

To investigate the effectiveness of relationship quality in relation to enhancing the customer loyalty and the consumer buying behaviour among generation Y, using the example of cosmetic industry.

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Abstract

Current global competitive environment leads firms to develop and strengthen their relations with their customers. Customer relationship management (CRM) is a core organisational process that concentrates on establishing, maintaining, and enhancing long-term associations with customers.

The purpose of this study is to examine the effectiveness of relationship quality in relation to enhancing the customer loyalty and the consumer buying behaviour in the service industry, using the example of cosmetic industry. First the literature has been reviewed in order to examine the different areas that are relevant to this research study. Then quantitative research has been conducted through questionnaire survey among female students based on non-profitability method. The findings of this study indicate that three dimensions of quality relationship; satisfaction, trust and service quality have a positive impact on customer loyalty towards a cosmetic brand and people who are satisfied with their shopping experience would be likely to engage in a positive word-of-mouth. A positive word-of-mouth has significant effects on influencing other people's purchase making decision in a result attracting new customers to a brand and therefore increases sales.

Companies must build good relations with its customers to earn their loyalty, and ensure their commitment to talk about the virtues of the company and its products in all forums. Managers must understand that the satisfied customer can attract new customers through word of mouth.

Chapter 1:

Introduction

Introduction

1.1 Problem Definition

1.1.1 Research Question/ Problem Area

To investigate the effectiveness of relationship quality in relation to enhancing the customer loyalty and the consumer buying behaviour among generation Y, using the example of cosmetic industry.

1.1.2 Research Hypothesis

Hypothesis 1: The potential relationship quality derives include satisfaction, trust, service quality and commitment. These factors have a positive impact on customer loyalty.

Hypothesis 2: The potential relationship quality has positive outcome on consumer buying behaviour in relation to increase positive word of mouth which results in attracting a new customer.

1.1.3 Research Objectives

Objective 1: To identify the elements of the relationship quality that enables service providing organisations to foster the loyalty of the customer among generation Y in Ireland, using the example of cosmetic industry.

Objective 2: To identify what extent does the quality of the relationship influence consumer buying behaviour in service providing organisations among generation Y in Ireland, using the example of cosmetic industry.

1.2 Background to the Problem

The subject of this research study was inspired by the researcher's interest in the cosmetic industry and the researcher's own experience of being loyal to a cosmetic brand through having a good relationship with the service provider. It is also inspired by the current trend in business environment where high-quality and long-term sustainable relationship with customers view is essential. As a result, the researcher believes that gaining a better understanding about how the quality of relationship works in the service industry and more precisely in the cosmetic industry, about the causes and the effects for the cosmetic industry, is crucial.

This research's problem area is customer loyalty and consumer buying behaviour in the service industry with using the example of the cosmetic industry.

In modern business conditions, it becomes an industry-wide belief that the best core relationship marketing strategy for the future is to retain existing customers by enhancing their customer loyalty. Relationship marketing aims to attract and retain customers and lead to provide many benefits for the company such as profits growth, customer satisfaction, positive word-of-mouth and competitive advantage (Izquierdo *et al*, 2009).

Ching-Fu and Odonchimeg (2011) state that customer relationship management (CRM) is a core organisational process that concentrates on establishing, maintaining, and enhancing long-term associations with customers. A common goal of CRM concerns understanding customers and realising the greater value from customers over the long term. According to Hasanzadeh and Mahaleh (2013) CRM is a business process which based on all customer specifications identifies the pattern of customer behaviour and leads to customer knowledge. CRM forms the relationships with customer and will be effective about products or services.

1.3 Organisation of the project

- **Chapter one** is the overall introduction of this research study.
- **Chapter two** is concerned with the literature review. The researcher reviews the current literature and a significant number of authors is introduced in order to identify and examine the different areas that are relevant to this research study including definitions, concepts, opinions and findings that have previously been provided by other researchers.
 - The first sections of the literature review identify key metric in this study such as relationship quality, customer loyalty with its definitions and concepts.
 - The following sections examine the underlying dimensions of relationship quality and the relation between these dimensions of relationship quality and customer loyalty, as well as the relation between relationship quality and consumer buying behaviour.
 - The last section of the literature draws the conclusion.

- **Chapter three** outlines the research methodology that the researcher undertook in order to collect sufficient data to answer the research question including the author's research philosophy.
 - This chapter begins with the problem definition of this research study.
 - The researcher used a combination of both qualitative and quantitative research methods. The population selected is female students in DBS among Generation Y. No sampling frame has been used; the researcher decided to use non-profitability instead. A questionnaire was used for data collection.
- **Chapter four** explains the wider implication of the findings by matching the results obtained through primary research with literature review. The researcher proves or disproves the hypotheses and demonstrates whether the research question has been answered by making judgements rather than just describing facts.
- **Chapter five** is the conclusion of whole of this research study. Here again the researcher answers the initial research question and addresses the objectives from the findings through the secondary and primary research.
- **Chapter six** is the recommendations. The researcher gives advices and directions for further research.

1.4 Scope and limitations of the research project

The researcher feels that although much research is done on the subject of relationship quality related to customer loyalty and consumer buying behaviour in general terms, the literature speaks essentially about hotel, bank and restaurant industry thus there appears to be a gap focusing this topic precisely on the cosmetic industry.

Another limitation in this study is time constraints for conducting primary research. The researcher achieved aim of 50 sample size but it needs to be more samples in order to obtain accurate and sufficient data.

Chapter 2:

Literature Review

Literature Review

2.1 Introduction

In this chapter, the researcher reviews the current literature on how relationship quality affects customer loyalty and customer buying behaviour including its definitions, concepts, opinions and findings that have previously been provided by other researchers. The researcher also examines the underlying dimensions of relationship quality including customer satisfaction, trust, service quality and commitment that affect customer loyalty. Furthermore, the researcher investigates the origins of existing problems, what has already been discovered about the existing problems and various approaches that have attempted to address previous issues. Then, the researcher undertakes a critical review and analysis of the literature in order to evaluate, compare and analyse the various opinions. The conclusion will be drawn at the end of the literature review.

2.2 What is Relationship Quality?

2.2.1 Definitions of relationship quality

The measurement of relationship quality is crucial to organisational development in an industrial context, as well as a service context (Bejou, Wray & Ingram, 1996 as cited in Ching-Fu and Odonchimeg 2011). Han and Sung (2009) add that since many academic and managerial resources have been invested in better understanding relationships, it is essential to develop ways of evaluating their quality before ultimately assessing their impact on other key variables, such as performance.

Roberts *et al.* (2003) as cited in Beatson *et al.* (2008) defines relationship quality as ‘a measure of the extent to which consumers want to maintain relationships with their service providers’. Relationship quality focuses on the overall nature of the relationship between the consumer and the firm and views fulfilling consumers’ needs as central to relationship success (Henning-Thurau *et al.*, 2002 as cited in Beatson *et al.* 2008).

2.3 Customer Loyalty Today

2.3.1 Definitions of customer loyalty

Customer loyalty encourages consumers to shop more consistently, spend a greater share of wallet, and feel positive about a shopping experience, helping attract consumers to familiar brands in the face of a competitive environment (PR Loyalty Solutions, 2011).

Mittal and Lassar (1998), Hallowell (1996) and Rust and Zahorik (1993) as cited in Gurau (2013) explain that the benefits of customer loyalty are significant for business organisations: the loyal customers cost less and are less sensitive to price than opportunistic clients, providing a stable source of income for the firm and increasing the business profitability. In addition, the more products customers have with one service provider, the harder it is for them to switch away, and hence customer retention increases (Reichheld & Sasser 1990; de Ruyter *et al.* 1998 as cited in Svetlana, 2011).

2.4 Factors of Relationship Quality affecting Customer Loyalty

Ulaga and Eggert, (2006) as cited in Ching-Fu and Odonchimeg (2011) state that:

‘Relationship quality is a combination of commitment, satisfaction, and trust’.

From different authors views [Crosby, Evans and Cowles, 1990; De Wulf *et al.*, 2001; Dorsch, Awanson and Kelly, 1998; Henning-Thurau and Klee, 1997; Hennig-Tharau *et al.*, 2002; Roberts *et al.*, 2003], Beatson (2008) also says that although there is no clear consensus on the most appropriate conceptualisation of relationship quality, there is general agreement that satisfaction, trust and commitment are key dimensions of relationship quality. High quality relationships are defined by high levels of satisfaction, trust and commitment [De Wulf *et al.*, 2001]. Whereas, Bernard *et al* (2012) who examine how relationship quality affects customer loyalty state that the relationship quality aspects included customer perceived service quality, trust, satisfaction and commitment. However customer loyalty is not attributed to relationship quality alone. There are intervening variables classified into three variables (**See Appendix 1**).

Bernard *et al* (2012) argue that ‘service quality’ is also one of the key elements of relationship quality.

2.4.1 The relation between Satisfaction and Customer Loyalty

Satisfaction is the consumer fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under-or over-fulfilment (Oliver, 1997 as cited in Thomas, 2013).

Fornell (1992) and Oliver and Swan (1989) as cited in Lee and Lee (2013) examine the relationship between customer satisfaction and loyalty. These researches show that the more consumers are satisfied, the more loyalty will be expected. As a result, there will be a positive impact on the firm's profitability.

Moreover Medha and Kumar (2013) identify that satisfaction has been considered as an antecedent of customer loyalty, which is capable of influencing firm's profitability.

2.4.2 The relation between Trust and Customer Loyalty

Morgan and Hunt (1994) as cited in Beatson (2008) suggest that trust is a central tenet of relationships; it is seen as reducing consumer uncertainty and vulnerability; especially important in service contexts. Higher levels of trust result in lower anxiety concerning the interaction and thus greater satisfaction. When a consumer believes that the firm is honest in their dealings with them it is likely to result in the customer being more satisfaction with that firm.

Furthermore, trust is believed to play a more critical role in maintaining long-term relationships between customers and firms than any other factor (Takahashi & Peterson, 2000 as cited in Suna and Beomjoon, 2013). Aydin & Ozer, 2005, as cited in Nawaz and Usman (2011) agree that trust is the factor with the strongest correlation with customer loyalty in the Turkish mobile phone market. Likewise, the research results of Hartmann and Apaolaza (2007) as cited in Pi-Chuan and Chia-Min (2010) indicate that brand trust exerts a stronger influence on customer loyalty than satisfaction and switching costs in liberalised residential energy markets.

2.4.3 The relation between Service Quality and Customer Loyalty

Service quality is the overall evaluation and judgment made by a customer regarding the excellence of service he or she receives (Santos, 2003; Parasuraman, Zeithaml, & Berry, 1985, 1988 as cited in Jingjun *et al*, 2011). It is defined by Lewis & Mitchell, 1990 as cited in Vinita *et al*, 2012 that service quality is the difference between customer expectations of

service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs.

Previous research suggests that customer loyalty is based primarily on service quality (Gefen, 2002; Heskett *et al.*, 1994; Reichheld & Sasser, 1990; Reichheld & Scheffer, 2000 as cited in Xu *et al.*, 2011). Svetlana (2011) agrees that one loyalty indicator is a consumer's evaluation of the quality of service they receive. Service quality has been recognized as the effective tool to improve the customer loyalty (Hu, 2012).

According to research by independent customer-loyalty consultancy TARP UK, a quarter of car owners defect to a different manufacturer when they replace their vehicle, which suggests that brand loyalty among drivers is related to service. Poor-quality service causes 25% of motorists to choose another brand of car for their next purchase, costing car companies £25 billion in lost sales (Mintel, 2005).

2.4.4 The relation between Commitment and Customer Loyalty

Nawaz and Usman (2011) define customer commitment as a desire to maintain a relationship with service provider. Another authors state that "commitment to a relationship entails a desire to develop a stable relationship, a willingness to make short term sacrifices to maintain the relationship and a confidence in the stability of the relationship" (Anderson and Weitz, 1992 as cited in Bahaedin, 2013).

Ren *et al.*, (2013) propose two major dimensions of relationship commitment were posited: calculative commitment and affective commitment.

Calculative commitment is based on an economic benefit for the customer resulting from either a lack of choice or switching costs. Affective commitment is a kind of commitment that is more emotional. It is developed from a customer's personal involvement with a company, which leads to a higher level of commitment and trust. Affective commitment means that customers want to stay in the relationship because they like their service provider, enjoy the partnership and feel a sense of loyalty and belongingness (Kumar *et al.*, 1994; Geyskens *et al.*, 1996; Bansal *et al.*, 2004 as cited in Cater *et al.* 2011).

2.5 What is Consumer Buying Behaviour?

2.5.1 Definitions of consumer buying behaviour

Buying Behaviour is the decision processes and acts of people involved in buying and using products (Tintin, 2013). Solomon (2011) adds that it is an on-going process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or service. This is the collective actions, including the searching, evaluation, selection, purchasing, consuming, and disposing of products taken by consumers in determining which goods and services hold the most value for meeting their wants and needs.

To understand consumer buying behaviour is to understand how the person interacts with the marketing mix. As described by Cohen, 1991 as cited in Marketing teacher.com (no date) the marketing mix inputs (or the four P's of price, place, promotion, and product) are adapted and focused upon the consumer. The psychology of each individual considers the product or service on offer in relation to their own culture, attitude, previous learning, and personal perception. The consumer then decides whether or not to purchase, where to purchase, the brand that he or she prefers, and other choices (**See Appendix 2**).

2.6 Linking Quality Relationship and Consumer Buying Behaviour

Henning-Thurau *et al.*, 2002 as cited in Beatson *et al.*, (2008) state that it is important to capture the subsequent behavioural responses arising from relationship quality. Two positive behavioural outcomes of relationship quality are regularly identified in the marketing literature. These are repeat purchase behaviour and positive word of mouth communications.

