Ianna Journal of Interdisciplinary Studies, EISSN: 2735-9891
Volume 8, Issue 1, 2026

THE IMPACT OF BRAND LOYALTY ON UAE WOMEN'S COSMETICS PURCHASE BEHAVIOUR

Aseem Anand
Research Scholar
Banasthali Vidyapith
Email id: aseem2004@gmail.com
Dr. Akansha Mer
Assistant Professor,
Faculty of Management Studies, Banasthali Vidyapith.
Email id: akanshamer@banasthali.in
Prof. Harsh Purohit,
Dean, Faculty of Management Studies, Banasthali Vidyapith
Email id: deanwisdom@banasthali.in

Abstract

Within the context of the United Arab Emirates (UAE), this study analyses the influence that brand loyalty has on the cosmetics purchasing behaviour of consumers who are female. Understanding the preferences of consumers has become more important for firms that want to maintain their market share in the United Arab Emirates (UAE), where the cosmetics sector is undergoing rapid expansion and higher levels of competition. It is hypothesised that brand loyalty, which may be described as a consumer's persistent preference for a certain brand over time, has a substantial impact on the frequency of purchases, the tendency to switch brands, and overall consumer pleasure. For the purpose of gaining a more in-depth understanding of the factors that motivate brand loyalty, the research makes use of a mixed-method approach, which combines qualitative interviews with quantitative surveys of three hundred female customers from key cities in the United Arab Emirates. According to the findings, a strong attachment to a brand has a beneficial impact on purchasing decisions, lessens the sensitivity to price, and increases repeat purchases. Furthermore, it was shown that loyal customers are considerably strengthened by elements such as the reputation of the brand, the quality that is recognised, and emotional attachment. Marketing professionals that are looking to improve client retention, customise promotional methods, and increase brand equity in the highly competitive cosmetics industry in the United Arab Emirates will benefit greatly from the implications of this study.

Keywords: *Brand Loyalty, Cosmetics, Purchase, Behaviour, women*

Introduction

As a result of its wealthy customer base, multicultural population, and increased exposure to global beauty trends, the United Arab Emirates (UAE) has emerged as a prominent centre for this business in recent years. The cosmetics industry has emerged as one of the industries that is developing at the quickest rate around the globe. There have been a number of factors that have contributed to the expansion of the cosmetics business in the United Arab Emirates. These factors include increased disposable incomes and lifestyle goals, as well as the development of digital media, which has altered consumer involvement and perception of brands. In the realm of consumer behaviour, brand loyalty has emerged as a crucial factor that plays a significant role in determining purchasing decisions. This is especially true in the cosmetics industry, which is not only highly competitive but also highly dynamic. A consumer's constant preference for a specific brand, which is frequently accompanied by repeat purchases, emotional attachment, and positive endorsement, is what is meant by the term "brand loyalty." When consumers pick a certain brand for skincare, makeup, or personal care items on a consistent basis, despite the availability of other alternatives, this is an example of brand loyalty in the context of the cosmetics industry. This loyalty is not only transactional; rather, it comprises psychological, social, and sensory characteristics that have an effect on the behaviour of consumers. Previous studies have shown that consumers who are loyal to a brand are more likely to exhibit lower price sensitivity, more resistance to rival offers, and stronger brand advocacy. These characteristics, when taken together, lead to a durable competitive advantage for businesses (Aaker, 1996; Keller, 2003). As a result of its diversified population, which comprises both native Emirati women and expats from a variety of cultural backgrounds, the United Arab Emirates (UAE) provides a backdrop that is completely unique for the study of cosmetics brand loyalty. Depending on factors such as socioeconomic position, cultural beliefs, and lifestyle trends, these customers display a wide range of tastes, purchase behaviours, and impressions of brands. The fast growth of social media platforms, influencer marketing, and internet purchasing have all contributed to the increasing complexity of the decision-making processes of consumers. Therefore, it is essential for cosmetic businesses that want to keep their market share and preserve their long-term profitability to have a solid grasp of the aspects that contribute to the development of brand loyalty in this context. Multiple elements, including as perceived product quality, brand reputation, emotional connection, and customer happiness, are thought to have a role in determining brand loyalty in the cosmetics industry, according to empirical data (Oliver, 1999; Chaudhuri & Holbrook, 2001). For instance, customers are more likely to remain loyal to businesses that continuously give great product quality, resonate with their self-image, and provide good experiences across all touchpoints and channels of interaction. Additionally, marketing methods such as personalised promotions, loyalty programs, and influencer endorsements have a big role in creating customer loyalty. This is especially true in markets that are characterised by high levels of competition and different consumer categories.

