

BRAND LOYALTY AND CONSUMPTION VALUES: EMPIRICAL ANALYSIS OF PERSONAL CARE PRODUCTS

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Abstract

Creating brand loyalty has become an important indicator of the success of businesses in the market considering today competition exists between the brands. To create brand loyalty it is quite important for companies to understand how consumers choose among alternative brands and what motivates them towards a particular brand. Developed out of the effects of personal values on consumer Behaviour, consumption values (Akamavi, Mohamed, Pellmann, & YueXu, 2015; Deng, Lu, Wei, & Zhang, 2010; Garcí'aGo'meza, Arranz, & Cillan, 2012) is an important model that shows why a product or a brand is preferred. Consumption values, guide us to explain and predict the preferences of consumers between different products and brands in the market. In this context determining the relationship between consumption values and brand loyalty of consumers is an important issue for explaining purchasing preferences. Personal care product market is showing a rapid-growth. Companies operating in the personal care product market directed their attention to the people as a result of more and more young people give importance to personal care in recent times. Considering this, the study aims to analyze the relationship between consumption values and brand loyalty of young people in personal care products. 500 surveys randomly chosen from the students of Punjab University, properly completed 100 were evaluated. Canonical correlation analysis used to identify mutual and multiple relationships between consumption values and brand loyalty. Relations were found between consumption values and brand loyalty of young people in personal care products.

Keywords: Young people, brand loyalty, consumption values

Introduction

Branding, the main focus of today's marketing activities, is one of the most important tools for differentiation that a company can use. Therefore, companies need to differentiate as a brand and gain the brand loyalty of customers. Customers' satisfaction after purchase is the most important factor for re-purchasing the same product or service. The re-purchasing behavior of customers is an indication of loyalty. However, customers' loyalty may vary according to product groups. In the meantime, different reasons may be effective in the formation of brand loyalty. In the literature, brand loyalty has been approached usually as "behavioral and attitudinal" brand loyalty (Garcí'aGo'meza et al., 2012) however, approaching brand loyalty only in the frame of these two dimensions is not very reliable. To analyze brand loyalty more reliably, it should be analyzed in multi-dimensions (Chiu, Cheng, Huang, & Chen, 2013) In this regard, multi-

dimensional brand loyalty models can be more directives for researchers. The brand loyalty model developed by (Deng et al., 2010) includes four fundamental brand loyalty stages. These are cognitive, affective, conative, and action (behavioral) stages. According to Oliver (1997), brand loyalty stages indicate the learning process that emphasizes the relationship between attitude and behavior. Attitudinal loyalty consists of cognitive, affective and conative (behavioral intention) factors that develop in three stages. Cognitive loyalty arise as a result of consumers' information about the price, quality etc. of a brand (García-Gómez et al., 2012).

The dimension of cognitive loyalty may be considered as the weakest form of loyalty because consumers may change their consumption preferences when they find another brand with lower price. The dimension of affective loyalty arises as a result of the feeling of satisfaction when they use a product. According to Oliver (1997) affective loyalty reflects the fully satisfied feelings of customers upon using a product (Zehir, Uğahin, Kitapçı, & Özüahin, 2011). Conative loyalty emphasizes that attitudinal loyalty arises along with a desire. Accordingly, consumers should want to purchase a brand intensely to develop loyalty to this brand. Behavioral loyalty is the behavior that arises as a result of the other three loyalty types (Woisetschlager, Lentz, & Evanschitzky, 2011). Consumption values are one of the factors that are effective in customers' product and brand preferences. Sheth, Newman and Gross (1991) developed five basic consumption values by studying on models of consumption values which are "functional, emotional, conditional, social and epistemic values". The dimension of functional values is described as the benefits obtained from the performance, quality and price of a product. Social values are described as the social benefits that a person obtains upon using a product. In this case, the reaction of society in the preference of a brand will be an element of social risk for individuals. For the dimension of emotional values, the feelings created by the use of environment friendly products are considered. The dimension of conditional values arises as a result of changes in consumers' buying preferences in certain specific situations. Epistemic value is described as the new and creative qualities of a product and the satisfaction it can provide for consumers' exploring needs (Vesel & Zabkar, 2009).

