



# Product Quality towards Brand Loyalty in the Cosmetic Industry

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## **Authors' contributions**

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

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## **ABSTRACT**

This descriptive-correlational study aimed to examine the relationship between product quality dimensions and brand loyalty. There were 259 respondents in six cosmetic industries in Davao del Norte who were chosen through stratified sampling. This study used two adapted questionnaires. Mean, Pearson r and standard deviation were used as statistical tools. The study involved analyzing data from respondents who provided ratings on various dimensions of product quality and brand loyalty indicators. The results revealed that product quality dimensions such as environmental friendliness, conformance, aesthetic, perceived quality, performance, reliability, serviceability, and durability were rated very highly by the respondents. However, features received a slightly lower rating compared to other dimensions. In terms of brand loyalty, indicators including variety-seeking, involvement, and resistance to situational factors received high ratings, while perceived brand differences received a comparatively lower rating. The analysis also showed a weak positive correlation (R-value=0.232 & P-value= 0.000) between product quality dimensions and brand loyalty, with a rejection of the null hypothesis, indicating a significant relationship. Overall, these findings suggest the importance of considering both product quality and brand loyalty dimensions in marketing strategies to enhance consumer satisfaction and loyalty.

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## 1. INTRODUCTION

### 1.1 Background of the Study

Brand loyalty refers to the consumer's commitment and consistent preference for a particular brand over others in a given product category, often driven by positive experiences, emotional connections, and perceived value [1]. However, in today's dynamic marketplace, characterized by intense competition and evolving consumer behaviors, maintaining and nurturing brand loyalty poses a significant challenge for companies. The cosmetic industry is characterized by intense competition, featuring numerous brands offering similar products, thus making it convenient for consumers to switch between brands [2]. Additionally, consumers' preferences and behaviors are constantly evolving, making it challenging for brands to keep up with their changing needs and expectations [3]. Lastly, factors such as the prioritization of convenience, price, and quality over brand identity in recent years contribute to the diminishing relevance of brand loyalty [4].

In Indonesia, the cosmetic Industry has been experiencing a remarkable pace of growth, with the industry experiencing a growth of 9.61% in 2021 [5]. However, the intense competition in the industry has led to a lack of brand loyalty among customers due to the plethora of products that claim to offer and provide equal or even better prices. The saturated skincare products in the marketplace can leave consumers confused with purchasing decisions, meaning they tend to try different brands or products every time [6]. The emergence of new industries inevitably fosters the birth of numerous new brands, each facing an array of challenges and complexities in their quest to forge a sustainable and thriving business within the market. A major challenge that new brands face is the need to differentiate themselves from existing competitors [7].

The cosmetic industry in the Philippines is a highly competitive market with a wide range of products available to consumers. Moreover, Philippine cosmetic brands often face stringent regulations and complex registration processes set by government agencies like the Food and Drug Administration (FDA) to ensure the safety and quality of cosmetic products [8]. Additionally, changing cultural attitudes towards sustainability and beauty standards have significantly

influenced brand loyalty, with consumers favoring companies that prioritize sustainability, cruelty-free practices, and inclusivity, reflecting their evolving ethical and environmental awareness [9]. Furthermore, the lack of consumer education on the importance of using safe and high-quality cosmetic products can also pose a challenge to brand loyalty. Consumers may opt for cheaper and less safe products due to lack of awareness, which can negatively impact the reputation of established brands that prioritize safety and quality [10].

The existing body of research on brand loyalty in the cosmetic industry has made commendable progress [11], analysis of factors influencing brand loyalty [12], and exploration of brand loyalty in Belagavi City [13]. However, these studies primarily focus on general brand loyalty dynamics and overlook the nuanced dimensions of product quality. There is a notable gap in understanding how specific dimensions of product quality act as correlational variables for cosmetic brands [14]. Additionally, there is a distinct lack of research on the influence of product quality dimensions on brand loyalty in the cosmetic industry within the unique context of the Municipality of Santo Tomas, Davao del Norte. This literature gap prompts a closer examination of the intricate relationship between product quality dimensions and brand loyalty, a facet surprisingly unexplored in existing studies.

The purpose of this study is to determine the relationship between different dimensions of product quality and brand loyalty in the Cosmetic Industry in Santo Tomas, Davao del Norte. Through investigating how product quality affects brand loyalty, this study seeks to offer insightful information to local marketers and businesses. In the end, it hopes to improve understanding of consumer behavior and assist local brands in improving their customer loyalty and market positioning.

