

**FACTOR AFFECTING UNIVERSITY STUDENTS' BRAND LOYALTY
TOWARDS FOREIGN BRAND BEAUTY AND SKIN CARE PRODUCT**

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requirement for the degree Master of Science (International Business)**

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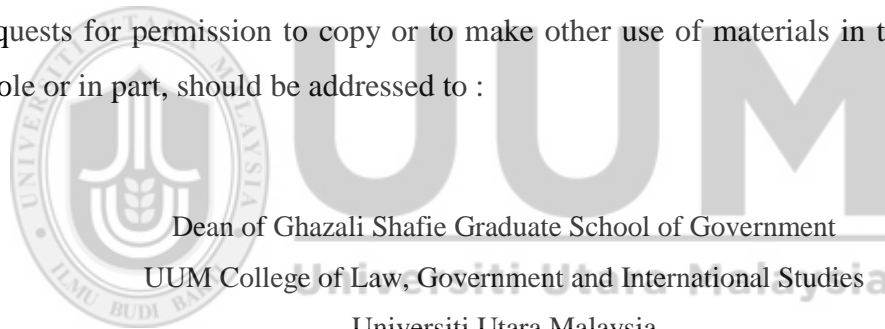
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Abstrak

Adalah menjadi kebiasaan apabila pengguna menjadi setia kepada jenama tertentu berdasarkan persepsi mereka terhadap jenama itu sendiri. Hasilnya, terdapat bukti yang diterima pakai iaitu persepsi kepada jenama mempengaruhi dengan positif kesetiaan jenama pengguna. Bagaimanapun, kajian ini bertujuan untuk mengkaji hubungan diantara kesedaran terhadap jenama dengan kualiti dilihat, nilai emosi dan penglihatan jenama. Selain itu, kajian ini juga ditumpukan kepada pengaruh kualiti dilihat, nilai emosi dan penglibatan jenama mengenai kesetiaan jenama pelajar terhadap jenama antarabangsa produk kecantikan dan penjagaan kulit.

Seramai 318 pelajar-pelajar di UUM mengambil bahagian dalam kaji selidik ini. Dengan menggunakan analisis regresi berganda, kajian ini mendapati bahawa kesedaran kepada jenama berkait dengan positif dengan kualiti dilihat dan nilai emosi, tetapi tidak kepada penglibatan jenama. Kualiti dilihat dan nilai emosi mempengaruhi dengan positif terhadap jenama antarabangsa produk kecantikan dan penjagaan kulit, manakala penglibatan jenama mempengaruhi dengan negatif terhadap kesetiaan jenama. Kajian ini memberi implikasi yang bernilai bagi pemasar antarabangsa atau luar negara yang merancang untuk memasuki pasaran Malaysia. Berdasarkan hasil kajian, pemasar antarabangsa atau luar negara perlu memberi fokus kepada aspek kualiti dan nilai emosi untuk menarik minat pengguna di Malaysia, terutamanya bagi mereka yang mempunyai kesedaran terhadap jenama.

Abstract

It is normally argued that consumers become loyal to a particular brand based on their perception toward the brands itself. As a result, there is growing evidence that adopting a brand perception positively influences consumers' brand loyalty. To date, however, this research aims to investigate the relationship between brand consciousness with perceived quality, emotional value and brand involvement. In addition, this research also concentrated on the influence of three key variables which is perceived quality, emotional value and brand involvement on university students' brand loyalty toward foreign brand beauty and skin care product.

A total of 318 students in UUM participated in the survey. Using multiple regression analysis, the study finds that brand consciousness is positively related to perceived quality and emotional value, but not to brand involvement of a foreign brand beauty and skin care product. Perceived quality and emotional value positively influence toward foreign beauty and skin care product, while brand involvement negatively influence brand loyalty. This study provides valuable implication for international or foreign marketer who plans to enter Malaysian market. Based on the finding, international or foreign marketer should focus on quality and emotional aspects of their brand in order to attract Malaysian consumers, especially for those who are brand conscious.

Acknowledgement

All praise due to Allah, allowed me to complete this dissertation project. This project has given me so much experience in enhancing knowledge. I learned a lot in process of making of this study and I know it can be useful for me in the future.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

1.0.1 Background

For centuries, people worldwide always want to have better standard of living and styles when there are improvement in technology, science, economy and education in this day globalization era. This market trends also make people want to satisfy themselves with branded product from foreign country. Consumers are more aware on branded product which represent individual's identity and image. This kind of norm is no exception in Malaysia especially for beauty and skin care product. Related to the Malaysian higher purchasing power based on the rise in per capita income of consumers in Malaysia, has made people tend to become more concern on hygiene and beauty.

People would like to be beautiful, healthy and good looking since external physical and face is the part of body which certainly everybody will see first. Clean and healthy skin will help people to develop positive self-confidence, that's why woman is a user of skin care product since they're more concern and taking care about their skin care. Skin care product imply psychologically that consumers both man and woman especially women consumers to take care of their beauty and healthiness by using some skin care product to support.

By reason of health awareness and aggressive product branding, consumer are more aware on what they wearing on their body and they also are willing to purchase for product which will make them keep looking fit, young and healthy. Consumer really sensitive and care about what kind of product that they used and marketer need to be notice with any opportunity to the market.

In 2003, Malaysian cosmetics and toiletries market showed sales of about US\$800 million because of stimulated by strong economic growth (Malaysiamission.com). The increasing of urbanized, followed by rise of the number of working women in Malaysia and marketing and promotional activities made by retailer aggressively make sales were sustained. Malaysian cosmetic market also welcome new product launched which signifies that Malaysian market still has place for growth.

Imported beauty and skin care product are well received in Malaysian market and considered as high quality product. The increasing of purchasing power make more women look for higher quality and branded cosmetic parallel with the increasing of their lifestyle. There are strong competition in local market especially among the companies from U.S and France make the marketing and advertising play an important role in beauty and skin care products not only in Malaysia buy also whole over the world.

1.0.2 Consumer in Malaysia

Nowadays, cosmetic usage become important part in our daily life and widely used which make people feel confident when using it. Consumer in Malaysia had higher disposable incomes which allow them to spend more money on purchasing beauty care product such as skin care, beauty care, oral care and bath and shower product. With this trend of purchasing beauty and skin care product, bolstered the growth of beauty and skin care and Malaysia will enjoyed marginally higher GDP and improves economic performance in the country helped to drive demand for beauty and skin care products.

In Malaysia, skin care was one of the most dynamic categories (Euromonitor.com, 2014). The strong performance of growth was attributed to many factors. Rapid urbanization in Malaysia resulted in many people especially women and not least men also joining the office-tend which tend to having a professional and well-dress appearance. Continuous innovation by industry player especially foreign brand also attract consumer's attention to skin care product and as mention earlier, marketing and advertising activities play an important roles to educated consumer on the product benefit which can drove high demand.

Women usually tend to place more interest in maintaining their self-image, make Malaysian customer especially women are do not mind to purchase skin care product regardless local or foreign brand product. About 15.1 million female populations out of 30.6 million Malaysia current populations as of 2015 will stimulate demand for

cosmetic products (countrymeters.info, 2015). Demand for beauty and skin care product will increase because of age-related skin problem. As the age, skin also changes and women consumers will use any beauty and skin care product to maintain their youthful. Woman usually used skin care product in 20s while 30s and 40s use beauty and skin care product to reduce any skin problem such as wrinkles and dull skin. Women in Malaysia normally characterize their skin type by external appearance such as the texture of skin, pores size, and sensitivity.