Moreover Zeithaml, Berry, and Parasuraman (1996) as cited in Emre and Kelly (2010) compile a list of specific favourable behavioural intentions, including loyalty, switching intentions, willingness to pay more, external response, and internal response. They conceptualise behavioural intentions as a higher-order construct consisting of:

1. Positive word of mouth (WOM) (Boulding *et al.* 1993)
2. Willingness to recommend (Parasuraman, Berry, and Zeithaml 1991)
3. Intentions to continue buying from a particular service provider (Bowen and Shoemaker 1998).

2.6.1 Effect of Word of Mouth on Consumer Buying Behaviour

Word of mouth involves informal communication among consumers about products, services and firms (Lin, 2006 as cited in Ntale *et al*, 2013). Henning-Thurau *et al.*, 2002; Reichheld, 1996; Roberts *et al.*, 2003 as cited in Beatson *et al* (2008) indicate that consumers who perceive that they have a high quality relationship with their service provider are likely to communicate their experiences to others within their social network, i.e. engage in WOM.

Aslam *et al.* (2011) conducted a research to examine whether positive and negative WOM have effects on the consumer buying behaviour. The results indicate that people of all ages, marital status and genders heavily rely on WOM to arrive at a decision to purchase any item. This is the fact that one time bad experience can create a permanent bad impression of the product/service and thus leads to negative WOM. This clearly proves that negative WOM can have extremely undesirable effects but at the same time positive WOM can have magical effect on the sales of product/service.

Sheng (2012) agrees that the effect of the WOM a huge significance in influencing the purchase making decision of a consumer. Positive word of mouth influences the consumers to get inclined towards a particular product or service whereas negative word of mouth creates a level of suspicion among the consumers to purchase a product and keeps them away from certain products.

Positive WOM that is spread by loyal customers increases firm's profitability, because positive WOM attracts new customers (Zeithaml & Parasuraman, 1996 as cited in Ntale *et al*, 2013). Villanueva *et al.* (2008) also states that WOM has become one of the major tools for the customer acquisition of the organisations and also remains loyal to the firm in the long term.

2.6.2 Willingness to recommend on Consumer Buying Behaviour

When a customer is satisfied with a product or service, he or she might recommend it to friends, relatives, and colleagues. This can be a powerful marketing advantage (Reilbstein *et al*, 2006).

Thomson Airways (UK)' satisfaction scores have increased dramatically over the past few months with the introduction of the Dreamliner to the airline's fleet. Since the Dreamliner's introduction in June 2013, the aircraft has carried almost 250,000 passengers, and 99% of

respondents to its customer satisfaction survey would recommend the airline after travelling on it (Intel, 2013).

2.6.3 Intentions to continue buying from a particular service provider

According to Reilbstein *et al*, (2006), satisfaction is perhaps the best indicator of how likely it is that the customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. The authors find through their research that individuals who rate their satisfaction level as “5” are likely to become return customers and might even evangelise for the firm. Individuals who rate their satisfaction level as “1”, by contrast, are unlikely to return.

The most commonly used theoretical framework to predict customer behaviour in repeat buying context is the satisfaction-profit chain. Loyalty is built up of attitudinal loyalty (consisting of commitment, trust, and satisfaction, also called perceived relationship quality), which leads to repeat patronage intentions, which in turn lead to loyal behaviour and, finally more profits (Anderson and Mittal 2000, Dick and Basu 1994, Reinartz and Kumar 2000 as cited in Canniere *et al*. 2010).

2.7 Conclusion

Commitment, satisfaction and trust are the three main dimensions of relationship quality that have been used in most investigations. However, some other authors argue that service quality is also one of the factors of relationship quality.

There is a strong positive correlation between customer satisfaction, trust, commitment, service quality and customer loyalty, thus these dimensions of relationship quality influence on customer loyalty. ‘Trust’ is believed to play a more critical role in maintaining long-term relationships between customers and firms than any other factor.

The good quality relationship influences the customers to engage in word-of-mouth and the customers who are satisfied are more likely to recommend the product or service to others and remain loyal to the firm. This has a huge significance in influencing the others’ buying decision and attracting new customer to the firm. Willingness to recommend and customer intension are key metric relating to customer satisfaction.

Chapter 3:
Methodology &
Objectives

Methodology & Objectives

3.1 Introduction

A research methodology defines what the activity of research is, how to proceed, how to measure progress, and what constitutes success.

This chapter describes and explains the methodology deployed in this study and at the research methods reading which informed the researcher's choice of methods in order to collect sufficient data to answer the research question including the author's research philosophy.

3.2 Problem Definition

3.2.1 Research Question/ Problem Area

To investigate the effectiveness of relationship quality in relation to enhancing the customer loyalty and the consumer buying behaviour among generation Y, using the example of cosmetic industry.

3.2.2 Research Hypothesis

Hypothesis 1: The potential relationship quality derives include satisfaction, trust, service quality and commitment. These factors have a positive impact on customer loyalty.

Hypothesis 2: The potential relationship quality has positive outcome on consumer buying behaviour in relation to increase positive word of mouth which results in attracting a new customer.

3.3.3 Research Objectives

Objective 1: To identify the elements of the relationship quality that enables service providing organisations to foster the loyalty of the customer among generation Y in Ireland, using the example of cosmetic industry.

Objective 2: To identify what extent does the quality of the relationship influence consumer buying behaviour in service providing organisations among generation Y in Ireland, using the example of cosmetic industry.

3.3 Research Design Strategy

3.3.1 What is a Research Design?

The research design is a framework or blueprint for conducting the marketing research project that specifies the procedures necessary to obtain the information needed to structure and solve the marketing research problem. Research designs are classified into three traditional categories which are exploratory, descriptive, and causal (Malhotra, 2014, p. 84).

3.3.2 Exploratory Research

Exploratory research is most commonly unstructured, informal research that is undertaken to gain background information about the general nature of the research problem. This research is usually conducted when the researcher does not know much about the problem and needs additional information or desires new or more recent information (Burns and Bush, 2014, p. 101). A research project is exploratory when the researcher gathers information about establishing trends, patterns and ranges of behaviour that are unknown (Domegan and Fleming, 2007, p. 66).

Exploratory research in the form of depth interview, projective techniques, or focus groups could provide valuable insights (Malhotra, 2014, p. 87).

3.3.3 Descriptive Research

Descriptive research is a type of conclusive research that has as its major objective the description of something – usually market characteristics or functions. It assumes that the researcher has prior knowledge about the problem situation and conducts a test marketing using large, representative samples to ensure the information the researcher has is accurate. Descriptive research in the form of survey, panel or observation could provide valuable insights (Malhotra, 2014, p. 90).

3.3.4 Causal Research

Causal research proves a cause and effect relationship between two or more variables. The researcher must know, firstly, the exact variables, and also the effect they have on each other. The researcher must also be able to control outside factors and their influence on the variables being manipulated.

Causal research in the form of experimentation could provide valuable insights (Domegan and Fleming, 2007, p. 68).

3.3.5 Choose a Research Design

The descriptive research is selected in order to testing the hypotheses that were developed by published information about the problem area.

According to Domegan and Fleming (2007) the descriptive research is particularly useful when research questions seek to describe a market phenomenon, such as determining purchase frequencies, identifying relationships, or making predictions which suit for the purpose of this study.

The exploratory research is rejected as there is no uncertainty about the dimensions or characteristics of the problem. The researcher is not able to control outside factors and their influence on the variables being manipulated, therefore the causal research is also rejected.

3.4 What is a Methodology Approach?

3.4.1 Single Methodology Approach

Single methodology approach is an approach to research that simply using quantitative or qualitative method as distinct, separate stands in a study (Creswell and Clark, 2011, p. 20).

3.4.2 Multiple Methodology Approach

Multiple methodology approach is the type of research in which a researcher combines elements of quantitative and qualitative research for the purpose of breadth and depth of understanding corroboration (Creswell and Clark, 2011, p. 4). According to Plowright (2011, p.3) it rejects completely and emphatically the use of the terms and distinction between ‘qualitative method’ and ‘quantitative methods’.

3.4.3 Choose a Methodology Approach

Multiple methodology approach is used as the researcher examines exploratory research through the literature review and descriptive research design through questionnaires.

This approach provides more evidence for studying a research problem than either quantitative or qualitative research alone and provides strengths that offset the weaknesses of both research. It is “practical” in the sense that the researcher is free to use all methods possible to address a research problem (Creswell and Clark, 2011, p. 12).

3.5 Data Collection

3.5.1 Secondary Research

This is data that already there, from existing published sources and has been collected by someone else for another purpose (Churchill and Brown, 2007, p.147). Analysis of secondary data should always be the first step taken toward solving a research problem (Malhotra, 2014, p.116).

3.5.1.1 Secondary sources of data

Secondary data can be classified broadly as either internal or external. This internal/external division refers to the origin of the data in the first instance that is whether the data was first conceived within the firm or outside (Domegan and Fleming, 2007, p. 84).

Internal data is data that have been collected within the firm.

Such data include:

- Sales records
- Customer files
- Past research reports
- Accounts (Burns and Bush, 2014, p.123)

External data is data obtained from outside the firm. It consists of all published material, information and statistics from official, public and state bodies and other entities.

Such data include:

- Official sources
- The government
- Trade bodies
- The Internet (Bradley, 2013, p. 76)

Table 1: Advantages and disadvantages of Secondary Research

Advantages	Disadvantages
<ul style="list-style-type: none"> • Less time-consuming – it can be gathered faster than primary data. • Relatively cheap – compared to collecting primary data, secondary data are inexpensive. • Easy to gather – for almost any application, some secondary data are readily available. • Extensiveness of data – secondary data may be all that is needed to achieve the data should be collected. • Basis of primary data – researchers can be used as a source of ideas and a starting point for further primary research. 	<ul style="list-style-type: none"> • Time lag issue – time lag between collection and publication, frequency of updates. • Inaccuracy of data – lack of information needed to assess data credibility. • May not be specific – differing definitions used to classify the data, mismatch of the units of measurement.

(Burns and Bush, 2014, p. 126; Domegan and Fleming, 2007, p. 82; Malhotra, 2014, p. 118; Churchill and Brown, 2007, p. 150)

3.5.2 Primary Research

This is data collected first-hand by the researcher for the specific problem on hand. Primary research is carried out after getting some knowledge from the secondary sources (Churchill and Brown, 2007, p. 146).

Table 2: Advantages and disadvantages of Primary Research

Advantages	Disadvantages
<ul style="list-style-type: none"> • Recency of data – accurate for the current time / place / situation researchers are studying. • Relevancy of data – collected for specific problem in hand by researchers. • Data interpretation is better –the collected data can be examined and interpreted by researchers depending on their needs rather than relying on other peoples interpretations. 	<ul style="list-style-type: none"> • Time-consuming – the time required to do research accurately is very long as compared to secondary data. • Relatively expensive – a costly proposition as researchers have to be involved throughout and have to design everything. • Inaccurate Feed-backs – there are high chances that feedback given is not correct. Feedbacks by their basic nature are usually biased or given just for the sake of it.

(Domegan and Fleming, 2007, p. 82)

3.6 Qualitative and Quantitative Research

3.6.1 Qualitative Research

Qualitative research is an unstructured, exploratory research methodology based on small, non-representative samples, and the data are analysed in a non-statistical way. This provides insights and understanding of the problem setting, for instance on attitudes and opinions (Malhotra, 2012, p. 181).

The purpose is to assess the minds of consumers to discover their feelings, emotions, conversations, discussions and wording (Domegan and Fleming, 2007, p. 158).

Table 3: Advantages and disadvantages of Qualitative Research

Advantages	Disadvantages
<ul style="list-style-type: none">• Provides in detailed and in depth of understanding of a problem.• The data based on human experience that is obtained is powerful and sometimes more compelling than quantitative data.• Interviews are not restricted to specific questions and can be guided / redirected by the researcher in real time.	<ul style="list-style-type: none">• Researchers can only gather the information that the small group gave to them.• Research quality is heavily dependent on the individual skills of the researcher and more easily influenced by the researcher's personal biases.• When researchers study a few individuals qualitatively, the ability to generalise the results to many is lost.• The volume of data makes analysis and interpretation time consuming.

(Word press, 2011; Creswell and Clark, 2011, p. 8)

3.6.2 Quantitative Research

Quantitative research seeks to quantify the data. It seeks conclusive evidence; descriptive and causal research methodology based on large, representative samples and typically involves some form of statistical analysis (Malhotra, 2012, p. 182). This research assumes prior knowledge exists, and background information is readily available. To this end, hypothesis testing is indicative of quantitative research (Domegan and Fleming, 2007, p. 67).

Table 4: Advantages and disadvantages of Quantitative Research

Advantages	Disadvantages
<ul style="list-style-type: none"> • Provides a more general understanding of a problem. • It is easier to compile the data onto a chart or graph because of the numbers that are made available. • The research can be conducted on a large scale and gives a lot more information as far as value and statistics. 	<ul style="list-style-type: none"> • When researchers quantitatively examine many individuals, the understanding of any one individual is diminished. • More detailed understanding of what the statistical tests or effect sizes actually mean is lacking. • Numbers change often – it would have to be conducted much more frequently to help balance out the consistent changing of numbers.

(Word press, 2011; Creswell and Clark, 2011, p. 8)

3.7 Primary Research Tools/ Tools Selected

A questionnaire is a formalised set of questions for obtaining information from respondents (Malhotra, 2014, p.334).

This is selected as a tool of collecting quantitative primary data for descriptive research design. This tool can be used to measure customers’ behaviour, their attitudes, awareness and characteristics which is the best tool for the research objectives regarding customer loyalty and consumer buying behaviour. A questionnaire ensures standardisation and comparability of the data across interviewers, increases speed and accuracy of recording, and facilitates data processing (Domegan and Fleming, 2007, p. 290).

Questionnaire design: According to Domegan and Fleming (2007) questionnaire design is presented as a series of seven steps (See Appendix 3).

3.8 Primary Research Tools Rejected

Panel: The term of 'Panel' refers to a set of individuals who are questioned or observed or who report over a period of time (Bradley, 2013, p. 279). From time consuming point of view, panel is rejected as it takes a long time to observe data. Panel members may choose not to continue and drop out.

