. Like, the YouTube community is blowing up. Like even in South Africa now I follow quite a few YouTube blogs in South Africa and a lot of them are actually moving up to having a YouTube channel as well so just because of social media. If you've got this person you look up to; they may not be a celebrity; they may just be a YouTube sensation. If they're telling you, "this product is really good" - that's where you get your recommendations. Also, that's where

they're showing you this is how the product works. They show it on their skin and then you watch a different person with a different skin tone use it on their skin and that's how you learn. They are doing the trial and error so you can be like, that product is beautiful, maybe I should try it. I think the biggest thing actually; part of brand loyalty is customer service. Definitely, definitely. If you're going to serve your customer in the right way, you're going to really explain the product, you're going to show them how the product works, be honest with them, don't try and just manipulate the sale from a retail perspective. But definitely customer service because that's what makes a customer loyal to come back, apart from programs. The kind of experience you give them. I mean, like, if you walk into Inglot in Canal Walk, for example, and nobody serves you - you're not going to want to go back. Whereas, if you go into Smash Box in Woolworths and they're like, "let's try this on" and you have the greatest experience, you start feeling confident with makeup because they are serving you in a way that you're comfortable. So, I think customer service all the way.

Researcher: Definitely. So, can I just ask you, Mac as a brand, what do you think differentiates them from all the other brands?

MUA: Um, are you talking just makeup now?

Researcher: Ja.

MUA: Ok, so like Lush wouldn't really fall into it but if it did, Lush is definitely more like environment, giving back, organic, fresh, those sort of things with lifestyle. But, in terms of just makeup, I think because Mac offers so many additional things like with Mac having the Back-To-Mac program; you know that they're recycling. They've got a Viva Glam program. They have these Viva Glam lipsticks where every time a customer purchases it; a hundred percent of the proceeds go towards their AIDS fund. They actually have a specific AIDS fund so that's where Mac is really doing their part in saying that social responsibility is something we care about. All of the proceeds of your money... you're buying a beautiful lipstick but it's actually going towards a cause that's very necessary. It's not finding a cure; it's more just helping people who are living with HIV or AIDS maintain a balanced, healthy enough

lifestyle as far as they can. So, in that sense, Mac has a lot more options of doing their part for the environment, whether it's recycling or the social responsibility for organisations. For when they have special Viva Glams... they have their standard line which is always available and then you'll see, like all of a sudden, Ariana Grande's doing it and Nicki Minaj. They actually choose people that are sort of like controversial because they want to reach multiple platforms. They really want to go out of your comfort zone. Their motto is "all races; all ages; all sexes" so they're not limiting anything and I think that is what sets them apart - is how much they're actually including people. So, I think, because there's more information currently about what Mac is doing for the community, people are more interested in it. You get people who just like the look of the packaging. So, they're like, "I'm going to buy Mac forever." Some people are like that and some people aren't. I think that's what sets them apart is that there is a lot more credibility to the brand because of what they're actually doing at the end of the day for other communities. So, you sort of know you're buying quality, the quality is not tested on animals and there's different loyalty programs and if you're getting a chance to deal with a really good employee that knows how to deal with people; you're getting a really good, enjoyable experience where you feel like you're actually learning something. The reason that Mac employs people who are qualified is because we're supposed to teach and just add to that essence of like understanding. So, it's really about knowing your product, knowing your customer well because then you're more confident to do this look and understand your client. So it's all like interwoven in a sense.

Researcher: Ok great!

MUA: Sorry that was so in depth!

Researcher: No, that was amazing! Thank you so much for all your insights.

MUA: It's so chilled.

ANNEXURE C:

Participant Consent Forms

PARTICIPANT CONSENT FORM

RESEARCH TITLE: A research study to determine required brand building aspects in Cape Town's cosmetics industry, with specific reference to brand loyalty amongst urban women.

1. INTRODUCTION

You are invited to participate in a research study about the brand building aspects required to create brand loyalty amongst urban women in Cape Town's cosmetics industry.