### 1.2 Statement of the Problem

This study aims to investigate the relationship between various dimensions of product quality and brand loyalty in the Cosmetic Industry within the Municipality of Santo Tomas.

Specifically, this study sought to answer the following questions:

- 1.) What is the level of product quality dimensions in terms of:
  - 1.1 performance;
  - 1.2 features;
  - 1.3 conformance;
  - 1.4 durability;
  - 1.5 reliability;
  - 1.6 serviceability;
  - 1.7 aesthetic;
  - 1.8 perceived quality; and
  - 1.9 environmentally friendly?
- 2.) What is the level of brand loyalty in terms of:
  - 2.1 involvement;
  - 2.2 perceived brand differences;
  - 2.3 resistance to situational factors; and
  - 2.4 variety-seeking?
- 3.) Is there a significant relationship between product quality dimensions and brand loyalty in the Cosmetic Industry in the municipality of Santo Tomas, Davao del Norte?

### 1.3 Hypothesis

The following hypothesis was tested at a 0.05 level of significance stating that there is a remarkable relationship between the variables.

1. There is no significant relationship between the product quality dimensions and brand loyalty.

### 1.4 Theoretical Framework

The study's theoretical foundation is based on the work of Garvin, who proposed a multidimensional framework for product quality [15]. This framework includes dimensions such as performance, features, conformance, durability, reliability, serviceability, aesthetics, and perceived quality, with a recent addition of environmental friendliness. Garvin's theory suggests that product quality is a complex construct that encompasses various aspects, from functional effectiveness to consumer perception. By integrating these dimensions, manufacturers and marketers can gain a comprehensive understanding of product quality and strive for excellence and consumer loyalty.

A theory addressing brand loyalty is the "Hierarchy of Effects Model" [16]. This model

suggests that consumers move through a series of stages when forming attitudes towards a brand, starting from awareness and ending with brand loyalty. It posits that brand loyalty is the final stage in a consumer's relationship with a brand, achieved after progressing through stages of awareness, interest, desire, and action. According to this theory, brand loyalty results from a culmination of positive experiences and attitudes developed over time, leading consumers to repeatedly choose a particular brand over others.

The relationship between product quality dimensions and brand loyalty in the cosmetic industry can be understood through various theories. The Expectancy Disconfirmation Theory suggests that positive experiences exceeding expectations lead to higher satisfaction and brand loyalty [17]. Building on this, the Brand Equity Theory highlights how positive associations with product quality dimensions contribute to overall brand equity, fostering brand loyalty [18]. The Kano Model categorizes product features into basic, performance, and excitement needs, emphasizing that meeting these needs consistently builds customer loyalty [19]. Additionally, the Hedonic Consumption Theory underscores the impact of consumers' emotional responses to product quality, suggesting that positive emotional experiences increase brand loyalty [20].

### 1.5 Conceptual Framework

The independent variable of this study is the product quality dimensions with the following indicators: Performance, features, conformance, durability, reliability, serviceability, aesthetic, perceived quality, and environmental-friendly.

The dependent variable is the brand loyalty with the following indicators: Involvement, perceived brand differences, resistance to situational factors, and variety-seeking.

It is paramount to acknowledge that the indicators selected for both the independent and dependent variables have been adopted deliberately to align with the specific objectives and scope of this study. This conceptual framework serves as a comprehensive guide for delving into the intricate relationships between the identified product quality dimensions and their consequential impact on brand loyalty.

