

HOW PRODUCT QUALITY AND BRAND TRUST ASSOCIATES IN RECURRENT PURCHASE DECISION OF BEAUTY CARE PRODUCTS?

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ABSTRACT: Based upon deep down concepts of product quality and brand trust, this study is employing Linear Regression analysis to investigate the causal relationship amongst product quality, brand trust and recurrent purchase decision of females for imported beauty care products. In this study, responses of 211 actual customers from Pakistan have been used based upon Snowball sampling technique. Research findings of this study demonstrates, product quality and brand trust are the significant dimensions while having recurrent purchase decision of any imported beauty care product. Significantly, this study is important for all worldwide manufacturers of beauty care products whose products are available in local market of Pakistan and it can appear as a source of female consumers' insight about product quality and brand trust which they keep in mind while selecting their important beauty care products.

Keywords: Product Knowledge, Brand Trust, Re-current purchase, Beauty care products

1. INTRODUCTION

Being natural phenomenon to look gorgeous, elegant, striking and presentable, it is natural to use beauty care products by both males and females since primeval era. Apart from males, females are considered to be more prone to use beauty care products than males [1]. During early nineteenth century, a beauty character 'Cinderella' was found in Chinese stories which later on become a symbol of acquitted beauty in other cultures as well [2]. As said by [3], beauty is an embodied affective process so to get more and more effectiveness, females strives for best beauty care products available in market[4]. In territory of Pakistan, females are particularly concerned about completion and color tones of their skin[5]. Females here tend towards use of face and body care products as being a part of an adopted social trend to look fair and attractive. For this, they are concerned about to get more and more knowledge about new products in the market as well as for their already selected products. Regardless of social class and age brackets, females use beauty care products either frequently or often. If females are satisfied with once purchased imported beauty care products, they develop good trust on their selected products and surely go to have purchases of the same product time and again. Keeping in view this aspect, need was raised to measure the product knowledge and brand trust of females of Pakistan while having recurrent purchase of same products.

Females relate beauty care products to minimize anti-aging effects so females demand a perfect beauty from one single product of their selected category [6]. They always remain keen to get more and more knowledge about their selected products and if they get favorable knowledge about their selected products, it enhances their brand trust about their selected products [7]. Market players promote this feature in their products while pairing it with high quality as it is commonly believed that higher perceived quality of any brand leads towards higher repurchase of the same product [8].

As globalization and advancement in technology is increasing so as communication and transportation is, which has made consumers to access and exposed to great variety of imported products. Many previous and successive studies

have shown that consumers often evaluate foreign products more high than the products of their own region [9]. In general, consumers of developed countries show their satisfaction with their own domestic products where as consumers of developing countries always strive for foreign products of all categories. [10] They keep the notion in their minds; foreign products are of more good quality than their own. They also develop this psychological feeling; they will look more superior and gorgeous when they will use foreign products as those products have more high social status and fashion trends. Same social trends and feelings are also prevailing in female consumers of Pakistan, so this thing also provides a research gap to be analyzed with reference to Pakistan territory.

This study has been conducted while keeping in view various aspects of females which make females forced to purchase same imported beauty care products time and again. This study has been started with the question as: "Does product knowledge and brand trust affect female consumers in recurrent purchase decision of imported beauty care products?"

3. THEORETICAL FRAMEWORK

This study has been conducted while keeping in view various aspects of females which make females forced to purchase same imported beauty care products time and again. This study has been started with the question as: "Does product knowledge and brand trust affect female consumers in recurrent purchase decision of imported beauty care products?"

For empirical testing of this problem statement, a hypothesized model is depicted in Figure. 1

Based upon this research question and keeping in view above mentioned theoretical relationship, following two hypotheses have been generated:

Customers hold strong connections and create unique associations in their minds based upon perceived product knowledge about their selected products and these knowledge based associations leads towards successive purchases if meets customer's requirements [11] so based upon this notion hypothesis one for this study has been postulated mentioned below:

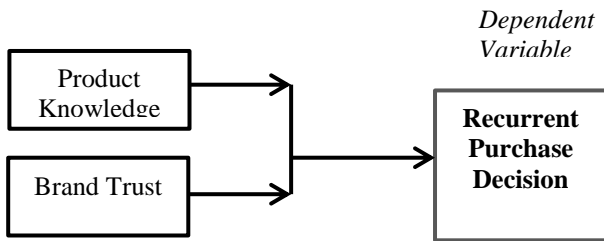
H₁: Product Knowledge has a positive impact on recurrent purchase decision

Strong brand trust leads towards high perceived quality of product, favorable brand association, resilient brand awareness and endless brand loyalty [12] . Summing up all in one verdict, hypothesis two has been postulated as mentioned below:

H₂: Brand Trust has a positive impact on recurrent purchase decision

For testing of above mentioned hypotheses, statistical technique “Linear Regression Analysis” is used.