1.0.3 Beauty and Skin Care Industry in Malaysia

Today, skin care market is growing rapidly not only in Malaysia but also around the globe. It is estimated that Malaysian consumers spend US\$500 million on cosmetic product approximately (Eze *et al.*, 2012). According to Eze *et al.*, (2012), Malaysia is a one of net importer of cosmetic and toiletries product and equipment which imported US\$225 in 2008 and the import values were US\$156 million in 2006 and increase US\$167 million in 2007.

In Malaysia, local skin care products are fight for shelf space in the market due to the rising of existing and new player of international brand in Malaysian market. International player continue dominate the local market which launched the new product every month or so with competitive price and also gaining popularity very fast according to their advertisement strategy usually using international appearance. There are many big international players held high ranking position in Malaysian

market such as L'Oreal. With their popular brand name, they can easily capture the market since consumers familiar with their international brand.

The beauty and skin care industry is experiencing unprecedented growth in Malaysia. The estimated worth of Malaysia's cosmetic and toiletries industry is approximately RM3.6 billion with a healthy projected annual growth rate of 13% (Malaysiamission.com). This industry covers all management retailing in retailing cosmetics, perfumes, toiletries and personal grooming product. There are more than 60 000 types of skin care product in the local market. International beauty and skin care brand from Thailand, France, US, Singapore and Japan dominate the market in Malaysia.

In general, this market can be divided into three categories which is mass market, prestige brand and others (Malaysianmission.com). Mass market refers to low to medium range price of product which sells at mass market such as supermarket, pharmacies and also through direct selling such as L'Oreal, Maybelline and Avon. Prestige brand is exclusive brand that usually sold at major department store such as Estee Lauder, Clinique and Christian Dior. While the third category refers to outlet, especially franchise system which operates individually in shopping complex like Body Shop.

There are more products launched in 2002 and 2003 in Malaysia make competitiveness in this industry is increase and this product are highly searched by consumer (Malaysiamission.com). More beauty companies started to introduce their

new product widely to their client. In 2012, according to Euromonitor research, demand for beauty and skin care product is increase and country enjoyed a marginally higher GDP. This kind of situation shows that this industry is approaching maturity which ensured the growth rate remains moderate.

This industry become so competitive amongst player since most brands offers heavier discounting and costlier premium. To gain or maintain their market share, it is uncommon for mass-market product gives special discount from 15-20%. In this situation, advertising and promotion such as electronic and print media play an important role in spreading the information about the cosmetic product among Malaysian consumers. With the coming up of the number of televisions channel as well as the internet which normally used by all people all over the world in today's scenario, Malaysian customers are constantly updated about all new cosmetic product launched and at the same time will attract consumer to purchase it.

Malaysian cosmetic industry is expected watched impressive growth rate in the future due to the rising beauty concern of both men and especially women. This industry in Malaysia is allowing local and international manufacturer to enter the market due to the rising of demand for beauty and skin care product from local consumers.

L'Oreal is a world's largest cosmetic company from France which major players in the Malaysian cosmetic market and remains as leader of skin care with gain 12% retail value share in 2013 (Euromonitor.com, 2014). This foreign brand endowed

richly with a portfolio of international brand that is unique in the world. This extensive portfolio which has both premium and mass brands allows the company to target the wide range of consumer groups. It offers all the line of cosmetic and response to the different needs of consumer all over the world. However, Malaysian cosmetic industry now has few foreign brands to compete with as well as the giants such as Maybelline, Revlon and Olay.

1.1 Background of Study

This study adapts a study conducted by Lee *et al.*, (2008) in which they investigate factors affecting Mexican college students' purchase intention toward a US apparel brand. Specifically, the purpose of this study is aims to investigate the relationship between brand consciousness with perceived quality, emotional value and brand involvement which are brand perception. In addition, this study also will investigate the relationship of three key variables which is perceive quality, emotional values and brand involvement on female student's brand loyalty in Universiti Utara Malaysia to evaluate foreign brand of beauty and skin care product. There are three factor that affecting consumer's brand loyalty which are perceived quality, emotional value and brand involvement. This study was limited to female students who use beauty and skin care product in Universiti Utara Malaysia. It is hope that this study may contribute to a better understanding on brand loyalty of female student in Universiti Utara Malaysia within beauty and skin care industry.

1.2 Problem Statement

Malaysians are becoming more westernized, sophisticated and cosmopolitan (Nor and Rosmimah (2008); Lau and Choe (2009); Hassan and Rahman, 2015). Sales of skin care products are designed to moisturize, cleans, tone, and otherwise maintain the skin (Yee *et al.*, 2012). They are now more concern about their beauty care such as skin and hair care to look beautiful, young and trendy.

This study will examine on how brand consciousness will affect brand perception which are perceived quality, emotional value and brand involvement. Since nowadays Malaysian consumers are now more familiar and more willing to consider branded product over locally (Kamaruddin, 2002), brand-consciousness tend to be important role to encourage consumers to buy it. Hence, this study will examine the relationship between the variables.

The most important things that discuss in this research paper is to investigate consumer's brand loyalty on beauty and skin care foreign product. Che Wel *et al.*, (2011), argued that it is hard to obtain and consumers' loyalty because there are a lot of factor which drive to customers to be disloyal. So, it is important to marketer to understand consumers' loyalty, how its effect consumer buying behavior and also understand the factor which affect consumer loyal to the brand. For marketer, consumer's brand loyalty is important to measure their consumer's buying pattern in order to them to repurchase beauty and skin care foreign product. In this study, in order to measure consumer's brand loyalty on beauty and skin care foreign product,

it is important for marketer to know their target consumer behavior toward beauty and skin care foreign product. It is challenge to marketer because consumer nowadays is more demanding and sometimes it is hard to satisfy their needs. They should concern about consumer's brand perception such as perceive quality, emotional value and brand involvement that will affect consumer's repurchase intention on foreign beauty and skin care product. So this study will discuss about how the power of brand perception which are perceive quality, emotional value and brand involvement affect consumer's brand loyalty.

1.3 Research Question

Below are some research questions of this study.

1. Does brand consciousness have significance relationship with emotional value of beauty and skin care foreign brand product?
2. Does brand consciousness have significance relationship with emotional value of beauty and skin care foreign brand product?
3. Does brand consciousness have significance relationship with brand involvement of beauty and skin care foreign brand product?
4. Does perceived quality influence consumer's brand loyalty for beauty and skin care foreign brand product?
5. Does emotional value influence consumer's brand loyalty for beauty and skin care foreign brand product?
6. Does brand involvement influence consumer's brand loyalty for beauty and skin care foreign brand product?

1.4 Research Objective

The objectives of this study are as follows:

1. To investigate the relationship between brand consciousness and perceived quality of beauty and skin care foreign brand product.
2. To investigate the relationship between brand consciousness and emotional value of beauty and skin care foreign brand product.
3. To investigate the relationship between brand consciousness and brand involvement of beauty and skin care foreign brand product.
4. To examine the influence of perceived quality in brand loyalty for beauty and skin care foreign brand product.
5. To examine the influence of emotional value in brand loyalty for beauty and skin care foreign brand product.
6. To examine the influence of brand involvement in brand loyalty for beauty and skin care foreign brand product.

1.5 Key Definition

Brand consciousness refers to shopping oriented which consumers tend to purchase well-known branded product (Jamal and Goode, 2001).