Observation: Observation is a purposeful, systematic and selective way of watching and listening to an interaction or phenomenon as it takes place (Kumar, 2011, p.140).

Observation is rejected as it may be time consuming and difficult to analyse the data if the behaviour to be observed is not reasonably predictable or occurs infrequently.

3.9 Sampling Method

According to Domegan and Fleming (2007), the researcher engaged in the sampling process consisting of six stages.

Stage 1: Define the population

- 1. Elements:** Both Irish and international female students attending Dublin Business School among generation Y
- 2. Sampling unit:** Dublin Business School
- 3. Extent:** Dublin City
- 4. Time:** 2014

Stage 2: Choose a sampling frame

A sampling frame is a list of all of the units and elements of the defined population.

As the researcher cannot have access to the list of the population of interest a sampling frame is not used.

Stage 3: Choose a sampling method

Probability Method

Probability method requires a sampling frame so that everybody in the population has an equal chance of being selected in the sample.

It is mathematical approach that enables the calculation of the sampling error. A sample statistic estimates the true population value, so sampling error tells the researchers how

different their sample statistic is from the unknown population value. It is objective and based upon the notion of random selection – every member has a known chance of selection.

Non-probability Method

Non-probability method is not based upon any probability principles or laws; it is where the chances of selecting members from the population into the sample are unknown. It is non-mathematical approach and is inherently subjective as the sample members are chosen consciously by the researcher. Drawing inference about the entire population is not possible, as the amount of sampling error cannot be determined. Non-probability sampling relies solely on sampling method.

The researcher cannot conduct probability method because there is no access to the sample frame. Therefore, non-probability method is selected.

Stage4: Select a non-probability sampling type

1. Convenience

A convenience sample allows access to respondents who are conveniently located. Respondents are chosen ‘because they are there’, or by accident, because they are walking down the street, hence the name convenience.

2. Judgemental

A judgemental sample is a form of convenience sample in which the population elements are selected based on the judgement of the researcher. Researcher believes they are representative of the population.

3. Quota

A quota sample is a sample that attempts to develop and control categories or quotas, of population elements without using random selection.

- Divide the population into specific groups
- Calculate a quota for each group

An example, if the population has 20% female members, then 20% of the observed sample is also female. Sample elements are selected based on convenience or judgment.

4. Snowballing

A snowballing sample is a sample whereby respondents identify other respondents who match the target population of the interest. It is completed when the sample is as large as is manageable.

A judgemental sampling is chosen as the researcher selects specific respondents that match the research criteria.

Stage 5: Determine the sample size

The sample size is minimum fifty people in order to obtain sufficient and relevant data.

Stage 6: Validation of sampling

The validation of the sample is a simple checking that the actual sample units or members are part of the defined population. The researcher designs member-screening in the questionnaires to identify respondents' age and hands out the questionnaires for female only in Dublin Business School.

3.10 Conducting Primary Research/ Field Work

The primary research took place the week of 3rd March 2014 in common room in Dublin Business School. The researcher aimed at handing out the questionnaires as many students as possible therefore the research was conducted during the lunch time between 12 to 2 PM. The questionnaire is self-administered which means completed by respondents and is delivered by hand to each respondent and collected after five to ten minutes.

The researcher selected only female students who at ages of between 19 to 36 years old (Generation Y) according the research criteria.

3.11 Research limitation

The researcher feels that although much research is done on the subject of relationship quality related to customer loyalty and consumer buying behaviour in general terms, the literature speaks essentially about hotel, bank and restaurant industry thus there appears to be a gap focusing this topic precisely on the cosmetic industry.

The main limitation in this study is time constraints for conducting the primary research. The researcher has achieved aim of 50 sample size but it needs to be more samples in order to obtain accurate and sufficient data.

Chapter 4:
Data Analysis &
Findings

Data Analysis & Findings

4.1 Introduction

This chapter explains the wider implication of the findings by matching the results obtained through primary research with literature review. The researcher proves or disproves the hypotheses and demonstrates whether the research question has been answered by making judgements rather than just describing facts.

In order to compare primary research and literature review, data analysis helps transform the raw data collected in primary research into information that will answer the research question.

4.2 Research Question

To investigate the effectiveness of relationship quality in relation to enhancing the customer loyalty and the consumer buying behaviour among generation Y, using the example of cosmetic industry.

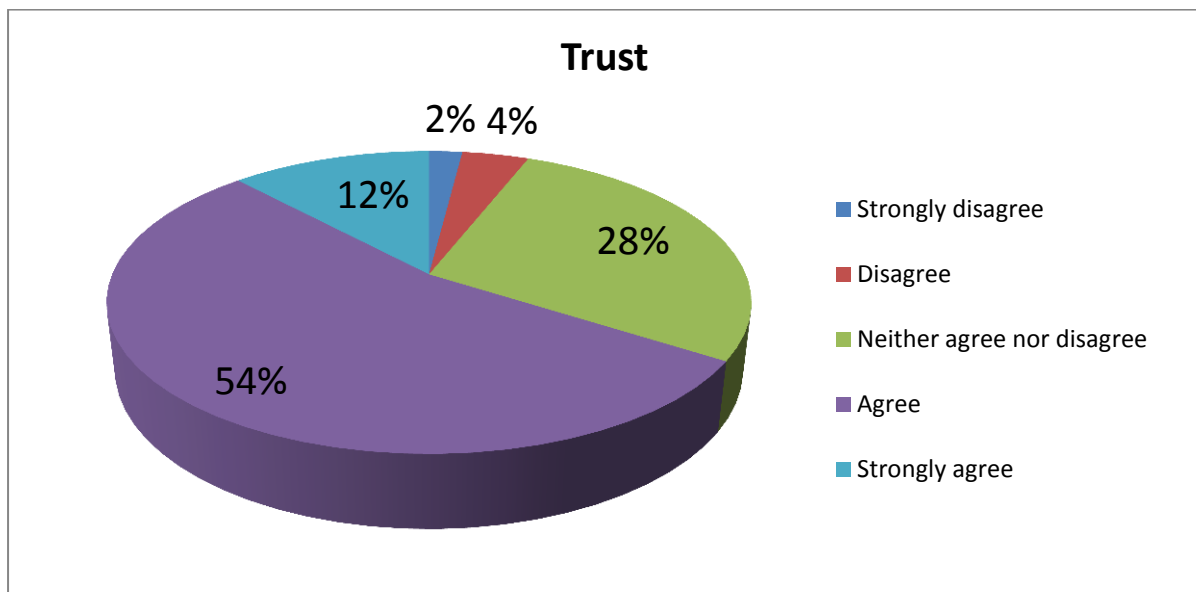
4.3 Objective & hypothesis 1: Customer loyalty

The first objective is “to identify the elements of the relationship quality that enables service providing organisations to foster the loyalty of the customer among generation Y in Ireland, using the example of cosmetic industry” and the hypothesis linked with this objective is “The potential relationship quality derives include satisfaction, trust, service quality and commitment. These factors have a positive impact on customer loyalty”.

The following is the sample of responses to questions that related to objective 1. **(To see more of the data analysis, see in Appendix 4, 5, and 6)**

In the literature on this topic, high quality relationships are defined by high levels of satisfaction, trust and commitment (De Wulf *et al.*, 2001 as cited in Beatson, 2008). Whereas Bernard *et al* (2012) argue that ‘service quality’ is also one of the key elements of relationship quality. The questions from Q8 to Q11 have taken this issue to prove that each factor really is the key dimensions of the relationship quality and whether they have a positive impact on customer loyalty.

Figure 1: Q8. ‘Trust’ is one of the factors that leads me to be loyal to a brand.

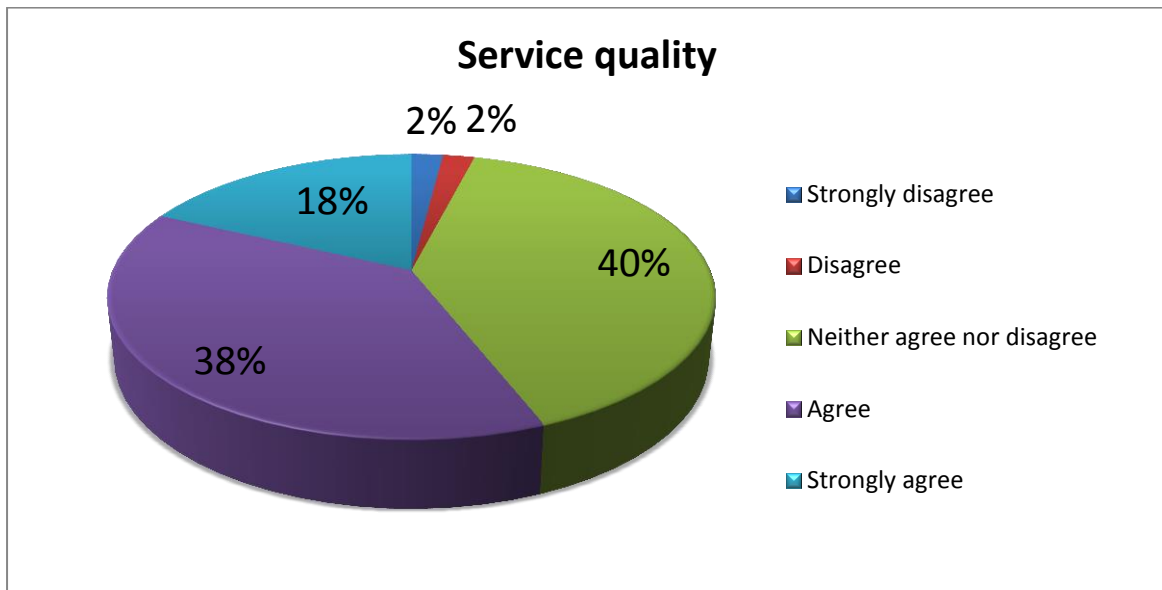


Results from primary research show that more than the half (54%) of respondents agree and furthermore 12% of respondents strongly agree with the fact that “trust is one of the factors of relationship quality that leads them to be loyal to a brand”.

In the literature, trust is believed to be a central tenet of relationships – it is seen as reducing consumer uncertainty and vulnerability, especially important in service contexts (Morgan and Hunt, 1994 as cited in Beatson, 2008). Apaoza (2007) as cited in Pi-chuan and Chia-Min (2010) add that brand trust exerts a stronger influence on customer loyalty.

As a result, the hypothesis has been proved and the arguments cited in the literature from authors have been proved as well that trust is one of the factors of relationship quality that has a positive impact on customer loyalty.

Figure 2: Q9. ‘Service quality’ is one of the factors that leads me to be loyal to a brand.

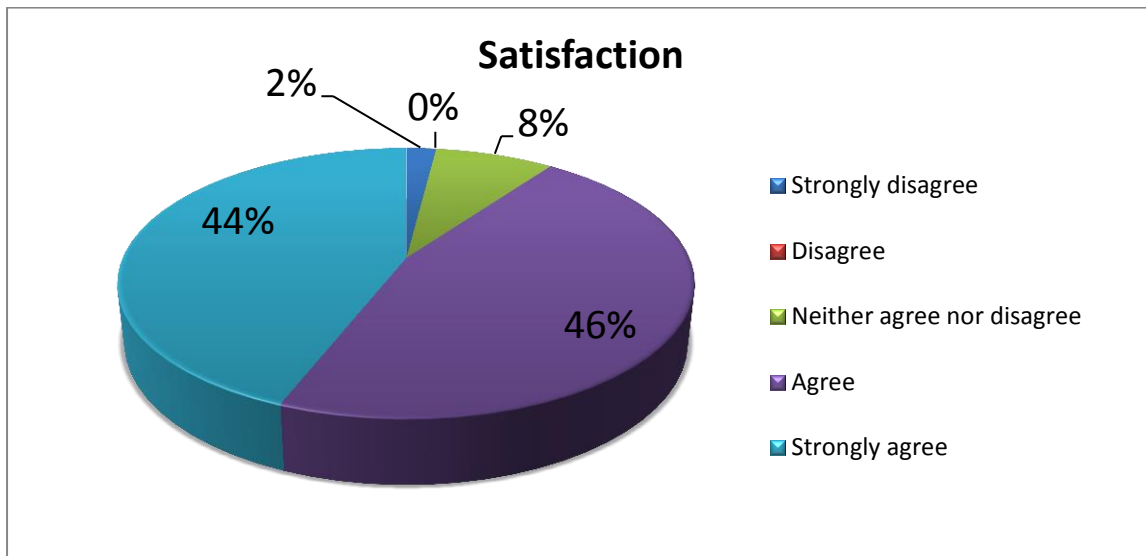


Results from primary research show that 38% of respondents agree and furthermore 18% of respondents strongly agree with the fact that “service quality is one of the factors of relationship quality that leads them to be loyal to a brand”. There are 40% of respondents who are unsure about the fact. However, more than the half (56%) of respondents either strongly agree or agree with the fact.

In previous research in the literature, some of the authors exclude ‘service quality’ from the dimensions of relationship quality. However, Gefenm (2002) as cited in Xu et al (2011) suggest that customer loyalty is based primarily on service quality. Svetlana (2011) agrees that one loyalty indicator is a consumer’s evaluation of the quality of service they receive.

As a result, the hypothesis has been proved and the arguments cited in the literature from authors have been proved as well that service quality is one of the factors of relationship quality that leads customers to be loyal to a brand.

Figure 3: Q10. ‘Satisfaction’ is one of the factors that leads me to be loyal to a brand.