Figure 1 - Schematic diagrams for the theoretical framework of Product Knowledge, Brand Trust and Recurrent Purchase



Independent Variable

Decision of Imported beauty care products by females of Pakistan

3. RESEARCH METHODOLOGY

Having explanatory nature, this study administers a causal relationship between product knowledge and brand trust as independent variables and a dependent variable of recurrent purchase decision of females of Pakistan for imported beauty care products.

A structured and self-administered questionnaire was prepared to collect the research data from sampled females for this study. This already used research tool by [13, 14] was followed in the present research. 7 points Likert scale was used to measure the multi-item constructs of this research as they have used in their same type of researches. Alpha value for the complete scale was measured as “0.915” and the notion was kept in mind that the value of Cronbach test above “0.7” was considered to be reliable and it acceptable in all researches [15-17].

Based upon Snow Ball sampling, responses of 211 females were collected having age range from 18 years to 45 years with both single and married marital status. Also 100 professional and non-professional females were analyzed in this research.

4. RESULTS & INTERPRETATION

Pearson Correlation Analysis: Mean, Standard Deviation and Correlations of all three variables including Product knowledge, Brand Trust and Recurrent Purchase Decision was calculated as mentioned in Table-01. Brand knowledge

has the highest mean as compared to other variables. There was a significant positive correlation between Product knowledge and Recurrent Purchase Decision as well as between Recurrent Purchase decision and Brand Trust.

Table-01: Pearson correlations Analysis

Sr. #		M	SD	1	2	3
1	Brand Knowledge	5.08	0.69	1		
2	Brand Trust	5.02	0.65	.614**	1	
3	Recurrent Purchase	4.53	0.85	.344**	.211**	1

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis Testing: LinearRegression Analysis was used to test the hypotheses of this study. The objective was to find out the relation among Product Knowledge, Brand Trust and Recurrent Purchase Decision. Following regression models were created with the help of linear regression.

$$RPD = \beta_0 + \beta_1PKn \Rightarrow 1$$

$$RPD = \beta_0 + \beta_2BTr \Rightarrow 2$$

Hypothesis 1, indicated a positive relationship between Product Knowledge and Recurrent Purchase Decision. Following regression model was created with the help of linear regression.

$$RPD = 2.362 + 0.426PKn$$

Regression analysis was conducted to test if the Product Knowledge significantly predicted Recurrent Purchase Decision. Regression analysis results indicated that the predictor explained 11.8% of the variance ($R^2 = .118$, $F(1,211) = 28.059$, $p < .01$) as showed in Table-02, therefore model was valid and the overall regression was statistically significant. It was found that Product Knowledge ($\beta = .426$, $t(211) = 5.297$, $p < .01$, 95% CI [.268, .585]) significantly predicted Recurrent Purchase Decision score. As results showed that Brand Quality has a positive relationship with Recurrent Purchase Decision so there was no problem of autocorrelation as Durbin Watson = 1.751 which was within the limits [18].

Table-02: Regression Analysis for Hypotheses 1

Model	Unstandardized Coefficients		t	Sig.	Decision
	B	Std. Error			
Constant	2.362	.413	5.719	.000	0.000 < 0.05
ProductKnowledge	.426	.08	5.297	.000	

$$r = 0.344, R^2 = .118$$

Dependent Variable: Recurrent Purchase Decision

Hypothesis 2, indicated the positive relationship between Brand Trust and Recurrent Purchase Decision. Following regression model was created with the help of linear regression.

RPD = 3.144 + .276 BTr

Regression analysis was conducted to test if the Brand Trust significantly predicted Recurrent Purchase Decision. Regression analysis results indicated that the predictor explained 4.4% of the variance ($R^2 = .044$, $F(1,211) = 9.729$, $p < .01$) therefore model was valid and the overall regression was statistically significant. It was found that Brand Trust ($\beta = .276$, $t(211) = 3.119$, $p < .01$, 95% CI [.102, .451]) significantly predicted Recurrent Purchase Decision score. The results showed that Brand Trust has a positive relationship with Recurrent Purchase Decision. There was no problem of autocorrelation as Durbin Watson = 1.653 which was within the limits [18].