Brand perception is defined as “consumers’ ability to identify the brand under different condition” (Sadeghi and Tabrizi, 2011, p. 698).

Perceived quality is defined as the consumer’s judgment about a product’s overall excellence or superiority (Zeithaml, 1988).

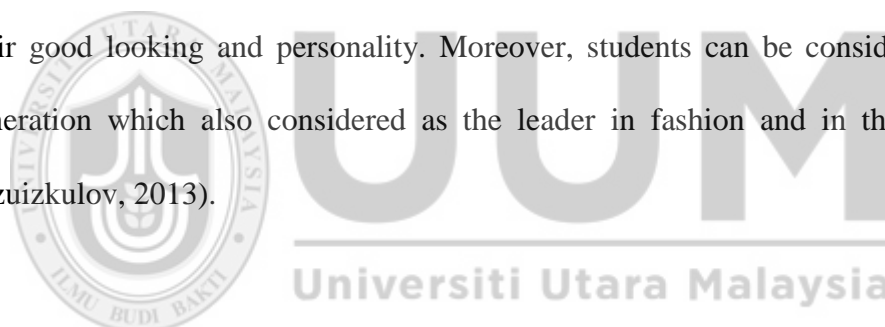
Emotional value refer to consumers reaction or feeling toward the product either negative or positive reaction (Knight and Kim, 2007, p. 273).

Brand involvement is an attitude that showed by consumers toward product or brand.

Brand loyalty represents consumer's decisions which expressed through the intention or behavior to purchase some product (Sharma *et al.*, 2013).

1.6 Scope of Study

UUM's female students are the respondents on this study. According to Azuizkulov (2013), this group has been considered as potential group of customers because this type of group is using beauty and skin care product in their daily-life to promote their good looking and personality. Moreover, students can be considered as new generation which also considered as the leader in fashion and in the new trend (Azuizkulov, 2013).



The student who use or purchase and personally used beauty and skin care product were participant in this study. So the limitation of this study is UUM's female post and undergraduate students who are in the age range between 21-32 years old.

1.7 Significant of the Study

This study will examine the consumer brand loyalty on beauty and skin care foreign brand product and this study is expected to contribute to marketing knowledge. The following are the significance of this study.

Firstly, this study will give benefit to marketers who manufacture the beauty and skin care product. It will produce the model for Malaysian consumers which marketer can identified consumer's buying behavior pattern. Also, this study will provide the perception of consumers on foreign brand product. Marketer can use this study to form the effective marketing strategies for Malaysian beauty and skin care market.

Secondly, this study will examine the relationship between brand consciousness and brand perception which is perceived quality, emotional value and brand involvement. So, the finding of this study will provide the relationship between both which also can prepare benefit for marketers. This antecedent is important in explaining consumers' pattern of buying behavior.

Finally, the most important for international retailing or foreign brand companies to be successful is considered how local or Malaysian consumers respond to their brand. It will help marketer to understand consumer's attitude toward brand which can influence the consumer repurchase intention or consumers' loyal to a certain products or brands. In accordance to Tariq *et al.*, (2013), brand loyalty help company to get consumer preference, purchase intention and secured profitability. In other words, "brand loyalty is the interpreter of company's economic performance" (Tariq *et al.*, 2013).

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter will present the review of related literature on consumers brand consciousness, brand perception and brand loyalty towards beauty and skin care product. This chapter will begin with consumers brand consciousness followed by the three key variable of brand perception which is perceived quality, emotional value and brand involvement will be present. Consumer brand loyalty also will be discussed in this chapter.

2.1 Brand Consciousness

In this study, the researcher proposes that a consumer's brand consciousness is likely to have influence on their brand perceptions which are perceived quality, emotional value and brand involvement. Consumers who are highly brand conscious are likely to perceive well-known brands as symbols of status which reflect their own personality. According to Jamal and Goode (2001), brand consciousness and brand familiarity is a different concept which brand consciousness is more to person's personality trait while brand familiarity relates to person's previous experience with the brands.

Jamal and Goode (2001) defined brand consciousness as "shopping orientation which is characteristic by the degree to which a consumer is oriented towards buying

well-known branded product”. Giovannini and Xu (2015) add that consumers with high level of brand consciousness tend to purchase well-known, expensive and heavily marketed brand products over the other brands. In addition, highly brand conscious consumer use brands to describe their fashion consciousness, express their personality traits and reduce risk in purchase decision (Liao and Wang, 2009).

In essence, brand name is source of differentiation which a product with well-known brand name is different with lesser-known brands. Consumers always assume that well-known brand name is good product than non-branded products. So, consumers with strong brand consciousness not only purchase a product but its brand name. To reinforce this, Jamal and Goode (2001) express that “a brand conscious consumer is very likely to place importance on attributes like brand name and country of origin than one who is not very keen on buying well-known branded product”.

The researcher found that consumers with highly brand conscious were most aware of brand perception which are perceived quality, emotional value and brand involvement. Based on previous study, results of a survey revealed that brand consciousness influence significantly and positively related to brand perception (Lee *et al.*, 2008). The relationship between brand consciousness and perceived quality, emotional value and brand involvement will be explained in hypothesis development.

2.2 Perceived Quality

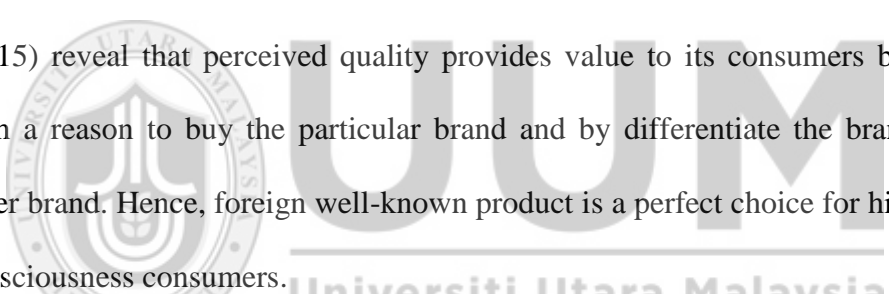
Perceived quality is one of brand perception's component besides emotional value and brand involvement. Che Wel *et al.*, (2011) stated that quality is one of important factor for consumers to choose which products or brands to buy. Consumers usually wish to purchase a particular brand because the brands offers the right features, quality or perform benefits (Lee *et al.*, 2008). In general, Zeithaml (1988) defined perceived quality as “the consumer's judgment about a product's overall excellence or superiority”, which can be determine by price, country-of origin, performance and image. Similar with Yoo *et al.*, (2000) stated that product's quality can be judge based on individual product experience, unique needs and consumptions situation.

The most important things that consumers will choose the product are based on their quality. Since quality has been associated with brand name, like what mention before in brand consciousness, consumers assume that well-known product especially foreign product with familiar brand to be superior quality. As Yoo *et al.*, (2000) stated that quality link closely to the differentiation and superiority of particular brand which encourage consumers to choose that brand.

Without a doubt, foreign product with well-known brand is good quality. Furthermore, branded product play an important role over the consumer's perception because of its good quality. For example, Japanese skin care product has been recognized all over the world because of its good quality in making skin care product and certified by users around the world. Argue by Farquhar (1989) said that “quality

is the cornerstone of a strong brand” which can bring brand equity. According to Yoo and Donthu (2002), brand equity is “known to create customers’ blind preference for a brand over its competing brands”.

