

Impact Mechanism Of Chengdu Female Purchase Intention Of Cosmetic Products Under The Perceived Value Of Self-Improvement Of Domestic Products

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Abstract: Brand satisfaction and loyalty are critical aspects of management that help retain the market's competitive advantages. In the context of the self-improvement of domestic products, this study studies the influence mechanism of domestic cosmetics on purchase intention in Chengdu from the perspective of consumers' perceived value. It tests the research hypotheses through questionnaire surveys and practical analysis. It guides how local Chinese cosmetics companies can improve consumers' rational suggestions to perceive value and increase their purchase intention. The number of respondents for this study was 392. The results of this study highlight the significant role of female consumers in the purchase intention of domestic cosmetic products, which is influenced by their brand satisfaction and brand loyalty.

Keywords: Purchase Intention, Perceived Value, Self-Improvement of Domestic Product

INTRODUCTION

At present, China has become the world's second-largest cosmetics consumer market. This has been due to the rapid development of China's local cosmetics in recent years. As consumer preferences change and domestic products improve, companies must meet the higher consumer demands for perceived value in various aspects (Jeong et al., 2019). Nevertheless, it still poses a challenge for domestic cosmetics companies to identify consumer needs, establish connections with consumers, enhance perceived value, and increase consumer willingness to purchase products based on perceived value. Good perceived value is the key to enhancing consumer purchase intention—a better brand image. Nowadays, many excellent national cosmetics brands in China have captured many loyal consumers with their accumulated resources and strong appeal to the market over the years (La & Yi., 2015). As people's consumption concepts continue to change, and under the background of the self-improvement of domestic products, consumers have more and more channels to obtain product information, which puts forward higher requirements for companies to improve consumers' perceived value in various aspects (Son & Yoon., 2014). Consumers have different preferences for the perceived value of products, and good perceived value is the key to enhancing consumers' purchase intention. However, what needs of consumers should be met, how to establish connections with consumers and enhance perceived value, and how to increase consumers' willingness to purchase from the perspective of perceived value still plague domestic cosmetics companies (Jowitt & Lury., 2012).

Received April 13, 2024; Accepted May 06, 2024; Published May, 31 2024

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Problem Objectives

This study focuses on the self-improvement of domestic cosmetic products and aims to investigate the influence mechanism of these products on the purchase intention of female consumers in Chengdu. The study is based on the consumers' perceived value and aims to achieve the following objectives:

1. To examine the impact of brand satisfaction and brand loyalty on the purchase intention of female consumers in Chengdu towards domestic cosmetic products, focusing on the perceived value of self-improvement.
2. To suggest a feasible solution for Chinese domestic cosmetic products to enhance female consumers' satisfaction and value perception by improving their perceived value about brand image and self-improvement.

Therefore, this study aims to determine the effect of two independent variables, brand satisfaction, and loyalty, on the dependent variable of purchase intention among female consumers.

THEORETICAL FOUNDATION

Definition of Theory of Reasoned Action

The Theory of Reasoned Action is a robust mathematical model that accurately predicts behavioral intentions based on attitudes and subjective norms (Ajzen & Fishbein., 1975). Attitudes refer to whether or not an individual considers an outcome favorable or unfavorable, while beliefs describe the probability of an action leading to a particular result. Intention refers to how a person intends to behave based on their beliefs and attitudes. This theory helps predict individual intentions to engage in specific behaviors in diverse contexts at a given time (Montano & Kasprzy., 2015). Regarding health change, behavioral intentions are primarily influenced by attitudes regarding relevant behaviors and the expectancy that these behaviors will promote positive outcomes, which can be further enhanced if they align with social norms. Perceived behavioral control, which includes the ease or difficulty of engaging in behaviors, experiences relevant to a particular situation, attitudes, and subjective norms, plays a fundamental role in determining behavior change (Neighbors et al., 2013).

However, behavioral intentions and actions are moderated by the individual's mood state, social influences, and constraints like financial problems that may hinder behavior change. Despite the best intentions and self-will, obstacles can stand in the way of behavior change, making it essential to maintain motivation during the gap between intention and

action (Ajzen., 2012).

