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Factors Influencing Customer Loyalty toward Cosmetic Retail Stores in Surat Thani Province, Thailand

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Abstract

This research aims to study the factors related to perceived novelty of products and inspiration received that influence customer loyalty at retail stores in Surat Thani province. A questionnaire was used as a data collection tool, targeting 384 customers of cosmetic shop visitors in Surat Thani. The samples were selected using convenience sampling. The statistical methods used for data analysis included mean, standard deviation, and multiple regression analysis. The results showed that the customers' opinions in all aspects were rated the highest. In order from highest to lowest, these aspects were: customer loyalty, perceived novelty of products, and inspiration received. The multiple linear regression analysis revealed that factors affecting customer loyalty at retail stores in Surat Thani province were statistically significant at the 0.05 level. The most significant factors, in order, were perceived novelty of products and inspiration received. Entrepreneurs can increase customer loyalty by focusing on introducing innovative and trendy products that are in line with market trends, while inspiring customers through experiential marketing.

Keywords: Customer Loyalty, Perceived Novelty, Inspiration Received

1. INTRODUCTION

In the contemporary era, the beauty industry, particularly the cosmetics sector, is experiencing rapid growth globally, including in Thailand. This growth stems from increasing consumer awareness regarding health maintenance and physical appearance. Modern women place considerable emphasis on self-care practices, encompassing makeup application, skincare utilization, and cosmetic surgical procedures, with the objective of enhancing self-confidence and personal image. According to data from Grand View Research, the global cosmetics market is projected to reach a valuation of 364 billion USD by 2030. Concurrently, the Thai cosmetics market is anticipated to attain a value of 323 billion baht within the same year (Thansettakij Newspaper, 2025). These figures demonstrate the substantial potential of the cosmetics industry, presenting opportunities for entrepreneurs to engage in competition within an expanding marketplace.

Competition in the cosmetics market, particularly in Surat Thani Province, which is a province with high economic growth in the southern region, is intense. This is due to Surat Thani's high consumption potential and its status as a significant tourist destination, leading to increased demand for cosmetics. Retail businesses in the area consequently face competition from national and international brands. Entrepreneurs therefore need to employ diverse marketing strategies, such as utilizing social media, organizing promotions, developing brands, and providing quality service, to accommodate customer demands in a highly competitive market (Bonkham, 2017). The cosmetics business landscape in Surat Thani is diverse, comprising small local retail stores and shops in shopping centers featuring popular national brand counters. Location and accessibility to retail stores constitute crucial factors. Stores situated in business districts, shopping centers, or tourist areas typically possess competitive advantages. Retail stores themselves must adapt to market trends, such as implementing technology in production processes and marketing to enhance efficiency and reduce costs. Furthermore, consumers demand products that are of high quality, safe, and environmentally friendly. The cosmetics market in the area also experiences intense price competition. Entrepreneurs must therefore set competitive prices without compromising quality, while developing products and marketing strategies to create differentiation (Bonkham, 2017). Local cosmetics retail stores encounter problems including low sales volume, high expenses, and inability to compete on price with national-level competitors in Thailand, coupled with lack of customer loyalty, as customers switch to purchasing products from national retail stores, which constitute the primary competition (Bonkham, 2017).

Previous research has demonstrated that factors influencing customer loyalty in the cosmetics industry include product quality, service experience, and the relationship between customers and brands (Yoo, 2014). Specifically, after-sales service, trust, and responsiveness to customer needs all contribute to encouraging customers to make repeat purchases and recommend the brand to others. Additionally, the novelty of products and services plays a role in attracting attention and stimulating customer engagement, which leads to brand loyalty (Chattaravanich & Pasunon, 2020).

Therefore, this research aims to study the factors affecting the loyalty of customers who purchase imported cosmetics from multiple brands, to utilize the data to develop marketing strategies that align with consumer needs, enabling the business to adapt and compete effectively in a constantly changing market.