Moreover, product quality covers the features or characteristic of a product that can fulfill consumers satisfied and needs. Consumers may intend to purchase foreign brand with branded product because they perceive that foreign product offers good quality and this type of consumers can be classified as perfectionist or quality consciousness. These kind of consumers always looking for high quality product and need to make perfect choice of buying since it give value to the consumers like Tong (2015) reveal that perceived quality provides value to its consumers by providing with a reason to buy the particular brand and by differentiate the brand from the other brand. Hence, foreign well-known product is a perfect choice for highly quality consciousness consumers.



It is very importance for consumers who use beauty and foreign product to choose the right product. According to Doyle (2001), one of the ways consumers to establish the perception about the brand is based on quality. Material in the product is important because it will affect the performance of the product. Further, if the product is not suitable or not satisfied their need, they will reject the product. Usually, functional attributes in beauty and skin care product include quick-dry, breathable, waterproof, lightweight and lastly durability. Some consumers using beauty and skin care product for work, some for outdoor activities which need a lot of movement and also durability of that product to purchase it. They tend to pay

more attention on the product quality since it is important to choose and purchase beauty and skin care product.

Apart from it, material used such as ingredient also reflects the product quality especially for beauty and skin care product. The researcher believes that country-of-origin or country-of-manufacture relevant with the product quality. Based on consumer's perspective, they believe that well-known product from foreign country is well made and have high quality. Manufacture information is important in determining quality judgment. According to Hui and Zhou (2003), "country-of-manufacture information given in product advertisements or labels, many known brands when attached to a product function to associate the product with a particular country". The information such as "made in Japan" made consumers perceive that Japanese product quality is a good quality which recognized around the world. Only quality effective natural botanical ingredients are used in Japanese beauty and skin care product for the best results. This is how Japanese beauty and skin care product have been highly regarded for it perfectly safe and perfectly effective approach to enjoy a youthful flawless skin by its consumers. Because of the best ingredient that Japan manufacture used, all consumers around the world know that Japanese product is a good quality.

The product contain with good ingredient which have good quality, it may have an impact on the pricing. Consumers also know that foreign brand product offer higher price compared to local brand because of its good quality. However, Lim *et al.*, (2010), found that more than half (55%) of the young Malaysians aged 25 to 34 seek

for quality when purchasing goods and they are willing to pay more for it. This mean they don't mind to pay extra for a good quality product. Similarly with Subramaniam *et al.*, (2014), reveal that consumers are more likely to purchase and pay a premium price when they perceives a brand to be of high quality.

2.3 Emotional Value

Emotional value is one of brand perception's component which have influence consumers brand loyalty based on the researcher's propose. According to Lee *et al.*, (2008), consumers are not choose a particular brand based on the product's quality, but also brand purchase is increasingly driven by their emotional needs as well. Similarly to Kumar *et al.*, (2009) stated that "a consumer may not only consider their quality aspects of a particular brand, but he/she may also purchase a brand if it satisfies their emotional needs as well".

The term of 'Emotion' itself refers to a person's positive and negative feeling (Lee *et al.*, 2009). Person feel pleased and relaxed when used a particular product or brands refers to positive feeling while if people feel nervous or annoyed it called as negative feelings. Basically, consumers with positive feeling have shorter complexity in their decision making process than consumers in negative feeling.

Sweeney and Soutar (2001) defined emotional value as the benefit earned the feeling or sense such as feeling enjoy and pleased that a product generates. In accordance

with Supphellen (2000), emotional value refers to consumer's affective reactions to a brand which can be mild, intense, negative or positive in nature (Keller, 2001).

According to Kwon *et al.*, (2007), emotional value also can be defined as the "ability to arouse feelings or affective states". As mention before, foreign brand can bring more emotional benefits which give positive feeling for consumers. Keller (2001) pointed out six types of feelings:

(1). **Warmth.** The brand can make users feel peaceful, sentimental, warmhearted or affectionate.

(2). **Fun.** The brands makes user feel upbeat, amused, lighthearted, joyous, playful and cheerful.

(3). **Excitement.** Consumers feel and believe the brands energized and believe they are experiencing something special. The brand which can give excitement may result in consumers feeling a sense of sensation that the brands are cool or sexy.

(4). **Security.** The brands produce a feeling of safety, comfort and self-assurance to the users without worry or concern about it.

(5). **Social approval.** Reaction from others makes the users have positive feeling about the brands. For example when consumers feel others look interesting on their appearance. Approval may occur when others know directly the consumers using that brands or the product itself contributed to the consumers.

(6). **Self-respect.** This happen when the brands makes user feel better about them, feel proud, accomplishment or fulfill.

2.4 Brand Involvement

Brand involvement also one of brand perception's term which proposed by the researcher. Previous researches find that brand involvement is one of the key factors which reflect on consumers brand loyalty. Quester and Lim (2003) clarify product involvement as commitment of consumers toward product for example thoughts, feelings, attitudes and behavioral responses.

Basically, there are two types of involvement which are low and high involvement (Lada *et al.*, 2014). High involvement refers to consumers who are very interested to the brand which will make assumption to that brand (McWilliam, 1997) and willing to considerable in decision making (Lada *et al.*, 2014). In other word, they will learn deeply about the brand. In contrast, Quester and Lim (2003) argued that low involvement refers to "simply habitual purchase behavior" which purchases some products or brands without elaborating the information of those products or brands.

Krugman (1965) contend that involvement is behavior which how consumers responded to the advertising. However, Krugman's statement is non-involving advertising. Rather that is learned by consumers on the advertising for example how consumer interpret with the information based on the advertising. From the advertising, consumers will get the information learn about the brands or products to understand the relevance of it.

Product or brand involvement is about individual or consumer who are involving but not the product which is inherently involving (McWilliam, 1997), similarly with

Traylor and Joseph (1984) stated that “only consumers can be involved”. According to McWilliam (1997), product or brand involvement is “knowing the level of involvement which consumers bring to bear in their decision making within a category is an important piece of managerial information” whether its low or high involvement products or situation as mention by Kuenzel and Musters (2007) and Fournier (1998) that consumers show their involvement with high- and low-involvement. This is mean, consumers who are high-involvement to the products or brands tend to spend more money after make considerable research to purchase it.

McWilliam (1997) issue three conditions associated with involvement which are perceived risk, the expression of consumers or users personality or mood and the perceived importance and hedonic value of the object. The example of perceived risk is financial, physical, psycho-social or time-generated risk while the expression of personality refers to value-expressiveness or self-concept. Kapferer and Laurent (1985b; 1993) pointed that there are five antecedents of involvement:

- (1). **Interest.** The personal interest of a person towards product category, it refers to personal meaning or importance.
- (2). **Pleasure.** Refer to the product’s hedonic value which the product ability to provide pleasure and enjoyment to the users.
- (3). **Sign.** Refer to sign value of the product. The extent to which it expresses the person’s self.
- (4). **Risk importance.** Refer to potential negative consequences associated with a poor, bad or wrong in choose a product.

(5). **Risk probability.** Refer to the perceive probability of making a poor choice.

2.5 Brand Loyalty

In this study, the researcher propose that brand perception which are perceived quality, emotional value and brand involvement have influence consumer's brand loyalty towards foreign beauty and skin care product. Some researcher found that there are many antecedents variables influence brand loyalty but in this study, the researcher only focus on perceived quality, emotional value and brand involvement as the most relevant to consumers to be loyal on foreign beauty and skin care product.