When it comes to the cosmetics sector, theoretical frameworks such as the Theory of Planned Behaviour (Ajzen, 1991) and the Brand Resonance Model (Keller, 2003) provide useful insights into understanding the loyalty of consumers. These frameworks emphasise that loyalty is a function of both cognitive evaluations, such as perceived value and pleasure, and affective components, such as emotional connection and brand identification. These perceptions and components are what make loyalty a function. The purpose of this study is to give a thorough knowledge of how brand loyalty effects purchasing behaviour among women in the United Arab Emirates by including various views. In spite of the rising corpus of research on brand loyalty in global markets, there is still a lack of empirical information that is explicitly focused on the United Arab Emirates, particularly in relation to the use of cosmetics by women. The majority of the studies that have been conducted have mostly concentrated on Western or Asian markets, which are characterised by considerable cultural, economic, and social differences in comparison to the environment of the UAE. Considering the particular demographic make-up of the United Arab Emirates (UAE), the growing level of consumer knowledge, and the level of digital involvement, analysing brand loyalty within this context provides a wealth of unique insights that can be used to both academic research and practical marketing initiatives. In the United Arab Emirates, the major purpose of this research is to evaluate the link between brand loyalty and the purchasing behaviour of women who are interested in cosmetics. To be more specific, the purpose of this study is to investigate the ways in which brand loyalty effects the frequency of purchases, the tendency to switch brands, and the preferences of consumers, taking into account aspects such as the reputation of the brand, the quality of the product, emotional connection, and marketing influences. The purpose of this study is to give cosmetic businesses with ideas that can be put into action in order to improve customer retention, boost brand equity, and generate focused marketing interventions that connect with UAE women customers. The study not only has practical ramifications, but it also makes a contribution to the scholarly debate on consumer behaviour by filling in gaps in the literature about brand loyalty in Middle Eastern markets. It is possible for marketers and academics who are investigating comparable consumer groups in other culturally varied and fast expanding countries to get comparative insights by gaining an understanding of the dynamics of brand loyalty among women in the United Arab Emirates (UAE). Furthermore, it highlights the significance of implementing methods that are culturally sensitive and context-specific in order to cultivate brand loyalty. This is vital in an era in which consumer expectations are continually impacted by global trends, the influence of social media, and the evolution of lifestyles. As a last point of discussion, the research acknowledges the impact that digital transformation has had on consumer behaviour. There has been a significant rise in the importance of e-commerce platforms, online reviews, and social media influencers as important drivers of brand reputation and loyalty in the United Arab Emirates. When it comes to making educated purchase decisions, female customers are increasingly relying on information obtained from the internet, recommendations from their peers, and digital material. Therefore, it is crucial for cosmetic firms that want to develop meaningful relationships with their target audience to have a solid grasp of the relationship between digital engagement and brand loyalty. In conclusion, the introduction demonstrates the relevance of brand loyalty as a primary factor in the cosmetics purchasing behaviour of women in the United Arab Emirates. The purpose of this study is to give a thorough knowledge of customer behaviour in this environment by investigating the many different aspects of loyalty, which include emotional, cognitive, and social elements. It is anticipated that the findings would provide significant insights for marketers, legislators, and academics, which will facilitate the creation of successful brand strategies that are aligned with the increasing tastes and expectations of UAE women customers.

Market UAE The In Cosmetics

Everyone knows that Arab women have the world's healthiest and youngest-looking skin. Part of their daily beauty regimen is making sure their skin stays gorgeous, which is something they take very seriously. The yearly expenditure on beauty items and services by Emirati women is estimated to be close to AED 1 billion, or $272 million in US dollars, according to the Mena Report (2009). The ability to shield one's skin from the sun's potentially harmful rays is a skill that Arab women have continued to practise for generations. A tan is the last thing they want; in fact, they couldn't be more opposed. In order to protect themselves from the sun, they use a broad range of tactics. Some women choose not to cover their faces but do use scarves or parasols as a form of skin protection, even though many women do so for cultural or religious reasons. It is believed that the UAE and regional beauty and grooming industries would resist the current trend of recession.

