Brand Loyalty İn The Cosmetics Industry: A Field Study On Turkish Women's Brand Loyalty Among Cosmetics Products

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ABSTRACT

Cosmetics industry has a share of 135 billion dollars in the global market. The biggest multinational cosmetics companies in the world such as Avon, Procter and Gamble, Estee Lauder, Nivea, L'oreal are very much interested in the Turkish market. Turkey is a developing country in terms of cosmetics consumption and has a great potential with a population of 70 million. This study aims to determine whether turkish women have brand loyalty among skin-care products in the cosmetics sector. It is our hope that the results of this study will help foreign and domestic cosmetics companies, already existing in or planning to enter the Turkish market, in shaping their marketing strategies.

1. INTRODUCTİON

*T*he most cited definition of brand loyalty is probably the one made by Jacoby and Chestnut (1978, p.80): "The biased, behavioral response, expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological processes". Selling to brand loyal customers is less costly than converting new customers (Reicheld and Teal, 2001). Loyalty reduces the sensitivity of consumers to marketplace offerings, which gives the company time to respond to competitive moves (Aaker, 1991). In addition, brand loyal customers are less price sensitive (Raj and Krishnamurthi, 1988). Due to all of these factors, managers must realize the importance of brand loyalty and give it sufficent consideration in their decisions.

Cosmetics refers to all of the products to care for and clean the human body and make it more beautiful. The main goal of such products is to maintain the body in a good condition, protect it from the effects of the enviroment and aging process, change the appearence and make the body smell nicer (Finansal Forum Cosmetics Sector, Special Issue, 1997).

Cosmetics industry has a share of 135 billion dollars in the global market. According to the annual revenues, cosmetics industry ranks second after the automobile industry in United States (Ekonomist, 1995). When we look at the global distribution of consumption of cosmetics products we see that Europe is the leader with 34%, North America follows with 27%, Asia has 26% consumption rate and Africa, Latin America and Australia all together make up the remaining 13%. Global market shares of cosmetics products according to their revenues is: 22% hair care products, 20% skin care products, 20% body care products, 13% color cosmetics, 10% mouth care products, 8% perfume and 7% man cosmetics.

The biggest multinational cosmetics companies in the world such as Avon, Procter and Gamble, Estee Lauder, Nivea, L'oreal are very much interested in the Turkish market. Turkey is a developing country in terms of cosmetics consumption and has a great potential with a population of 70 million. 52 percent of this total population is under the age of 21 and half of this figure is made up of women. The use of cosmetics by Turkish women has increased significantly in the last five to eight years, with more and more women taking greater interest in personal

grooming due to increasing disposable incomes, changing lifestyles, the influence of satellite television, and greater product choice and availability. With the demand for cosmetics on the rise and the opening up of the market to foreign companies, many of the world's popular cosmetics brands entered the Turkish market in the early and mid-nineties and some more have set their sights on Turkey.

2. PURPOSE OF THE STUDY

This study aims to determine whether turkish women have brand loyalty among skin-care products in the cosmetics sector. It is our hope that the results of this study will help foreign and domestic cosmetics companies, already existing in or planning to enter the Turkish market, in shaping their marketing strategies.

3. RESEARCH DESİGN AND METHODOLOGY

This is a field study conducted with 600 women over the age of 18 who live in İstanbul and Ankara, the two biggest cities of Turkey.

3.1. Determining the Sample Size

The overall female population in Turkey is extremely large. Due to the limitation of time, and extremely high cost of reaching to a larger sample size, this study includes women living in İstanbul and Ankara. These two particular cities are selected by judgment sampling method. Ankara and İstanbul are the country's most cosmopolitan cities due to their geopolitical situation and the continuous flow of rural migration they receive. Therefore, they represent the characteristics of the population to a great extent. 172 women in Ankara and 428 women in İstanbul were selected by the ratio sampling method based on the total city populations, yielding a total sample size of 600 women.

Previously, several research studies have been conducted on measuring brand loyalty in some other product categories such as shaving creams and baby cosmetics, but no study has been done on skin care products. The current study focuses solely on determining the brand loyalty for skin-care products.

3.2. Method

The research is a quantitative study based on a descriptive approach. The pertinent information was collected through a large number of variables among which relevant relationships were investigated.