Consumers have a proposal to buy a certain products in the future, repeat purchases if the product satisfied them and contact again to the particular products (Halim and Hameed, 2005). Similarly, brand loyalty as explain by Tariq *et al.*, (2013) refers to repeated purchase behavior show by consumers toward specific brands. In an easy word, if consumers satisfy with the products or the products give those benefits, they will decide to buy or come again to the market to repeat the purchasing on those products. Kim *et al.*, (2002), explain that apart from functional benefits, consumers will choose a products or brands to express their personality, social status, affiliation or to meet their desire to newness.

In accordance to Bloemer and Kasper (1995), brand-loyal consumer is a person who committed to a certain brand which the word of “commitment” refers to person who purchases the same brand each time the same product is used. Same goes to Quester and Lim (2003), defined brand loyalty as “the repeat purchase behavior of a particular brand” while Subramaniam *et al.*, (2014) defined brand loyalty as commitment to repurchase brands in the future. Different to Yee and Sidek (2008), found that brand loyalty is “the strength of preference for a brand compared to other similar available option”.

Essentially, brand loyalty refers to consumer’s plan to repurchase particular products or brands in the future. As mention before, brand loyalty helps company’s economic performance (Tariq *et al.*, 2013), which increase their sales and profit of specific product because repurchase intention reflect the impression of consumer retention. In other word, it’s very useful for seller to identify which products or brands are the most purchase by consumers. Moreover, loyal consumers act as fan of an organizational which they committed with the products or brands that a company produce, so it help to attract new consumers to used it (Subramaniam *et al.*, 2014). These can be benefits to company in their sustainability and profitability.

There are two approaches of brand loyalty which are behavioral and attitudinal (Amine, 1998; Jensen, 2011; Hwang and Kandampully, 2012). Behavioral shows customers purchase the brand to show their loyal toward the brand while attitudinal refers to customers’ commits and preference for particular brands. Whereas, Long-Yi (2010) express that there are two types of brand loyalty which are affective and

action loyalty. Affective refers to recognize the consumers' satisfaction on particular brand and action loyalty refers to measure in term of consumers' repeat purchase on the brand.

Yee and Sidek (2008) stated that the existence of true brand loyalty when consumers have high relative attitude toward the brand and show repurchase behavior. This behavior make consumers become insensitive to price and they show strong interest to the brand so that they willing to pay the product at any price (Tariq *et al.*, 2013). They willing to pay more because the brand will perceive some unique value to the consumers which other product or brand cannot provide (Che Wel *et al.*, 2011).

This study will show the factor which can impact consumer's to be loyal on certain products or brands. Based on this reasons, the researcher propose that brand loyalty is positively incline by brand perception which are perceived quality, emotional value and brand involvement.

2.6 Underpinning Theory

2.6.1 Theory of Reasoned Action

This study used theory of reason action (TRA) for underpinning theory which applied to brand loyalty. This study mainly focuses on university student's brand loyalty toward foreign beauty and skin care product. According to TRA, the antecedent of purchase behavior is integrated to predict and measure brand loyalty. The result is considered supported the finding since customers believe that brand

quality have increased the degree of 'liking'. Its mean that consumers have positive intention to repurchase a particular brands over other brands.

The theory of reason action (TRA) first developed by Martin Fishbien in the late 1960s and expended in the decades that followed by Fishbien and Icek Azjen. This theory explained how consumer's attitude toward their behavioral intention. To understand behavioral intent, TRA looks at two antecedents which influence the purchase behavior. The two antecedents are consumer's attitude and subjective norm. Attitude refer to consumer's mental state involving such beliefs, feelings and values to act in certain ways while subjective norm refer to individual or consumer's perception of social norm.



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2.7 Research Framework

Based on the literature review, the conceptual model is illustrated in Figure 2.1. Figure 2.1 showed the theoretical framework proposed for this study and it will be analyze in the next chapter. Basically, this framework are adapt from Lee *et al.*, (2008) in which they investigate factors affecting Mexican college students' purchase intention toward a US apparel brand. For this study, purchase intention was replaced with new variable which is brand loyalty. Brand involvement was added as one of elements of brand perception to improve the idea which can contribute for this study.

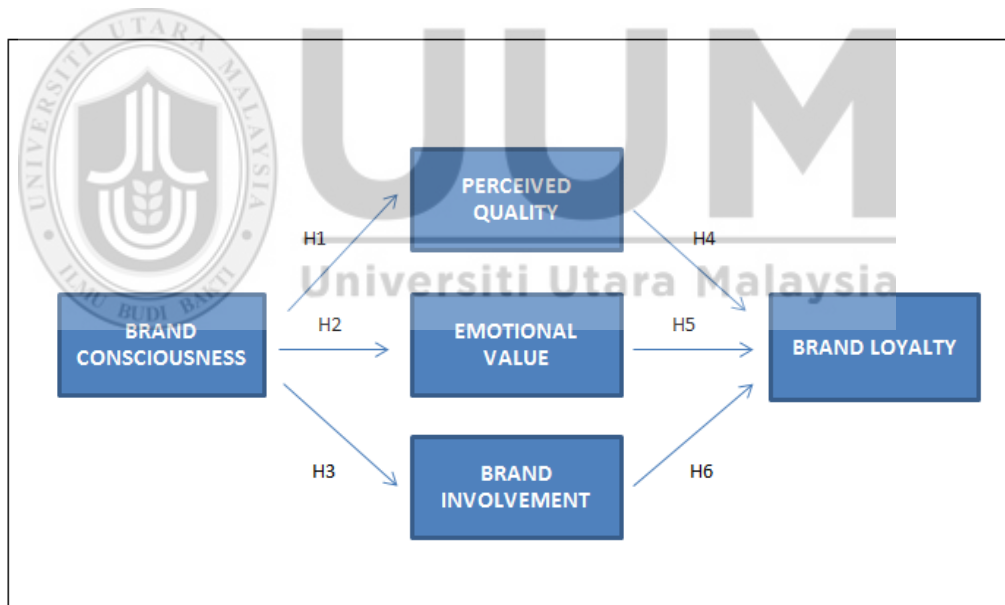


Figure 2.1: *Research Framework*

2.8 Hypothesis Development

This study designed to determine the factors influencing UUM female students' brand loyalty toward a foreign beauty and skin care product. Brand loyalty is explained with several variables: brand consciousness, perceived quality, emotional value and brand involvement. The relationships among these variables are explained by the hypothesis as below:

(1) Brand Consciousness and Perceived Quality

Quality has become as an important factor for consumers choose which brand they want to buy (Che Wel *et al.*, 2011), similarly with Doyle (2001) stated that consumers form their perception toward the brand based on the quality of the products or brands. Also, consumers believe that brand's country of origin is related with consumer's perception of quality which they perceive that foreign brand have higher quality than local brand. In addition, consumers will not simply switch to other products since branded product are able to fulfill their needs.

Therefore, consumers will continuously purchase branded product over a period of time as Yim *et al.*, (2014) claimed that consumers with low brand conscious tend to ignore brands in their decision-making process. In other word, consumers who are highly brand conscious will prioritize brands in their decision-making process to purchase something. Yim *et al.*, (2014) stated that it's very difficult to evaluate product's quality and it's time for brand consciousness to act which consumer believe that product with higher price have higher quality (Keller, 2013). Consumers

are willing to pay a premium for brands since they believe that well-known brands are better made and more durable.

Past researcher has investigated the relationship between brand consciousness and perceived quality. Lee *et al.*, (2008) in their study of “Factor affecting Mexican college students’ purchase intention toward a US apparel brand” found that brand consciousness is positively related to perceived quality. Based on this reasoning, brand consciousness will have positive perception toward quality of foreign beauty and skin care product.