The history of cosmetics spans at least 6,000 years of human history, and almost every society on earth (Veloutsou & Moutinho, 2009). The body image has been an important component of the self-concept and has stimulated the demand of certain products and service since past (Leong, Hew, Lee, & Ooi, 2015). The women market is running since a large number of years whereas the business of selling cosmetic for men is booming since a couple of year. The male body, before eclipsed by its female counterpart, is more and more shown off in the media, advertisement or the cinema. Thus, both of the men and women are sensitive to the cosmetics, like products enable them to improve their appearance, to put it in scene, to dramatize it (Lee, Lee, & Sohn, 2013). In this context, the aim of this study is to reveal the relationship between consumption values that customers look for in personal care products and their brand loyalty. In this study, by determining the consumption values that are prominent for personal care products, the effect of these values on the four stages of brand loyalty is intended to be measured. The study consists of two parts. In the first part, theoretical information is provided about consumption values, brand loyalty and personal care products market. The second part is allocated to the survey that was carried out to measure the effect of consumption values on brand loyalty and the results of the study.

Literature Review

Consumption Values

Consumers have access to a lot of products very easily thanks to globalization and the developments in communication technologies. As a result of this, businesses need to differentiate from their competitors and produce better quality products than their competitors. One of the most up to date models that explain consumers' purchase behavior is the consumption values model developed by Sheth (Lavorata, 2014). By focusing on the consumption values, this theory explains why consumers buy a product or not, why they prefer one product to another and why they prefer a specific brand. This theory also includes a wide range of product categories such as physical and non-physical consumption goods, industrial goods and services. The reason and motivation that underlies purchasing most goods or services can be explained by consumption values (Han & Hwan, 2015). Therefore, while explaining consumer behaviors related to consumption values, Sheth used Newman and Gross's (1991) consumption values theory in several studies (Han & Hwan, 2015).

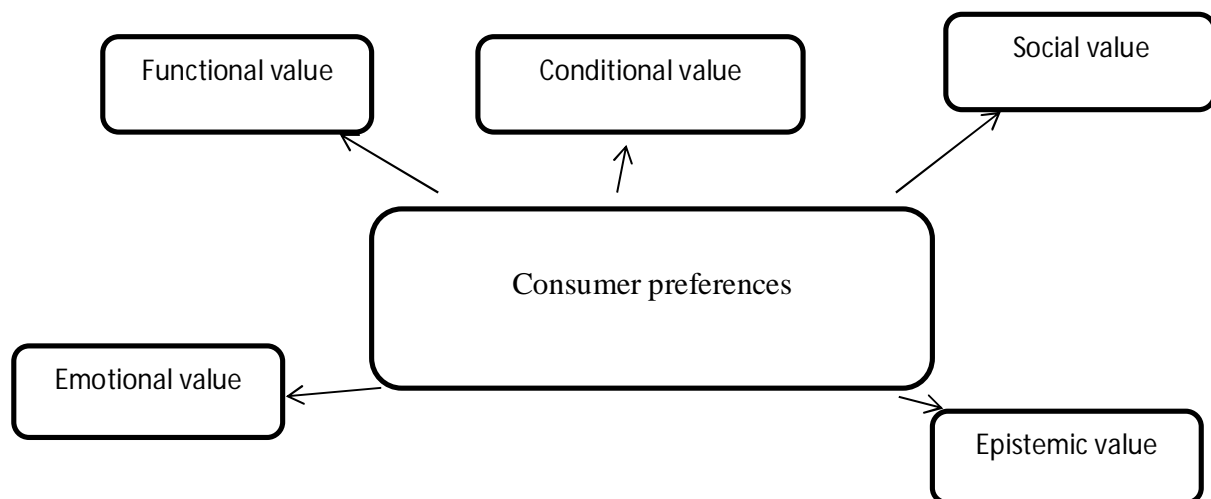


Figure 1. Consumption Values That Affect Consumer Behavior Sheth et al. (1991)

Functional Value:

Sheth (1991) claim that customers are initially affected by the functional value of a product in their preferences. He describes functional value as the benefit perceived or obtained from functional, pragmatic and physical performance of a situation (Sheth et al., 1991a). The benefits related to the performance, reliability, soundness and price of a product are considered for functional value (GarcíaGo'meza et al., 2012). Economical benefit theory is the base for the hypothesis that preferences are made considering the functional value. This theory suggests that preferences are made to obtain the maximum benefit. A consumer who is about to buy a product or not, makes a decision by considering whether s/he needs the properties that the product has or not and whether the product has the qualities that s/he expects it to have or not (Akamavi et al.,

2015). “Price, quality and value” are the main determiners in consumers’ rational purchase behaviors and product preferences.