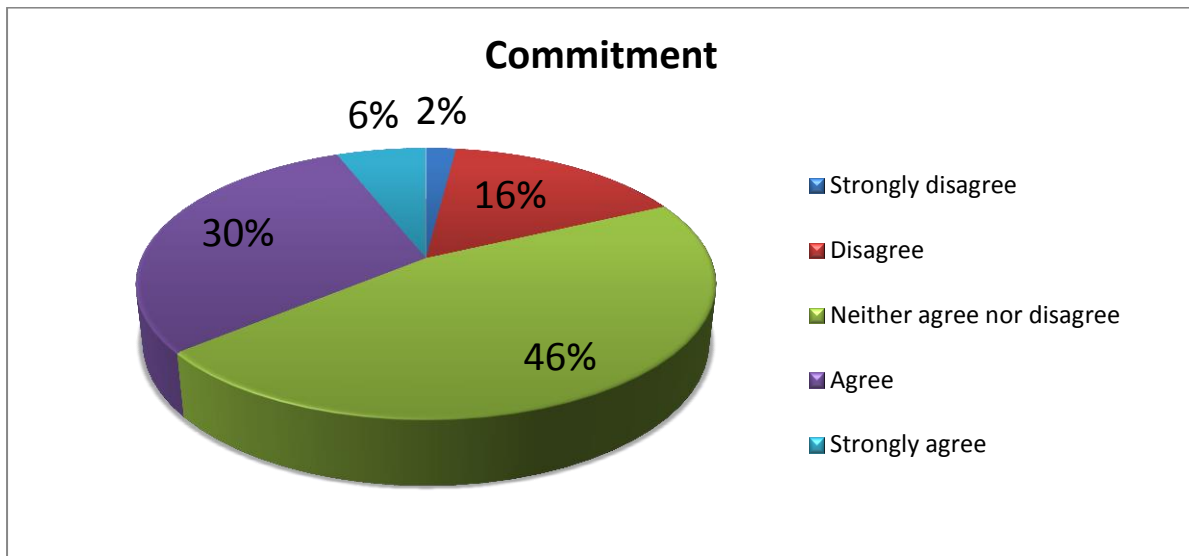


Results from primary research show clearly that 44% of respondents strongly agree and furthermore 46% of respondents agree with the fact that “satisfaction is one of the factors of relationship quality that leads them to be loyal to a brand”. Whereas only 2% of respondents strongly disagree and no one disagrees to the fact.

In the literature, Fornell (1992) and Oliver and Swan (1989) as cited in Lee and Lee (2013) examine the relationship between customer satisfaction and loyalty. These researches show that the more consumers are satisfied, the more loyalty will be expected. As a result, there will be a positive impact on the firm’s profitability.

As a result, the hypothesis has been proved and the arguments cited in the literature from authors have been proved as well that satisfaction is one of the factors of relationship quality that leads customers to be loyal to a brand.

Figure 4: Q11. ‘Commitment’ is one of the factors that leads me to be loyal to a brand.



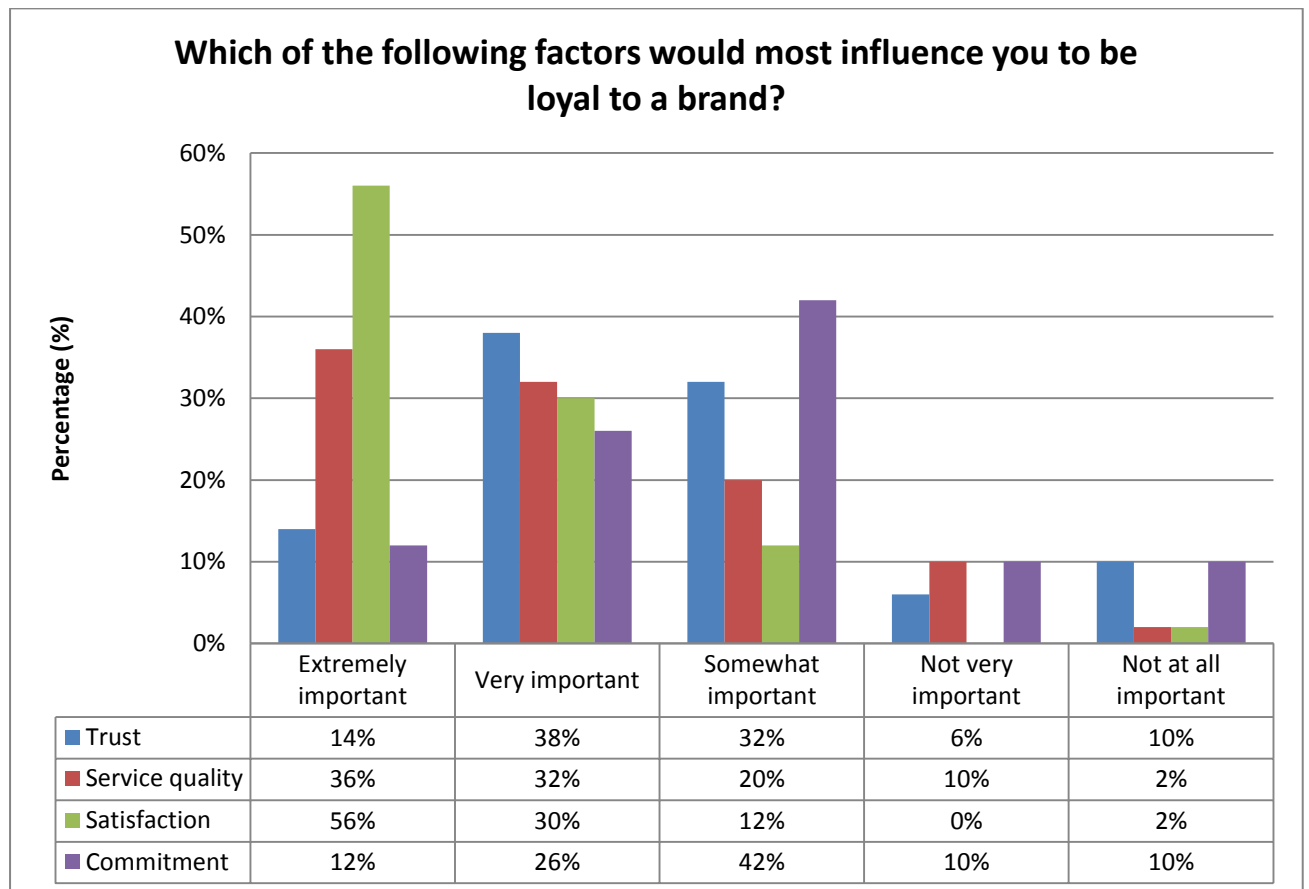
Results from primary research show that nearly the half (46%) of respondents neither agree nor disagree and 36% of respondents say either strongly agree or agree with the fact that “commitment is one of the factors of relationship quality that leads them to be loyal to a brand”. The respondents who strongly disagree remain 2% and 16% of respondents disagree to the fact. There is an uncertainty of whether commitment is really is one of the factors of relationship quality considering the result of the high percentage of neither agree nor disagree.

In the literature, affective commitment means that customers want to stay in the relationship because they like their service provider, enjoy the partnership and feel a sense of loyalty and belongingness (Kumar *et al*, 1994 as cited in Cater *et al*. 2011).

As a result, the hypothesis has not been proved and the arguments cited in the literature from authors have also not been proved that commitment is one of the factors of relationship quality that leads customers to be loyal to a brand.

Overall results, the potential relationship quality derives include satisfaction; trust and service quality and these three factors have a positive impact on customer loyalty. Commitment is disproved to be one of the factors that has a positive impact on customer loyalty which result in differ to the literature and hypothesis.

Figure 5: Q12. Which of the following factors would most influence you to be loyal to a brand?



The question asked respondents to rank each factor of relationship quality that most influence them to be loyal to a brand from 1 to 5 (1= Least, 5=Most). Results shows that more than the half (56%) of respondents consider that **‘satisfaction’** is the factor that most influence customers to be loyal to a brand which result in differ to the literature.

In the literature, **‘trust’** is believed to play a more critical role in maintaining long-term relationships between customers and firms **than any other factor** (Takahashi & Peterson, 2000 as cited in Suna and Beomjoon, 2013).

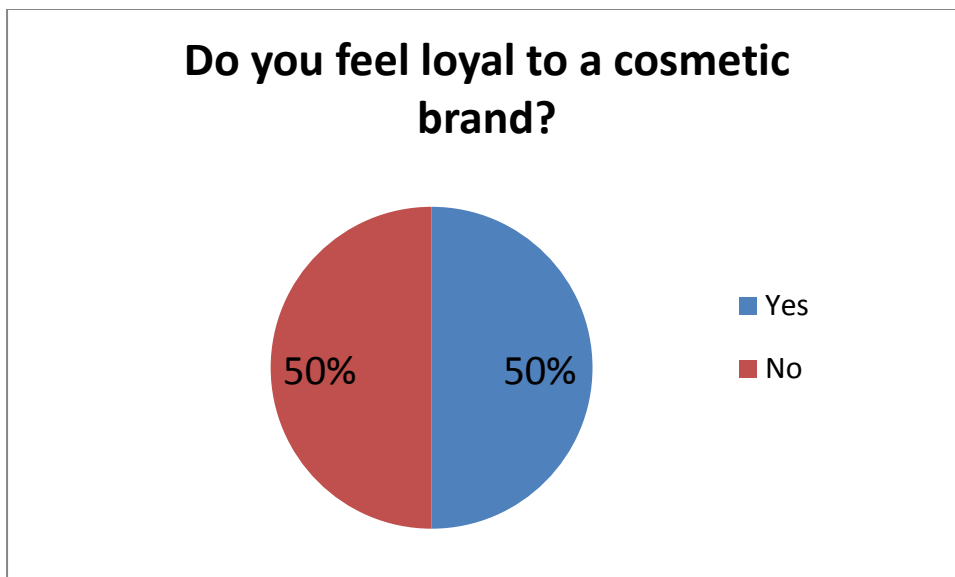
The researcher also obtains the average response on each factor (see the table below). On the average, **‘satisfaction’** and **‘service quality’** are the factors that most influence customers to be loyal to a brand. As a result, the arguments cited in the literature from authors have not been proved.

Table 5: The average response on factors of the relationship

Factors of relationship quality	Average (Mean)
Trust	3
Service quality	4
Satisfaction	4
Commitment	3

Moreover, results from Q6 and Q7 prove that ‘**satisfaction**’ is the factor of quality relationship that has a most positive impact on customer loyalty.

Figure 6: Q6. Do you feel loyal to a cosmetic brand?



Results from primary research, the half (50%) of respondents say they feel loyal to a cosmetic brand and the other half (50%) say they do not feel loyal to a cosmetic brand.

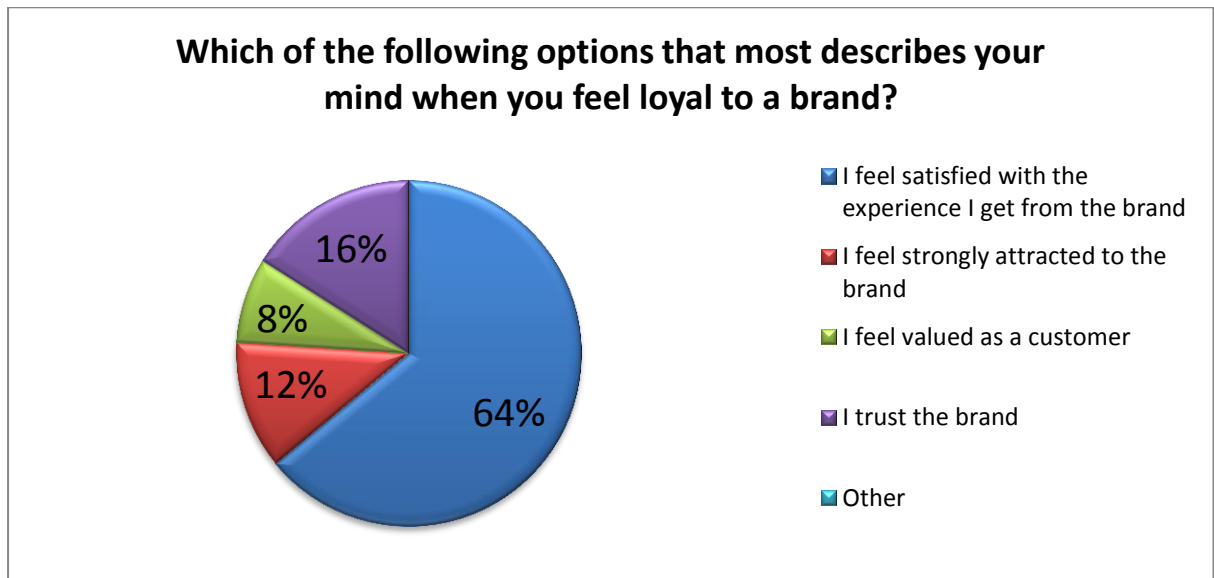
Q7. Which of the following options that most describes your mind when you feel loyal to a brand?

This question was asked to 50% of respondents who said that they feel loyal to a cosmetic brand in Q6. These options below represent each different factor that makes people feel loyal to a brand.

- I feel satisfied with the experience I get from the brand (=Satisfaction)
- I feel strongly attached to the brand (=Commitment)
- I feel valued as a customer (=Service quality)

- I trust the brand (=Trust)
- Other

Figure 7: Q7. Which of the following options that most describes your mind when you feel loyal to a brand?



Among respondents who said that they feel loyal to a cosmetic brand, 64% think that satisfaction (I feel satisfied with the experience I get from the brand) as most describes their mind.

As a result, satisfaction is assumed to be the best indicator of how likely it is that a customer will make further purchases in the future and be loyal to a brand.

4.4 Objective & hypothesis 2: Consumer buying behaviour

The second objective is “To identify what extent does the quality of the relationship influence consumer buying behaviour in service providing organisations among generation Y in Ireland, using the example of cosmetic industry” and the hypothesis linked with this objective is “The potential relationship quality has positive outcome on consumer buying behaviour in relation to increase a positive word of mouth which results in attracting a new customer.”