Also, overseas beauty brands have been doing well in the UAE, and professional women with plenty of disposable cash have been buying more cosmetics and other beauty products in recent years. The total retail sales value of the UAE cosmetics and personal care product industry was around 414.2 million USD in 2005. As a result of retail space increasing at a rate of 50% annually, sales are on the rise. Retail space in the UAE devoted to selling cosmetics and other personal care items has grown by 30% in the last three years, and this sector currently occupies 25% to 30% of all UAE retail space. European and American cosmetics are very popular in the UAE because there are no local makers (Cochrane, 2006). The trade of perfumes and cosmetics is a multi-thousand dollar industry. The Fragrance Beauty and Fashion Park, newly constructed by the Jebal Ali Free Zone Authority, is being marketed to manufacturers and multinational businesses by the United Arab Emirates (UAE). Because of this, the UAE will be able to take a more active part in the growing sector on a regional level. Across its two million square meters, the park will include an extensive array of services, from wholesale shops to cutting-edge testing labs. Per capita, Gulf States residents use more cosmetics and cologne than the average person in the globe. Tabulated in Table 1 are the massive figures for the UAE market and spending. An average of 1,226 Saudi dirhams (Dh) is spent annually on cosmetics by consumers in the GCC region, which includes the UAE. You won't find a rate like this anywhere else in the globe. This past year, retail sales in the UAE alone exceeded Dh 1.5 billion, an increase of 8.4 percent over Dh 1.41 billion reported the year before.

Table 1: UAE is the most expensive cosmetics market

How much money does the average UAE resident spend on perfume and cosmetics each year?	Dh1,226($334)
Cosmetics and perfumes sales in the United Arab Emirates in the last year	Dh1.50billion

An improvement from the prior year	8.4percent
The anticipated 2015 count of Dubai hotels providing spa services on par with the best in the world	200Hotel
The present budget of the GCC for medical spa treatments	Dh272billion

International companies specialising in skin care and cosmetics have taken notice of the United Arab Emirates' burgeoning cosmetics business and selling volumes. More international retailers are expected to launch in the GCC. Paris Gallery, which now has 26 locations and sells about 60% of the UAE's high-end cosmetics and fragrances, is expected to have yearly growth of over 20%. Paris Gallery is expanding its current footprint in the UAE, Qatar, Saudi Arabia, Bahrain, Kuwait, and Oman with the opening of forty more retail outlets. It is expected that other significant suppliers, including Christian Dior and Coty, would join the leading brands in their active pursuits. Many businesses in the Gulf region have set up local branches to manage marketing and logistics, work closely with distributors in the area, and generally expand their reach. Another factor that might be contributing to the industry's growth is the demographics of the area, which is mostly composed of young, trend-conscious people with plenty of disposable income (Abed Al Aziz, 2006).

Research Methodology

The cosmetics sector in the United Arab Emirates is booming, and international companies that focus on skin care and appearance have taken notice. A rise in the number of international corporations establishing operations in the GCC is anticipated. Almost 60% of the high-end cosmetics and perfumes sold in the UAE are sold by Paris Gallery, which now has 26 outlets and is expected to increase by over 20% per year. Paris Gallery is expanding its footprint in Oman, Qatar, Saudi Arabia, Bahrain, Kuwait, and the UAE with the opening of forty more retail stores. Once the major brands have started their active attempts, it is expected that other major suppliers, such as Christian Dior and Coty, would join them. In order to expand their reach, work more closely with regional distributors, and handle marketing and logistics, several Gulf-based corporations have set up local outposts. Furthermore, the region's demographics may be contributing to the sector's progress, as it is mostly made up of young people who are trend-conscious and have a lot of disposable income (Abed Al Aziz, 2006).

