

A Study on Brand Loyalty of Gen Z Consumers for the Beauty and Personal Care Brands in Shegaon Region

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Abstract: *This study analyzes the relationship between brand loyalty and brand switching behavior among Generation Z consumers in the beauty and personal care industry in the Shegaon region. With the rapid growth of digital platforms, increasing product choices, and the influence of social media, maintaining long-term brand loyalty has become a challenge for companies. The research uses a descriptive design and is based on primary data collected from 100 respondents aged 18–27 through a structured questionnaire.*

The findings show that while Gen Z consumers prefer certain brands for quality, trust, and past experience, they frequently switch brands due to better alternatives, price variations, and dissatisfaction with product performance. Statistical results indicate that product quality and brand trust have a strong positive relationship with brand loyalty, whereas factors such as price sensitivity and availability of alternatives increase switching behavior. However, social media platforms like Instagram and influencer marketing moderately influence consumer preferences. The study highlights the need for brands to focus on product quality, trust-building, and digital engagement strategies to retain Gen Z consumers...

Keywords: Brand Loyalty, Brand Switching, Generation Z, Consumer Behaviour, Beauty and Personal Care, Social Media Influence, Product Quality

I. INTRODUCTION

In recent years, the beauty and personal care industry has witnessed significant growth due to changing lifestyles, increasing awareness about grooming, and the rising influence of digital platforms. Generation Z consumers, being highly exposed to online content and a wide range of brands, display unique and evolving buying behavior. Unlike previous generations, their brand loyalty is not fixed and is constantly influenced by factors such as product quality, price, brand image, and peer opinions. The availability of multiple alternatives in the market makes it easier for them to switch brands based on their experiences and preferences. While many Gen Z consumers prefer brands that provide satisfaction and reliability, they also tend to experiment with new products, leading to dynamic loyalty patterns. Additionally, social media platforms like Instagram, along with influencer recommendations and online reviews, play a crucial role in shaping their perceptions and purchase decisions. Despite the growing importance of this segment, limited research has been conducted on brand loyalty among Gen Z consumers in smaller regions such as Shegaon, as most studies focus on urban markets. Therefore, this study aims to analyze brand loyalty and switching behavior among Gen Z consumers in the beauty and personal care sector in the Shegaon region, providing valuable insights for businesses to enhance customer retention and develop effective marketing strategies.



1.1 Research Problem:

Despite the growing importance of brand loyalty in the beauty and personal care industry, there is limited understanding of how Generation Z consumers develop and maintain loyalty. Existing research mainly focuses on broader or urban markets, leaving a gap in identifying key factors such as product quality, price sensitivity, digital influence, and brand values that specifically impact Gen Z consumers. This generation is highly influenced by social media, peer reviews, and authenticity, making their buying behaviour different from previous generations. However, insufficient research has been conducted to analyze these unique behavioural patterns in detail. As a result, marketers face challenges in designing effective strategies to attract, engage, and retain Gen Z customers. Therefore, this study aims to address this gap by examining the key determinants of brand loyalty among Generation Z in the beauty and personal care sector, helping businesses develop more targeted and effective marketing strategies.

1.2 Research Objectives

1. To examine the factors influencing brand selection among Generation Z consumers in Shegaon for beauty and personal care products.
2. To analyze the impact of social media, influencers, and advertisements on shaping brand loyalty among Gen Z consumers.
3. To investigate the key motivations driving Gen Z consumers to remain loyal to specific beauty and personal care brands.
4. To explore the factors contributing to brand switching among previously loyal Gen Z consumers in the beauty and personal care sector.

1.3 Scope of the Study

This paper is confined to the generation Z consumers in Shegaon.in particular on the beauty and personal care industry. It examines consumer behaviour, brand tastes and loyalty trend among this segment. group. It is not applicable to other generations or other industries not in the beauty industry, and personal care. Moreover, the study focuses on the importance of social media,advertisements, influencers and value based motivations in molding loyalty, Other factors, including supply chain management, retail operation, or global are considered.it is out of its compass, market dynamics

II. LITERATURE REVIEW

Recent studies highlight that Generation Z's brand loyalty is shaped by value alignment, authenticity, transparency, and engaging brand experiences. Cagnin and Nicolas (2022) argue that attitudinal loyalty often precedes behavioral loyalty, indicating that emotional commitment and value congruence significantly influence repeat purchases and brand advocacy. Unlike previous generations, Generation Z expects meaningful interactions, credible brand identity, and consistent value delivery. The authors conclude that traditional loyalty-building strategies are insufficient, and brands must focus on creating experience-driven and relevant relationships to retain Gen Z consumers.