1.1 Literature Review

Loyalty is a concept that reflects commitment and stability in the relationship between individuals and organizations or brands. Particularly in a business context, customer loyalty refers to the intention to continuously purchase or use services from the same brand, which arises from satisfaction with products and services, as well as having positive attitudes toward that brand (Sinhaichuekiat, 2014). Loyalty therefore encompasses not only repeat purchase behavior, but also includes feelings of trust, preference, and long-term attachment to a brand or organization. It can be classified into two main characteristics: behavioral loyalty, which is reflected through continuous repeat purchase behavior, and attitudinal loyalty, which refers to positive feelings, confidence, and customer attitudes toward the brand (Chomphutet, 2019). Loyalty is critically important to the long-term success of businesses. As Ou et al. (2016) have indicated, organizations should prioritize understanding customer needs and focus on creating satisfaction in products and services, as this will make customers feel attached to the brand and be more likely to return for services again. Building loyalty not only stimulates repeat purchases but also leads to brand recommendations to others, which is behavior that helps expand the customer base effectively (Suebsakulkan, 2016).

Perceived novelty is a process whereby individuals evaluate whether new things differ from what is familiar, which is not merely a characteristic of objects or ideas, but also depends on personal factors and environmental contexts that influence decision-making (Zhou, 2016). Perceived novelty can stimulate customer interest and engagement, particularly when brands present creative and distinctive experiences, which results in customers having greater brand loyalty and higher engagement. The role of novelty in stimulating consumer curiosity in the digital age has been confirmed through the addition of novelty in content or presentation methods, which can encourage consumers to interact and become more interested (Daume, 2022). Moreover, exposure to new things can also affect the purchasing decision process and learning, as individuals tend to pay more attention to and process new information more than familiar things (Zhang et al., 2025). Perceived novelty plays a crucial role in stimulating purchase decisions for new products, especially products with innovation or things never encountered before, which enables businesses to enhance their competitive capability and promote product acceptance in the market (Akarapisit, 2022). Presenting interesting new things also helps attract customers and stimulate purchase decisions, which is important for building sustainable relationships with customers and long-term business growth (Teerapat-tanakiat, 2023)

Inspiration is an internal force that plays a crucial role in driving thoughts and actions without relying on external motivation. It differs from general desires because inspiration is a specific desire that arises from a firm starting point of the mind (Ruangwanichyakul, 2017). Its etymology derives from the Latin word "Spirare," meaning "breath," which reflects the life force or spirit that is conveyed and awakens intention (Samutjak, 2009). Inspiration holds significant importance in business contexts, particularly in the cosmetics industry, which relies on creativity to develop products and strategies that meet the constantly changing needs of consumers (Checa et al., 2024), both in terms of product design, packaging, and creating in-store experiences that promote inspiration in purchase decisions (Techawongwattana, 2019). From the customer perspective, inspiration plays a significant role in stimulating behavior and purchase decisions (Diloktrakulchai, 2016). especially when customers receive inspiration from influencers, which generates confidence and creates positive emotional connections to the brand. Furthermore, it also affects long-term loyalty.