Social Value:

According to Sheth et al. (1991), social value is “the benefit that is perceived and obtained in relation to one social group or several social groups”. The obtained social benefit may positively or negatively be related to demographic, socio-economic and cultural (ethnic) groups (García-Gómez et al., 2012). Social values are studied with terms such as social class, symbolic value, conspicuous consumption, reference groups and opinion leadership. Social classes are generally determined according to “work, education and income status”. Apart from that, classification of social classes can be made by prestige, status, adopted values etc. (Zehir et al., 2011).

Emotional Value:

In the framework of consumer behaviors, emotions can be described as feelings or emotional reactions against components like “situations, products, advertisements and brands” (Akamavi et al., 2015). Emotional value is the benefit obtained as a result of the emotional and sensational condition. This value is related to the reactions consumers show against a product (Woisetschlager et al., 2011). In consumption preferences, emotional values may arise in a positive way like “loyalty, nostalgia, excitement” or in a negative way like “fear, anger and guilt”.

Epistemic Value:

Epistemic value can be described as the curiosity that is perceived or obtained from the product and the benefit that meets the desire and need of innovation (Sheth, 1991a). When the consumers who have innovative purchase tendency are studied, it was concluded that these consumers are exploratory consumers and they look for variety (Chiu et al., 2013). The most important motivational factor underlying the behaviors of consumers who look for variety is “innovativeness”. Schiffman and Kanuk (1997) have stated that the behavior of looking for variety arises as innovative purchase tendency especially in technological products (Vesel & Zabkar, 2009). Generally, the consumers who prefer to use new products like to change brands, too because the search for novelty and variety is the motive that compels consumers to change products and brands. Changing brands is a very routine behavior for consumers who like to use new products (Deng et al., 2010).

Conditional Value:

Conditional value can be described as the benefit that arises as a result of a specific condition the person who is making a preference comes across and is perceived at that moment. This alternative benefit arises in an unexpected condition as a factor that increases functional or social value. The benefit that conditional value provides arises from external sources because the factors that change consumers’ behaviors and their purchase preferences arise from a condition that is influenced by the external environment. Sheth et al. (1991a) has stated that consumption values theory is applicable to all kinds of goods and services, but just like every theory, this theory has some constraints, too. The conditions in which consumption values theory is constrained are explained as “the systematic preferences and voluntary preferences” (Veloutsou

& Moutinho, 2009) Moreover Sheth (1991) and others suggested that this model can be used in three kinds of preference conditions.

- To determine the reasons for customers' purchasing or not purchasing a product or service
- To determine the reasons for customers' preference for a specific product or service to other products or services available in the market.
- To determine the reasons for customers' preference for some specific brands to other brands in the market. Any or all of the consumption values may influence consumers' purchase decisions and can have a gradual effect on their preferences.

Brand Loyalty

The concept of brand loyalty has a long history. Copeland (1923) brought up this concept for the first time in history and since that day over 200 definitions have been put forward in academic context. The number of definitions is an indicator of how important the brand loyalty in marketing theory is. Since, for centuries, loyal customers have been the primary targets of marketing experts (García-Gómez et al., 2012). Aaker (1984) proposes that brand loyalty should be evaluated as one of the main concepts in marketing strategy. Aaker (1984) defines brand loyalty as a value (due to the flexible pricing). Upon the phenomenon, there have been some debates; however, there is a general consensus on the significance of brand loyalty (Rubio, nor, & na, 2015). American Marketing Association defines brand loyalty as the habit of constantly purchasing the goods of the same producer instead of visiting other brands, or the degree of acquiring a specific product, which belongs to the same producer (Gil, Kwon, Good, & Johnson, 2012).