Hypothesis 1: Brand consciousness is positively related to perceive quality of foreign beauty and skin care product.

(2) Brand Consciousness and Emotional Value

Brands also give emotional values to the consumers which can make them happy, enjoy and pleasure while using the well-known product especially foreign brand product. Familiarity of a brand make consumers have positive feeling toward it (Yee and Sidek, 2008). Consumers in developing country especially prefer to use foreign brand product over locally because it give more emotional benefits (Shen *et al.*, 2002).

Lee *et al.*, (2008) in their study of “Factor affecting Mexican college students’ purchase intention toward a US apparel brand” found that brand consciousness is positively related to emotional value of US brand. For this reason, it is anticipated

that consumers who have greater brand consciousness perceive greater emotional value from foreign beauty and skin care product.

Hypothesis 2: Brand consciousness is positively related to emotional value of foreign beauty and skin care product.

(3) Brand Consciousness and Brand Involvement

For this also the researcher propose that brand consciousness may have influence on brand involvement. Brand actually accepted in social life because it provides information, interactional and symbolic benefit to their customers (Hold, 2006). So, it is important for customers to learn about the information of the products to understand the perceived personal relevance and the brands itself, based on consumer's perspective. Consumers will learn about the brand and achieve new knowledge, and then they will combine it with existing knowledge and create new structures in their memory. These mean that they interpret the meanings of a brand. Once the consumers interpret the meaning of a brand, it refers as involvement. Also, based on this reason, the researcher indicates that brand consciousness will have positive perception toward brand involvement.

Hypothesis 3: Brand consciousness is positively related to brand involvement of foreign beauty and skin care product.

(4) Perceived Quality and Brand Loyalty

Consumers expect that foreign brand will exhibit superior product characteristic and performance compared with local brand. Also, consumers assume that foreign brand's quality is consistently maintained at a high standard. Simply put, Kumar *et al.*, (2009) stated that "consumers may purchase the brand with higher quality".

According to Yee and Sidek (2008), consumers will repurchase the brand and also may switch to another brand due to the quality of product sold. Moreover, consumers who become loyalist might include some degree of commitment toward brand's quality which is a function of repetitive purchases (Che Wel *et al.*, 2011).

Che Wel *et al.*, (2011) in their study of "Factor affecting brand loyalty: an empirical study in Malaysia" revealed that product perceived quality is the major factors which affect consumers brand loyalty. Also, Yee and Sidek (2008) mentioned in their article which product quality is one of seven factor of brand loyalty, consistent with Sharma *et al.*, (2013) stated that product quality is one of important factors to brand loyalty. For instance, Lau *et al.*, (2006) also stated that quality is one of factor which influenced consumers' brand loyalty. This positive relationship between quality and brand loyalty should apply to Malaysian consumers whether they become loyal to foreign or local brand product.

Hypothesis 4: Consumers' brand perception of quality will have a positive influence on their brand loyalty.

(5) Emotional Value and Brand Loyalty

Some researcher observed that consumers give more intention toward emotional value when purchasing a product or brand than the perceived quality of that product. The researcher believe that consumers will become loyal to the brands which can satisfy their emotional needs and from this the researcher concluded that emotional value have positive impact toward brand loyalty on buying foreign product which customers expect high emotional benefits from foreign brands.

Brand loyalty reflects the commitment of consumers toward the brand which will remain the long-term relationship toward the brand as mentioned by Reichheld (1996). Emotional attachment will increase consumers' emotional value on the brand (So *et al.*, 2013), at once it will make consumers more connect to the brand and also remain to maintain the relationship to the brand. Then, it is called consumers loyal to the brand.

Lee *et al.*, (2009) find that customers' emotions play an important role in explaining satisfaction and brand loyalty. This positive relationship between emotional value and brand loyalty should apply to Malaysian consumers whether they become loyal to foreign brand or local brand.

Hypothesis 5: Consumers' brand perception of emotional value will have a positive influence on their brand loyalty.

(6) Brand Involvement and Brand Loyalty

It is believe that product or brand involvement have influence on brand loyalty which should be consider that product involvement is one of factor that can impact on brand loyalty.

As mention before, product involvement refers to the commitment from consumers or users with considering to thoughts, feelings and behavioral response through a product category (Gordon *et al.*, 1998) which consumers with high product involvement would find the interesting of product that can stimulate them to purchase it. According to Quester and Lim (2003), the interest of product category will arise from consumer's perception about the products or brands when it (brand) meets consumers' important values and goals. This can motivated consumers or users to purchase that product or brand and make them to be loyal toward the brand.

Che Wel *et al.*, (2011) studies product involvement and its relationship with the consumer brand loyalty. Also, Quester and Lim (2003) mentioned in their findings that product involvement is positively associated with brand loyalty. In So *et al.*, (2013) article stated that the higher the level of customer's emotional attachment, the greater their brand loyalty. Because of this reason, the researcher proposes that product or brand involvement has a significant and positive relationship with brand loyalty.

Hypothesis 6: Consumers who are high involvement toward foreign beauty and skin care product will have positive influence on their brand loyalty.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter will focus and explain the methodology that was used to collect measure and analyze the data. Quantitative approach is used where the primary data are collected through questionnaires and used Software Package for Social Sciences (SPSS), version 2.0 to analyze the data.

3.1 Research Design

According to Kothari (2004), “a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”. Instead, research design is a structure, within which research is conducted which constitutes the blueprint for the collection, measurement and analysis of data (Kothari, 2004). Since the objective of this study is to explain the nature of relationship between the variables, it is considered as a causal type of research design. Sekaran and Bougie (2009) declare causal study is “a study in which the researcher wants to delineate the cause of one or more problem”.

Quantitative research is used to conduct this study where the primary data are collected through survey questionnaires. Quantitative research is a systematic and more logical investigation which numbers is used directly to represent the characteristics of something. In this study, the researcher wanted to know how many of students (consumers) satisfy with the brand perception that will affect their

intention to purchase foreign beauty and skin care product and how strongly (in scale) they satisfied with it.

Quantitative approaches basically provide objectively in that hypothesis are tested by applying statistical criteria to measures. In addition, quantitative approaches involved a more structured data collection technique which is the strength of quantitative research. It also stress on achieving reliability and validity of measures used. Therefore, the results come from this approaches will relatively objective.

3.2 Population of the Study

Sekaran and Bougie (2009) states that the population is the entire group of people, events, or things of interest that the researcher want to investigate and want to make inference, based on sample statistic. This study will be conducted among the students of University Utara Malaysia, Sintok, Kedah. Therefore, the target population in this study comprised of all of the female student including post and undergraduates student in University Utara Malaysia.

3.3 Sampling Design

A convenience sampling is use in this study. Convenience sampling refers to the collection of information from a group of population which conveniently available to provide it (Sekaran and Bougie, 2009). According to Sekaran and Bougie (2009, pg 276), “convenience sampling is most often used during the exploratory phase of research project and is perhaps the best way of getting some basic information quickly and efficiency. However, there are disadvantage of using this sampling

design which is this sampling design is not generalizable at all while the advantage of this sampling design is:

- Quick
- Convenient
- Less expensive

Some researcher had used this convenient sampling in their studies. Quester and Lim (2003) survey was carried out on convenient sampling in order to examine the link between product involvement and brand loyalty. Similarly with Lee *et al.*, (2009) So *et al.*, (2013) and Subramaniam *et al.*, (2014) used convenient sampling as data collection methods in their studies.