Focusing on the beauty and personal care sector, Salem (2023) emphasizes the critical role of brand image in influencing purchase intentions. Since beauty products are closely associated with self-identity and self-expression, consumers rely heavily on brand image to reduce perceived risk and strengthen decision confidence. The study finds that a strong and positive brand image not only drives immediate purchase behavior but also contributes to long-term brand relationships, highlighting the importance of maintaining consistent, appealing, and trustworthy brand positioning.

Rasheed and Balakrishnan (2023) examine loyalty in the context of eco-friendly hotels and identify significant generational differences in the perception of green branding practices. For Generation Z, environmental responsibility is an important factor; however, loyalty is more strongly influenced by social identity elements such as collectivism, brand prestige, and brand identification. The findings suggest that sustainability initiatives alone are insufficient, and



brands must integrate value-based communication and strong brand image to effectively appeal to Gen Z consumers. In contrast, older generations tend to prioritize functional performance over social value alignment.

Riederer (2024) explores the impact of social media on customer experience in the cosmetic industry and finds that digital platforms play a central role in shaping awareness, evaluation, purchase decisions, and post-purchase engagement among Generation Z. The study highlights that social media is not merely a promotional tool but a critical component of the overall customer experience, significantly influencing both short-term purchase behavior and long-term brand loyalty.

Furthermore, Yasik et al. (2025) investigate the role of digital marketing interaction in building loyalty among Generation Z consumers of local beauty products. Their findings reveal that interactive and engaging digital communication—rather than passive online presence—has a strong positive effect on customer loyalty. Personalized, responsive, and entertaining communication enhances emotional attachment and significantly contributes to loyalty. The study also demonstrates that digital interaction accounts for a substantial proportion of the variation in loyalty, reinforcing the importance of meaningful online engagement strategies for brands targeting younger consumers.

III. RESEARCH METHODOLOGY

The study is based on primary data collected from Generation Z consumers in the Shegaon region to analyze brand loyalty and brand switching behavior in the beauty and personal care sector.

- Sample Size: 100 respondents
- Sampling Technique: Convenience Sampling
- Data Collection Method: Structured Questionnaire
- Type of Data: Primary Data

Statistical Tool Used

- Percentage Analysis

The collected data was analyzed to identify factors influencing brand loyalty, consumer preferences, and reasons for brand switching among Gen Z consumers.

IV. DATA INTERPRETATION AND ANALYSIS

Q. 1 What is the most important factor influencing your choice of beauty and personal care brand?



Fig. 4.1 Graph showing the rating given by the respondents.

Interpretation

The data shows that quality (34%) is the most important factor influencing brand choice, followed by price (15%) and brand reputation (12%). Friends and family influence (9%) is relatively low. Overall, consumers are quality-focused but also consider price and brand image.



Q.2 How loyal are you to your preferred beauty and personal care brand

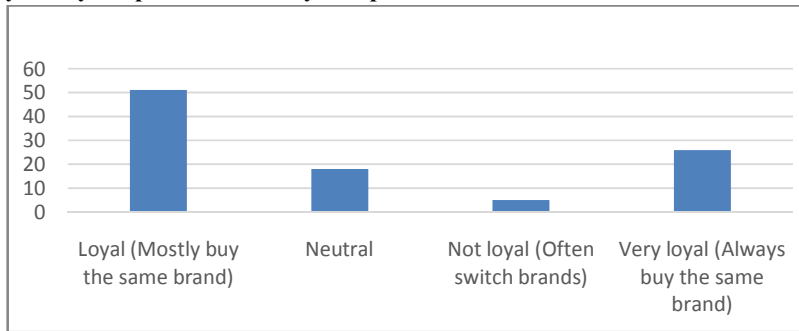


Fig. 4.2 Graph showing the rating given by the respondents.