According to Keller (1993), brand loyalty appears if customers repeatedly go to the same brand just because they have positive feelings and attitudes about that brand (Leong et al., 2015). If the customers buy the products of the same brand loyally, they display both behavioral and attitudinal loyalty (Han & Hwan, 2015). Since brand loyalty is the concept considered from two different dimensions (behavioral and attitudinal), many researchers utilize behavioral and attitudinal dimensions to lead to a conclusion in order to estimate brand loyalty. These type of studies present the fact that brand loyalty is not solely about repetitive purchases, at the same time multidimensional attitudes (cognitive, emotional, and behavioral attitudes) contribute to the development of brand loyalty (Lee et al., 2013). Nowadays, brand loyalty is considered as a very complex habit, which cannot be explained by mainly the frequency of purchases (Oliver, 1999:34). Only the behavior of rebuying is important, regardless of the consumer's degree of commitment to the brand. According to Oliver's brand loyalty model, in order to create a genuine loyalty in a customer, the customer should go through the attitude involvement stages. These stages are interconnected and without consolidating the connection between stages, the level should not be passed.

Cognitive Loyalty:

The primary dimension, which is considered by Oliver (1999) in brand loyalty, is cognitive loyalty. In this stage, it is highlighted that the qualities of a product affect the preference of the customer at this level. Experiences of customers influence the cognitive loyalty of customers (Karjaluoto, Jayawardhena, aniemi, & Pihlstrom, 2012). Back and Parks (2011) present the

information that cognitive dimension originates from the knowledge of the customers about the brand (Back and Parks, 2011). Worthington et al. (2009) advocate that cognitive loyalty is generated when the cost of changing brand and the analyses of the quality of the product are interpreted (Lavorata, 2014). Oliver (1999) on the other hand claims that cognitive loyalty stems from the qualities and the cost of the product (Oliver, 1999).

Affective Loyalty:

The second important dimension in brand loyalty is affective loyalty. According to Oliver (1999) emotional loyalty reflects the overall satisfaction and pleasure fabricated by the usage of the same brand products (Oliver, 1999:35). Emotional dimension states feelings or emotional reactions. Affective loyalty can be both positive and negative and as a result the reactions will take shape according to these positive or negative attitudes (Zehir et al., 2011). In positive affective loyalty, satisfaction reflects pleasure. In this stage the loyalty is called as affective loyalty and conceptualization in customers mind happens. This concept, however it exposes the opposite thesis, cannot be abandoned easily. Displayed brand loyalty creates and inclination and influence the degree of (Akamavi et al., 2015).

Conative Loyalty:

The dimension of the desire expresses the intention or willingness of purchasing of the customers (Back and Parks, 2011:423). The desire originates from desire can be defined as the creation of repurchasing as a result of positive attitudes about the brand. In this level, customers cannot help buying the products for which they have positive feelings (Oliver, 1999:35). Desire means restatement of the brand with special assurance in order to be bought. In this sense, loyalty, which is about effort, includes the state of loyalty, which appears primarily by deep adaptation of purchasing pledge. Actually, in this stage the customer would like to buy the product however the desire does not surmounts from intention (Bengül, 2006:35).

Behavioral Loyalty:

Behavioral brand loyalty is determined by the frequency of customer's repeated purchases (Jacoby and Kyner, 1973). That the customers buy the products of the same brand, their efforts to buy the product of the same brand, reflects their behavioral loyalty (Assael, 2004). To put it this way, behavioral loyalty simply is the behavior or the habit of going for the products of the same brand as a routine (Atrek et al, 2009). According to Oliver (1997) in order to compose behavioral loyalty, initially, cognitive and secondarily emotional loyalty and thirdly, the loyalty originates from desire should actualize (Oliver, 1997:392). Customers who complete these four stages become loyal customers.

General Information on Personal Care Products and Market

Personal care is the effort of people to improve, enhance or protect their present conditions. Products that are purchased for the purpose of personal care that provides recovery or that can be used for the protection of the physical integrity are accepted as personal care products (cosmetic products). The Turkish Drugs and Medical Device Institution defines cosmetic products as "all perpetrates or substances that are prepared for different external parts of human body such as epiderm, fingernails, hair, lips and external genital organs, for the teeth and mouth mucosa and whose only or main aim is to clean these parts, give off odour, change their appearance or better

the body odour, or protect, or keep in a better condition” (<http://www.ieg.gov.tr>). According to this, “skin care products, perfume-deodorants, cosmetics, skin cleansing products, and hair cleansing and care products, hand and foot care products and shaving products” can be some examples of personal care products. Personal cleansing products based on the soap and personal care products produced by natural substances for thousands of years have all been affected by the technological and scientific boom in the cosmetic sector (TOBB, 2008:7). The global market for cosmetics from the personal care product (PCP) industry has grown tremendously over the past decade due to increased consumer access and individual buying power (Ahammad et al., 2013:73). Like U.S. and European countries, Turkey has a big market for personal care product. The number of the firms exporting cosmetics increased continually between the years 2009-2011 and became 1.878, 2.162 and 2.735 respectively.