3.4 Data Collection Method

There is only primary data are used in this study. The primary data is collected from interviewed, questionnaires and observation but in this study, the researcher distributed the survey questionnaires only. The researcher personally distributed the questionnaires. Since one of the respondents of this study is female postgraduate student, questionnaires are distributed in postgraduate residential hall which is in Tradewinds to get the information. Respondent were given times to answer the questions before the researcher collect all the questionnaires. Also, questionnaires are distributed in Sultanah Bahiyah Library to get the information from both post and undergraduate students in UUM. Respondent were given 10 to 15 minutes to answers all the questions before the researcher collect all the questionnaires.

3.5 Survey Questionnaire Development

Survey data is an important part of the research to capture data from respondent. It can be obtained through questionnaires, interview and telephone surveys. In this study, survey questionnaires were used to gather all the relevant data that can help determine all the variables. Lots of question will be brought out in the questionnaires in order to analyze the variables for this study. The questionnaires were adapted from previous study that will discuss later in this chapter. All the data collected will be evaluated from the questionnaires.

The questionnaires are divided into 2 section which are Section A and Section B. The first section which is Section A consists of demographic information or respondent's personal information while Section B covers questions on all of the variables which are brand consciousness, perceived quality, emotional values, brand involvement and brand loyalty. All of the questions are group by section and clearly titled to make sure respondent understand on each variables and its item.

Originally, there are 6 questions adapted from Nelson and McLeod (2005) describing brand consciousness. While 6 questions describing perceived quality and 5 questions describing emotional value were adapted from Sweeney and Soutar (2001). There are 20 questions explaining brand involvement adapted from Zaichkowsky (1987). Also, 3 questions from Petrevu and Lord (1994) and 4 questions from Carrol and Ahuvia (2006) were adapted for this study each elaborates purchase intention and brand loyalty. Purchase intention is not discuss in this report because this variable is

consider as back up variables only. Altogether, the total questions including both Section A and Section B in each questionnaire is 55.

It should be notes that adjustment on the questions were made in some questions which slightly different from those initially proposed. Basically, the questions are modified to ensure it's related to the questions.



A brief description of the questionnaires is summarized in Table 3.1 as below:

Table 3.1: *Description of Survey Questionnaires*

Description	No. of Questionnaire
Section A Personal and Demographic Information	
<p>This section include questions on the profile information of the respondents such as age, race, and religion, level of study, current study status, financial loan and monthly salary. Also, respondents will be ask about did they use any beauty and skin care product, did they use foreign beauty and skin care product, the brand of beauty and skin care product that they used and how often they purchase it.</p>	11
Section B	
Variables	
• Brand Consciousness	6
• Perceived Quality	6
• Emotional Value	5
• Brand Involvement	20
• Brand Loyalty	4
Total	52

All items that measure the variables are adapted from studies that listed in the table below:

Table 3.2: *Origin of Construct*

Variables	Authors
Brand Consciousness	Nelson & McLeod (2005)
Perceived Quality	Sweeney & Soutar (2001)
Emotional Value	Sweeney & Soutar (2001)
Brand Involvement	Zaichkowsky (1987)
Brand Loyalty	Carrol & Ahuvia (2006)

3.5.1 Questionnaires Section

In Section A, the researcher ask for respondent's personal and demographic information which includes age, race and religion, level of study, current study status, financial loan and monthly salary. Also, respondents will be ask about did they use any beauty and skin care product, did they use foreign beauty and skin care product, the brand of beauty and skin care product that they used and how often they purchase it.

The next section which is Section B covers on all variables discuss in this report which are brand consciousness, perceived quality, emotional value, brand involvement and brand loyalty. Brand involvement is measure using Closed-Ended Bipolar Question. Bipolar Questions are the questions are where having two extreme

answers written at the opposite ends of the scale. While The Likert Seven-point Scale is used to evaluate brand consciousness, perceived quality, emotional value and brand loyalty. These scales are used where respondents are required to evaluate their perception on each given item based on this scale:

1	2	3	4	5	6	7
<i>Strongly disagree</i>	<i>Disagree</i>	<i>Relatively Disagree</i>	<i>Neutral</i>	<i>Relatively agree</i>	<i>Agree</i>	<i>Strongly Agree</i>

3.5.2 Variables

a) Brand Consciousness

Table 3.3 below shows the items describing brand consciousness adapted from Nelson and McLeod (2005). The items adapted from Nelson and McLeod (2005) needed to be modified to suit the context. The things that the past researchers want to study is 'Clothes' and need to be changed to 'Beauty and Skin Care Product' for this study.

Table 3.3: *Items of Brand Consciousness*

1. I pay attention to the brand names of the clothes I buy.
2. Brand names tell me something about the quality of the clothing.
3. Brand names tell me something about how 'cool' an item of clothing is.
4. Sometimes I am willing to pay more money for clothing because of its brand name.
5. Brand name clothes that cost a lot of money are good quality.
6. I pay attention to the brand names of most of the products I buy.

b) Perceived Quality & Emotional Value

Table 3.4 and 3.5 describes perceived quality and emotional value which both adapted from Sweeney and Soutar (2001). ‘This item’ are modified to ‘Beauty and Skin Care Product’ to ensure it’s relevant to this study.

Table 3.4: *Items of Perceived Quality*

1. This item has consistent quality.
2. This item is well made.
3. This item has an acceptable standard of quality.
4. This item has poor workmanship.
5. This item would not last a long time.
6. This item would perform consistently.

Table 3.5: *Items of Emotional Value*

1. This item is one that I would enjoy.
2. This item would make me want to use it.
3. This item is one that I would feel relaxed about using.
4. This item would make me feel good.
5. This item would give me pleasure.

c) Brand Involvement

Table 3.6 shows 20 items of brand involvement adapting from Zaichkowsky (1985). Brand involvement is measured using Closed-Ended Bipolar Questions which started with ‘The Foreign Brand...’.

Table 3.6: *Items of Brand Involvement*

	<i>The foreign brand</i> _____								
1.	Important	1	2	3	4	5	6	7	Unimportant
2.	Of no concern	1	2	3	4	5	6	7	Of concern to me
3.	Relevant	1	2	3	4	5	6	7	Irrelevant

4.	Means a lot to me	1	2	3	4	5	6	7	Means nothing to me
5.	Useless	1	2	3	4	5	6	7	Useful
6.	Valuable	1	2	3	4	5	6	7	Worthless
7.	Trivial	1	2	3	4	5	6	7	Nontrivial
8.	Beneficial	1	2	3	4	5	6	7	Not beneficial
9.	Matters to me	1	2	3	4	5	6	7	Doesn't matter
10.	Uninterested	1	2	3	4	5	6	7	Interested
11.	Significant	1	2	3	4	5	6	7	Not significant
12.	Vital	1	2	3	4	5	6	7	Not vital
13.	Boring	1	2	3	4	5	6	7	Interesting
14.	Unexciting	1	2	3	4	5	6	7	Exciting
15.	Appealing	1	2	3	4	5	6	7	Unappealing
16.	Mundane	1	2	3	4	5	6	7	Not mundane
17.	Essential	1	2	3	4	5	6	7	Inessential
18.	Undesirable	1	2	3	4	5	6	7	Desirable
19.	Wanted	1	2	3	4	5	6	7	Unwanted
20.	Not needed	1	2	3	4	5	6	7	Needed

d) Brand Loyalty.