A survey composed of 13 questions, developed by the researchers, has been used to gather data. The variables used in the surveys were collected from similar, previous researches done in this area and some were developed by the observation and intuition of the researchers. The first 4 questions in the survey, deal with demographic issues such as the subjects' age, occupation and educational status. Questions 5 through 13 are strictly related to the subject matter of determining the degree of brand loyalty among skin-care products. Prior to conducting the field study, the validity of the survey questions was assessed through a pilot study including 25 subjects.

All of the surveys have been completed, returned and included in the study, thus the response rate was 100%. Such a high response rate is rarely achieved, but in this case, every single survey was successfully completed.

Following the return of completed surveys, their data was coded and entered into the computer. The coded data was sorted and analyzed by SPSS program. Chi-square technique was used for this analysis.

The following hypotheses were developed to be tested for this study.

H0:   Turkish women do not have brand loyalty in skin-care products.
H1:   Turkish women do have brand loyalty in skin-care products.
H01:   There is no significant relationship between a woman's consistent use of the same skin-care product and her age.

H02:   There is no significant relationship between a woman's consistent use of the same skin-care product and her education level.

H03:   There is no significant relationship between a woman's consistent use of the same skin-care product and the city she lives in.

H04:   There is no significant relationship between consistent use of a particular brand and the reason that particular brand is selected.

H05:   There is no significant relationship between a woman's consistent use of the same skin-care product and her behavior that results from being unable to find the desired product while shopping at the store.

H06:   There is no significant relationship between a woman's consistent use of the same skin-care product and her behavior when the product is finished.

4.   FİNDİNGS OF THE RESEARCH

Within the context of this study, the findings are presented below with the aid of data gathered from the result of the analysis.

4.1.   Allocation of Subjects According to the Age Groups

Table 1 lists the age groups of the subjects who have completed the survey. According to this allocation, 9,8 percent of the subjects are in 18-20 age group, the 23,8 percent of the subjects are in 21-25 age group, the 15,8 percent of the subjects are in 26-30 age group, 12,2 percent of the subjects are in 31-35 age group, 12,7 percent of the subjects are in 36-40 age group, and finally the 25,7 percent of the subjects are in 41 and older age group.

Table 1: Allocation of Subjects According to the Age Groups

Age Group	Number of the Test Subjects	Percentage Value
18-20	59	9,8
21-25	143	23,8
26-30	95	15,8
31-35	73	12,2
36-40	76	12,7
41 and older	154	25,7
TOTAL	**600**	**100,0**

4.2.   Allocation of Subjects According to the Education Level

Table 2 shows the test subjects according to their education level. Based on this allocation; 4,3 percent of the test subjects have a primary school degree, 5,2 percent have a secondary school degree, 31 percent have a high school degree, 43,7 percent have a university degree, and 15,8 percent have a master's degree.

Table 2: Allocation of Subjects According to the Education Level

Education Level	Number of the Test Subjects	Percentage Value
Primary School Degree	26	4,3
Secondary School Degree	31	5,2
High School Degree	186	31
University Degree	262	43,7
Master Degree	95	15,8
TOTAL	**314**	**100,0**

7

4.3.   Allocation of Subjects According to the Cities They Live in

Allocation of the test subjects are presented in Table 3 according to the cities where they live. Allocations are made according to the Ratio Sampling Method. By this method, the city's total population is proportioned to the sample size and the results are listed as; 28,7 percent of the test subjects are living inAnkara and , 71,3 percent are living in İstanbul.

Table 3: Allocation of Subjects According to the Cities They Live in

Districts	Number of the Test Subject	Percentage Value
Ankara	172	28,7
İstanbul	428	71,3
TOTAL	**600**	**100,0**

4.4.   Allocation of Subjects According to Occupations

Subjects are grouped according to their occupations in Table 4. According to the survey results, 13 percent of the test subjects are students, 12,3 percent are government employees, 9,2 percent are university faculty members, 9,2 percent are housewives, 6,3 percent are engineers, 4,7 percent are teachers, 3,8 percent are secretaries, 3,3 percent are nurses, 2,7 percent are doctors, 2,5 percent are architects, 2,3 percent are sales representatives, 2,3 percent are accountants, 2,3 percent are cashiers, 2,3 percent are retired, 2,2 percent are lab technicians, 1,8 percent are security guards, 1,8 percent are human resources specialists, 1,7 percent are factory workers, 1,7 percent are managers, 1,7 percent are executive assistants, 1,7 percent are insurance agents, 1,5 percent are computer operators, 1,5 percent are reporters, 1,5 percent are tourism agents, 1,3 percent are project assistants, 1,2 percent are chemists, 1,0 percent are high-level executives, 0,8 percent are biologists, 0,7 percent are managerial assistants, 0,7 percent are statisticians, 0,5 percent are bankers, 0,5 percent are economists.

