



The Influence of Brand Image and Brand Credibility on Brand Loyalty

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Abstract. This study aims to obtain an overview and determine the influence of brand image and credibility on brand loyalty among members of The Body Shop in Indonesia. The research utilizes descriptive and verification methods with a quantitative approach. The dependent variable in this study is brand loyalty, while the independent variables are brand image and credibility. The population in this study were members of The Body Shop in Indonesia. Sampling was conducted using an assessment or purposive sampling method with a non-probability sampling technique on 200 respondents. The analysis technique used is Structural Equation Modeling (SEM). The findings of this research indicate that brand image, credibility, and loyalty are in the high category. The results show that brand image significantly influences brand loyalty, brand credibility significantly influences brand loyalty, and both brand image and brand credibility variables significantly influence brand loyalty.

Keywords: Brand image, brand credibility, and brand loyalty.

1 Introduction

Brand loyalty in the beauty industry is often challenged by negative consumer experiences, leading them to switch brands in search of better alternatives [1]. The highly competitive nature of the beauty market makes brand loyalty a crucial area of research [2]. Studies on beauty products in Malaysia indicate that consumers remain loyal and repurchase expensive products if they are satisfied with the brand. Still, price consistency is essential to maintaining loyalty [2]. The beauty industry is a highly lucrative in many countries, generating substantial revenue and profitability [3]. The beauty industry has grown rapidly in Indonesia, making it a key market with intense brand competition. To succeed, beauty companies in Indonesia must develop substantial competitive advantages that distinguish them from rivals [4].

The rapid growth of the cosmetics market in Indonesia reflects increasing public awareness of health and beauty culture. This expansion fuels intense business competition, compelling companies to establish a competitive edge [5-7]. Brand loyalty is essential for companies to sustain themselves and drive profitability [8]. The market growth is driven by local beauty brands and international brands from Europe, America, Japan, and South Korea, aligning with Indonesian consumers' preference for global

brands and the influence of international beauty trends. Top Brand Index for personal care products from 2021 to 2023, covering categories such as body butter/body cream, body mist, and hand & body lotion.

Despite consistently ranking first in the body butter/body cream and body mist categories, The Body Shop's brand index has shown a yearly decline. Similarly, in the hand & body lotion category, The Body Shop has maintained the fifth position but continues to experience a drop in its brand index. This trend indicates that brand loyalty toward The Body Shop remains suboptimal, reflecting a weakening customer commitment to repurchasing its products in the future [9,10].

In 2022, as Indonesia transitioned from the pandemic to the endemic phase of COVID-19, consumer brand loyalty in the beauty and personal care industry experienced shifts. This transition influenced purchasing behavior and brand preferences, impacting market dynamics.

Brand share values in percentage form, representing retail sales revenue from beauty and personal care brands in Indonesia from 2019 to 2022. Major brands such as Pond's, Pepsodent, Lifebuoy, Pantene, and Wardah have consistently increased their retail sales value each year. However, The Body Shop has experienced a decline in retail sales value by 0.3% over this period. This trend is further supported by skincare category data from the beauty and personal care industry, indicating a decline in The Body Shop's retail sales between 2019 and 2022.

Brand share value data for skincare brands in Indonesia's beauty and personal care category from 2019 to 2022. The Body Shop has consistently experienced a decline in retail sales value by 0.4% each year, indicating weakened brand loyalty. This decline suggests that consumers are less inclined to remain loyal to a single brand despite having multiple choices available. Furthermore, research by Euromonitor International supports this finding, revealing that many Indonesian consumers exhibit weak brand loyalty, frequently switching brands and seeking new products.

The above phenomenon shows that brand loyalty at The Body Shop remains suboptimal, aligning with research by Kantar Worldpanel Indonesia, which found that Indonesian consumers exhibit low brand loyalty due to frequent brand switching. Brand loyalty is crucial as it enhances sales, marketing effectiveness, and long-term profitability [12,13]. Companies that neglect brand loyalty risk losing customers to competitors, making it essential to foster stronger consumer relationships [5,14]. This study applies consumer behavior theory within marketing management, which involves efficiently planning, implementing, and controlling marketing activities to achieve business objectives [15,16]. Brand loyalty is positively influenced by brand image, as customers tend to remain loyal to brands they perceive favorably [17-19]. A strong brand image drives repeat purchases and satisfies customers' psychological and social needs [16]. Additionally, brand credibility is key in fostering loyalty, as consumers are likelier to trust and commit to brands with a strong reputation [20,21]. When brand credibility increases, it strengthens the brand image and enhances customer retention [22]. This study employs strategic brand management theory [23] within the broader framework of marketing management, which emphasizes the importance of targeting, acquiring, and retaining customers through superior brand positioning [16]. Understanding how

brand image and credibility influence loyalty among The Body Shop members in Indonesia provides valuable insights for optimizing brand strategy.