Interpretation

Most consumers show strong loyalty, with 51% loyal and 26% very loyal, while 18% are neutral and only 5% are not loyal. Overall, this indicates a high level of brand loyalty driven by satisfaction, trust, and product effectiveness.

Q.3 How often do you switch between beauty and personal care brands?

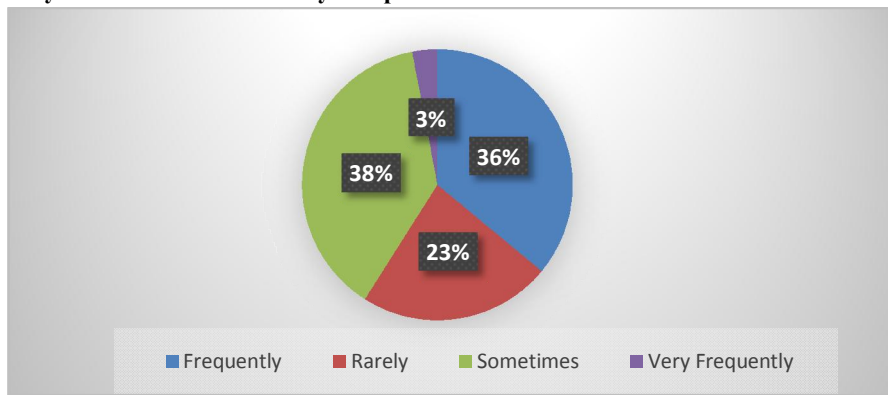


Fig. 4.3 Graph showing the rating given by the respondents.

Interpretation:

Most respondents are moderately exposed to beauty content on social media, with 38% sometimes and 36% frequently seeing it. Fewer respondents rarely (23%) or very frequently (3%) encounter such content. Overall, social media exposure is regular but moderate, influencing awareness to some extent.



Q.4 What is the main reason for switching from your preferred brand?

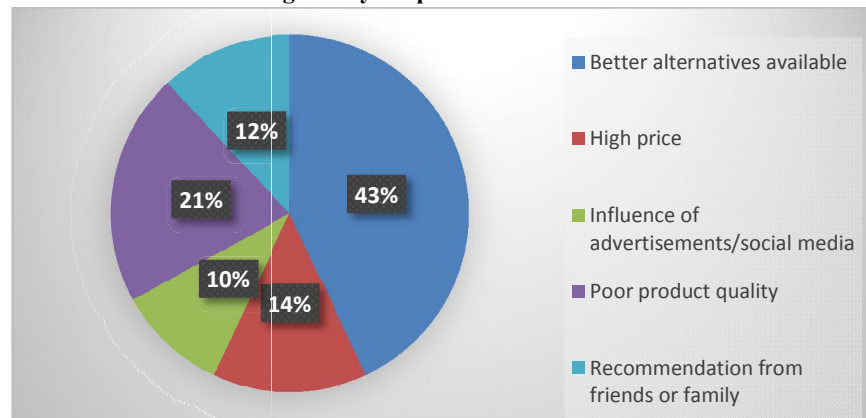


Fig. 4.4 Graph showing the rating given by the respondents.

Interpretation:

The main reason for brand switching is better alternatives (43%), followed by poor quality (21%) and high price (14%). Recommendations (12%) and ads/social media (10%) have less impact. Overall, switching is mainly driven by product performance and competitive options.

V. FINDINGS AND CONCLUSION

The study reveals that product quality is the most important factor influencing brand choice among Gen Z consumers, followed by brand trust and past experience. A majority of respondents show loyalty toward their preferred brands, with 51% being loyal and 26% very loyal; however, a high percentage (77%) have switched brands, indicating that loyalty is not permanent. The main reasons for switching include the availability of better alternatives, poor product quality, and high prices. Social media influence is found to be moderate, contributing to awareness but not being the primary decision-making factor. Overall, the study concludes that Gen Z consumers exhibit conditional and dynamic brand loyalty, where retention depends largely on product performance, value, and trust rather than long-term commitment.

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