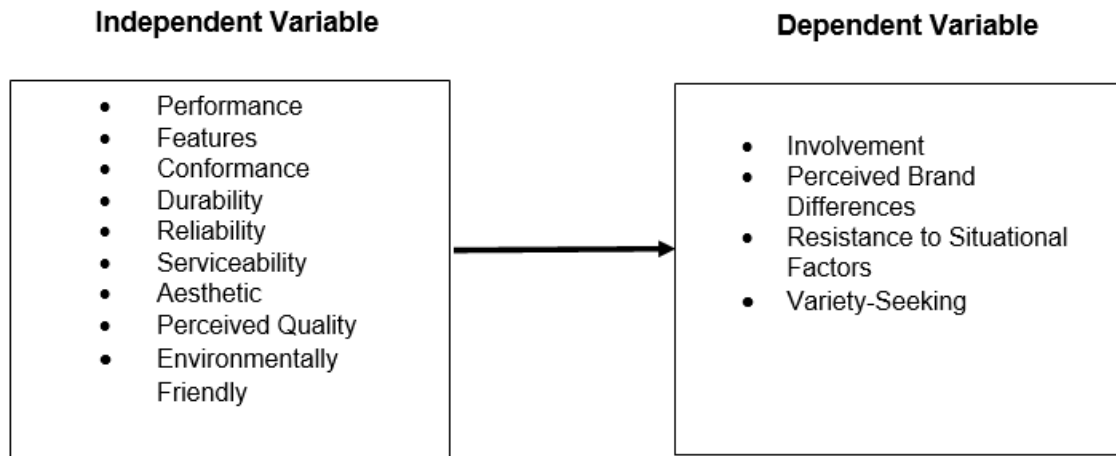


Fig. 1. The conceptual framework of the study

## 2. METHODOLOGY

### 2.1 Research Design

A descriptive correlation method was used in the statistical analysis of the data collected. This method is a quantitative non-experimental research design that examines social phenomena without directly affecting the circumstances that the subjects go through [21]. Descriptive-correlational research is a type of research design aimed at elucidating the connection between two or more variables without making assumptions about the causes and effects of the relationship. It entails gathering and examining data on at least two different variables to see whether a relationship exists between them [22].

Additionally, this study used quantitative method to examine the product quality dimensions and brand loyalty, where this study was explained through the gathering of numerical data. Quantitative research was regarded as the systematic investigation of phenomena through the gathering of numerical information and the application of mathematical, statistical, or computational methods. With quantitative method, a systematic research process that started with the formulation of research questions, continued through research design, the selection, and analysis of data, and concluded with interpretations and conclusions was based on defined principles [23].

Therefore, the processing of data in variable experiments was emphasized in this study to obtain significant relationships between product quality dimensions and brand loyalty.

Descriptive-correlation design was used in this study, as it is one in which the researcher is more focused on determining relationships between variables than on identifying a causal connection [24]. Descriptive correlation study provided descriptions and correlations that naturally occur between and among them.

### 2.2 Research Respondents

The respondents of this study were customers of cosmetic brands in the Municipality of Santo Tomas, Davao del Norte. With approximately 259 respondents will be surveyed based on the stratified sampling. Probability sampling method that is implemented in sample surveys [25]. The elements of the target population are segmented into separate groups or categories known as strata. Within each stratum, the elements share similarities regarding specific characteristics relevant to the survey.

### 2.3 Research Instrument

Two (2) adopted research tools was used in this research. These were purposefully selected and changed to fit the study's objective.

**Product Quality Dimensions Scale.** The instrument for the independent variable was adapted from the Environmentally friendly as a new dimension of product quality questionnaire [26]. The questionnaire contained a total of 27 items. Performance (3 items), Features (3 items), Conformance (4 items), Durability (3 items), Reliability (3 items), Serviceability (3 items), Aesthetic (3 items), Perceived Quality (3 items), and for Environmentally Friendly (3 items).

**Table 1. Table of Respondents**

Sheet	Population	Percentage	Sample
Store A	300	38%	98
Store B	70	9%	23
Store C	100	13%	34
Store D	50	6%	16
Store E	115	14%	36
Store F	160	20%	52
Total	795	100%	259

Furthermore, this questionnaire was anchored on a 5-point Likert scale ranging from 5- Strongly agree, 4- Agree, 3- Moderately Agree, 2- Disagree, and 1- Strongly Disagree.

The following parameter limits, with their corresponding descriptions, were applied for the level of the product quality dimensions.

**Brand Loyalty.** The instrument for the dependent variable was adopted from the An Empirical Examination of Brand Loyalty questionnaire [27]. The instrument contained a total of 12 items. Involvement (3 items), Perceived Brand Differences (3 items), Resistance to Situational Factors (3 items), and for Variety-seeking (3 items).

Moreover, this questionnaire was anchored on a 5-point Likert scale ranging from 5- Strongly agree, 4- Agree, 3- Moderately Agree, 2- Disagree, and 1- Strongly Disagree.

The following parameter limits, with their corresponding descriptions, were applied for the level of the brand loyalty.

## 2.4 Research Instrument

The necessary will be gathered in a systematic procedure, which involved the following.