2 Methods

This study employs a marketing management approach to analyze the influence of brand image and credibility on brand loyalty among The Body Shop members in Indonesia. The independent variables include brand image, comprising strength, uniqueness, favorability, functionality, experiential attributes, and brand credibility, measured through expertise, trustworthiness, and attractiveness. The dependent variable, brand loyalty, is categorized into attitudinal loyalty, behavioral intention, and behavioral loyalty. Using a cross-sectional design, data was collected once between July and December 2023 [24]. A combination of descriptive and verification-based research approaches is applied, where the descriptive method examines respondents' perceptions of brand image and credibility [25], while verification research tests hypotheses and validates theoretical concepts through systematic data collection [26]. This integration provides empirical insights into the direct and combined effects of brand image and credibility on brand loyalty, enhancing understanding of consumer engagement with The Body Shop in Indonesia. The population in this study consists of The Body Shop members in Indonesia, totaling 500,000 as of September 11, 2023, at 17:00 WIB (www.playstore.com/TheBodyShopIndonesia). The research sample comprises 200 respondents selected from this population. The study targets The Body Shop members in Indonesia who actively use the brand's membership application

3 Results and Discussion

Descriptive data is utilized to provide an overview of the data obtained from the conducted research. The presented information includes the maximum value, minimum value, mean, and standard deviation.

In this study, the brand image variable consists of five dimensions: strength, uniqueness, favorability, functionality, and experience. Their contributions are determined through scores obtained from the recapitulation of brand image dimensions. This data was gathered from a questionnaire distributed to 200 members of The Body Shop in Indonesia. Figure 1 illustrates the responses of The Body Shop members in Indonesia regarding the brand image.

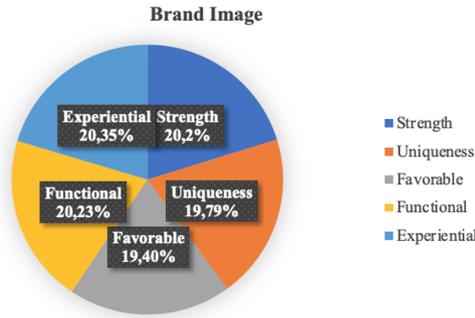


Fig. 1. Responses of The Body Shop members in Indonesia towards the brand image.

Based on Figure 1, the responses from The Body Shop members in Indonesia indicate that the experiential dimension has the highest contribution to brand image, accounting for 20.35%, followed closely by the functional dimension at 20.23%, while the favorable dimension has the lowest score at 19.40%. This suggests that The Body Shop effectively delivers a strong experiential value, enhancing consumer feelings and experiences when using its products. The experiential dimension is crucial as it encompasses consumer satisfaction, exploration of product variety, and cognitive stimulation, which are integral to shaping a brand's image [27]. The brand image itself is formed through consumer memories and perceptions of a brand, influencing their evaluation and purchase decisions. A well-established brand image not only fulfills consumer needs but also maximizes satisfaction, thereby increasing the likelihood of repeat purchases [28]. The calculated continuum positioning of The Body Shop's brand image is illustrated in Figure 2, further emphasizing its market standing.

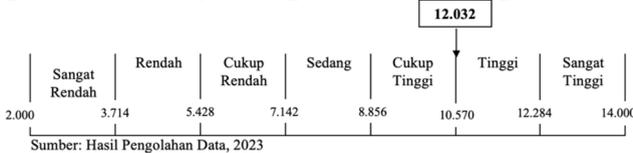


Fig. 2. Continuum line.

Figure 2 illustrates the Continuum Line Variable Brand Image, categorizing The Body Shop's brand image as high. This indicates that the majority of The Body Shop members in Indonesia perceive the brand positively, with a strong image embedded in their minds. However, to sustain its market position, The Body Shop must continuously maintain and enhance its brand image, as a strong brand perception significantly influences the company's longevity and consumer loyalty. A well-established brand image not only affects consumer attitudes and purchasing decisions but also determines a company's ability to thrive in a competitive market [27,28]. Furthermore, the brand image serves as a key factor in maintaining a competitive advantage within the beauty industry, where intense competition requires brands to differentiate themselves effectively [29].

The Overview of Brand Credibility among Members The Body Shop in Indonesia

The research findings indicate that the overall variable of brand credibility is composed of three key dimensions: expertise, trustworthiness, and attractiveness. The contribution of each dimension is determined through score analysis based on data collected from 200 respondents, all of whom are members of The Body Shop in Indonesia. These recapitulated scores provide insight into how consumers perceive The Body Shop's credibility as a brand. Figure 3 presents the responses of The Body Shop members regarding brand credibility, illustrating the extent to which these three dimensions influence consumer trust and perception of the brand.