Definition of Evaluative Congruity Theory

Evaluative Congruity Theory (EC theory) is a dual-process model that seeks to explain how attitudes are formed and changed. This theory proposes that attitudes are shaped by two different types of evaluations: "incorporating" evaluations, which are processed automatically and occur without conscious awareness, and "social comparison" evaluations, which require conscious effort and are influenced by our observations of others (Tofighi et al., 2020). In other words, our attitudes are shaped by our personal experiences and observations of how others behave and believe. This theory explains how emotions are intimately connected to our evaluative beliefs and attitudes toward the consumption experience and how these emotions can influence our purchasing behavior (Lopez et al., 2017). EC theory is not just a theoretical concept; it has practical applications in various industries such as hospitality, retail, leisure, and healthcare. It has also been extended to other areas, such as organizational behavior, marketing, and management (Pagani et al., 2013). By understanding how attitudes are formed and changed, businesses can develop strategies to improve brand image and encourage consumer purchasing behavior, making EC theory a valuable tool for marketers and business professionals. This study focuses on improving the brand image of domestic products and motivating female consumers in Chengdu to have a greater intention to purchase. Businesses can develop effective marketing strategies by understanding the principles of EC theory and the factors that influence consumer behavior. This comprehension enables enterprises to make knowledgeable decisions and customize their plan to suit consumer needs and preferences (Puzakova & Aggarwal., 2018).

Definition of Equity Theory

Equity Theory (ET) is a crucial concept for customer satisfaction. ET emphasizes that customers expect consistency between what they anticipate and experience (Ahmadpour-Samani et al., 2022). Providing customers with a positive experience ensures consistency between their expectations and experiences. When businesses can manage expectations and consistently deliver an experience that meets or exceeds them, it helps to build trust and goodwill with their customers (Davlembayeva et al., 2021). This ultimately leads to intense customer satisfaction, which is critical for success. The Equity Theory in customer satisfaction applies to any purchase, as the buyer expects a specific outcome and experience from the product or service offered. Therefore, the seller must ensure that the experience is

consistent with the promises made to the buyer during the purchase. If the experience is inconsistent with promises, the buyer may feel cheated and dissatisfied with exchanging money for goods or services (Ryan., 2016). Incorporating equity theory in customer satisfaction can help improve purchase intention, brand image, customer equity, revenue, and business growth. It helps businesses provide consistent and positive customer experiences, which leads to customer satisfaction, loyalty, and advocacy (Lim., 2020). Overall, Equity Theory is a critical consideration for companies looking to build a solid customer base and succeed in the long run.

Definition of Terms

1. A customer's perception of a product or service is a crucial factor that significantly impacts purchase intentions. It refers to how a customer perceives a product, which can be influenced by factors such as brand image, product quality, and customer experience (Matic & Puh., 2016). Understanding consumer behavior and their perception of a product can be challenging for many companies. However, companies can positively influence customers' perceptions by continuously offering better products that exceed their expectations. Each customer may have a different perception of the same product, influenced by their preferences, past experiences, and expectations (Kala & Chaubey., 2018). The process of perception starts with the sense organs, which pick up a stimulus as a product or service. The consumer perception then processes this information to form a perception. A positive perception can be created by offering consistent product quality and an exceptional customer experience. Ultimately, a customer's perception of a product or service influences their purchase decision (Eze et al., 2012). Companies must create a positive perception of their products to attract and retain customers through a marketing strategy that increases operational revenue.
2. Brand satisfaction is a unique and valuable asset that companies use to support their products from those of their competitors. It is an exclusive identifier that helps customers recognize and associate a product with a particular company (Shaji., 2020). A brand can take many forms, including a symbol, mark, logo, name, word, sentence, or a combination of these items. It is crucial in creating a distinct and memorable identity for a company's products. In the cosmetics industry, brand image is paramount, particularly for women who purchase these products. The customers' perception of a brand is mainly shaped by the photos they see on packaging, labeling, advertising, and design. A brand that can appeal to the customers' emotions and needs is more likely to create a long-lasting and positive

impression on them (Anandragan & Sivagami., 2016). When customers feel that a brand can satisfy their needs, they are more likely to become loyal to that brand and continue using it. Customer loyalty is crucial, as it helps businesses maintain a steady revenue stream and attract new customers through positive word-of-mouth. Customers are also loyal to a brand because of the high costs associated with switching brands. Technical, economic, or psychological factors may make it challenging for them to achieve the same level of satisfaction with another product (Heyam & Ahmed. 2015). As a result, customers may be less likely to try another brand, even if they are dissatisfied with their current product.