The main purpose of this study is to determine which brand building aspects are necessary to build a brand in Cape Town's cosmetics industry that will ensure brand loyalty amongst urban women.

The information in this consent form is provided to assist you in deciding whether you would like to participate in this study. If you decide to participate, you will be required to take part in an interview. You will be asked questions about your experiences as someone who works in the cosmetics industry.

It is important that you fully understand what is involved if you agree to participate in this study. If you have any questions that you feel are not addressed or explained fully in this consent form, please do not hesitate to ask the researcher for more information. You should not agree to participate unless you are completely comfortable with the procedures followed.

The contact details of the researcher are as follows:

Email address: madisontonkin@hotmail.com

Contact number: 0824820376

2. THE NATURE AND PURPOSE OF THE STUDY

The primary goal of this study is to determine the necessary factors that lead to brand loyalty amongst urban women in Cape Town with regards to the cosmetics industry.

3. EXPLANATION OF PROCEDURES TO BE FOLLOWED

You will meet with the researcher for approximately 20 minutes. You will be asked various questions related to your experiences in the cosmetics industry.

4. RISK(S) OR DISCOMFORT INVOLVED

There are no risks involved.

5. POSSIBLE BENEFITS OF THE STUDY

By participating in this study, you are volunteering valuable insights that will contribute towards the foundation of this type of research, as this study is yet to be conducted in Cape Town.

6. WITHDRAWAL CLAUSE

- Your inclusion in this study is purely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;
- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

7. CONFIDENTIALITY

ALL information gathered in this study will be held in strict confidence and only the researcher will have access to the original data. Results will only be retained for as long as required for the research purpose and will thereafter be depersonalised and presented in such a way that you will not be identifiable.

8. CONSENT TO PARTICIPATE IN THIS STUDY

I have read the information presented to me in a language that I understand and I understand the implications of participating in this study. The content and meaning of this information have been explained to me. I have been given the opportunity to ask questions and I am satisfied that they have been adequately addressed. I understand that I am under no obligation to participate in this study and that I can withdraw from this study at any stage without having to provide an explanation for my withdrawal. I hereby volunteer to take part in this study.

I have received a signed copy of this informed consent agreement.

PARTICIPANT

Full Name and Surname: Barbaric Kellen

Signature: [Signature]

Date: 29/9/2016

WITNESS

Full Name and Surname: Lauri Kellen

Signature: [Signature]

Date: 29/9/2016

7. CONFIDENTIALITY

ALL information gathered in this study will be held in strict confidence and only the researcher will have access to the original data. Results will only be retained for as long as required for the research purpose and will thereafter be depersonalised and presented in such a way that you will not be identifiable.

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I have received a signed copy of this informed consent agreement.

PARTICIPANT

Full Name and Surname: Chrante Leonard

Signature: 

Date: 30/09/16

WITNESS

Full Name and Surname: Nosipho Xongo Qokweni

Signature: 

Date: 30/09/16

ANNEXURE D:

Ethical Clearance



ETHICAL CLEARANCE CONSENT FORM

No research may be carried out by any student or staff member; or independent contractor or person associated with The Independent Institute of Education (The IIE) that will be associated with The Independent Institute of Education; or that involves in any way, The Independent Institute of Education; without formal ethical clearance to conduct the research having been obtained.

The process is similar for students registered on IIE qualifications or for researchers wishing to conduct research on, or at The IIE.

In order to get consent to do research associated with or on or at The IIE the following need to be submitted to the R&D Manager via the appropriate academic (normally your supervisor for internal students) or the designated academic manager at your brand if you are associated with a site and not a registered student of The IIE or the Academic Manager if you are employed in the Central Academic Team (CAT).