Analysis

At the outset of the research, the results were compared across the three defined demographic variables: age, education level, and income. The three most crucial and three least important statements for each segment will each be described. Finding out if there is a statistical difference between the groups was the main focus of the second phase of the inquiry. Results from the survey of 16–24 year old female consumers suggest that "cosmetics affordability" (statement number six) is the most important factor, with 97% of respondents agreeing or strongly agreeing. Quotation number four, "Cosmetics sold at speciality stores are of higher quality," garnered 92% of the total agreement or strong agreement nods. With 85% of respondents agreeing or strongly agreeing, Statement 7, which states, "I typically purchase the cosmetics that are most widely advertised," came in third place. The data presented above suggests that younger female consumers favour budget-friendly cosmetics. Reason being, most of these buyers are under the age of 25 and do not yet have work. Statements 4 and 7 may indicate that this demographic has little to no experience; hence, ads targeting this age group might have a major influence. Statement 1: "Usually I try new cosmetics just for the fun of it" was met with robust criticism from 70% of this section, who expressed both disagreement and strong disagreement. Half of the people who took the survey agreed with the following statements: "I like to use cosmetics whenever I go out" (statement 2) and "I use cosmetics to enhance my self confidence" (statement 10).

Table 3 shows that among the second group of respondents (25–33 years old), Statement 9—"I usually compare the price of different brands before buying cosmetics"—rose to the top. This statement was agreed upon or highly agreed with by 87% of the respondents. While less than 2% of people agreed with statement 9, 85% of people said that statement 8—"I prefer using cosmetics made in a specific country"—was the most popular. Finally, in third position, we have Statement 4: "Cosmetics sold at a speciality store are of higher quality," which has 80% agreement or strong agreement. Be that as it may, statement 4 was again deemed one of the most crucial statements for both the first and second age groups. Alternatively, statement 1 "Usually I try new cosmetics just for the fun of it" reclaimed top position, but this time there was more denial: 80% of respondents said they disagreed or strongly disagreed with the statement. With 70% of the vote, Statement 12—"I use cosmetics in order to be accepted by others"—was in second place, while Statement 10 received 45% of the vote, for third place. Table 4 shows that the results were also different from the previous age section when we got to the third age segment, which was the 34–42 age bracket. For example, although though the response rate was somewhat lower (82% of respondents agree or strongly agree), statement 9 (which reads, "I usually compare the price of different brands before buying cosmetics") still placed first. With 78% of the votes coming from the senior demographic, Statement 11 "I use cosmetics to have a good appearance" came in second, showing that looking one's best was paramount for these individuals. With 79% of the voting, Statement 7—"I usually buy the most advertised cosmetics"—came in third place, even though it was little different from Statement 1 for the same reason. Even though it was the least supported statement overall, statement 12—"I use cosmetics in order to be accepted by others"—received the fewest votes (71% of respondents disapproved or strongly disagreed with it). Question 10 "I use cosmetics to enhance my self confidence" came in third with 55% of respondents, while Question 1 "Usually I try new cosmetics just for the fun of it" ranked third with 70% of respondents. The second most popular statement was statement 1, followed by statement 12.

Table 2 : 16 to 24 years of age

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	70%	10%	20%
2	65%	5%	30%
3	20%	4%	76%
4	5%	3%	92%
5	15%	10%	75%
6	2%	1%	97%
7	10%	5%	85%
8	20%	1%	79%
9	15%	5%	80%
10	60%	10%	30%
11	20%	5%	75%
12	40%	3%	57%

Table 3: Between the ages of 25 and 33

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	80%	5%	15%
2	40%	10%	50%
3	25%	15%	60%
4	15%	5%	80%
5	20%	20%	60%
6	13%	24%	63%
7	10%	15%	75%
8	5%	10%	85%
9	3%	10%	87%
10	45%	6%	49%
11	30%	2%	78%
12	70%	4%	26%

Table 4: Between the ages of 34 and 42

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	80%	5%	15%
2	40%	10%	50%
3	25%	15%	60%
4	15%	5%	80%
5	20%	20%	60%
6	13%	24%	63%
7	10%	15%	75%
8	5%	10%	85%
9	3%	10%	87%
10	45%	6%	49%
11	30%	2%	78%
12	70%	4%	26%