2. METHOD

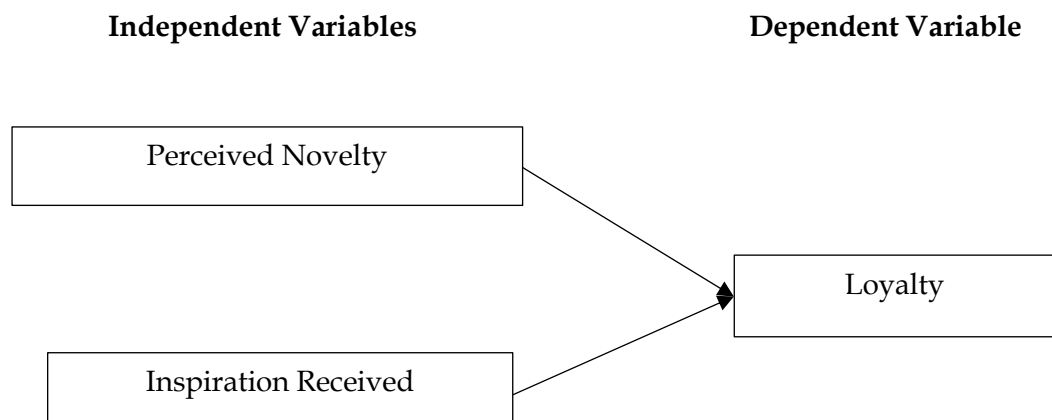


Figure 1. Theoretical Framework
Source: *Frasquet et al., 2024*

2.1 Hypotheses

H1: Perceived novelty of products has a relationship with customer loyalty.

H2: Inspiration has a relationship with customer loyalty.

2.2 Research Methodology

2.2.1 Population and Sample

The consumer population use cosmetics retail store services in Surat Thani Province, aged 18 years and above. The sample size was calculated using the sample size determination formula of Cochran (1977).

2.2.2 Research Instruments

The research instrument employed was a questionnaire developed based on the study of concepts, theories, and related research works, serving as a tool for data collection to examine factors affecting the loyalty of cosmetics retail stores in Surat Thani Province. The questionnaire was divided into three sections as follows:

Section 1: Demographic information of respondents, consisting of 5 items: gender, age, educational level, occupation, and average monthly income.

Section 2: Factors affecting loyalty, comprising 5 items in closed-ended question format, with opinion levels or decision levels divided into 5 levels from highest to lowest (Likert Scale), namely: strongly agree, agree, moderately agree, disagree, and strongly disagree (Frasquet et al., 2024)

Section 3: Loyalty, Surat Thani Province, consisting of 5 items in closed-ended question format, with opinion levels or decision levels divided into 5 levels from highest to lowest (Likert Scale), namely: strongly agree, agree, moderately agree, disagree, and strongly disagree (Frasquet et al., 2024)

The quality verification of the research instrument comprised content validity and reliability testing. Content validity verification employed the assessment of question consistency with research objectives through at least 3 experts and analyzed the Index of Item-Objective Congruence (IOC). The evaluation results from 3 qualified experts revealed that the questionnaire had IOC values ranging from 0.67–1.00, which exceeded the established criterion of 0.5 (Kongsak and Thammawong, 2015). Subsequently, the questionnaire was pilot tested with a sample group having characteristics similar to the target population to refine it before actual data collection. Regarding instrument reliability, testing was conducted using Cronbach's Alpha coefficient through SPSS software. The test results for the questionnaire section concerning opinions about factors affecting loyalty to Store revealed reliability values ranging from 0.833–0.873, which exceeded the criterion of 0.70 (Vanichbuncha & Vanichbuncha, 2021), indicating that the instrument was reliable and appropriate for data collection.

2.2.3 Data Analysis

Data analysis using descriptive statistics were employed to describe general information of the sample group, with results analyzed and presented in the form of frequency distribution tables, percentages, means, and standard deviations.

Data analysis using inferential statistics were utilized to analyze data from the sample group using statistical software for Hypothesis Testing through Multiple Linear Regression analysis to examine loyalty factors.

3. RESULTS

3.1 Analysis of General Demographic Data

General information of 384 questionnaire respondents, classified by gender, age, educational level, occupation, and average monthly income, was analyzed using frequency and percentage statistics. The findings revealed that in terms of gender, the majority of respondents were female, totaling 307 persons, accounting for 79.90 percent, while male respondents numbered 77 persons, representing 20.10 percent.

In terms of age, the findings revealed that the majority of respondents were in the age range of 18-25 years, totaling 236 persons, accounting for 61.50 percent, followed by the age group of 26-30 years, numbering 58 persons, representing 15.10 percent; the age group below 18 years, totaling 52 persons, accounting for 13.50 percent; the age group of 31-35 years, numbering 20 persons, representing 5.20 percent; and the age group of 35 years and above, totaling 18 persons, accounting for 4.70 percent.