The following is the sample of responses to questions that related to objective 2. **(To see more of the data analysis, see in Appendix 4, 5, and 6)**

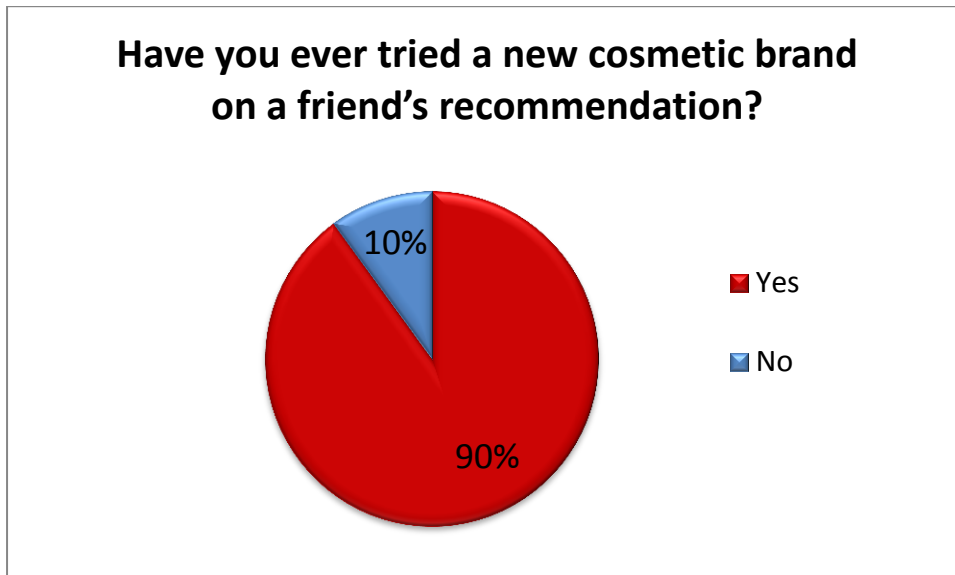
Q13. If you are satisfied with your shopping experience would you be likely to recommend to your friends?

Interestingly, results from primary research show that **all (100%) respondents** said they would be likely to recommend to their friends if they are satisfied with their shopping experience which means that they would engage in a positive WOM.

In the literature, Henning-Thurau *et al.*, 2002; Reichheld, 1996; Roberts *et al.*, 2003 as cited in Beatson *et al* (2008) indicate that consumers who perceive that they have a high quality relationship with their service provider are likely to communicate their experiences to others within their social network. When a customer is satisfied with a product or service, he or she might recommend it to friends, relatives, and colleagues. This can be a powerful marketing advantage (Reilbstein *et al*, 2006).

As a result, the hypothesis has been proved and the arguments cited in the literature from authors have also been proved.

Figure 8: Q18. Have you ever tried a new cosmetic brand on a friend's recommendation?



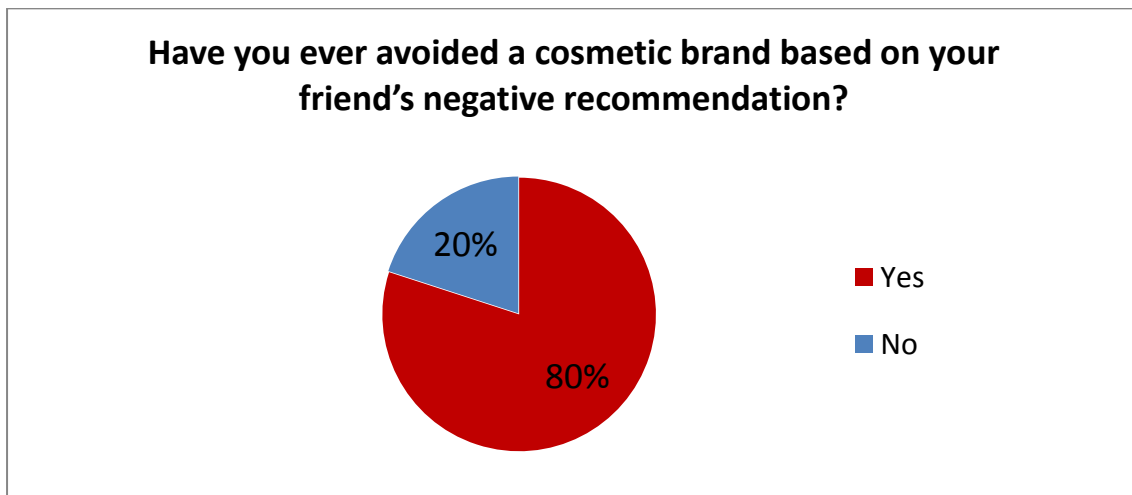
The above chart clearly indicates that majority (90%) of respondents say they have tried a new cosmetic brand on a friend's recommendation and only 10% of respondents say they ever have not tried, which proves the literature that a positive WOM significantly effects on

attracting new customers to a brand and therefore increases sales. A positive word of mouth influences the consumers to get inclined towards a particular product or service.

In the literature, a positive WOM that is spread by loyal customers increases firm's profitability, because positive WOM attracts new customers (Zeithaml & Parasuraman, 1996 as cited in Ntale *et al*, 2013). Villanueva *et al.* (2008) agrees that WOM has become one of the major tools for the customer acquisition of the organisations.

As a result, the hypothesis has been proved and the arguments cited in the literature from authors have also been proved.

Figure 9: Q19. Have you ever avoided a cosmetic brand based on your friend's negative recommendation?

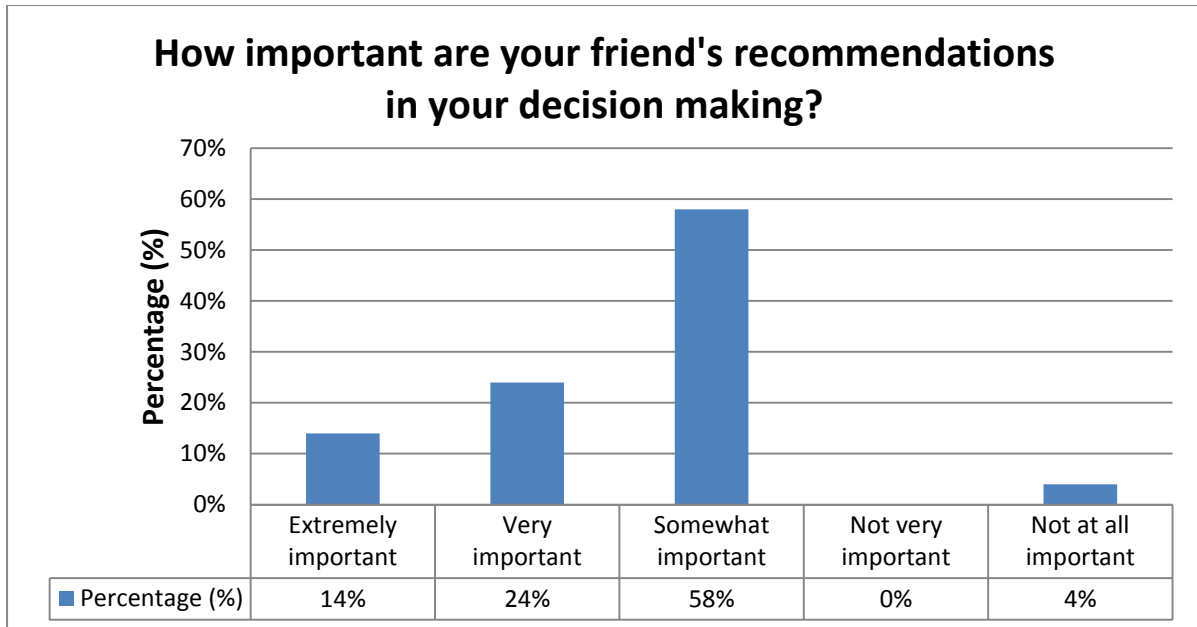


Results from primary research clearly indicate that 80% of respondents say they have avoided a cosmetic brand based on their friend's negative recommendation and only 20% of respondents say they have not. A negative word of mouth creates a level of suspicion among the consumers to purchase a product and keeps them away from certain products/service. This proves the literature that a negative WOM has negative effects on consumers buying behaviour and loses the future customer.

In the literature, Aslam *et al.* (2011) conduct a research and demonstrate the fact that one time bad experience can create a permanent bad impression of the product/service and thus leads to a negative WOM. This clearly proves that a negative WOM can have extremely undesirable effects.

As a result, the arguments cited in the literature from authors have also been proved.

Figure 10: Q20. How important are your friend's recommendations in your decision making?



This chart from primary research shows that 58% of respondents think that their friend's recommendations are somewhat important in their decision making, 24% think very important and 14% think extremely important. Whereas only 4% think that their friend's recommendations are not at all important in their decision making and no one thinks they are not very important. Results from primary research prove the literature that WOM communication has effects on influencing other people's purchase making decision.

In the literature, Sheng (2012) states that effects of WOM has a huge significance in influencing the purchase making decision of a consumer. Aslam *et al* (2011) also indicate that people heavily rely on WOM to arrive at a decision to purchase any item (Aslam *et al*, 2011).

Chapter 5:

Conclusions

Conclusions

5.1 Objective 1: Customer loyalty

In the literature, authors argue that there is a strong positive correlation between the relationship quality including satisfaction, trust, commitment, service quality and customer loyalty, thus these dimensions of relationship quality influence on customer loyalty. However, results from primary research indicate that the relationship quality including satisfaction, trust and service quality has a positive impact on customer loyalty towards a cosmetic brand and commitment is disproved to be one of the factors of relationship quality that has a positive impact on customer loyalty.

Trust is believed to play a more critical role in maintaining long-term relationships between customers and firms than any other factor in the literature. Whereas primary research demonstrates that satisfaction is assumed to be the best indicator of how likely it is that a customer will make further purchases in the future and be loyal to a cosmetic brand.

To conclude, the hypothesis has not been proved and the arguments cited in the literature from authors have also not been proved.

5.2 Objective 2: Consumer buying behaviour

The second objective is “To identify what extent does the quality of the relationship influence consumer buying behaviour in service providing organisations among generation Y in Ireland, using the example of cosmetic industry” and the hypothesis linked with this objective is “The potential relationship quality has positive outcome on consumer buying behaviour in relation to increase a positive word of mouth which results in attracting a new customer.”

In the literature, authors indicate that the good quality relationship influences the customers to engage in word-of-mouth and the customers who are satisfied are more likely to recommend the product or service to others and remain loyal to the firm. This has a huge significance in influencing the others’ buying decision and attracting new customer to the firm.

Results from primary research also clearly demonstrate that people who are satisfied with their shopping experience would be likely to engage in a positive word-of-mouth and majority of respondents say they have tried a new cosmetic brand on a friend's recommendation which proves the literature that a positive word-of-mouth has significant effects on influencing other people's purchase making decision. This results in attracting new customers to a brand and therefore increases sales.

In contrast, majority of respondents say they have avoided a cosmetic brand based on their friend's negative recommendation which proves that a negative word of mouth creates a level of suspicion among the consumers to purchase a product and keeps them away from certain products/service. Both a negative and positive world-of-mouth has significant effects on consumer buying behaviour.

To conclude, the hypothesis has been proved and the arguments cited in the literature from authors have also been proved.

Chapter 6:

Recommendations

Recommendations

Further research should examine factors related to the limitations of the current study. A bigger sample size would be a key point to take into consideration for the future quantitative research. Broader answers would probably give a researcher a more accurate data and a deeper understanding of the topic.

Indeed future research may be essential to develop ways of evaluating the quality of relationship as well as assess the impact on other key variables, such as employee behaviour and performance.

Another interesting idea for future research would be to do this study through an intercultural approach which means to set up the research among respondents from two different countries and then compare and contrast the results from a customer behaviour view in an international marketing dimension.

Appendices

Appendix 1: Relationship quality and loyalty variables

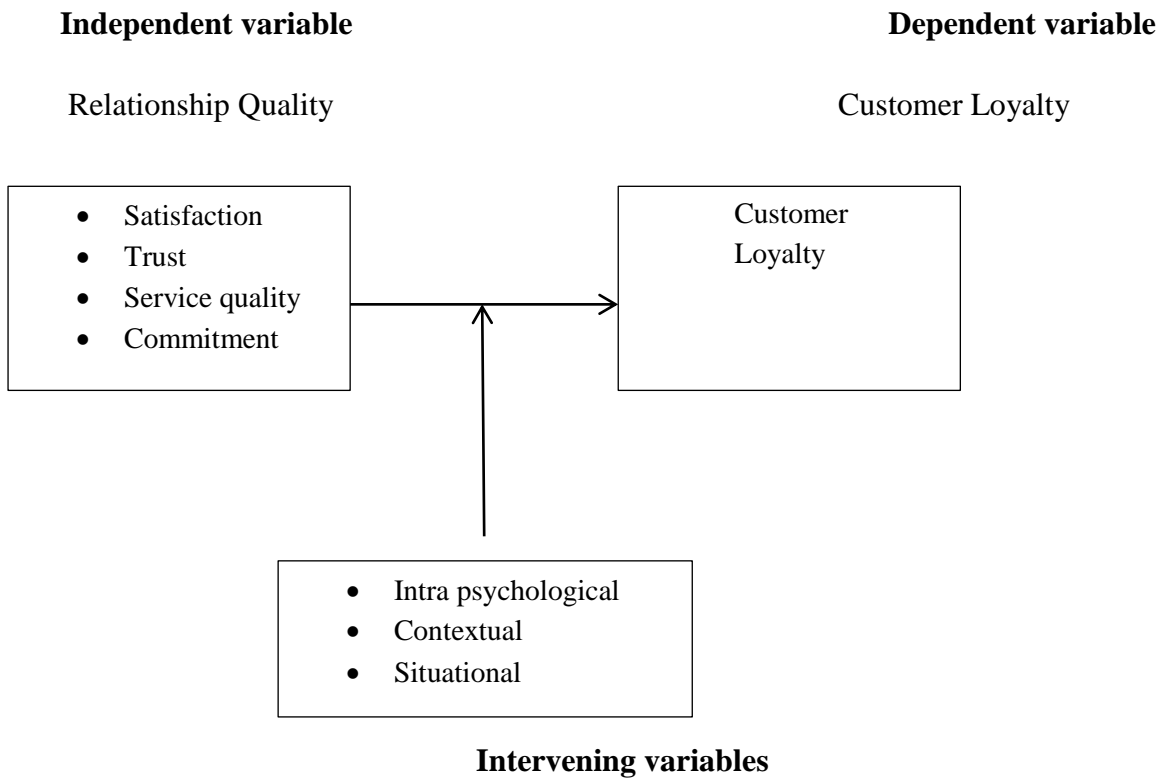


Table 6: Relationship quality and loyalty variables

Source: Self conceptualization (2011) as cited in Bernard *et al* (2012)