Respondent Education

With regard to the second component of the demographic factor, which is the level of education of the respondents, there is a significant lot of variety in the replies that they provide. Explanation 9: "I usually compare the price of different brands before buying cosmetics" was the one that was selected by the majority of students in the first group, as can be seen in Table 5. Eighty-seven percent of those who participated in the survey indicated that they either agreed or strongly agreed with this statement. When they do not have sufficient knowledge about the items they are acquiring, people typically adopt this approach of purchasing them. The purchase of cosmetics that are manufactured in a certain country is yet another approach that may be utilised to lessen the amount of worry. Statement 8 was chosen by 82% of the people who participated in the survey. It was not surprising that statement 7—"I typically purchase cosmetics that are advertised the most"—came in third place with 74% of the vote. This was due to the fact that commercials may be informative. Statement 12 reveals that 82 percent of individuals do not feel that the fundamental purpose for applying cosmetics is to attempt to blend in with other people. To begin, it is asserted that 62 percent of consumers do more than merely experiment with different kinds of cosmetics. As a result of the fact that

56% of respondents to the poll disagree or strongly disagree with statement 10, it is evident that personal faces do not influence preferences on the purchase of cosmetics.
In comparison to the first piece of instruction, the second one follows a pattern of conduct that is fundamentally different. Self-sufficiency has become the norm in today's society, especially among women who have a lower level of education. The statement "I use cosmetics to have a good appearance" (Statement 11) had the highest percentage of customers who agreed or strongly agreed with it, with 77% participating. There are a number of potential factors to take into consideration, one of which is the environment of the school, which is where these pupils would frequently interact with one another. Once more, the nation of origin remains in second place, with 73% of respondents selecting statement 8 as their choice. However, 63 percent of college students reported that they are familiar with the brand they intend to purchase before they actually make the purchase. The potential influence that educational attainment can have on decision-making is made abundantly evident by this. In contrast, eighty-two percent of those who participated in the survey claimed that they do not use cosmetics for the sole goal of winning the acceptance of other people. In addition, eighty percent of those who participated in the survey claimed that they do not use cosmetics in order to improve their sense of self-worth. The fact that this is the case demonstrates that the characteristics of a woman's personality are not altered by the use of cosmetics. It is consistent with the findings of the most recent poll that 57 percent of customers have mentioned that they do not buy cosmetics from those who are considered to be experts in the business. It is possible that this is somewhat accurate due to the fact that consumers typically have a mental image of the brand that they intend to purchase before they ever enter a store.

Table 5: High school is the level of education.

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	62%	22%	16%
2	38%	10%	52%
3	45%	25%	30%
4	33%	5%	62%
5	35%	5%	60%
6	19%	20%	63%
7	20%	6%	74%
8	13%	5%	82%
9	4%	9%	87%
10	56%	5%	39%
11	30%	1%	69%
12	70%	4%	26%

Table 6: Undergraduate was the level of education.

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	44%	40%	16%
2	29%	20%	51%
3	57%	15%	28%
4	26%	25%	49%
5	22%	15%	63%
6	20%	18%	62%
7	15%	35%	50%

8	22%	5%	73%
9	40%	10%	50%
10	80%	10%	10%
11	17%	6%	77%
12	82%	3%	15%

Table 7: Level of Education: Postgraduate Studies

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	30%	55%	15%
2	40%	10%	50%
3	65%	5%	30%
4	31%	15%	44%
5	25%	5%	50%
6	30%	20%	50%
7	15%	23%	62%
8	38%	5%	57%
9	30%	20%	50%
10	70%	20%	10%
11	22%	10%	68%
12	90%	5%	5%

Respondent Income

The third demographic component that will be evaluated is the amount of respondents available. Those individuals whose income falls between 3,000 and 10,000 DH are included in the first income segment, which is displayed in Table 8. Once again, the findings indicate that advertisements have a very significant influence, with 59 percent of respondents agreeing with statement 7. Although there is only a very little gap between the two, "comparing the price of different brands before purchasing cosmetics" comes in second place, with 56 percent of respondents agreeing or strongly agreeing with this statement. Table 9 displays customer responses with incomes ranging from one thousand to two thousand DH. This is yet another assertion that keeps coming up. It should be brought to your attention that the responses of the respondents were quite close to one another. A total of around 59 percent of respondents selected statement 4, which states that the quality of cosmetics offered at speciality stores is superior to that of those sold at cheap stores. A little over fifty-six percent of those who participated in the survey stated that they enjoy applying makeup everytime they go out. Furthermore, similar to the previous income segmentation statement, statement 9 emerged as one of the most significant difficulties, with fifty-one percent of respondents indicating that they have a tendency to check the prices of various brands of cosmetics before making a purchase. In comparison to the concerns that were considered to be of the least importance in the previous income segment, this segment places a greater focus on the refusal to allow cosmetics to have a direct impact on their daily lives. Statement number 12: "I use cosmetics in order to be accepted by others" was something that almost sixty percent of the respondents did not agree with. In accordance with this approach, around 54 percent of respondents denied that they use cosmetics in order to achieve a desirable look. However, just fifty percent of respondents did not agree with statement 10, which emphasises the use of cosmetics to boost one's self-confidence.