4.5.   Allocation of Subjects According to Consistent Use of a Particular Brand of Skin-Care Product

When the respondents were asked whether they consistently use the same brand skin-care products, 68,2 percent answered positively but the remaining 31,8 percent stated that they do not use the same brand all the time. This allocation is shown in Table 5.

4.6.   Allocation of Subjects According to the Brand Names of Consistently Used Brands

Table 6 presents the brand names of various categories of skin care products that the subjects choose to use consistently. This question was directed only to those subjects that have reported to be consistently using the same brand of product. Results were categorized based on the main categories of skin-care products. Among the facial moisturizers, Nivea is the leader with 17,5 percent, Lancome follows with 12,3 percent and Vichy gets the third seat with 6,2 percent. Among the facial cleansing products, Nivea leads again with 9 percent. Lancome and Clinique follow with 7 percent and 5,7 percent respectively. Lancome (10,3%) is the leader among under eye products, Vichy is second with 5,5 percent and Roc is the third with 3,7 percent. Among the facial mask products, Lancome has 5,2 percent, Nivea has 2,7 percent and Biotherm has 2,2 percent of the total votes. In the peeling products category, the first place is Clinique's with 5,1 percent. Biotherm follows with 2,8 percent and Shiseido & Lancome share the third spot with 2 percent each.

Table 4: Allocation of Subjects According to Occupations

JOBS	Number of the Test Subjects	Percentage Value
Student	78	13
Gov't Employee	74	12,3
Housewife	55	9,2
Faculty Member	55	9,2
Engineer	38	6,3
Teacher	28	4,7
Secretary	23	3,8
Nurse	20	3,3
Doctor	16	2,7
Architect	15	2,5
Sales Rep.	14	2,3
Accountant	14	2,3
Cashier	14	2,3
Retired	14	2,3
Lab Technician	13	2,2
Human Res. Spe.	11	1,8
Security Guard	11	1,8
Worker	10	1,7
Manager	10	1,7
Executive Assistant	10	1,7
Insurance Agent	10	1,7
Computer Ope.	9	1,5
Reporter	9	1,5
Tourism Agent	9	1,5
Project Assistant	8	1,3
Chemist	7	1,2
Executive	6	1,0
Biologist	5	0,8
Man. Assistant	4	0,7
Statistician	4	0,7
Banker	3	0,5
Economist	3	0,5
TOTAL	**600**	**100,0**

**Table 5: Allocation of Subjects
According to Consistent Use of a Particular Brand of Skin-Care Product**

Do youConsistently Use the SameBrand SkinCareProducts?	Number of the Test Subjects	Percentage Value
Yes	409	68,2
No	191	31,8
Total	**600**	**100,0**

Table 6: Allocation of Subjects According to the Brand Names of Consistently Used Brands