Appendix 2: Buyer Decision Process

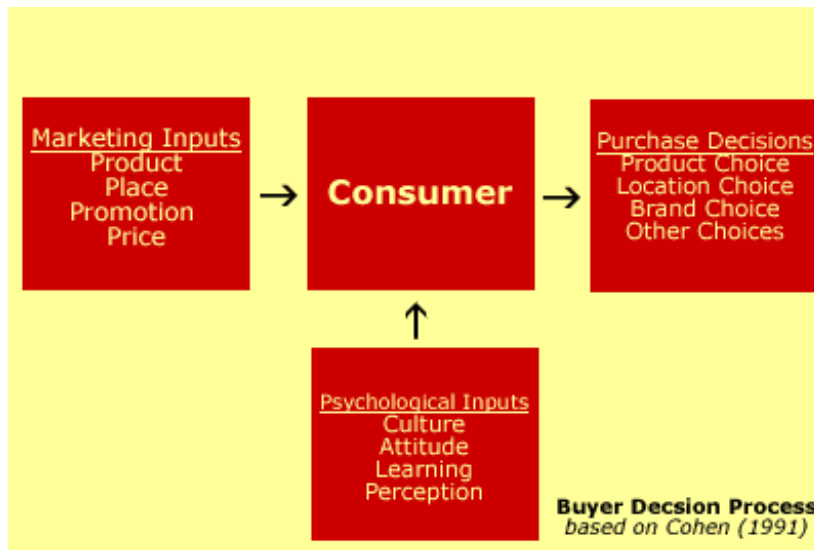


Table 7: Buyer Decision Process

Source: Cohen (1991) as cited in Marketing Teacher.com

Appendix 3: Questionnaire design

Questionnaire design is a major source of non-sampling error. According to Domegan and Fleming (2007) questionnaire design is presented as a series of seven steps which are as follows:

STEP 1: Preliminary Considerations

1) What information is required?

In methodology chapter, the researcher clearly states problem definition including research question, research objectives and research hypothesis.

The questionnaire is the link between the information needed and the data to be collected.

The researcher needs the data that demonstrates the literature review:

- Demonstrate that the dimensions of relationship quality (customer satisfaction, trust, commitment and service quality) influence on customer loyalty.
- Demonstrate that 'trust' is believed to play a more critical role in maintaining long-term relationships between customers and firms than any other factor.

- Demonstrate that the good quality relationship influences consumer buying behaviour which people to engage in word-of-mouth.
- Demonstrate that the good quality relationship influences consumer buying behaviour which influences others' buying decisions and attracts new customers to the firm.

2) *Who are target respondents?*

The target respondents is both Irish and international female students attending Dublin Business School among generation Y (the age between 19 to 36 years old).

3) *What method of communication will be used to reach these respondents?/ Survey methods*

The methods of administering a questionnaire are the following:

- Electronic
- Personal/ Face-to-face
- Telephone
- Postal/mail

The personal questionnaire is used as it does provide the researcher with results of the highest possible quality, control and response rate. It is the most suitable methods considering the population of interest as they are all students; the researcher is able to reach students personally in the college.

STEP 2: Question Content

1) *Is the question really necessary?*

In order to make sure that the questions are necessary the researcher focuses on the two objectives all the time while making the questions.

2) *The respondent may not know the answer*

Respondents are often asked questions on topics that may not fall within a given respondent's experience. In order to avoid this situation, the researcher targets on only female respondents as cosmetics are familiar to females with every day in their life. Filter questions are used to determine familiarity and past experience. The questions are worded in such a manner that implies that a respondent should know the answer.

3) Can the respondent remember the information?

In many situations respondents cannot recall the answer to a question. E.g. how many coca cola did you consume last year?

Therefore, the researcher asks respondents questions that are possible and easy to remember.

- Have you ever stopped buying a cosmetic product based on bad customer service?
- Did you advice your friends against shopping there?

4) Ability of the respondent to articulate

When respondents are unable to articulate their responses on an issue, they are likely to ignore that question and/ or refuse to co-operate with the remainder of the survey. This may be particularly so for open-ended questions.

The researcher uses closed-ended questions, lists of alternatives to choose from, to help respondents to better articulate their response. Projective techniques are also used in the questionnaire to help respondents to verbalise answers.

5) How to deal with respondents who are unwilling to respond accurately

The researcher provides response categories rather than asking for specific figures. Age bracket is used as some respondents may perceive it as a sensitive question.

STEP 3: Response Format

The following types of questions are used for the questionnaire:

1. Open-ended
2. Closed-ended
3. Multiple-choice
4. Projective techniques

The researcher mixes them together to engage respondents into the questionnaire and seeks to get much more information.

Open-ended

Open-ended questions are those in which the respondent can rely in his or her own words. The researcher does not limit the response choices.

The researcher provides space as direction of respondents to write the answer. Normally three lines are assumed to be the standard; however, it really depends on how much writing the researcher wants for each open-ended question.

Open-ended questions are useful in the following circumstances:

- When there are too many possible response to be listed, or the researcher is not sufficiently aware of all possible responses.
- When verbatim responses are required to give a flavour of people's answers or to cite as examples in the report.
- At the beginning of a questionnaire or as a lead-in to a section or topic to establish rapport and gain the respondent's co-operation.

Closed-ended

Closed-ended questions allow for only two response categories, e.g. 'Yes' or 'No'. These questions are best suited for determining points of fact and other clear-cut issues on which the respondent has a well-developed viewpoint.

The researcher uses a neutral alternative, such as 'No opinion', 'Neither agree nor disagree'. While this may allow respondents to avoid taking a position on the issue, not to do so would force respondents to choose one of the closed-ended alternatives.

Multiple-choice

The multiple-choice questions presents the respondent with a question and a set of alternatives that will be mutually exclusive (no overlap occurs and only one alternative can be selected) and collectively exhaustive (The alternatives include all possible responses). They are generally easier for both the researcher and the respondent. They ensure greater ease of data recording and tabulation, thus eliminating researcher bias and editing subjectivity.

The researcher pays attention the following key points when the multiple-choice questions are being made.

- Are they mutually exclusive?
- Is there an 'other, please specify' category/ a neutral alternative needed?
- Decide best alternative with five to seven categories
- Alphabetical order
- Logical order
-

Scale properties

The researcher uses ordinary scale to rank the dimensions of quality relationship that most influence to customer loyalty.

Projective techniques

The researcher includes projective techniques to engage respondents in the questionnaire and let them feel free to write their opinions in simple words.

STEP 4: Question Wording

The researcher has taken the following key points into consideration while wording the questionnaire.

1) Define the issue

The researcher is aware of defining the issue in terms of who, what, where, why and which (i.e. how) – the six W's. These can serve as a guide to the researcher preparing a questionnaire. Each question has been checked against those points to be sure that the issue is clear.

2) Use simple, clear and unambiguous words

The researcher attempts to use clear and unambiguous words and questions. The words used in a questionnaire should have a single meaning which is known to the respondents. The researcher avoids words such as 'often', 'occasionally', 'regularly' etc, lack an appropriate time reference, so respondents choose their own, with the result that answers are not comparable.

3) *Avoid leading Questions*

The researcher avoids leading questions which suggest or imply certain answers, or indicate the researcher's own point of view. Leading questions produces more measurement error.

4) *Avoid Double-barrelled Questions*

The researcher avoids using a double-barrelled question which is one the wording calls for two responses (asking two things in one question).

STEGE 5: Question Sequence

- The researcher uses screening (filter) question on the first question to determine whether the respondent fits the population of interest.

- The next three questions the researcher makes them simple and interesting. These questions are not related to the research objectives, however, they are referred to as warm-up questions and are designed to put the respondent at ease and to encourage co-operation.
 - How often do you buy cosmetics?
 - Please identify your favourite brand.
 - Can you describe your favourite brand in three words?

- 'Skip questions' are used in Q6 and Q16 as they allow the researcher to guide the respondent through the questionnaire and encourage him/her in the questionnaire.
 - If yes, please go to Q7/if no, please go to Q8.

- The researcher thanks the respondents for their co-operation at the end of the questionnaire.

STEGE 6: Physical Characteristics

The researcher is aware that the format, spacing and positioning of questions can have a significant effect on the results. Questionnaires should be designed to appear as short as possible.

STEGE 7: Pre-tests

The pre-test provides the real test of the questionnaire and the mode of administration. The researcher pre-tested as a trial run of the questionnaire on eight respondents who are the population of interest. There issues have been arisen on poor skip patterns, wording, instructions and sufficient response categories.

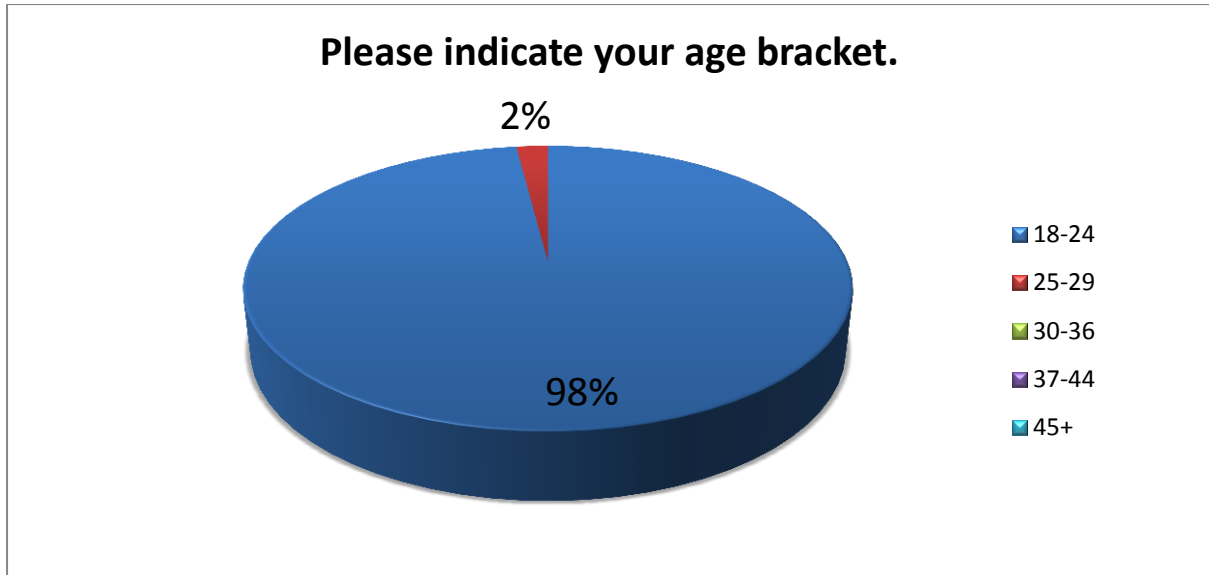
The recommendations through the pre-tests:

- Provide skip patterns sufficiently where appropriate
- Use 5-7 response categories in multiple-choice questions
- Include ranking system rather than just using multiple-choice questions
- Develop appropriate instructions
- Review the vague wording e.g. often, occasionally, rarely etc.

These changes have been made and the questionnaire is now ready to go on the field work.

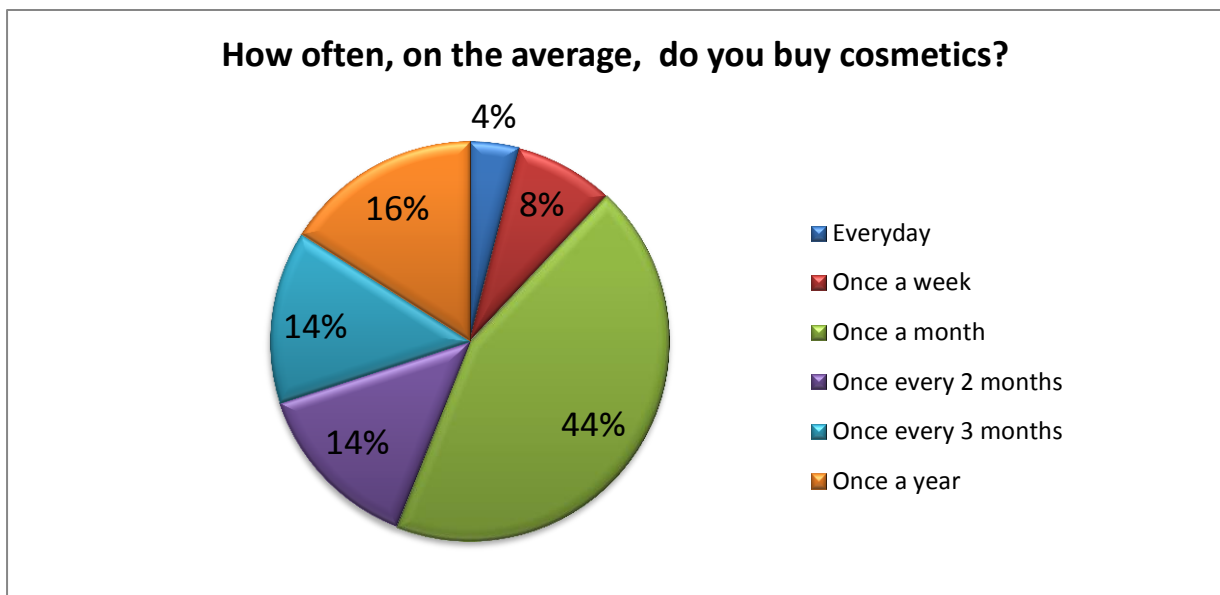
Appendix 4: Data analysis (Analysing rest of other 100s apart from Data analysis & Findings Chapter)

Figure 11: Q1. Please indicate your age bracket.