Fig. 3. The responses of The Body Shop members in Indonesia toward brand credibility.

Based on Figure 3, the responses of The Body Shop members in Indonesia indicate that the attractiveness dimension has the highest contribution to brand credibility, accounting for 42.59%, followed by trustworthiness at 28.73% and expertise at 28.67%. This suggests that The Body Shop's appeal is primarily driven by its brand allure, friendly service, and the enjoyable experience consumers have when using its products and interacting with the brand. Attractiveness plays a crucial role in shaping consumer perception as it relates to satisfaction, product variety exploration, and cognitive stimulation. It is also a key determinant of brand personality, influencing how consumers evaluate a brand [30,31]. Brand credibility, which is built on consumer trust in a brand's ability to deliver on its promises consistently, is further reinforced by the attractiveness dimension as it helps in effectively communicating valuable messages [32,33]. The continuum calculation results position brand credibility on a continuum line, as illustrated in Figure 4.

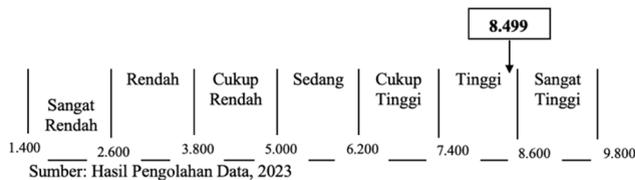


Fig. 4. Brand credibility continuum line.

Figure 4 illustrates that The Body Shop's brand credibility is categorized as high, indicating that most members in Indonesia perceive the brand as credible and trustworthy. This reflects the brand's integrity in the eyes of customers, including its reliability in reinforcing claims, honesty in communication, and ability to deliver on advertised promises [22,34,35]. Brand credibility also assesses whether consumers view the company behind the brand as ethical, customer-centric, and likable, reinforcing its competitive strength in the beauty industry [23]

The Overview of *Brand Loyalty* to Members The Body Shop in Indonesia

Based on Figure 5, the responses from The Body Shop members in Indonesia regarding brand loyalty indicate that the brand loyalty variable consists of three key dimensions: attitudinal loyalty, behavioral intention, and behavioral loyalty. The contributions of each dimension are determined through the scores obtained from the questionnaire responses of 200 members. This recapitulation highlights the degree of consumer commitment to The Body Shop, whether in terms of their attitudes toward the brand, their intention to repurchase, or their actual purchasing behavior. The following section presents a detailed breakdown of these responses.



Fig. 5. The responses of The Body Shop members in Indonesia toward *brand loyalty*.

Based on Figure 5, the responses from The Body Shop members in Indonesia regarding brand loyalty indicate that the behavioral intention dimension has the highest contribution at 44.95%, followed by attitudinal loyalty at 33.44%, and behavioral loyalty with the lowest score at 21.59%. These results suggest that The Body Shop members demonstrate a strong intention to repurchase, willingness to pay more, commitment to remain loyal, and inclination to recommend the brand. When consumers engage deeply with a brand, they exhibit behavioral intentions such as repeat purchases, higher spending, brand advocacy, and long-term commitment, which signal a strong emotional and cognitive connection to the brand [36]. The continuum calculations further illustrate the overall brand loyalty positioning, as represented in Figure 6.

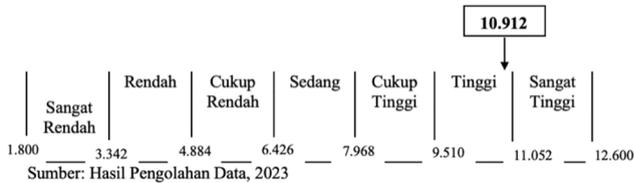


Fig. 6. *Brand loyalty* continuum line.

Figure 6 illustrates the continuum line of brand loyalty, categorizing it as high, indicating that most The Body Shop members in Indonesia consistently choose to repurchase the same brand. This reflects a conscious decision and strong preference, demonstrating deep consumer commitment to continuously subscribing to or repurchasing their preferred brand [37-39]. Brand loyalty refers to a situation where consumers repeatedly purchase products or services from the same brand over a specific period rather than switching to other suppliers within the same category.

Brand image encompasses consumers' perceptions and emotions toward a brand, significantly influencing their purchasing behavior. This image is shaped by the cumulative experiences consumers have with the brand, including advertising, packaging, product quality, and customer service. The brand image variable consists of five dimensions: strength, uniqueness, favorable, functional, and experiential. Data processing results indicate that The Body Shop in Indonesia has achieved a brand image score of 12,032 out of an ideal 14,000, with an achievement percentage of 85.94%, placing it in the high category within the continuum range of 10,570 to 12,284. This confirms that The Body Shop has successfully embedded a strong brand image in consumers' minds, which in turn enhances their purchasing decisions and overall satisfaction [40]. A well-established brand image strengthens a brand's positioning and differentiates its products from competitors [41]. Among the dimensions, experiential has the highest contribution at 20.35%, with a score of 2,449 and an achievement rate of 87.46%, as most members perceive The Body Shop's products as providing joy and confidence. Meanwhile, the favorable dimension contributes the least at 19.40%, with a score of 2,335 and an achievement rate of 83.39%, indicating that although this dimension has the lowest contribution, members still recognize The Body Shop's financial advantages and unique appeal compared to other brands.