Table-03: Regression Analysis for Hypotheses 2

Model	Unstandardized Coefficients		t	Sig.	Decision
	B	Std. Error			
(Constant)	3.144	.448	7.019	.000	Supported 0.00 < 0.05
Brand Trust	.276	.088	3.119	.002	

$r = 0.211$, $R^2 = .044$

Dependent Variable: *Recurrent Purchase Decision*

5. DISCUSSION

Strongest relationship of recurrent purchase decision is always found with product Knowledge [19] same is stated in hypothesis 1 of this study, Product Knowledge has a positive impact on Recurrent Purchase Decision. Same was confirmed in this study and respondents were agreed with the statement. For customers, good product knowledge of their selected beauty care products leads towards recurrent purchase of same brand over the time [20]. Findings of this study are showing, product Knowledge is a major factor that influences customers' recurrent purchase intention of same product which in turn influences customers' switching behavior. A previous study done by [21] also explains, barriers to switch from one product to another become more high if good product knowledge comes at front end of any customer's selection frame. Also explained by, [22] high level of product Knowledge leads towards superior value of customers' satisfaction which enhances repurchase intentions. Good product knowledge also serves in another way as it not only stays one customer on same product, rather it compel customers to talk about their products with other potential customers [23]. Same has been measured from the tool of this research study where females has endorsed based upon their selected products knowledge that they talk with other fellows having once experience with any beauty care product. Here for this study, 11.8% variance has been explained by this head which showed a visible impact on recurrent purchases of any imported beauty care product. H_2 was related to the relation of brand trust with recurrent purchase decision. It was supported well while showing a positive relationship of brand trust with recurrent purchase decision. As per research tool, this extent was covering seven items based upon reliability, products updates, manufacturers' local market knowledge, manufacturer's approach, product speaks, manufacturer's trust worthiness in

provision of quality products, recurring need fulfillment, brand cautiousness and products' fit in all situations. Females supported this extract while endorsing that their selected important beauty care products are reliable and trustworthy enough to add up regular product updates in their products. They are also knowledgeable about local market needs and provide products according to local market needs. Their manufacturers' products speak their own language by their products and are trustworthy to provide quality products recurrently and in all customer situations. Females showed overall trust on their selected beauty care manufacturers' products and have validated that their trust provide them enough good basis to remain loyal with their selected products as explained by [24] in their study where they have explained the relation of brand trust and brand performance which ultimately leads towards satisfaction and later on towards loyalty based behavior of customers. Respondents endorse most of the items covering under brand trust and overall hypothesis was supported while explaining 4.4% variance of the model. This shows, brand trust is a complicated head and covers many subheads in it and if females are satisfied with all the heads in one way or the other then they remain loyal with their selected imported beauty care brands same is said by [25]. Same has also been explained by [26], researchers always have challenges to define the brand trust of the consumers. Although these conceptions are available but for this research, brand trust hypothesis has been supported as per the opinions of selected sample. One reason of its support may be, this research conceptualizes brand trust as a 'consumers' perception' instead of 'consumer behavior', keeping in view all the items associated with this head.

As said by [19, 27] recurrent purchase of any product is a phenomenological aspect which occurs after redundant needs fulfillment and satisfaction of the customers so whole discussion for this study can be summed up at the point; model selected for this study is explaining 16.2% variance in total which shows there may be many more factors which influence recurrent purchase behavior of females in many other directions which are unexplored in this current study but can be studied in future in some other studies.

This research study has its specified contribution in literature as all previous researches done in the context of Pakistan are mainly examine the relationship of brand quality, brand consciousness, brand awareness, brand association and brand loyalty independently and primarily were showing their liberated relation with product satisfaction as work has been done by [28, 29] whereas this study is showing deep down looks of brand knowledge and brand trust and moving beyond the customer satisfaction while analyzing "recurrent purchase decision" of customers which occurs after due satisfaction. In other words, this research is moving one step ahead than previously done researches in this area as no noticeable work has been done in Pakistan to investigate these two constructs of brand trust and brand knowledge while analyzing their relation with recurrent purchase decision of females.

5. CONCLUSION

Extracted from results of this research, females of Pakistan perceived good knowledge about imported beauty care products as well as have strong trust on their selected beauty care products than domestic ones and they prefer to consume imported beauty care brands more copiously than local. This notion has been embedded that apart from any age group, any social status or having any spending range on their beauty care products, females always strive for imported beauty care products and preferred to consume them more as compared to local ones.

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