In terms of educational level, the findings revealed that the majority of respondents held a bachelor's degree, totaling 234 persons, accounting for 60.90 percent, followed by secondary education or equivalent level, numbering 80 persons, representing 20.80 percent; diploma or equivalent level, totaling 51 persons, accounting for 13.30 percent; master's degree level, numbering 16 persons, representing 4.20 percent; and higher than master's degree level, totaling 3 persons, accounting for 0.80 percent.

In terms of occupation, the findings revealed that the majority of respondents were in the student group, totaling 239 persons, accounting for 62.20 percent, followed by private business owners, numbering 51 persons, representing 13.30 percent; private company employees, totaling 27 persons, accounting for 7.00 percent; general contractors, numbering 26 persons, representing 6.80 percent; government officials/state enterprise employees, totaling 21 persons, accounting for 5.50 percent; farmers, numbering 9 persons, representing 2.30 percent; self-employed individuals, totaling 7 persons, accounting for 1.80 percent; and others, numbering 4 persons, representing 1.00 percent.

In terms of average monthly income, the findings revealed that the majority of respondents had income in the range of 15,000-20,000 baht, totaling 167 persons, accounting for 43.50 percent, followed by the group with income below 10,000 baht, numbering 165 persons, representing 43.00 percent; income between 20,001-25,000 baht, totaling 35 persons, accounting for 9.10 percent; and the group with income exceeding 25,001 baht, numbering 17 persons, representing 4.40 percent.

3.2 Analysis of Basic Statistical Values of Research Variables

The analysis results of mean and standard deviation of factors affecting the loyalty of cosmetics retail stores in Surat Thani Province, based on 384 questionnaire sets, classified by perceived novelty of products, inspiration, and customer loyalty, revealed that the factor affecting loyalty was customer loyalty, with a mean of 4.34 and a standard deviation of 0.60, followed respectively by perceived novelty of products, with a mean of 4.27 and a standard deviation of 0.60, and inspiration, with a mean of 4.25 and a standard deviation of 0.58

Table 1 Mean and standard deviation of factors influencing loyalty

Influences Affecting Word-of-Mouth Communication	Mean	Standard Deviation	Interpretation
Perceived novelty of products	4.27	0.58	Highest
Inspiration	4.25	0.60	Highest
Factors influencing loyalty	4.34	0.60	Highest

Source: prepared by researcher (2025)

The analysis of the explanatory power of factors affecting loyalty, including perceived novelty of products, inspiration, and customer loyalty, was derived from the Adjusted R Square value of 0.68, which means that the factors of perceived novelty of products, inspiration, and customer loyalty account for 68 percent of the variance in loyalty.

Table 2. Multiple Linear Regression analysis of factors affecting the loyalty of cosmetics retail stores in Surat Thani Province

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.823a	0.68	0.68	0.34

Source: prepared by researcher (2025)

The Multicollinearity test using the Variance Inflation Factor (VIF) revealed that the independent variables, namely perceived novelty of products and inspiration, had VIF values of 3.08, which did not exceed the threshold of 10, indicating no Multicollinearity problem among the independent variables. Multiple Linear Regression analysis using F-Test statistics showed statistical significance at the 0.05 level, with an R^2 value of 0.68, indicating that the independent variables could explain 68% of the variance in loyalty. Furthermore, the t-test results revealed that the variables of perceived novelty and inspiration had statistically significant effects on loyalty at the 0.05 level. The highest influence order of variables was the perceived novelty of products factor (X_1 , $\beta = 0.57$), followed by the inspiration factor (X_2 , $\beta = 0.32$). These can be expressed in a regression equation as follows:

$$\hat{y} = 0.57 + 0.57(X_1) + 0.32(X_2)$$

Table 3. Regression analysis results to determine the relationship between factors affecting the loyalty of retail stores in Surat Thani Province