Objective, Scope and Limitations of the Research

The objective of the research is to study the relationship between the consumption values and brand loyalty of young consumers. The personal care products sector has a growing trend in Turkey. This market has to especially consider the interest and number of young population. That the number of young population is high especially interests this market. The main motives behind concerning in personal care products are mainly related to physical appearance that is more important compare to others. This is why, the objectives of this study is to find out the consumption values, the effect on brand loyalty and the relation between the consumption values and brand loyalty of young people in personal care products. The population is Punjab University students. In this paper, the brand loyalty, Consumption values and the relations between these variables were studied in terms of the personal care products and brands that students regularly use. Personal care products were discussed within the frame of 8 product categories.

Research Method

Sampling

from the population of 28700 students in Punjab University, 100 students were randomly chosen from random numbers table. Of collected 100 questionnaires, properly completed 96 were evaluated.

Pre-test

the questionnaire form consists of 2 basic scales: brand loyalty and consumption values. The original model of Sheth et al. (1991a) was used in order to develop the consumption values scale. Focus group interviews were carried out in order to determine the consumption values on personal care products. With 8 Punjab University students,. In accordance with the answers received from the students and the literature review, a scale determining the consumption values that might be effective in personal care products was formed. Brand loyalty scale based on 4 dimension brand loyalty model of Oliver (1999). Before preparing the final survey form and starting data collection, a pre-questionnaire study was conducted with 100 students who were chosen as being the representatives of the research sample. These people were asked questions about their personal care product purchasing Behaviour, their brand loyalty in personal care products and the consumption values that affect

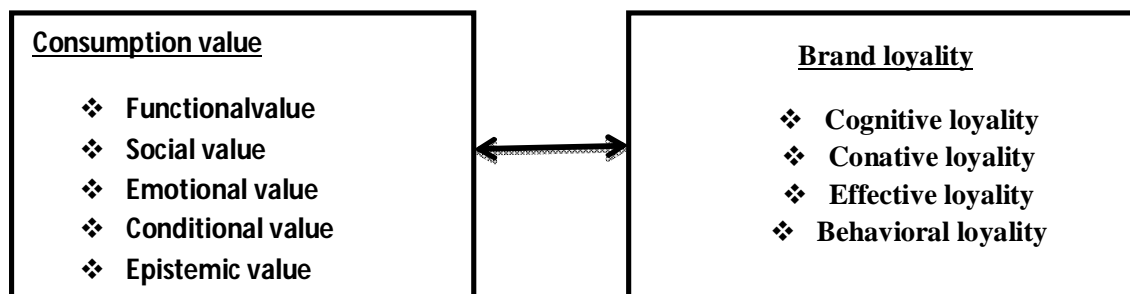
them to buy a personal care product. The statements in the questionnaire form were asked to the students who took part in the pre-questionnaire study and the statements that were disapproved were taken out of the form. The questionnaire form was reviewed in consideration of these evaluations and the final form was prepared.

Data Collection

Research data was collected by using survey method. The survey questionnaire interviews were conducted with 10 voluntary students who attend different departments of Punjab University. The questionnaire was given to the students. The survey form consists of three parts. In the first part, there are the variables belonging to the consumption values scale. The consumption values scale was formed with respect to the consumption values model of Sheth et al. (1991). Due to the applicability of the scale to all goods and services, consumption values that go for personal care products were determined with the focus group study conducted. The 5 basic dimensions were all used in order to measure the consumption values. Thus, the functional, emotional, conditional, social and epistemic values for the personal care products were determined separately. The answerers evaluated the statements regarding their consumption values according to a 5-point Likert scale (5=strongly disagree, 1=strongly agree). In the second part of the survey, there are the variables regarding brand loyalty. Brand loyalty was measured by a total of 15 variables in 4 basic dimensions: affective, conative, action (behavioral) and cognitive. 4 statements for cognitive loyalty, 4 statements for affective loyalty, 3 statements for conative loyalty and 4 statements for behavioral loyalty were used. The scale used for brand loyalty was formed by making use of several sources (Oliver's (1999) 4 stage loyalty model; SERVLOYAL scale developed by Sudhakar, Israel, Britto and Selvam (2006); Back and Park's (2011) multi-dimensional model). The 4 dimensions were discussed based on Oliver's (1999) model. The statements given for brand loyalty were also evaluated by the participants by using a five-point Likert Scale (anchored at 1=strongly agree, 5=strongly disagree).