*Permission to conduct the study.* The researcher will seek approval to conduct the research plan. Primarily, the researcher will get a letter of recommendation from the President of Santo Tomas College of Agriculture, Sciences, and Technology (STCAST). After the acceptance, the researcher will submit a copy of the recommendation to the Program Head of Bachelor of Science in Office Administration (BSOA).

*Consent from research respondents.* Through the course of this research conduct it will be guided by ethical principles (respect for individuals, beneficence, and justice), most notably regarding data privacy and its

protections. Before collecting the data, the researcher will inform the respondent through a survey with the corresponding letter of consent as evidence of voluntary participation in the entire study. In addition, the researcher will also share a brief summary to the respondents about the study. In line with this, those respondents who will confirm their voluntary participation in the study will be listed.

*Administration and retrieval of the questionnaire.* The research will take place in the partially estimation month of December of the School Year 2023-2024. In in conducting the research, the researcher will create a survey material that will be used to collect answers from the respondents. Using the Survey Questionnaire, the quantitative data for this study will be gathered personally. The researcher will actively handle all contact and administration of questionnaires to respondents directly. All surveys will be allotted in an estimated time of 20 minutes session. To safeguard the data, when answering the Survey Questionnaire, the respondents will be asked to complete the survey at a location or mainly from their home. Specifically, this will be noted in their Informed Consent Form (ICF). Furthermore, the data questionnaire will be returned to the researcher promptly. Additionally, personal communication and administration of the questionnaire will be handled by the researcher.

*Checking, collating, and processing of data.* In this phase, the researcher will collect, verify, and quantify the respondents' scores using Excel format. In tabulating, the data will be submitted for data analysis by an expert or certified statistician. The result of the data analysis will be interpreted by the researcher for specific findings, discussions, and conclusions. Specifically, this will be done through table and graphical presentations of data. Moreover, descriptive statements will also be utilized to further elaborate and clearly understand the findings about those variables of the study.

**List 1. Parameter limits, with their corresponding descriptions applied for the level of the product quality dimensions**

Scale	Range	Descriptive Equivalent	Interpretation
5	4.20-5.00	Very High	This indicates that Product Quality Dimensions is always manifested.
4	3.40-4.19	High	This indicates that Product Quality Dimensions is oftentimes manifested.
3	2.60-3.39	Average	This indicates that Product Quality Dimensions is sometimes manifested.
2	1.80-2.59	Low	This indicates that Product Quality Dimensions is rarely manifested.
1	1.00-1.79	Very Low	This indicates that Product Quality Dimensions is least manifested.

**List 2. Parameter limits, with their corresponding descriptions, were applied for the level of the brand loyalty**

Scale	Range	Descriptive Equivalent	Interpretation
5	4.20-5.00	Very High	This indicates that Brand Loyalty is always Evident.
4	3.40-4.19	High	This indicates that Brand Loyalty is oftentimes Evident.
3	2.60-3.39	Average	This indicates that Brand Loyalty is sometimes Evident.
2	1.80-2.59	Low	This indicates that Brand Loyalty is rarely Evident.
1	1.00-1.79	Very Low	This indicates that Brand Loyalty is least Evident.

For a systematic conduct of study. The researchers will use of the following procedures in accomplishing the research work by establishing procedures to ensure the success of the conduct of the research study. First, we will ask for an endorsement letter from the Vice President of Research of Santo Tomas College of Agriculture Sciences and Technology (STCAST) and ask for an ethics clearance afterward. Second, a permission letter will be sent to the participating public and private hospitals asking permission for the conduct of the study. Third, the researchers will conduct a short orientation to the respondents to discuss the flow and coverage of the study together with the risks and benefits of participating in the study. Further, informed consent will be secured with the respondent's signature expressing their willingness to participate in the study. The distribution and accomplishment of the survey questionnaire will be based on the convenience of the respondents considering their availability. After, the retrieval of the survey questionnaire will be deemed necessary for the purpose of data evaluation, interpretation, and analysis using appropriate statistical tools.

## 2.5 Statistical Treatment of Data

The following Statistical tools will be used in the computation of data and testing the hypothesis at the alpha 0.05 level of significance.

**Mean.** This was used to determine the level of product quality dimensions and brand loyalty in the cosmetic industry. The most frequently used index of central tendency, which describes the mean value of a set of numbers [28].