Brand credibility refers to the trust consumers place in a brand's product positioning, requiring consistent delivery of promises and evaluation across three key dimensions: trustworthiness, expertise, and attractiveness. Trustworthiness reflects the reliability of a brand in fulfilling its promises, expertise signifies the brand's ability to meet consumer expectations, and attractiveness represents the appeal a brand holds based on familiarity, similarity, and likability. Brand credibility plays a crucial role in shaping consumer purchase behavior and consideration sets, especially for brands striving for innovation, as it influences perceptions of credibility [42,43]. The variable consists of three dimensions: expertise, trustworthiness, and attractiveness.

Data analysis reveals that The Body Shop in Indonesia achieved a brand credibility score of 8,499 out of an ideal 9,800, with an achievement rate of 86.72%, placing it within the high category in the continuum range of 7,400 to 8,600. This indicates that most members perceive The Body Shop as a trustworthy brand that delivers on its promises and is widely liked. Brand credibility is a critical factor in consumer behavior and brand success, as evidenced by various studies showing that its components—trustworthiness, expertise, and attractiveness—significantly influence consumer attitudes, purchase intentions, and brand choices across different product categories[44,45].

Among the dimensions, attractiveness has the highest contribution at 42.59%, with a score of 3,620 and an achievement rate of 86.19%, as most members perceive The Body Shop as an appealing brand with friendly service and enjoyable interactions. Meanwhile, the expertise dimension has the lowest contribution at 28.67%, with a score of 2,347 and an achievement rate of 87.03%. Despite having the lowest contribution, this result suggests that nearly all members still recognize The Body Shop's ability to produce products that align with their expectations and desires.

Brand loyalty arises from consumers' understanding, emotional connection, and positive brand evaluations, driving repeat purchases and long-term relationships [46]. A strong brand fosters customer preference over time, leading to loyalty, where consumers remain committed and less price-sensitive[47]. It comprises three dimensions: attitudinal loyalty, behavioral intention, and behavioral loyalty.

Data analysis shows that The Body Shop in Indonesia scored 10,912 out of 12,600 on brand loyalty, confirming strong consumer commitment. Loyal customers consciously repurchase and prefer the brand, providing a market advantage (Ingemansson et al., 2015). Behavioral intention is the highest contributor (44.95%, score: 4,906/5,600, 87.60%), indicating strong intent to repurchase, pay more, and recommend the brand. Behavioral loyalty is the lowest (21.59%, score: 2,356, 84.14%), yet members still exhibit high purchase frequency and volume, reinforcing loyalty to The Body Shop.

4 Conclusions

Brand image significantly influences consumer perceptions and purchasing behavior. It consists of five dimensions: strength, uniqueness, favorability, functionality, and experiential aspects. The Body Shop in Indonesia has a strong brand image, with the highest response from consumers in the experiential dimension, followed by functionality, strength, uniqueness, and favorability. This indicates that members value the enjoyable experience and trust associated with using The Body Shop products. A strong brand image differentiates The Body Shop from competitors and enhances customer satisfaction.

Brand credibility is another crucial factor, measured through expertise, trustworthiness, and attractiveness. The Body Shop members in Indonesia perceive the brand as credible, with attractiveness receiving the highest rating, followed by trustworthiness and expertise. This suggests that consumers find the brand appealing, reliable, and

consistent in delivering on its promises. A strong brand credibility builds trust and influences consumer purchase decisions.

Brand loyalty, which reflects consumer commitment to a brand, consists of attitudinal loyalty, behavioral intention, and behavioral loyalty. Among these, behavioral intention scores the highest, indicating that members intend to repurchase, pay a premium, and recommend The Body Shop. However, behavioral loyalty, which measures actual repeat purchases, has the lowest response. While consumers express strong loyalty in intention, actual purchase frequency may need improvement.

To strengthen its brand, The Body Shop should focus on areas with lower ratings. Enhancing favorability in the brand image can be done through product innovation and emphasizing financial benefits. Improving brand expertise by developing products that meet consumer expectations will boost credibility. To increase behavioral loyalty, The Body Shop can implement loyalty programs and exclusive offers to encourage frequent purchases. Addressing these areas will help strengthen consumer trust and engagement.

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