3. Brand loyalty is a crucial concept in marketing, which refers to customers' inclination to stick with a particular brand rather than switching to other brands. The idea of brand loyalty suggests that by focusing on retaining existing customers, companies can maximize their profits more effectively than constantly investing in acquiring new ones. Therefore, companies strive to achieve a high degree of loyalty through the branding process. Jacob and Kyner (1973) proposed a comprehensive definition of brand loyalty consisting of six components: biased behavior, responding behavior, continuous behavior, decision-maker behavior, decisions among alternatives, and a concerted decision-making process. This definition indicates that brand loyalty is a composite of behavioral and attitudinal properties (Peters et al., 2011). Loyal customers exhibit a strong preference for a particular brand, and they are unwilling to switch to other brands. They feel comfortable and satisfied with the brand they have chosen. In contrast, customers with a lack of attachment to the brand are called spurious consumers, and they can move to another brand if a better offer is available or if another brand is more comfortable to buy. Brand loyalty has several advantages for companies (Inamullah., 2012). Firstly, it can lead to market benefits, such as increased sales, profits, and market share. Secondly, it can provide a competitive advantage, as satisfied customers are less likely to be attracted by competitors' promotional efforts. Finally, loyalty that results from cognitive decision-making occurs when a brand that provides a satisfactory experience is chosen through trial and error. Rational thought processes dominate, and loyalty to the brand results from repeated satisfaction with the brand. Brand loyalty is a valuable company asset, and a marketing strategy must be developed to enhance, maintain, and strengthen it over time (Ahmed., 2014).

Conceptual Framework

Marketing satisfaction involves analyzing and determining the extent of consumers' satisfaction with a particular product or service and comparing it to the satisfaction level of similar products or services competitors offer. This analysis is based on the theory of reasoned action (Eduardo, 2008). The level of satisfaction experienced by consumers varies based on their individual needs, goals, and past experiences with similar products or services. The concept of loyalty is broad and can be interpreted in different ways. Arora (2013) further differentiates between attitudes and behavioral perspectives and introduces the concept of consumer loyalty based on the frequency of repeat purchases. In conclusion, understanding consumer satisfaction and Loyalty is essential for businesses to enhance effective marketing strategies and improve their products or services.

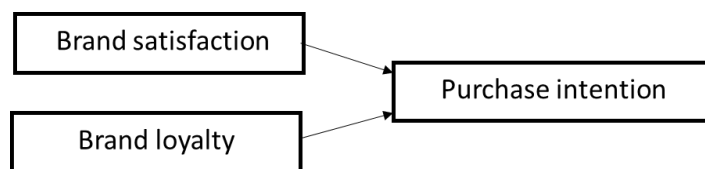


Figure 1. The Conceptual Framework

RESEARCH HYPOTHESIS

The Impact of Brand Satisfaction on Purchase Intention

Studies have shown that when customers are satisfied with a brand, they are more likely to intend to purchase its products or services. Multiple studies have observed this relationship between brand satisfaction and purchase intention. For instance, a study conducted on cosmetic customers in Chengdu found that customer satisfaction, brand trust, and brand loyalty influenced their purchase intentions. Another study by Nurmalasari & Wijaya., (2022) found that product quality, brand image, and customer satisfaction positively affected online purchase intention. Similarly, a study on cosmetic product brands in China found that customer satisfaction with domestic brands significantly impacted purchase intention based on consumer motivation and national perception (Windarsari et al., 2022). Therefore, it is clear that brand satisfaction plays a crucial role in shaping consumers' purchase intentions.

H1 Brand satisfaction does not significantly impact female consumers' purchase intention in cosmetic products under the perceived value of self-improvement of domestic products.