	PRODUCT CATEGORIES											
	Moisturizer		Cleansing		Under Eye Creams		Facial Masks		Peeling		Body Care	
BRANDS	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
AVON	19	3,1	18	3	15	2,5	11	15,8	10	1,6	7	1,2
BIOTHERM	20	3,3	17	2,8	17	2,8	13	2,2	17	2,8	21	3,5
CHANEL	2	0,3	6	1	-	-	-	-	-	-	-	-
CLARINS	8	1,3	6	1	1	0,2	-	-	1	0,2	-	-
CLINIQUE	30	5	34	5,7	19	3,2	13	2,2	31	5,1	7	1,2
DIOR	10	1,7	22	3,7	17	2,8	1	0,2	2	0,3	3	0,5
ESTEE LAUDER	18	3	7	1,2	11	1,8	5	0,8	4	0,7	3	0,5
LANCOME	74	12,3	42	7	62	10,3	31	5,2	12	2	14	2,3
LOREAL	17	2,8	17	2,8	6	1	12	2	4	0,7	6	1
NIVEA	105	17,5	54	9	21	3,5	16	2,7	-	-	54	9
ROC	15	2,5	19	3,2	22	3,7	5	0,8	11	1,8	6	1
VICHY	37	6,2	30	5	33	5,5	8	1,3	12	2	22	3,7
SHISEIDO	11	1,8	8	1,3	11	1,8	5	0,8	7	1,2	7	1,2
NEUTROGENA	4	0,7	-	-	-	-	-	-	-	-	-	-
SEBA-MED	6	1	6	1	-	-	-	-	-	-	-	-
LANCASTER	3	0,5	3	0,5	5	0,8	3	0,7	3	0,5	1	0,2
GIVENCHY	2	0,3	2	0,3	-	-	-	-	-	-	-	-
HR	5	0,8	5	0,8	4	0,7	4	0,7	2	0,3	13	2,2
DOVE	4	0,7	8	1,3	-	-	-	-	-	-	-	-
E.ARDEN	4	0,7	2	0,3	2	0,3	2	0,3	2	0,3	3	0,5
CLEAN & CLEAR	2	0,3	2	0,3	-	-	-	-	-	-	-	-
DERMALOGICA	7	1,2	7	1,2	7	1,2	6	1	3	0,5	3	0,5
ENWAY	4	0,7	4	0,7	4	0,7	2	0,3	2	0,3	2	0,3
ORIFLAME	-	-	3	0,5	-	-	-	-	-	-	3	0,5
MATIS	-	-	-	-	2	0,3	-	-	-	-	-	-
VALID	193	32,3	278	46,3	339	56,5	463	77,2	477	79,5	423	70,5
TOTAL	**600**	**100**	**600**	**100**	**600**	**100**	**600**	**100**	**600**	**100**	**600**	**100**

4.7.   Allocation of Subjects According to the Factors (Reasons) that Cause Brand Switching

Table 7 displays the main factors that subjects have reported as their reasons for changing the brands of their skincare products. Based on the analysis of the results, the most important factors in switching brands are price discounts and the desire to try different brands. Subjects also reported factors such as, the advertising campaings of specific products, in-store displays, recommendation of friends/family, sales promotions, allergic reactions, unavailability in the store and ineffectiveness as other reasons for brand switching.

4.8.   Allocation of Subjects According to the Factors that Cause Purchasing the Same Brands Consistently

Question 8 in the survey asked the respondents the main reasons that led them to buy the same brands all the time. The answers proved that the quality of a product is the most important factor leading to consistent preference for that particular product. Other reported factors include; 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.

Table 7: Factors (Reasons) that Cause Brand Switching

Factors (Reasons)	Number ofTest Subjects	Percentage Value
Price Discounts	74	12,3
Desire to Try Different Brands	76	12,7
Recommendations	18	3,0
Allergic Reactions	7	1,2
Advertising	4	0,7
Sales Promotions	4	0,7
In-store Displays	4	0,7
Ineffectiveness	2	0,3
Unavailability in Store	2	0,3
Total	**191**	**31,8**

Table 8: Listing of the Factors that Cause Purchasing the Same Brands Consistently

	Listing																			
FACTORS	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	%	9	%	10	%
Reasonable Price	63	10,5	24	4	26	4,3	45	7,5	55	9,2	32	5,3	28	4,7	53	8,8	41	6,8	43	7,2
Product Advertisements	-	-	39	6,5	10	1,7	21	3,5	52	8,7	64	10,7	60	10	104	17,3	43	7,2	17	2,8
Recommendations	5	0,8	11	1,8	57	9,5	27	4,5	47	7,8	50	8,3	65	10,8	66	11	63	10,5	19	3,2
Wide Availability	17	2,8	14	2,3	14	2,3	88	14,7	79	13,2	92	15,3	54	9	17	2,8	18	3	17	2,8
Popularity of the Brand Name	30	5	45	7,5	36	6	77	12,8	8,3	13,8	37	6,2	34	5,7	25	4,2	18	3	25	4,2
Needs Satisfaction Capacity	64	10,7	52	8,7	120	20	38	6,3	30	5	47	7,8	8	1,3	17	2,8	6	1	28	4,7
Product Quality	122	20,3	97	16,2	50	8,3	33	5,5	10	1,7	6	1	46	7,7	11	1,8	21	3,5	14	2,3
Product-Skin Type Match	96	16	116	19,3	43	7,2	23	3,8	21	3,5	23	3,8	7	1,2	61	10,2	17	2,8	3	0,5
Packaging	9	1,5	4	0,7	36	6	38	6,3	15	2,5	22	3,7	65	10,8	30	5	125	20,8	66	11
Sales Promotions	6	1	2	0,3	16	2,7	18	3	24	4	37	6,2	43	7,2	26	4,3	62	10,3	175	29,2

4.9.   The Allocation of the Subjects' Reaction When They are Unable to Find their Particular Brand at a Store

When the subjetcs were asked what they would do in the case of being unable to find their desired product at a store, a majority of them (%69) proved that they are brand loyal. These people stated they would keep going to other stores until they find the particular, desired brand they consistently use. The remaining 31 percent claimed thay are not brand loyal, that they would purchase whatever was available instead of the product they originally intended to purchase.