This question is to identify the target respondents. The chart shows that majority (98%) of respondents are the ages between 18 to 24 years old and only 2% are the ages between 25 to 29 years old.

Figure 12: Q2. How often, on the average, do you buy cosmetics?



This question is to identify how often the respondents engage in buying cosmetics. The chart indicates that 44% of respondents buy cosmetic once a month, 16% buy cosmetics once a

year, 14% buy cosmetics once every 3 month, the same amount tend to buy cosmetics once every 2 months, only 8% buys cosmetics once a month and 4% buys cosmetics every day.

Q3. Please identify your favourite brand.

This question is to identify respondents' preference for cosmetic brand. The results through research converted into the best 5 of their favourite brand.

No.1: MAC

No.2: Maybelline

No.3: L'Oreal

No.4: Rimmel

No.5: Bobbi brown

Q4. Can you describe your favourite cosmetic brand in three words?

This question is to engage respondents into the questionnaire. The results through research converted into the best 5 of words that they described their favourite cosmetic brand.

No.1: Good quality

No.2: Natural

No.3: Long lasting

No.4: Cheap

No.5: Amazing

Figure 13: Q5. Which of the following reasons is most important in your choice of cosmetic brand? Please rank the following scale.

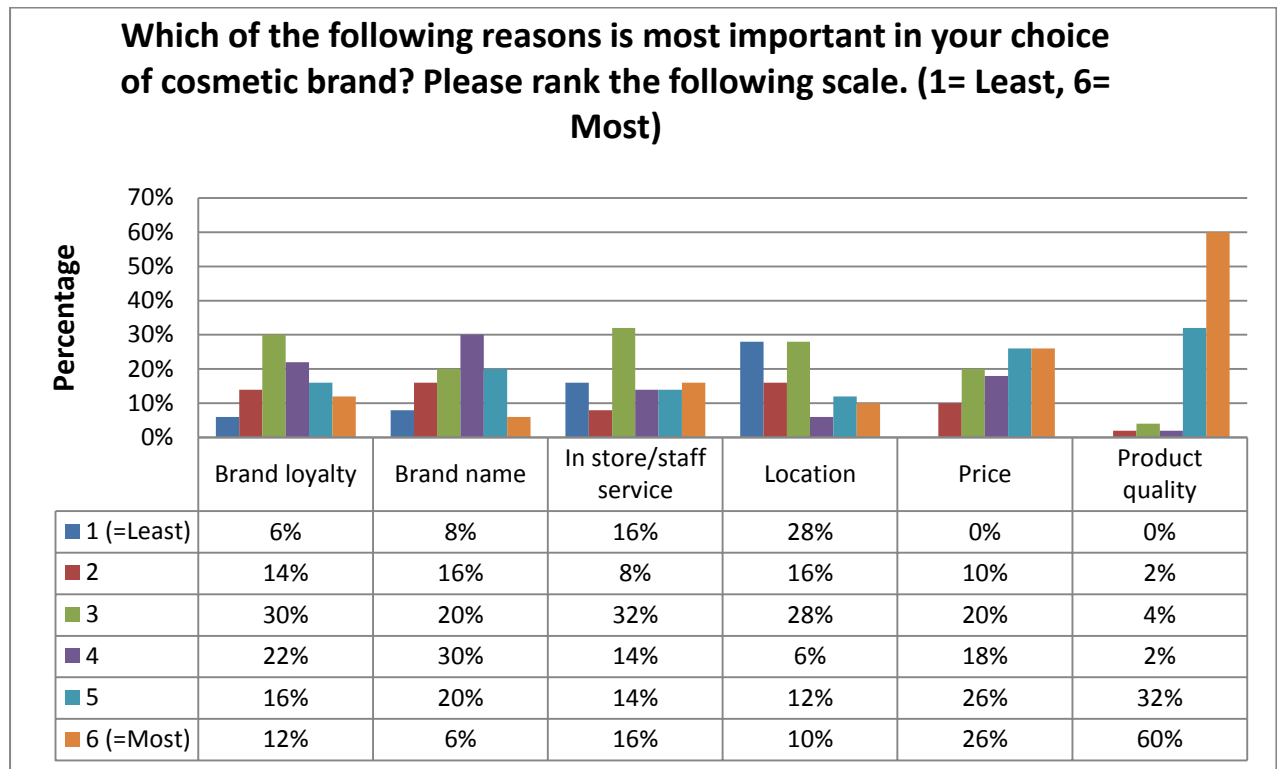


Table 8: The average response on consumer buying behaviour

	Average (Mean)
Brand loyalty	4
Brand name	4
In store/staff service	4
Location	3
Price	4
Product quality	5

In this question, the researcher attempts to identify what factor is most important in customers' choice of cosmetic brand. For 60% of respondents the most important factor in their choice of cosmetic brand is product quality, then price for 26%, in store/staff service for 16%, brand loyalty for 12%, location for 10% and brand name for 6% of respondents.

The researcher also obtains the average response of each factor. On the average, '**Product quality**' is the factor that most influence customers' choice of cosmetic brand.

Figure 14: Q14: Which of the following factors would most influence you to recommend a cosmetic brand to your friends? Please rank the following scale.

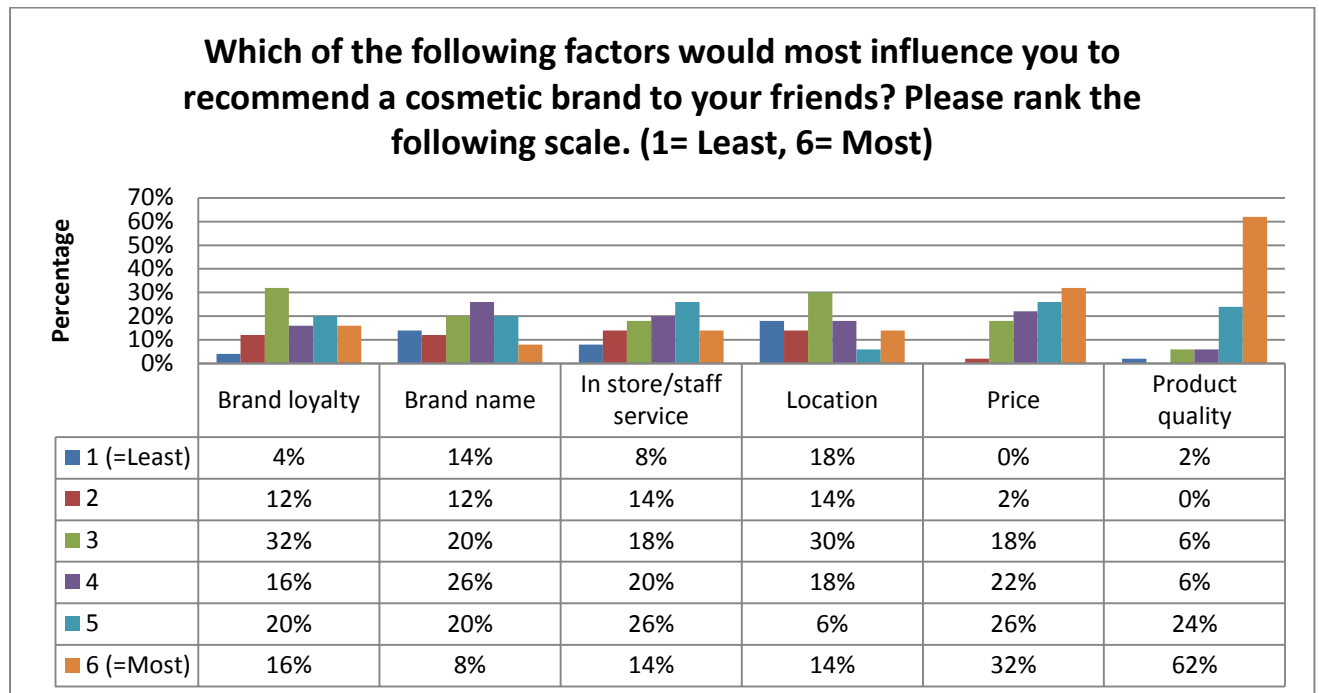


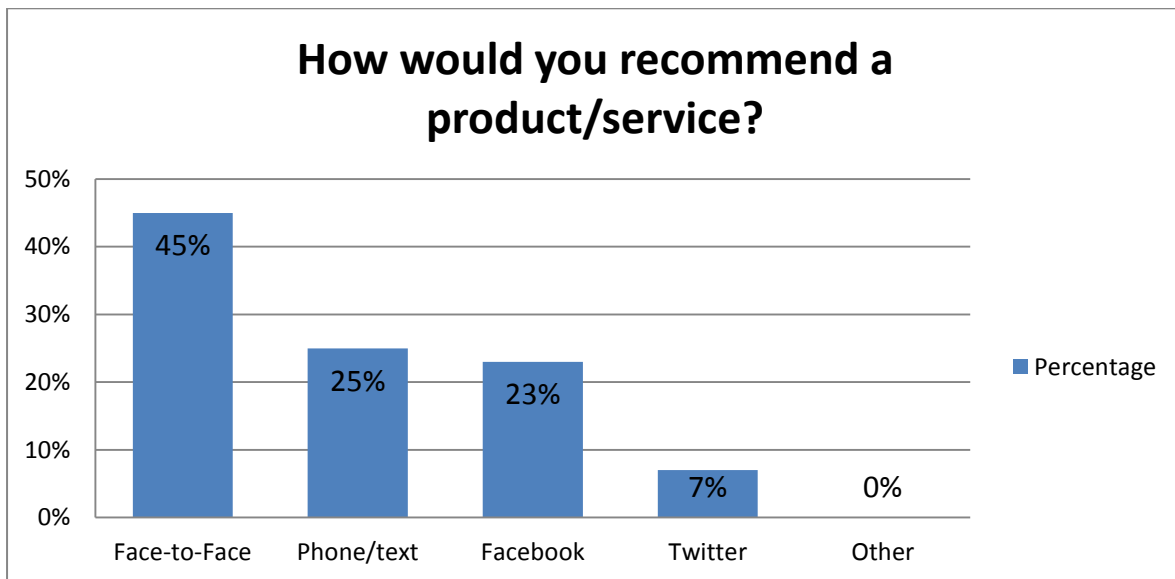
Table 9: The average response on consumer buying behaviour (2)

	Average (Mean)
Brand loyalty	4
Brand name	4
In store/staff service	4
Location	3
Price	5
Product quality	5

For 62% of respondents the most important factor when they recommend a cosmetic brand to their friends is product quality, then price for 32%, brand loyalty for 16%, in store/staff service for 14%, location for the same amount and brand name for 8% of respondents.

The researcher also obtains the average response of each factor. On the average, **‘Product quality’** and **‘Price’** are the factors that most influence them to recommend a cosmetic brand to their friends.

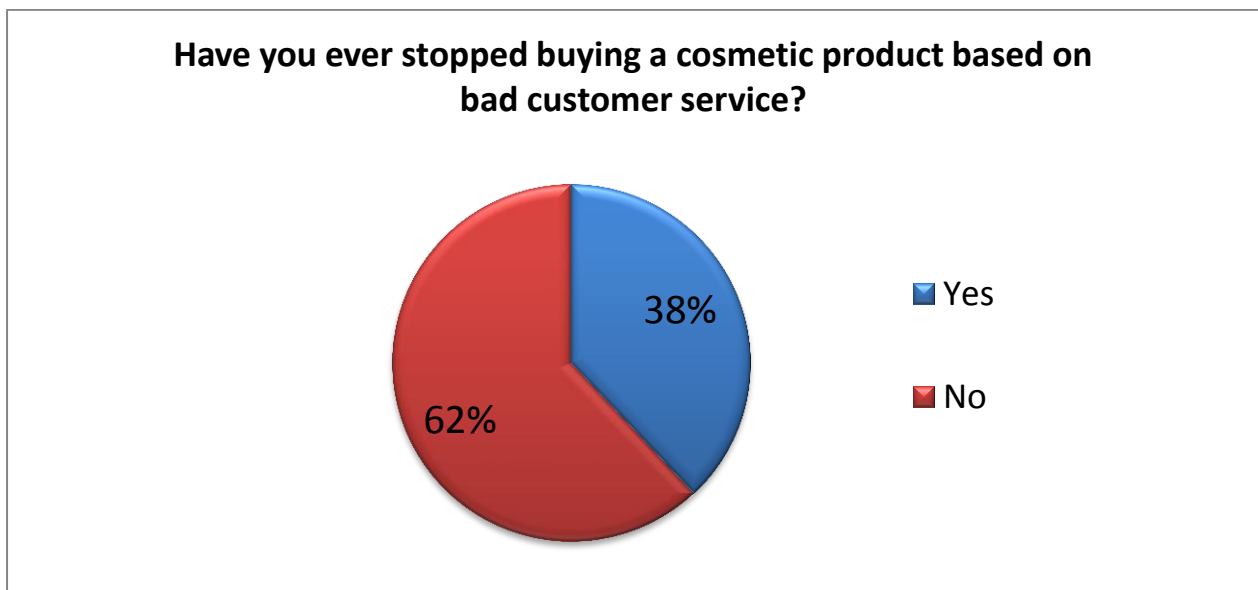
Figure 15: Q15. How would you recommend a product/service?



The chart shows that almost the half (45%) of respondents would recommend a product/service by Face-to-Face, then phone/text for 25%, Facebook for 23%, twitter for 14% and other for 0%.