The Impact of Brand Loyalty on Purchase Intention

This research aims to delve into the effects of brand loyalty on the purchase intention of female consumers in the cosmetic products sector. The study aims to assess how brand loyalty impacts consumers' purchasing behavior and identify the variables or factors that contribute to it. Hameed and Kanwal's (2018) research revealed a significant positive correlation between brand loyalty and purchase intention, attributed to female consumers' emotional connection with brand names, product quality, design, and promotional activities in the cosmetics industry (Yu et al., 2017).

H2 Brand loyalty does not significantly impact female consumers' purchase intention in cosmetic products under the perceived value of self-improvement of domestic products.

RESEARCH METHODS

Population and Sample

This research focuses on female consumers from Chengdu, China. These consumers tend to seek out cosmetic products that they believe will improve their perceived value, particularly when it comes to domestic products. The study collected a sample of 392 participants in January 2024 using the WeChat Survey Platform for analysis with random sampling.

This study's minimum research sample size is based on the following formula widely accepted for analysis (Pourhoseingholi et al., 2013).

- The margin of error (confidence interval) – 95%
- Standard deviation 0.5
- 95% - Z Score = 1.96
- Sample size formula = $(Z\text{-score})^2 * Std\ Dev * (1 - StdDev) / (\text{margin of error})^2$
- $(1.96)^2 * 0.5(0.5) / (0.05)^2$
- $(3.8416 * 0.25) / 0.0025$
- $0.9604 / 0.0025 = 384$
- 384 respondents would be needed for this study based on a confidence level of 95%

Research Model

Correlation Analysis

Correlation analysis is a statistical technique used to measure the strength and direction of the relationship between two or more variables. The Pearson correlation coefficient is the most popular method for evaluating correlation. The correlation coefficient, represented by

the r- value, measures the degree to which two variables are related, while the P-value indicates the correlation's significance level.

Correlation coefficient r	Degree of relevance
$ r = 1$	Totally correlated
$0.70 \leq r < 0.99$	Highly correlated
$0.40 \leq r < 0.69$	Moderately correlated
$0.10 \leq r < 0.39$	Low correlation
$ r < 0.10$	Weak or unrelated

Correlation Coefficient Classification Table

Correlation Analysis of Brand Satisfaction and Purchase Intention

The correlation coefficient r between brand satisfaction and purchase intention is 0.805, and P=0.000 is less than 0.05. Thus, it shows that brand satisfaction is significantly correlated with purchase intention.

	Brand Satisfaction
Purchase Intention Sig. (1-tailed)	1
Brand Satisfaction Sig. (2-tailed)	.805** (.000)

Correlation analysis results between brand satisfaction and purchase intention

Correlation Analysis of Brand Loyalty and Purchase Intention

The correlation coefficient r between brand loyalty and purchase intention is 0.825, and P=0.019 is less than 0.05. Thus, it shows that brand loyalty is significantly correlated with purchase intention.

	Brand Loyalty
Purchase intention Sig. (1-tailed)	1
Brand Loyalty Sig. (2-tailed)	.825* (.019)

Correlation analysis results between brand loyalty and purchase intention

Regression Analysis

Regression analysis is a statistical technique used to study the relationship between multiple independent variables of a hypothesis and a set of dependent variables. It helps to measure the strength of relationships between variables and predict future relationships between them. In this study, SPSS 23.0 included tests such as the correlation coefficient of determination, multiple linear regression, and hypothesis testing.

Regression analysis of various variables on purchase intention

The model summary indicates that the degree of explanation between brand satisfaction, brand loyalty, and purchase intention is 94.2%. This means that these factors can account for almost all of the variation in purchase intention. The R-value is 0.932, which measures the strength of the relationship between the factors. The adjusted R² is 0.942, which considers the number of variables in the model and provides a more accurate measure of the model's predictive power. The Durbin-Watson test result is 1.993, close to 2, indicating that the residuals are independent and the model does not have serial correlation problems.