**Pearson *r*.** This was used to determine the significant relationship between the product quality dimensions towards brand loyalty in the cosmetic industry. This is the most used technique for determining a linear correlation. The level and direction of the relationship between two variables was expressed as a number between -1 and 1 [29].

## 3. RESULTS AND DISCUSSION

This chapter presents the results and discussions of data gathered from the customers in the cosmetic industry in the Municipality of

Santo Tomas, Davao del Norte on the level of product quality dimensions and brand loyalty in customer industry. The data were organized according to how the problem was stated in Chapter 1.

### 3.1 Summary on the Level of Product Quality Dimensions

Table 2 summarizes the level of Product Quality Dimensions. Among the nine indicators, environmental friendly obtained the highest mean of 4.62 with a descriptive equivalent of very high. This is followed by conformance with a mean of 4.48, a descriptive equivalent of very high. Next are aesthetic and perceived quality that both obtained a mean 4.44. On the other hand, features got the lowest mean of 4.29. Additionally, all indicators got a similar descriptive equivalent of very high which indicates that all items are very much evident.

The level of product quality dimensions has an overall mean of 4.42 with a descriptive equivalent of very high. This means that the level of product quality dimensions is very much evident. The standard deviation of 0.67 in the overall mean indicates that the measures of variability of product quality dimensions are close to the mean. Therefore, this shows the homogeneity of customers' responses in this variable. Based on the results above, it is emphasized that among all the indicators environmental friendly has the strength to explain the product quality dimensions.

The above data demonstrates that when assessing the quality of a product, consumers place greater emphasis on factors related to its performance. Specifically, the results highlight that consumers strongly prefer products that have special features designed to meet specific

needs. Moreover, customers highly prioritize product quality and safety when making purchasing decisions. Furthermore, customers strongly prioritize products that consistently perform well over time, showing resilience throughout their intended usage period and entire life cycle. The results also highlighted that consumers place an excellent importance on products that function effectively without damage, even in demanding situations. In addition, consumers highly value products that seamlessly become part of their daily routines, causing minimal disruption. In addition, consumers are highly inclined towards products that meet their specific requirements in terms of size and packaging. Not only do customers seek reassurance about product safety for themselves and their families, but they also prioritize environmental impact.

These findings are supported by the works of [30], who emphasized that the dimensions of product quality play a crucial role in consumer decision-making processes, reflecting the multifaceted nature of consumer preferences. Consumers evaluate products based on various dimensions such as performance, features, conformance, durability, reliability, serviceability, aesthetic, perceived quality, and environmental friendliness. Each dimension contributes uniquely to the overall perceived value of a product, influencing consumers' purchasing decisions and brand loyalty. For instance, according to [31] customers prioritize products that not only meet their functional needs but also offer additional features catering to their specific requirements. Moreover, [32] propose that consumers increasingly value products that align with their ethical and environmental concerns, seeking out brands that demonstrate a commitment to sustainability and eco-friendliness.

**Table 2. Summary on level of product quality dimensions**

Indicators	SD	Mean	Descriptive Equivalent
1. Performance	0.60	4.42	Very High
2. Features	0.67	4.29	Very High
3. Conformance	0.65	4.48	Very High
4. Durability	0.67	4.31	Very High
5. Reliability	0.67	4.41	Very High
6. Serviceability	0.69	4.40	Very High
7. Aesthetic	0.76	4.44	Very High
8. Perceived quality	0.76	4.44	Very High
9. Environmental friendly	0.57	4.62	Very High
Category	0.67	4.42	Very High

### 3.2 Summary of Brand Loyalty

Table 3 summarizes the level of Brand loyalty. Among the four indicators, variety-seeking obtained the highest mean of 4.40. This is followed by involvement with a mean 4.34. On the other hand, perceived brand differences have the lowest mean of 4.23. Additionally, all indicators got a similar descriptive equivalent of very high which indicates that all items are very much manifested.

The level of brand loyalty obtained an overall mean of 4.32 with a descriptive equivalent of very high. This means that the level of brand loyalty is very much manifested. Moreover, the overall standard deviation of 0.76 in the overall mean indicates that the measures of variability of brand loyalty is close to the mean. Therefore, this shows homogeneity of the responses of customers in this variable. The results further imply that brand loyalty plays a crucial role in terms of involvement, perceived brand differences, resistances to situational factors and variety seeking of purchasing or buying a cosmetics product.