The last part of the survey consists of questions asked in order to determine the demographic characteristics of the respondents. There are three variables in this part including "gender, income, and address". In the survey questionnaire, there are also some questions about the use of personal care products. According to this, the survey participants were asked "what personal care products they use most; how often they buy personal care products; where they buy personal care products from; the information source they use when buying personal care products and whether there is a personal care product brand they often use". With the answers given to these questions, data about the personal care product purchasing behaviour of the young people were collected.

Research Model



In the research, it is assumed that there is a relationship between consumption values of consumers and their brand loyalty. Therefore, the criterion variable of the research consists of the reasons for brand loyalty; the predictor variable consists of consumption values.

Research Hypotheses

The basic hypothesis in the direction of the purpose and model of the study was determined as follow:

H1: There are significant relationships between consumption values and brand loyalty.

Data Analysis and Findings

Data was analyzed using SPSS 16.0 statistics program. During the analysis of data, factor analysis, t test and canonical correlation analyses were used.

Demographic Characteristics of Sample

The demographic characteristics of the respondents of the sample are shown in Table 1.

Table 1. Demographic Characteristics of the Respondents

Sex	Frequency	%age
Male	76	76%
Female	24	24%

Table 1 shows information about the demographics of the university students responding the questionnaire.

Accordingly, 76% of students are female and 24% are male. It is also seen that majority of the students (72%) live in a metropolitan city. 22% of the students live in a city, 20% live in a town and a very small group (1%) lives in a village. The fact that majority of the students live in big cities can be considered as an indicator for their demands for personal care products in order to satisfy their social needs.

Personal Care Products	Mean	Rank
Perfumes-Deodorants	2,40	
1		
Hair Cleansing Products	2,82	2
Cosmetics		3,313
Skin	Cleansing	Products4,284
Shaving		Products4,807
Skin Care Products	4,305	
Hair Care Products	4,426	

Table 2 lists the personal care products the students responding the questionnaire most frequently used. Accordingly, personal care products used by the students most frequently are listed as perfumes-deodorants (men 2, 40), hair cleansing products (mean 2, 82) and cosmetics (mean 3,31). They are followed by skin cleansing products (mean 4, 28), skin care products (mean 4,30), hair care products (mean 4,42) and shaving products (mean 4,80). Since most of the students responding the questionnaire are female students, woman-oriented products are seen to be the most frequently used personal care products. According to Table 2, products for care are the least frequently used products. When it is considered that care products are preferred at later ages, such a result can be considered normal. Based on this, it can be said in this study that considerations about brand loyalty and consumption values of young people are more significant in terms of the first three product groups.

Table 3: Buying Frequency of Personal Care Products

Buying frequency	Frequency	Percent
Once a month or less	55	0,55
Twice a week	28	0,28
Once a week	15	0,15
Several times a week	2	0,2
Total	100	100

Table 3 shows the personal care products buying frequencies of the students participating in the questionnaire. According to their responses, 55% of the students buy personal care products once a month or less frequently. 28% of the students buy personal care products biweekly (every other week) and 15% buy once a week.

Table 4 Sources of Information Used for Personal Care Product Shopping

Information source	Mean	rank
TV/radio ads	2,0	5
Newspaper ads	4,15	3
Advice from friends and family members	2,07	2
Personal experience	3,33	1
Other sources	1,78	4

According to Table 4, the students first consider their own experiences when buying a personal care product. Secondly, they pay attention to the recommendations from their immediate vicinity and thirdly it is seen that they benefit from TV/radio ads, web pages of the companies and newspaper ads.