Summary of the regression analysis model of constructs and purchase intention

Model	R	R ²	Adjust R Square	Standard estimate error	Durbin-Watson
1	0.932a	0.936	0.942	0.92112	1.993

The results of the single-factor analysis. The regression sum of squares is 3868.225, the residual sum is 212.426, and the significance is 0.000, less than the significance level of 0.01. This study has significant differences between the independent and dependent variables. A considerable effect exists between brand satisfaction, brand loyalty, and purchase intention.

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3868.225	3	1289.408	3897.337**	0.000 ^c
	Residual	212.426	387	.548		
	Total	4080.651d	390			

**p ≤ .01

- a. Dependent variable: Purchase intention
- b. Predictor variables: Brand satisfaction and brand loyalty

Multiple Linear Regression Analysis Test

Model	Unstandardized coefficient	Standardization factor		t	Sig
		B	Standard error		
1	(Constant)	3.221	1.325		
	Brand satisfaction	.212 [∗] .021		.235	2.463 .015
	Brand loyalty	.338 [∗] .018		.362	3.476 .022

**p ≤ .05

- a. Dependent variable: Purchase intention
- b. Predictor variables: Brand satisfaction and brand loyalty

The regression equation of the multiple linear regression analysis $Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + e$

$$Y = 3.221 + 0.212X_1 + 0.338X_2$$

Description:

Y = Purchase Intention

α = Constant

X₁ = Brand Satisfaction X₂ = Brand Loyalty

e = Error

β_1 = First Regression Coefficient Number β_2 = Second Regression Coefficient Number

The table of coefficients displays levels of brand satisfaction, brand loyalty, and purchase intention and demonstrates a significant influence between these levels after adding constants to the inequality.

Interpretation of Research Results

In selecting cosmetic products, female consumers play a crucial role in the relationship between the independent variables of brand satisfaction and loyalty and the dependent variable of purchase intention under the perceived value of self-improvement of domestic products.

The Effect of Brand Satisfaction on Purchase Intention

The findings of the first hypothesis test reveal that brand satisfaction significantly impacts the purchase intention of domestic cosmetic product brands. This is supported by the standard regression coefficient of brand satisfaction, 0.212, and the t-value of 2.463. Additionally, the significance level of 0.015 is less than the threshold of 0.05, indicating that brand satisfaction has a statistically significant impact on purchase intention. The results suggest that brand satisfaction is essential in determining purchase intention for domestic cosmetic product brands.

The Effect of Brand Loyalty on Purchase Intention

According to the test results of the second hypothesis, the purchase intention of domestic cosmetic product brands is significantly influenced by brand loyalty. This is indicated by the standard regression coefficient of brand loyalty being 0.338, $t=3.476$, and the significance level being $0.022 < 0.05$. Therefore, it can be concluded that brand loyalty significantly affects customers' purchase intention.

CONCLUSIONS

Research Results

H1 Brand satisfaction does not significantly impact female consumers' purchase intention in cosmetic products under the perceived value of self-improvement of domestic products.

H2 Brand loyalty does not significantly impact female consumers' purchase intention in cosmetic products under the perceived value of self-improvement of domestic products.

Managerial Implications:

The research study concluded that brand satisfaction and brand loyalty significantly impact purchase intention for Chengdu female consumers in China in the selection of domestic cosmetic brands. The results showed that all two influencing variables experienced by Chengdu female consumers proved crucial to be attracted by domestic cosmetic products with a strong brand image. The research study has been designed with two primary objectives in mind. The first objective is to determine brand satisfaction among domestic consumer brands. In this study, the results indicated that consumers in the domestic market exhibit a high level of devotion to domestic cosmetic brands. The study considered various factors, such as product quality, brand reputation, and price, among others, to arrive at this conclusion. The second objective of the research is to examine the extent of brand loyalty among domestic consumer brands. The findings indicate that brand satisfaction and loyalty are closely related to perceived value in domestic product brands. In other words, consumers who perceive more value in domestic products are likelier to show brand loyalty. The research study also highlights the importance of understanding the factors influencing brand loyalty and consumer satisfaction. Product quality, brand reputation, and price were significant influencers of brand loyalty and satisfaction among domestic consumers. The study recommends that domestic brands focus on these factors to improve brand loyalty and consumer satisfaction.

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