**Table 9: The Allocation of the Subjects' Reaction
When They are Unable to Find their Particular Brand at a Store**

Subjects' Reaction When They are Unable to Find Their Particular Brand at a Store	Number of Test Subjects	Percentage Value
Will Purchase a Different Brand	186	31,0
Will Keep Going to Other Stores Until Finding the Consistently Used Brand	414	69,0
Total	**600**	**100,0**

4.10.   The Reaction of Subjects When the Brand They Consistently Use is Finished

The tenth question of the survey asked the subjects what they would do when their particular brand of skin-care product is finished. 45,3 percent of them reported they would buy a go out and purchase a new one(same brand) immediately. 36 percent stated that there is no rush, that they would put it on a shopping list and buy the same product when they go shopping. 18,7 percent, on the other hand, reported they would purchase the same product only if they remember to do so while they are shopping.

Table 10: The Reaction of Subjects When the Brand They Consistently Use is Finished

The Reaction of Subjects When the Brand They Consistently Use is Finished	Total Number of Test Subjects	Percentage Value
Will Go Out and Purchase the Same Brand Immediately	272	45,3
Will Put it on Shopping List and Buy the Same Brand During Next Shopping	216	36
Will Purchase the Same Brand Only If Remembered While Shopping	112	18,7
TOTAL	**600**	**100,0**

4.11.   The Reaction of Subjects When the Brand They Consistently Use Has a Price Discount

Table 11 portrays how subjects claimed to behave when their favorite brand gets a price discount. 22,8 percent stated that in spite of the price discount, they would not purchase the product if they don't need it at that point in time. 34,3 percent said they would purchase just as much as they need. The remaining 42,8 percent declared they would take advantage of this discount offer and stock up on their favourite product, since they use it all the time.

Table 11: The Reaction of Subjects When the Brand They Consistently Use Has a Price Discount

The Reaction of Subjects When the Brand They Consistently Use Has a Price Discount	Number of Test Subjects	Percentage Value
Will Not Purchase the Product If They Don't Need It At That Moment	137	22,8
Will Purchase Just As Much As They Need	206	34,3
Will Take Advantage of This Discount Offer and Stock Up on Their Favourite Product	257	42,8
TOTAL	600	100,0

4.12   Important Factors that Influence the Purchase of Skin-Care Products

In the last question of the survey, the subjects were asked to list the factors they consider while making the decision to purchase skin-care products in order of importance. 84,7 percent of the subjects reported that the brand name's reputation is a major factor in their decisions. Also, 85,3 percent thought it was important for the particular brand to have a wide selection of products available. 70,3 percent stated that the reasonable price would be something they would take into account during their decisions. 91,7 percent said it was crucial for the brand to be widely available in the stores. 71,9 percent found the packaging of the product critical and 85,3 percent said that the sales staff 's knowledge and training about the particular brand, made a difference as well.

Table 12. Listing of Important Factors that Influence the Purchase of Skin-Care Products

	1	%	2	%	3	%	4	%	5	%
Well-known reputation of the brand	23	3,8	55	9,2	12	2,0	295	49,2	213	35,5
Wide selection of skin-care products under the same brand name	16	2,7	54	9	30	5	356	59,3	142	23,7
Wide selection of cosmetics products under the same brand	25	4,2	54	9	9	1,5	315	52,5	197	32,8
Ease of brand name pronounciation	255	42,5	167	27,8	18	3	109	18,2	49	8,2
Brand name	238	39,7	173	28,8	22	3,7	104	17,3	63	10,5
Brand symbol	218	36,6	217	36,2	34	5,7	81	13,5	50	8,3
Brand color and characters	200	33,3	195	32,5	26	4,3	131	21,8	48	8
Reasonable price of the brand	31	5,2	97	16,2	50	8,3	300	50	122	20,3
Brand widely available in the stores	13	2,2	28	4,7	9	1,5	331	55,2	219	36,5
Sales staff's knowledge and training about the particular brand	15	2,5	67	11,2	6	1	243	40,5	269	44,8
Packaging	48	8	105	17,5	16	2,7	307	52,2	124	20,7
Promotion on the Packaging	21	3,5	57	9,5	22	3,7	313	51,2	187	31,2
Option of various different packaging	21	3,5	70	11,7	12	2	340	56,7	157	26,2
Clear instructions on package regarding product application	11	1,8	32	5,3	7	1,2	328	54,7	222	37
Specific promotions of the brand	25	4,2	34	5,7	14	2,3	342	57	185	30,8
Special available discounts	16	2,7	28	4,7	3	0,5	343	57,2	210	35
Brand Advertisements	46	7,7	72	12	13	2,2	342	57	127	21,2