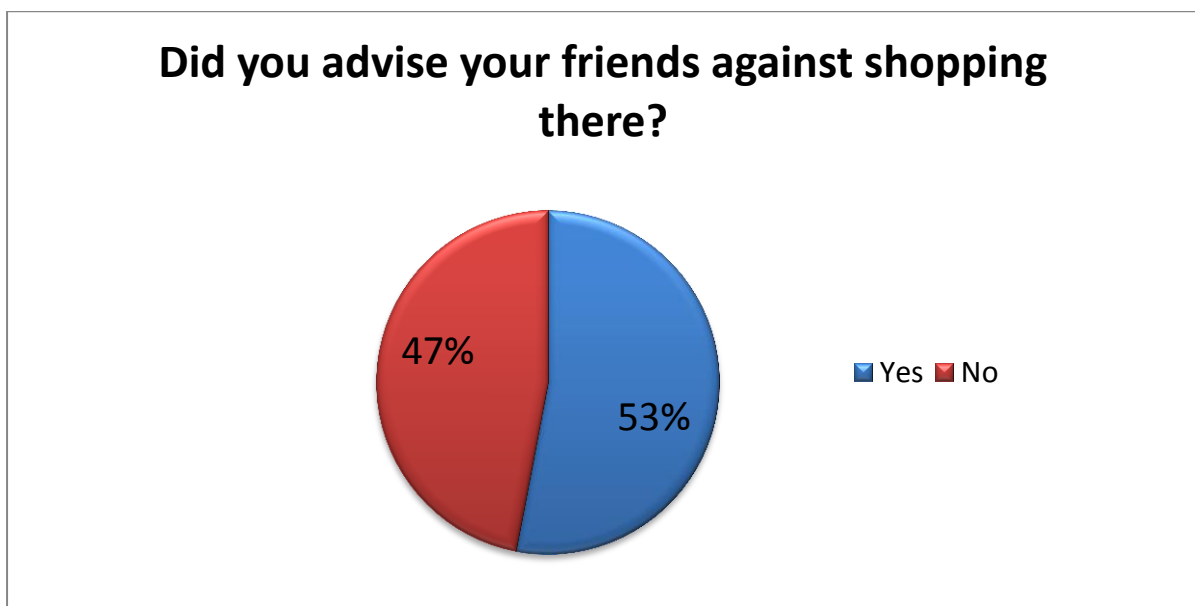
Therefore, Face-to-Face is the most common way of recommending a product/service to their friends/generating a positive word-of-mouth communication.

Figure 16: Q16. Have you ever stopped buying a cosmetic product based on bad customer service?



Results from primary research show that over the half (62%) of respondents have an experience of stopped buying a cosmetic product based on bad customer service and 38% of respondents have never stopped buying a cosmetic product based on bad customer service. In Q5, the researcher has identified that product quality is the most important factor in customers' choice of cosmetic brand. However, Q16 indicates that 67% of respondents would leave and avoid buying a cosmetic product if they had a bad customer service. This demonstrates that customer service (relationship quality) is essential for keeping customer loyalty.

Figure 17: Q17. Did you advise your friends against shopping there?



Among respondents who said that they have ever stopped buying a cosmetic product based on bad customer service, 47% advised their friends against shopping there and 53% did not advise their friends against shopping there. This demonstrates that a bad customer service (quality relationship) would be likely to generate negative word-of-mouth which results in loosing potential customers as well as loyal customers.

In the literature review, Aslam *et al.* (2011) state that ‘...This is the fact that one time bad experience can create a permanent bad impression of the product/service and thus leads to negative WOM. This clearly proves that negative WOM can have extremely undesirable effects.’ Sheng (2012) agrees that negative word of mouth creates a level of suspicion among the consumers to purchase a product and keeps them away from certain products.

Appendix 5: Survey coding

Q1. Pre-coding 1= 18-24 2= 25-29 3= 30-36 4= 37-44 5= 45+

Q2. Pre-coding

1= Everyday 2= Once a week 3= Once a month 4= Once every 2 months 5= Once every 3 months 6= Once a year

Q3. Post-coding

Q4. Post-coding

Q5. Pre-coding

1= Brand loyalty 2= Brand name 3= In store/staff service 4= Location 5= Price
6= Product quality

Q6. Pre-coding 1= Yes 2= No 0= No opinion

Q7. Pre-coding

1= I feel satisfied with the experience I get from the brand

2= I feel strongly attracted to the brand

3= I feel valued as a customer

4= I trust the brand

5= Other

Q8. Pre-coding

1= Strongly disagree 2= Disagree 3= Neither agree nor disagree 4= Agree 5= Strongly agree

Q9. Pre-coding

1= Strongly disagree 2= Disagree 3= Neither agree nor disagree 4= Agree 5= Strongly agree

Q10. Pre-coding

1= Strongly disagree 2= Disagree 3= Neither agree nor disagree 4= Agree 5= Strongly agree

Q11. Pre-coding

1= Strongly disagree 2= Disagree 3= Neither agree nor disagree 4= Agree 5= Strongly agree

Q12. Pre-coding

1= Trust 2= Service quality 3= Satisfaction 4= Commitment

Q13. Pre-coding 1=Yes 2=No

Q14. Pre-coding

1= Brand loyalty 2= Brand name 3= In store/staff service 4= Location 5= Price 6= Product quality

Q15. Pre-coding

1= Face-to-Face 2= Phone/Text 3= Facebook 4= Twitter 5= Other

Q16. Pre-coding 1= Yes 2= No

Q17. Pre-coding 1= Yes 2= No

Q18. Pre-coding 1= Yes 2= No

Q19. Pre-coding 1= Yes 2= No

Q20. Pre-coding

1= Extremely important

2= Very important

3= Somewhat important

4= Not very important

5= Not at all important

Appendix 6: Tabulation

Table 10: Tabulation - Q1

Q1:	No. of respondents	Percentage
18-24	49	98%
25-29	1	2%
30-36	-	-
37-44	-	-
45 +	-	-
Total	50	100

Table 11: Tabulation - Q2

Q2:	No. of respondents	Percentage
Everyday	2	4%
Once a week	4	8%
Once a month	22	44%
Once every 2 months	7	14%
Once every 3 months	7	14%

Once a year	8	16%
Total	50	100%

Table 12: Tabulation - Q5

Brand loyalty	No. of respondents	Percentage
1	3	6%
2	7	14%
3	15	30%
4	11	22%
5	8	16%
6	6	12%
Total	50	100%
Average: 3.64= 4		
Brand name	No. of respondents	Percentage
1	4	8%
2	8	16%
3	10	20%
4	15	30%
5	10	20%
6	3	6%
Total	50	100%
Average: 3.56= 4		
In store/staff service	No. of respondents	Percentage
1	8	16%
2	4	8%
3	16	32%
4	7	14%
5	7	14%
6	8	16%
Total	50	100%
Average: 3.5= 4		
Location	No. of respondents	Percentage

1	14	28%
2	8	16%
3	14	28%
4	3	6%
5	6	12%
6	5	10%
Total	50	100%
Average: 2.88= 3		
Price	No. of respondents	Percentage
1	-	-
2	5	10%
3	10	20%
4	9	18%
5	13	26%
6	13	26%
Total	50	100%
Average: 4.38= 4		
Product quality	No. of respondents	Percentage
1	-	-
2	1	2%
3	2	4%
4	1	2%
5	16	32%
6	30	60%
Total	50	100%
Average: 5.44= 5		

Table 13: Tabulation - Q6

Q6:	No. of respondents	Percentage
Yes	25	50%
No	25	50%
Total	50	100%

Table 14: Tabulation - Q7

Q7:	No. of respondents	Percentage
I feel satisfied with the experience I get from the brand.	16	64%
I feel strongly attracted to the brand.	3	12%
I feel valued as a customer.	2	8%
I trust the brand.	4	16%
Other	-	-
Total	25	100%

Table 15: Tabulation - Q8

Q8:	No. of respondents	Percentage
Strongly disagree	1	2%
Disagree	2	4%
Neither agree nor disagree	14	28%
Agree	27	54%
Strongly agree	6	12%
Total	50	100%

Table 16: Tabulation - Q9

Q9:	No. of respondents	Percentage
Strongly disagree	1	2%
Disagree	1	2%
Neither agree nor disagree	20	40%
Agree	19	38%
Strongly agree	9	18%
Total	50	100%

Table 17: Tabulation - Q10

Q10:	No. of respondents	Percentage
Strongly disagree	1	2%

Disagree	-	-
Neither agree nor disagree	4	8%
Agree	23	46%
Strongly agree	22	44%
Total	50	100%

Table 18: Tabulation - Q11

Q11:	No. of respondents	Percentage
Strongly disagree	1	2%
Disagree	8	16%
Neither agree nor disagree	23	46%
Agree	15	30%
Strongly agree	3	6%
Total	50	100%

Table 19: Tabulation - Q12

Trust	No. of respondents	Percentage
1	5	10%
2	3	6%
3	16	32%
4	19	38%
5	7	14%
Total	50	100%
Average: 3.4=3		
Service quality	No. of respondents	Percentage
1	1	2%
2	5	10%
3	10	20%
4	16	32%
5	18	36%
Total	50	100%

Average: 3.9=4		
Satisfaction	No. of respondents	Percentage
1	1	2%
2	-	-
3	6	12%
4	15	30%
5	28	56%
Total	50	100%
Average: 4.38=4		
Commitment	No. of respondents	Percentage
1	5	10%
2	5	10%
3	21	42%
4	13	26%
5	6	12%
Total	50	100%
Average: 3.2=3		

Table 20: Tabulation - Q13

Q13:	No. of respondents	Percentage
Yes	50	100%
No	-	-
Total	50	100%

Table 21: Tabulation - Q14

Brand loyalty	No. of respondents	Percentage
1	2	4%
2	6	12%
3	16	32%
4	8	16%
5	10	20%

6	8	16%
Total	50	100%
Average: 3.84= 4		
Brand name	No. of respondents	Percentage
1	7	14%
2	6	12%
3	10	20%
4	13	26%
5	10	20%
6	4	8%
Total	50	100%
Average: 3.5= 4		
In store/staff service	No. of respondents	Percentage
1	4	8%
2	7	14%
3	9	18%
4	10	20%
5	13	26%
6	7	14%
Total	50	100%
Average: 3.96= 4		
Location	No. of respondents	Percentage
1	9	18%
2	7	14%
3	15	30%
4	9	18%
5	3	6%
6	7	14%
Total	50	100%
Average: 3.22= 3		
Price	No. of respondents	Percentage
1	-	-

2	1	2%
3	9	18%
4	11	22%
5	13	26%
6	16	32%
Total	50	100%
Average: 4.68= 5		
Product quality	No. of respondents	Percentage
1	1	2%
2	-	-
3	3	6%
4	3	6%
5	12	24%
6	31	62%
Total	50	100%
Average: 5.36= 5		

Table 22: Tabulation - Q15

Q15:	Frequency	Percentage
Face-to-Face	45	45%
Phone/text	25	25%
Facebook	23	23%
Twitter	7	7%
Other	-	-
Total	100	100%

Table 23: Tabulation - Q16

Q16:	No. of respondents	Percentage
Yes	19	38%
No	31	62%
Total	50	100%

Table 24: Tabulation - Q17

Q17:	No. of respondents	Percentage
Yes	10	53%
No	9	47%
Total	19	100%

Table 25: Tabulation - Q18

Q18:	No. of respondents	Percentage
Yes	45	90%
No	5	10%
Total	50	100%

Table 26: Tabulation - Q19

Q19:	No. of respondents	Percentage
Yes	40	80%
No	10	20%
Total	50	100%

Table 27: Tabulation - Q20

Q20:	No. of respondents	Percentage
Extremely important	7	14%
Very important	12	24%
Somewhat important	29	58%
Not very important	-	-
Not at all important	2	4%
Total	50	100%

Appendix 7: Questionnaire

Questionnaire

The information you provide will be confidential and will not be used for any other purposes.

Please indicate your answer by ticking the box/circle and choose only one answer per question.

It will take only a few minutes to complete!

1) Please indicate your age bracket.

- 18-24
- 25-29
- 30-36
- 37-44
- 45 +

2) How often, on the average, do you buy cosmetics?

- Everyday
- Once a week
- Once a month
- Once every 2 months
- Once every 3 months
- Once a year

3) Please identify your favourite brand.

4) Can you describe your favourite cosmetic brand in three words?

1. _____
2. _____

3. _____

5) Which of the following reasons is most important in your choice of cosmetic brand? Please rank the following scale. (1= Least, 6=Most)

	1	2	3	4	5	6
Brand loyalty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In store/staff service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6) Do you feel loyal to a cosmetic brand?

- Yes No No opinion

If yes, please go to Q7.

If no or no opinion, please go to Q8.

7) Please tick one of the following options that most describes your mind.

- I feel satisfied with the experience I get from the brand.
 I feel strongly attracted to the brand.
 I feel valued as a customer.
 I trust the brand.
 Other (please specify)

Please tick one response to the following scale.

8) 'Trust' is one of the factors that leads me to be loyal to a brand.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Select one:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9) 'Service quality' is one of the factors that leads me to be loyal to a brand.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Select one:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10) 'Satisfaction' is one of the factors that leads me to be loyal to a brand.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Select one:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11) 'Commitment' is one of the factors that leads me to be loyal to a brand.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Select one:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12) Which of the following factors would most influence you to be loyal to a brand?

Please rank the following scale. (1= Least, 5=Most)

	1	2	3	4	5
Trust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commitment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13) If you are satisfied with your shopping experience would you be likely to recommend to your friends?

Yes No

14) Which of the following factors would most influence you to recommend a cosmetic brand to your friends?

Please rank the following scale. (1= Least, 6=Most)

	1	2	3	4	5	6
Brand loyalty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In store/staff service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15) How would you recommend a product/service? (You can choose more than one.)

- Face-to-Face
- Phone/Text
- Facebook
- Twitter
- Other (please specify) _____.

16) Have you ever stopped buying a cosmetic product based on bad customer service?

Yes No

If yes, please go to Q17.

If no, please go to Q18.

17) Did you advise your friends against shopping there?

Yes No

18) Have you ever tried a new cosmetic brand on a friend's recommendation?

Yes

No

19) Have you ever avoid a cosmetic brand based on your friend's negative recommendation?

Yes

No

20) How important are your friend's recommendation in your decision making?

Extremely important

Very important

Somewhat important

Not very important

Not at all important

Many thanks for completing the survey!

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