The findings reveal that customers put a significant amount of thought into selecting the right brand. Specifically, the results suggest that while some customers acknowledge that there are substantial distinctions between the major brands of cosmetics, others believe that these differences are not as significant, and most brands can be considered similar. It is also emphasized that customers express a very high likelihood of purchasing a different brand if it is on sale, implying that discounts and promotions can encourage customers to experiment with new brands. Additionally, the results also highlight that a significant portion of customers tend to prioritize consistency and familiarity when purchasing cosmetics.

These results are supported by the idea that consumers engage in a careful assessment

process when deciding on a brand, considering factors such as quality, reputation, and alignment with personal values. This suggests that consumers' brand choices are not arbitrary but rather deliberate and mindful efforts to match their preferences and needs [33]. Similarly, the perceptions of brand distinctiveness vary among consumers, with some emphasizing unique qualities and others perceiving homogeneity across brands [34]. Furthermore, the consumers are open to trying new cosmetic brands but value brand loyalty and rely on word-of-mouth recommendations when making purchasing decisions [35].

### 3.3 Significance of the Relationship between Product Quality Dimensions and Brand Loyalty in the Cosmetic Industry in the Municipality of Santo Tomas, Davao del Norte

Table 4 shows the relationship between the product quality dimensions and brand loyalty in the cosmetic industry in the Municipality of Santo Tomas.

The correlation between product quality dimensions and brand loyalty in the cosmetic industry showed that product quality dimensions have a weak positive relationship with brand loyalty ( $p < 0.05$ ), with an r-value of 0.232. Therefore, the null hypothesis is rejected. In particular, the degree of correlation between the two variables is weakly positive, and the p-value of the two variables is less than the 0.05 level of significance, which indicates a weak positive correlation.

The findings reveal a weak positive relationship between product quality dimensions and brand loyalty in the cosmetic industry. Specifically, it emphasized that product quality dimensions weakly affect brand loyalty. Moreover, brand loyalty also affects product quality dimensions in the context of purchasing the cosmetic products.

**Table 3. Summary on level of brand loyalty**

Indicators	SD	Mean	Descriptive Equivalent
1. Involvement	0.74	4.34	Very High
2. Perceived brand differences	0.78	4.23	Very High
3. Resistance to situational factors	0.76	4.30	Very High
4. Variety-seeking	0.74	4.40	Very High
Category	0.76	4.32	Very High



**Table 4. Significance of the relationship between the product quality dimensions and brand loyalty in the cosmetic industry in the Municipality of Santo Tomas**

Variables Correlated	r	p-value	Decision on Ho	Decision on Relationship
product quality dimensions and brand loyalty	0.232	.001	Reject	weak positive

This finding is supported by Expectancy Disconfirmation Theory [36]. According to this theory, when consumers consistently perceive a product to meet or exceed their expectations across various quality dimensions such as performance, reliability, and durability, it leads to positive disconfirmation. This positive disconfirmation fosters a sense of satisfaction and trust in the brand, consequently strengthening brand loyalty. Conversely, if the product fails to meet expectations or exhibits inconsistent quality across dimensions, it results in negative disconfirmation, potentially eroding brand loyalty as consumers seek alternatives that better align with their expectations. Furthermore, this is supported by the idea that when customers perceive a product to be of high quality, they are more likely to develop loyalty towards the brand. This loyalty can manifest in repeat purchases, positive word-of-mouth recommendations, and resistance to switching to competitors [37].

#### 4. SUMMARY, CONCLUSION, AND RECOMMENDATION

This chapter presents the summary of the major findings of the study, the conclusions, and proposed recommendations for possible implementations.

##### 4.1 Summary of Findings

The major findings of the study are the following:

1. For the level of product quality dimensions, environmental friendliness obtained the highest mean of 4.62 with a descriptive equivalent of very high and an SD of 0.57. It is followed by conformance with a mean of 4.48 with a descriptive equivalent of very high and an SD of 0.65. Next to conformance are aesthetic and perceived quality that both obtained a mean of 4.44 and an SD of 0.76. Subsequently, performance obtained the mean of 4.42 with a descriptive equivalent of very high and an SD of 0.60. Following that,

reliability obtained the mean of 4.41 with a descriptive equivalent of very high and an SD of 0.67. It is followed by serviceability with a mean of 4.40 with a descriptive equivalent of very high and an SD of 0.69. Next to the serviceability is durability with the mean of 4.31 with a descriptive equivalent of very high and an SD of 0.67. On the other hand, features obtained the lowest mean of 4.29 and an SD of 0.67. Furthermore, it has an overall mean of 4.42, an SD of 0.67 with a descriptive equivalent of very high.