	B	Std. Error	Beta	t	Sig.	VIF
Constant	0.57	0.13		4.27	.000	
1. Perceived novelty of products	0.57	0.05	0.55	10.70	.000	3.08
2. Inspiration	0.32	0.05	0.31	6.14	.000	3.08

Note: R2=.68 F=400.035 P-Value=.000*

Source: prepared by researcher (2025)

4. DISCUSSION

4.1 Factors of Perceived Product Novelty Affecting Loyalty of Cosmetics Retail Stores

The research findings revealed that the product novelty factor has a significant influence on customer loyalty in retail stores, particularly in terms of offering distinctive, modern products that differ from conventional stores, resulting in consumer interest, brand memorability, and tendency to make repeat purchases. This is consistent with the research findings of Traijet (2015), which indicated that product novelty is a factor that helps create distinctive experiences, enabling customers to remember the brand and develop long-term loyalty. Furthermore, this aligns with Mueanchoo (2022), who stated that retail stores that adapt by adding diverse and innovative products can stimulate customer interest and increase the frequency of return visits. These research findings demonstrate that presenting products with novelty is an effective strategy for building customer engagement in the context of local retail stores.

4.2 Factors of Inspiration Affecting Loyalty of Retail Stores. The research findings revealed that the inspiration factor has a significant influence on customer loyalty in retail stores, derived from the shopping experience within the store. Stores that can design an atmosphere or arrange products to stimulate interest help increase motivation for customers to make purchase decisions and develop stronger brand attachment. This is consistent with the research of Chonwasin (2021), which stated that store design, use of sales promotion media, and in-store promotions affect consumer behavior, particularly stores that can create inspiration through atmosphere and product presentation, which makes customers feel positive emotions and tend to return for services again. Additionally, this aligns with the concept of Boonyanantagun (2017), who stated that in-store space management and effective

marketing strategies, such as organizing activities, presenting products in new formats, or decorating stores with distinctive characteristics, can all create customer engagement and serve as important factors in maintaining a continuous customer base.

5. CONCLUSION AND RECOMMENDATIONS

5.1 Recommendations for Utilizing Research Findings

Perceived Product Novelty Factor Entrepreneurs should improve price tags to be more aesthetically pleasing and professional by changing from paper tags written with markers to printed tags with eye-catching designs, appropriate color schemes, or even digital displays for promotional items, to enhance attractiveness and create a positive image for the store. Additionally, products should be arranged prominently and orderly by clearly categorizing product types, installing lighting in best-selling product areas, and creating new product zones that stimulate customers' desire to try them. Store atmosphere decoration should also be given importance by establishing a distinctive theme, adding product information or promotional signs that help customers make decisions more easily, and creating an atmosphere different from ordinary stores, such as having product testing areas or special display corners for new products, to make customers feel excited every time they visit the store. Furthermore, creative product displays are another approach that helps attract customers. This may involve arranging products in beautiful patterns or creating special corners such as "innovative products" or "best sellers" to stimulate interest and create memorable shopping experiences.

Inspiration Factor Entrepreneurs should employ strategies that help create inspiration through presenting real user experiences, such as product reviews or case studies demonstrating results from product usage. Selecting influencers or role models with images that align with products and can inspire the target audience will help increase product appeal. Additionally, organizing activities that stimulate customer participation, such as inviting customers to share their product usage experiences, will help generate buzz and encourage customers to develop greater purchase intentions.

5.2 Recommendations for Future Research

There should be studies of variables in other factors that may affect loyalty, such as behavioral factors, marketing factors, or consumer satisfaction factors, in order to apply research findings for business benefit and further develop products or modify business models in the future.

This study examined only the consumer group in Surat Thani Province. Therefore, in future research, the population scope should be expanded further. For example, it could be divided by regions in Thailand.

This research study was conducted in a quantitative research format, whereby research results are derived from questionnaire respondent surveys and represent only analysis and display of overall results for each studied factor, without the ability to provide clear in-depth details. Therefore, future research should be conducted in a qualitative format to obtain clearer data and more in-depth information for greater benefit to future entrepreneurs.

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