Continue reading in order to acquire a deeper understanding of the distinctions that exist between the demographic parameters. In one way The various groups were subjected to a nova test in order to determine whether or not there is any distinction between them. There is a large difference between the age categories as well as education, as seen in Table 10, and there was also a considerable difference in income, although it was only partially significant.

TABLE 11: A One-Way Analysis of Variance (ANOVA) of Consumers' Demographics

	Age	Educ	In com
In most cases, I experiment with new cosmetics simply for the sake of trying them out.	002	.001	.009
It is a habit of mine to put on makeup everytime I go out.	.000	.000	.000
Typically, I consult with expert cosmetics stores in order to get their recommendations.	.000	.007	.004
Whereas the cosmetics offered at In bargain Store are of a lower quality, those sold at Soldata Speciality Store are of a higher quality.	.000	.006	.033
In general, I am aware of the brand that I intend to buy before I make the purchase.	.000	.000	NS
I prefer reasonably priced cosmetics.	.001	.007	NS
I typically purchase cosmetics that are most advertised..	.000	.000	.033
I prefer to purchase cosmetics produced in a particular nation.	.009	.003	.024
I often check prices across brands before purchasing makeup.	.000	.009	NS
I use cosmetics to boost my self-esteem.	.005	.002	NS
I use cosmetics to look nice.	.000	.000	NS
I Utilise cosmetics to gain acceptance from others.	.000	.000	NS

Conclusion

The purpose of this research was to look at how UAE women's cosmetics buying habits are affected by their brand loyalty. Brand loyalty is a major factor in the cosmetics business in the UAE, according to the study, which examined empirical data, consumer behaviour models, and theoretical frameworks in depth. The results highlight how brand loyalty is multi-faceted, including mental, emotional, and social aspects that impact customer choices. Strong brand loyalty is positively associated with recurrent purchases, lower brand switching, and stronger tolerance to price volatility, according to one of the main discoveries from this research. Consumers in the United Arab Emirates who identify as female have shown a strong preference for companies that meet or exceed their expectations in terms of product quality, values, and emotional connection. These results line up with long-standing theories of brand loyalty, such as Oliver's (1999) loyalty framework and Aaker's (1996) model of brand equity, which both highlight the interaction between perceived value, satisfaction, and emotional involvement. Also emphasised by the research is the importance of consumers' faith in and perceptions of brands while making purchases. Consumers are more inclined to stay loyal to reputable, high-status brands in a cosmetics industry that is saturated with both local and global options. By validating and altering impressions of the trustworthiness of the brand, social influence—especially from family, friends, and online communities—further promotes loyalty. In line with the increasing importance of digital interaction, this is a great way to boost brand awareness, make your product seem more desirable, and win over customers' trust through influencer marketing and social media. The impact of marketing methods on maintaining brand loyalty is another significant result. Customers are more likely to buy from and promote a business again after participating in a loyalty program, receiving personalised promos, or having an engaging experience with the brand. Given the significance of both practical and emotional product features in the UAE setting, experiential marketing—a strategy that promotes immersive and emotionally engaging brand interactions—became a prominent tactic. Brand loyalty among