2. For the level of brand loyalty, variety-seeking obtained the highest mean of 4.40 and an SD of 0.74. This is followed by involvement with a mean 4.34 and an SD of 0.74. Next to involvement is resistance to situational factors with a mean of 4.30 and an SD of 0.76. On the other hand, perceived brand differences obtained the lowest mean of 4.23 and an SD 0.78. Additionally, all indicators obtained a similar descriptive equivalent of very high. Furthermore, it has an overall mean of 4.32, an SD of 0.76, with a descriptive equivalent of very high.
3. The relationship between product quality dimensions and brand loyalty showed a weak positive correlation with a p-value of 0.001 which was lower than the level of significant 0.05. The result indicated the rejection of the null hypothesis.

#### 5. CONCLUSION

The findings from the study led the researcher to draw the following conclusions:

1. The level of product quality dimensions was very high. The results of this study showed that environmental friendliness had a great influence on brand loyalty of consumers. It was one of the most important factors that resulted in highest levels of brand loyalty. The results of the analysis showed that consumers exhibit a strong predilection for products featuring customized attributes tailored to meet their

unique needs. Quality and safety constitute essential aspects that consumers carefully evaluate during the purchasing process, with a focus on selecting items that deliver consistent, superior performance throughout their lifespan. Notably, the survey responses suggest that products capable of functioning optimally under various conditions, with minimal disruption to users' daily routines, are highly sought after. Moreover, the data indicates that consumers prefer products that align with their specific preferences regarding size and packaging.

2. The level of Brand Loyalty was very high. The result of this study showed that variety-seeking was one of the ultimate factors that influenced the brand loyalty of the consumers in the cosmetic industry. As the result of the study, one of the driving factors which consider the consumer's brand loyalty is the involvement the consumer invests in a brand. Apparently, price discounts can be an effective strategy for encouraging brand exploration. Hence, the perception of distinct differences between brands fosters brand loyalty, emphasizing the need for market strategies to address this factor, particularly as the results suggest a lower mean despite a high level of confidence.
3. There was a weak positive relationship between the level of product quality dimensions and brand loyalty. It meant that the higher the product quality dimensions, the higher the brand loyalty, although the impact may not be very strong. Based on the results of this study, product quality dimensions and brand loyalty has a weak positive relationship. For cosmetic companies, it is anticipated that this study can influence them to formulate more effective strategies in terms of enhancing perceived brand differences to enhance more positive effects on consumers' brand loyalty.

## 6. RECOMMENDATION

Based on the findings and conclusions of the study, the following recommendations are offered:

1. Cosmetic companies should prioritize developing innovative products that encompass a comprehensive range of features to optimize their product offerings

and cater to the diverse needs of their customers. These features should be specifically designed to address various goals and preferences, thereby enhancing the basic performance of their cosmetics. By doing so, cosmetic companies can differentiate themselves in the competitive market, gain consumer trust, and foster long-lasting relationships with their clientele. Additionally, by catering to the diverse needs of their customers, these companies can expand their market reach and ensure their products remain relevant and appealing to a broad audience.

2. Cosmetic companies may consider investing in creating a unique brand identity and image to foster brand loyalty. By developing a distinct brand image, cosmetic companies can create a competitive advantage and differentiate themselves from their competitors. This can be achieved through innovative product offerings, unique packaging designs, and effective marketing campaigns that highlight the brand's distinct attributes and benefits. Additionally, fostering a sense of community and engagement among consumers can further enhance brand loyalty and create a strong brand association.
3. Future researchers can use this study for their further research as their foundation on conducting studies related with product quality dimensions and brand loyalty focusing to a larger group of subjects to determine if the same findings will be established since this study was conducted only in Barangay Tibal-og, Santo Tomas, Davao del Norte.

## CONSENT

As per international standards or university standards, respondents' written consent has been collected and preserved by the author(s).

## ETHICAL APPROVAL

As per international standards or university standards written ethical approval has been collected and preserved by the author(s).

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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