4.13   Analyzing The Relationship Between A Woman's Consistent Use Of The Same Brand Skin-Care Product And Her Age.

After the analysis for these two variables have been completed; (see Table 13) it is observed that the probability value is greater than the (α=0,05) level of significance. In this situation, we accept the H 01 hypothesis thus; there is no significant relationship between a woman's consistent use of the same brand skin-care product and her age.

Table 13: Analyzing The Relationship
Between A Woman's Consistent Use Of The Same Brand Skin-Care Product And Her Age

H 01: There is no significant relationship between a woman's consistent use of the same brand skin-care product and her age.	**Chi-SquareValue**	**Df**	**p value**
Gender * A woman's consistent use of the same skin-care product	4,513[a]	6	,608

4.14.   Analyzing The Relationship Between A Woman's Consistent Use Of The Same Brand Skin-Care Product And Her Education Level.

After the anaysis of these two variables, the probability value is greater than the   (α=0,05) level of significance as depicted in Table 14. In this case, we accept the H 02 hypothesis thus; there is no significant relationship between a woman's consistent use of the same brand skin-care product and her education level.

Table 14: The Relationship
Between A Woman's Consistent Use Of The Same Brand Skin-Care Product And Her Education Level

H 02: There is no significant relationship between a woman's consistent use of the same brand skin-care product and her education level.	Chi-SquareValue	Df	p value
Education level * A woman's consistent use of the same brand skin-care product	8,252[a]	4	,083

4.15.   Analyzing The Relationship Between A Woman's Consistent Use Of The Same Brand Skin-Care Product And the City She Lives In.

Table 15 shows the results of the analysis between these two variables. Since the number of observations turned out to be less than five, Fisher's Exact Test analysis was applied. The results of this particular analysis revealed that the probability value is smaller than the (α=0,05) level of significance. Therefore, we reject the H 03 hypothesis ; there is a relationship between a woman's consistent use of the same brand skin-care product and her city of residence.

Table 15: The Relationship
Between A Woman's Consistent Use Of The Same Skin-Care Product And the City She Lives In

H 03: There is no significant relationship between a woman's consistent use of the same brand skin-care product and the city she lives in.	Chi-SquareValue	Df	Exact sig (p) (2-sided)	Exact sig (p) (1-sided)
City of residence* A woman's consistent use of the same brand skin-care product	8,252[a]	1	,020	,012

4.16.   Analyzing the Relationship Between Consistent Use of a Particular Brand and the Reason(s) That Particular Brand is Selected.

Based on the analysis presented in Table 16, the probability value is smaller than the (α=0,05) level of significance for factors(reasons) such as product advertisements, recommendation of friends/family, wide availability of the product and the brand name's reputation. Therefore, there is a significant relationship between woman's consistent use of the same brand skin-care product and these four particular factors. On the other hand, for factors such as reasonable price of the product, packaging, sales promotions, product-skin type matching; the probability value is greater than the (α=0,05) level of significance. Therefore, there is no significant relationship between a woman's consistent use of the same brand skin-care product and these factors.

4.17.   Analyzing the Relationship Between a Woman's Consistent Use of the Same Brand Skin-Care Product and Her Behavior That Results From Being Unable to Find the Desired Product While Shopping at the Store.

Table 17 has the results of the analysis between these two variables. Since the number of observations are less than five, Fisher's Exact Test analysis was applied once again. The results of this particular analysis revealed that the probability value is smaller than the (α=0,05) level of significance. Therefore, we reject the H 05 hypothesis; there is a significant relationship between a woman's consistent use of the same brand skin-care product and her behavior that results from being unable to find the desired product while shopping at the store.