Please submit the following:

	Please tick
Proposal — select one:	
IIE and other registered students: Proposal as approved by supervisor with a declaration in relation to the status of the proposal at your institution where you are a student, if you are a student.	☒
Research by internal people who are not students: Proposal as approved by your designated academic manager or the CAT Academic Manager if you are not a student but are directly associated with The IIE.	☐
External researchers who are not students: Formal research proposal plus full details of the sponsoring body.	☐
Ethical clearance application form: Please check that all sections are complete and that the form has been signed by the person who will supervise your research and by the designated academic manager where required. If you are a student <u>and</u> you are working or you are otherwise associated with The IIE and its campuses; your form needs to be signed by both the designated manager and your institutional supervisor. If you are an external researcher the form also needs to be signed by a senior manager at the sponsoring organisation.	☐
Participant consent form: Example of participant consent form (where applicable). The original signed forms have to be provided to the supervisor after permission is granted.	☐

1. Identifying information

Name:	Madison
Surname:	Tonkin
Student number:	12017546
Institution where registered:	Vega Cape Town
Qualification:	BA Honours in Strategic Brand Communication
Year in which you would like to conduct research:	2016
Year in which you aim to graduate:	2016
Contact Number:	0824820376
E-Mail Address:	madisontonkin@hotmail.com

2. Supervisor's Name and Contact Details

Name and surname and designation:	Deirdre Loubser
Contact telephone number:	0817482727
Contact e-mail address:	deirdre007@vodamail.co.za
Signature confirming that this form is being submitted with Supervisor's consent and signifying that the information submitted is accurate:	
Date of signature:	PP-

3. Designated academic manager's details (if applicable)

Name and surname and designation:	/
Contact telephone number:	/
Contact e-mail address:	/
Signature confirming that this form is being submitted with Academic Manager's consent and signifying that the information submitted is accurate:	/
Date of signature:	/

4. Designated manager of sponsoring organisation (if applicable)

Name and surname and designation:	/
Contact telephone number:	/
Contact e-mail address:	/
Signature confirming that this form is being submitted with Manager's consent and signifying that the information submitted is accurate:	/
Date of signature:	/

5. Title of Research

The brand building aspects necessary to build a brand in the South African cosmetic industry that will ensure brand loyalty amongst South African women.

6. Proposal:

If this information is contained in your attached research proposal please reference the page; if not please provide full detail.

6.1 Abstract – no more than 250 words

This study aims to establish which factors cause a brand in the cosmetics sector to be considered indispensable by a South African woman. The research question is: what brand building aspects are necessary to build a brand in the South African cosmetic industry that will ensure brand loyalty amongst South African women? This study is relevant to the South African market because there are so many cosmetics brands to choose from and there is little information available on this topic. The research is worth conducting because there is a lack of brand loyalty amongst South African consumers.

6.2 Research Aims/ Goals/ Objectives

See page 3

6.3 Methodology

See page 8

6.4 Ethical considerations

See page 10

6.5 Research impact on people and or brand/ IIE CAT (directly as participants or in terms of the use of their data or conducting research in their environment):

If your research involves anything other than investigation of publicly available information or data or documents please detail this and the steps you are taking or will take to protect the rights of people involved. Please detail measures to avoid harm and to gain informed consent.

Participants give informed consent by agreeing to fill in the questionnaire. No person will be forced to participate and participants are free to leave the study at any time. The participants' identities are protected because the questionnaire is anonymous. The research does not require the participants to answer any embarrassing questions or deal with sensitive information. The participants are not harmed emotionally or physically and are not deceived in any way.

7. Particular elements of study:

Please indicate which of these apply.	Yes	No
Literature survey of an environment with no interaction with participants. Use of artefacts for data collection.		x
Observation of an environment with no interaction with participants and no manipulation of the environment.		x
Observation of an environment with no interaction with participants and with manipulation of the environment.		x
Data is collected about individual participants but they are taken from existing available records (e.g. an existing report or student record).		x
Data is collected about groups but they are taken from available records (e.g. an existing report) and will only be reported at the group level.		x
General and/ or personal information required to be collected <i>de novo</i> from participants through interviews, surveys, questionnaires, observation, etc.	x	
Collecting information from participants via an existing validated and approved test instruments (e.g. an approved psychometric test).		x
Collecting information from participants via an invalidated test instrument.		x

8. Description of participants:

Please detail the age, demographics and context of the participants. The IIE will not normally give consent for the involvement of persons who are under the age of 18 or who are vulnerable (physically, socially, mentally or psychologically) unless you are an experienced researcher with a proven track record of conducting research involving participants from these groups. You are thus encouraged to provide such evidence if your participants could be deemed to be vulnerable or under the age of 18.