Conclusion and Suggestions

In today's conditions when we cannot explain postmodern consumer behaviors with the traditional consumer behaviour models, the consumption values model developed by Sheth et al. (1991a) provides us with a new point of view. In markets such as personal care products where there is intense competition, analysing the consumers needs properly and ensuring brand loyalty has become the main goal. With this study, whether there are meaningful relations with the consumption values and brand loyalty that have become prominent in personal care products was investigated. The research was carried out with young people as the youth population in Turkey is higher and there is an important amount of young people who use personal care products. In line with the purpose of the study, the necessary information was obtained by survey method. Two basic scales were developed for the questionnaire form. The first of them is a scale which consists of 5 dimensions and 47 variables prepared in order to determine the consumption values. The second one is a scale that consists of 15 variables prepared in order to determine the 4 dimensions in brand loyalty. During the development of the scales, focus group interviews and literature review were carried out. For the analysis of the data, first of all, the frequency, percentage and standard deviation values were checked. In terms of demographic characteristics, it was seen that they were mostly girls (75%) .

The personal care products the answerers use most are perfumes, deodorants and cosmetics. Here it is seen that product preferences have been affected as most of the research sample consists of women. It is also seen that people mostly (0, 55) buy personal care products once a month or less often. While purchasing personal care products, the places preferred most are cosmetic stores, perfumery shops, stores that only sell personal care products, hypermarkets and department stores. It can be said that while purchasing personal care products, young people do not prefer catalogue retailing or online shopping very much. It is seen that in purchasing personal care products, young people make use of their own experiences most. It is also seen that young people make use of immediate environment advice and TV/radio commercials. On the other hand, it can be said that young people do not use newspaper ads or the web sites of the firms a lot. Exploratory factor analysis was applied to the consumption values and brand loyalty scales and 4 factors for consumption values and 3 for loyalty were obtained.

Functional and conditional values were left out of the scope in analysis. The factors regarding consumption values were named as affective, epistemic, social-conspicuous consumption and social-reference value. Loyalty factors were determined as affective, behavioral and cognitive loyalty. Conative loyalty was evaluated in the other loyalty types and also it was not perceived as a loyalty factor by the answerers. Whether there are meaningful relations between the consumption values and loyalty types obtained as a result of factor analysis was tested with canonical correlation analysis. As a result of the canonical correlation test, it was determined that there are meaningful relations between the consumption values and brand loyalties young people

give importance to in terms of their personal care products. The prominent consumption values were determined as “social-conspicuous consumption, affective and epistemic values”. From this point of view, it can be said that young people see the brand they use in personal care products as a demonstration value that reflects their social environment and gains its compliment. Another result of the study is that the answerers act with affective values while purchasing personal care product brand. According to this, it can be stated that the young people take the feelings a brand arouses in them into consideration and give importance to stimulants regarding the package and the texture of the product.

One other result that can be obtained from the study is that the young people give importance to the innovations in personal care products and search information about new products. Even if there is a brand they regularly use, young people follow the new personal care products and the products and brands that offer innovations play an important role in their preferences. In loyalty types, it is seen that the highest values belong to affective loyalty, cognitive loyalty and behavioural loyalty respectively. An important conclusion that can be drawn from this is that there is an emotional bond they form between the personal care products and their brands. Cognitive loyalty is a process that is formed with the effect of personal experiences. In the research, it was also determined that the answerers make use of their own experiences most when purchasing personal care products (Table 5). Thus, that the correlation value of the cognitive loyalty, which is one of the brand loyalty dimensions, is high show that the results support each other. In personal care products, the price-quality relation and the performance of the brand is an important factor in creating cognitive loyalty. Young people see the price-quality relation and product performance as an important factor in creating brand loyalty and they also show behavioural loyalty to their brands.

In this study, it was determined that in the relation between consumption values and brand loyalty, out of other brand loyalty stages, emotional loyalty is affected the most. Young people develop emotional loyalty by forming an emotional bond between themselves and the brand they prefer. Here, it was seen that the conspicuous social consumption value and emotional values are more effective on the emotional loyalty than the other consumption values. When it comes to behavioural loyalty, it can be said that epistemic value is effective. It can be said that consumption values have an important effect in product preferences when it comes to personal care products brand as in most product categories. It can be suggested that businesses that want to create brand loyalty should follow a promotion strategy according to their consumption values. Especially, creating items that can form an emotional bond toward the brand and emphasizing them, the target groups’ addressing to the reference and featuring the factors that will meet their social needs can be regarded as some actions the businesses should consider. It is believed that this study, which has tried to present which consumption values the young people who form an important target market give importance to in terms of personal care products and in which stage of brand loyalty these values are more effective, will be a pathfinder in the studies on creating brand loyalty that will be conducted by the businesses that market personal care products.

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