**Table 16: Relationship Between Consistent Use of a Particular Brand
and the Reason(s) That Particular Brand is Selected**

H 04: There is no significant relationship between consistent use of a particular brand and the reason(s) that particular brand is selected.	Chi-Square Value	Df	p value
Reasonable Price* A woman's consistent use of the same skin-care product	11,293[a]	9	,256
Product Advertisements * A woman's consistent use of the same skin-care product	25,849[a]	8	,001
Recommendations* A woman's consistent use of the same skin-care product	20,508[a]	9	,015
Wide Availability * A woman's consistent use of the same skin-care product	37,470[a]	9	,000
Brand Name Reputation * A woman's consistent use of the same skin-care product	33,421[a]	9	,000
Need Satisfaction Capacity* A woman's consistent use of the same skin-care product	5,190[a]	9	,817
Quality of Product* A woman's consistent use of the same skin-care product	3,784[a]	9	,925
Product-Skin Type Match * A woman's consistent use of the same skin-care product	5,916[a]	9	,748
Product Packaging * A woman's consistent use of the same skin-care product	5,973[a]	9	,743
Sales Promotions* A woman's consistent use of the same skin-care product	2,332[a]	9	,985

**Table 17: The Relationship Between a Woman's Consistent Use of the Same Brand Skin-Care Product
and Her Behavior That Results From Being Unable to Find the Desired Product While Shopping at the Store**

H 05: There is no significant relationship between a woman's consistent use of the same brand skin-care product and her behavior that results from being unable to find the desired product while shopping at the store	Chi-Square Value	Df	Exact sig (p) (2-sided)	Exact sig (p) (1-sided)
A woman's consistent use of the same brand skin-care product* Behavior from being unable to find the desired product while shopping at the store	343,378[a]	1	,000	,000

4.18.   Analyzing the Relationship Between a Woman's Consistent Use of the Same Brand Skin-Care Product and Her Behavior When the Product is Finished

When the analysis for these two variables is completed; (see Table 18) it is observed that the probability value is smaller than the (α=0,05) level of significance. Based on this conclusion, we reject the H 06 hypothesis indicating there is a significant relationship between a woman's consistent use of the same brand skin-care product and her behavior when the product is finished.

**Table 18: The Relationship Between a Woman's Consistent Use of the Same Brand Skin-Care Product
and Her Behavior When the Product is Finished**

H 06: There is no significant relationship between a woman's consistent use of the same skin-care product and her behavior when the product is finished.	Chi-SquareValue	Df	p value
A woman's consistent use of the same brand skin-care product * Her behavior when the product is finished	63,854[a]	2	,000

4.19.   Analyzing Whether Turkish Women Have Brand Loyalty Among Skin-Care Products

The main hypotheses of this research is determining whether Turkish women have brand loyalty among skin-care products that they use. Table 19 presents the analyses of the main hypotheses results.

Table 19: Whether Turkish Women Have Brand Loyalty Among Skin-Care Products

H 0: Turkish women do not have brand loyalty in skin-care products	Number of the Test Subjects	ZH
Brand loyalty among skin-care products	600	35,78

After the analysis for the main hypothesis is carried out, it is observed that the ZH value is significantly greater then the value of 1,96. Therefore, we reject the H_0 hypotheses and conclude that turkish women do have brand loyalty among the skin-care products they use.

5.   CONCLUSİON

The success of most businesses depend on their ability to create and maintain customer loyalty. Companies have realized that selling to brand loyal customers is less costly than converting new customers. Brand loyalty provides companies with strong, competitive weapons. The concept of brand loyalty is so important that managers must give it sufficent consideration before they paln and implement their marketing strategies.

Cosmetics sector is a very dynamic sector in Turkey. Turkish consumers are introduced to all of the new and existing products of the well-known brands in this market just like other consumers elsewhere in the world. However, turkish market has a special significance. Compared to other countries in the region, Turkey has a huge population, half of which is made up of women. The availability of such a big target market and the increasing demand for cosmetics products make Turkey an interesting potential for global multinationals as well as domestic companies. Companies invest a lot of money in this market to find out as much as they can about the characteristics of their consumers. A major goal of marketing is to be able to satisfy the needs of consumers as effectively as possible. Hence, it is our hope that the information provided with this study will assist those companies already existing in or planning to enter the Turkish market, in shaping their marketing strategies and serving their consumers better.

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