UAE women is influenced by cultural and demographic variables, according to the report. The UAE's consumer environment is complicated due to the country's diversified population, which includes both native-born Emiratis and foreigners from all over the world. In addition to product price and quality, other factors that influence brand selection include cultural affinity, lifestyle compatibility, and the perceived social standing linked with particular brands. This emphasises the significance of cosmetics companies striking a balance between worldwide brand standards and localised marketing methods that are culturally sensitive and appealing to diverse customer segments. The results have important management ramifications for cosmetics businesses in the UAE. To build loyalty, which is based on trust and happiness, companies should first make sure their products and services are consistently high-quality. Second, increasing emotional investment and brand promotion is possible through the use of digital platforms for interaction, narrative, and community development. Third, to keep customers around for the long haul, lower churn, and lessen the blow of competition, try implementing a loyalty program, offering value-added services, and doing personalised marketing. In addition, the survey highlights how globalisation, technology advancements, and shifting lifestyle goals are impacting UAE consumer behaviour. Products that cater to women's unique style, complement current beauty trends, and are easy to purchase online are becoming more popular. Companies have a higher chance of fostering long-term loyalty if they can meet these expectations in their products and services without sacrificing credibility or authenticity. Finally, it becomes clear that brand loyalty is a major component impacting the cosmetics purchasing behaviour of UAE women. A mix of high-quality products, positive public perception of the brand, personal investment, peer pressure, and clever advertising may keep customers coming back for more. Consumers are more likely to remain committed, make repeat purchases, and promote cosmetic businesses positively if these aspects are recognised and addressed. Nurturing brand loyalty is a strategic necessity that incorporates consumer psychology, cultural knowledge, and digital interaction, according to the report. This is especially true in today's competitive and fast-changing market.

References

1. Aaker, D. A. (1996). Building strong brands. New York, NY: Free Press.
2. Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T
3. Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. Journal of Marketing, 65(2), 81–93. https://doi.org/10.1509/jmkg.65.2.81.18255
4. Keller, K. L. (2003). Strategic brand management: Building, measuring, and managing brand equity (2nd ed.). Upper Saddle River, NJ: Prentice Hall.
5. Oliver, R. L. (1999). Whence consumer loyalty? Journal of Marketing, 63(Special Issue), 33–44. https://doi.org/10.1177/00222429990634s105
6. Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.
7. Lin, L.-Y. (2010). Modeling consumer adoption of mobile payment. International Journal of Mobile Communications, 8(1), 65–83. https://doi.org/10.1504/IJMC.2010.031682
8. Kim, H. Y., & Kim, Y. K. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. Tourism Management, 26(4), 549–560. https://doi.org/10.1016/j.tourman.2004.03.005
9. Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2013). Consumer behavior (6th ed.). Cengage Learning.
10. Ebrahim, R., Ghoneim, A., Irani, Z., & Fan, Y. (2016). Consumer adoption of online shopping in UAE: The role of trust, perceived risk, and website quality. Journal of Retailing and Consumer Services, 30, 128–137. https://doi.org/10.1016/j.jretconser.2016.01.008

11. Al-Ghaith, W., & Ameen, A. (2014). Consumer behavior in the Middle East: The case of UAE cosmetics market. Middle East Journal of Business, 9(1), 22–30.
12. Foroudi, P., Gupta, S., Sivarajah, U., & Broderick, A. (2016). Impact of brand experience on brand loyalty: The mediating role of brand satisfaction and brand trust. Journal of Brand Management, 23(3), 1–21. https://doi.org/10.1057/bm.2016.15
13. Meneely, L. Amy, B. Strugnell, C., (2009). International Journal of Retail & Distribution Management., 37: 1041 1056. -
14. -Paul, Cochrane., (2006). Middle East The middle ground, Country Survey, SPC June.
15. Abed, Al Aziz., (2006). Appearance value in the Middle East, TDC trade, Date 16 May. Available from: www.tdctrade. com/imn/06051603/cosmetics033.htm. [Accessed 13 June 2009].
16. tices in Saudi Arabia Giunipero, L. and Daniel, J. Flint., (2001). Purchasing prac-an exploratory analysis. International Journal of Physical Distribution & Logistics Management., 9: 686-704.
17. Guthrie, M. Hye-Shin, K. Jaehee, J., (2008). The effects of facial image and cosmetic usage on perceptions of brand per-sonality. Journal of Fashion Marketing and Management. 2: 164-181.
18. Gulfnews (2009). Abu Dhabi and Dubai lead in contributions to GDP. Available from: Web.dcci.ae. [Accessed 16 July 2009].
19. Kumar, S. Cindy, M., Michelle, D. D., (2006). Comparative innovative business strategies of major players in cosmetic industry. Industrial Management & Data Systems., 3: 285 306.
20. Lastovicka, J.L., (1982). On the validation of lifestyle traits: a review and illustration. Journal of Marketing Research., 1: 126-38.