In all instances informed consent would be required:

See page 8

9. Please describe the impact that your research may have on participants and or the brand/IIE CAT – positive or negative and the measures you will have in place to reduce the risk of harm.

My research will not impact the participants or the IIE. The participants only have to reflect upon their own preferences and indicate which factors lead them to be brand loyal to a certain cosmetics brand of their choice.

10. **Only Masters and Doctoral students need to complete Section 10**

You will need to carry out a SABINET and NRF search to check that your topic has not been registered previously. You must confirm that such a search has been carried out by providing the following information.

I have conducted a SABINET and NRF Search	
Yes	No
Date of search conducted:	
Keywords used:	

11. Declaration on Ethical Conduct in Research

I have read and understand the requirements laid out in the ethical clearance form as well as the Code of Ethics (see below) as extracted from The IIE Research Policy (IIE007) and commit to observe and uphold the principles of this Code in all aspects of the research work carried out in association with The IIE.

I confirm that all the information I have provided to enable The IIE to make a decision about my research is honest, complete and accurate and that I have not withheld any information that may adversely influence the decision.

I confirm that I will not hold The IIE liable for any action taken against me in relation to this research and its impacts and I take full legal and moral responsibility for the research and its impact.

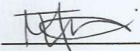
Research Code of Ethics:

Researchers are required to:

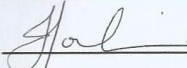
- Familiarise themselves with ethics guidelines and observe such guidelines throughout their projects;
- Accept that they are ethically accountable for honesty, objectivity and integrity of carrying out and reporting on their research;
- Strive to conduct research of a high standard;
- Always clearly indicate the limitations of their work to provide perspective of the validity of their data and reports;
- Ensure that data is not falsified, misinterpreted, fabricating, misrepresented or changed;
- Ensure that data is collected in a manner that will not affect its validity and make known any aspects of their project that might have affected such validity of their data;
- Disclose their methodologies and processes in a transparent manner to uphold its integrity;
- Keep data safely and securely for a period of three years and produce this in support of other researchers' work or to confirm the authenticity of a project, in consideration of any agreement(s) with individuals who were part of the sample group;
- Recognise sources of information by accurately and appropriately referencing such sources and respecting the copyrights of all reference work and sources;
- Recognise fellow workers and co-workers who are part of the project;
- Be considerate and professional in dealing with individuals and sample groups, respecting their right to refuse to participate and the rights to their privacy;
- Accept responsibility to ensure that data with personal particulars of individuals and sample groups must be secured, in particular, when it is in digital format;
- Avoid placing the safety or security of participants at risk through any research that is conducted;

- Demonstrate commitment to sharing knowledge, disseminating the results of research work in an appropriate manner;
- Retain objectivity to prevent bias throughout any research project;
- Adhere to the conventions associated with publication which includes only submitting to one publisher at a time and always citing where papers have been used before.

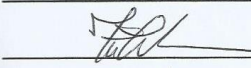
RESEARCHER

Full name: Madison Tonkin
Identity number: 9402180191081
Signature: 
Date: 3 April 2016

WITNESS

Full name: JUDY TONKIN
Identity number: 610312 0124 082
Signature: 
Date: 3/4/16

WITNESS

Full name: FRANK THEODORE TREDWIN TONKIN
Identity number: 5702045007081
Signature: 
Date: 3/4/16

Please note: You may not proceed with the research until you have written confirmation of approval of your study from the Postgraduate Committee of the IIE.