To measure brand loyalty, the researcher used a scale adapt from Carrol and Ahuvia (2006). Four items were adapt and modified to make it suitable for this research. The items will shows in the table 3.7 below.

Table 3.7: *Items of Brand Loyalty*

1. This is the only brand of this product that I will buy.
2. When I go shopping, I don't even notice competing brands.
3. If the store is out of this brand, I'll postpone buying or go to another store.
4. I'll 'do without' rather than buy another brands.

3.6 Techniques of data analysis

This research is using the Software Package for Social Sciences (SPSS), version 2.0 to analyze the data. Below are the lists of analyses that will conduct in this research to interpret data from questionnaires:

(1). **Frequency Distribution Analysis.** The researcher use descriptive tools from SPSS program in order to obtain and count the number of responses with different values of variables which is from demographic factor and expressed them in percentage term.

(2). **Descriptive Statistics.** The descriptive statistic is used to find out the mean and standard deviation of each dependent and independent variables.

(3). **Normality.** Normality test are used to know if the data set is well-modeled by normal distribution.

(4). **Factor Analysis.** Factor analysis aimed to reduce a set of variables and make set of dimensions smaller.

(5). **Reliability.** Reliability will be conduct to measure reliability of all variables. The Cronbach's Alpha will be used to ensure the reliability of the instrument or each questionnaires item. Cronbach Alpha coefficient value must be above 0.7 which it's indicate a high reliable.

(6). **Pearson Correlation Matrix.** Correlation is used to know there are any relationship between dependent and independent variable. The correlation is significant at the 0.01 level (2-tailed).

(7). **Multiple Regression.** Regression is used to learn about the relationship between independent and dependent variables.

3.7 Conclusion

This chapter has summarized the methodology used in this study. All importance aspects such as design, population, sampling design, data collection method and questionnaires development were covers in this chapter. This chapter also covers the techniques of data analysis which is using statistical software, SPSS 20.0. The finding of the data analysis will be discussed in the next chapter.



CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.0 Introduction

This chapter will discuss the data analysis process and the findings of this study. It basically covers the result on the relationship between brand consciousness, brand perception and brand loyalty. The data analyses using frequency distribution analysis, descriptive statistics, normality, factor analysis, Cronbach's Alpha for reliability and Pearson Correlation Matrix and Multiple Regression are used to measure the relationship between variables. The list of all code discussed in this chapter is in appendix.

4.1 Survey Response Rate

A total of 350 questionnaires have been distributed and a total of 326 sets of questionnaires were returned to the researcher. After collecting all the questionnaires, the researcher removed 8 sets of questionnaires which are filled by Non-Malaysian respondents since the respondent of this study is Malaysian female student in UUM. Finally, the number of usable questionnaires is 318 sets.

4.2 Respondent Demographic Profile

In this section contains on the respondent's demographic data by their profile. Descriptive statistics will be used in this section for analyze and summarize the data get from distribution of questionnaires. According to Pallant (2007), descriptive

statistics main's uses are to describe the characteristic of the sample in the Method section in the report, to check the variables for any offense of the assumptions underlying the statistical techniques that will use to address the research question and the lastly is to address specific research questions.

There are four major races which were Malay, Chinese, Indian and Others. Based on the result, from the total number of 318 respondents, majority of the respondents are Malay with a total of 218 respondent or 68.6%, followed by Chinese 61 of respondents (19.2%), Indian with 33 of respondents (10.4%) and 'Others' with 5 respondents (1.6%).

There are four majors of religion which are Islam, Christian, Buddhist and Hindu. Most of respondent were Islam with 224 of respondents (70.4%), followed by Christian in second place with 35 respondents (11%), Buddhist with 33 of respondents (10.4%) in the third place and Hindu with 26 respondents (8.2%).

Since this study are focusing on all female student in UUM, its include both under and postgraduate students. So, there are only three level of study which is Masters, PHD and Degree. From the table, it show the majority of respondent's level of study is Degree which have 179 of respondents (56.3%), followed by Masters level with 119 of respondents (37.4) and PHD with 20 respondents (6.3%).

From the table, it shows there is only two respondent's current study status which is full time and part time. From total 318, there are 304 of respondent is doing full time

study (95.6%) while the balance of 4.1% is doing part time study. 246 of respondents (77.4) are taking financial loan while the 55 of respondents (17.3%) are not taking any financial loan.

284 from 318 of respondents (89.3%) are using Beauty and Skin Care Product while the other 16 of respondents (5%) are not using any Beauty and Skin Care Product. 235 from 318 of respondents are using Foreign Beauty and Skin Care Product while the others 79 of respondents (24.8) are not using Foreign Beauty and Skin Care Product.

There were 4 ranges of purchase period which are more than once a month, once a month, once in three month and others. 109 of respondents (34.3%) purchase their Beauty and Skin Care Product once in three month. Followed by 108 of respondents (34%) purchase once in month, then 68 of respondents (21.4%) purchase more than once a month and finally the lowest is others with 23 totals of respondents (7.2%).

Table 4.1 below summarizes the overall respondent's demographic profile while table 4.2 and figure 4.1 summarize specifically the brand that used by respondents and shows which one either foreign or local brand that the respondents use.

Table 4.1: Respondent's Overall Demographic Profile

No.	Demographic	Categories	Frequencies	Percentage (%)
1.	Race	• Malay	218	68.6
		• Chinese	61	19.2
		• Indian	33	10.4
		• Others	5	1.6
2.	Religion	• Islam	224	70.4
		• Christian	35	11.0
		• Buddhist	33	10.4
		• Hindu	26	8.2
3.	Level of Study	• Masters	119	37.4
		• PHD	20	6.3
		• Degree	179	56.3
4.	Current Study Status	• Full Time	304	95.6
		• Part Time	13	4.1
5.	Financial Loan	• Yes	246	77.4
		• No	55	17.3
6.	Usage of Beauty and Skin Care Product	• Yes	284	89.3
		• No	16	5.0
7.	Usage of Foreign Beauty and Skin Care Product	• Yes	235	73.9
		• No	79	24.8
8.	How Often Respondent Purchase Beauty and Skin Care Product	• More than once a month	68	21.4
		• Once a month	108	34.0
		• Once in three month	109	34.3
		• Others	23	7.2

Table below shows the brand that use by respondent. The researcher choose top 10 brands use by UUM student and the 10 brand are SK II, Fair&Lovely, Garnier, Nano White, Nivea, L'oreal, Clinique, Bio-Essence, Safi and others which include both local and foreign brand. From 9 (not include OTHERS item), Nano White and Safi were local brand while the other 7 are foreign brand. 25 from 318 respondents (7.9%) are using Safi brand which is local brand. Second brand that respondent's use largely is Fair&Lovely with 20 respondents (6.3%) used it and followed by Garnier with 18 of respondents (5.7%) use it.

Table 4.2: *Brand That Use by Respondent*

Brand	Frequency	Percent (%)
SK II	15	4.7
Fair&Lovely	20	6.3
Garnier	18	5.7
Nano White	16	5.0
Nivea	12	3.8
L'Oreal	14	4.4
Clinique	9	2.8
Bio-Essence	7	2.2
Safi	25	7.9
Others	150	47.2

Figure 4.1 shows that majority of respondent or 177 from 318 (55.7) are using foreign brand of beauty and skin care product, 103 of respondent (32.4%) are using local brand and the balance of 6 respondents (1.9%) are using randomly which use both foreign and local brand of beauty and skin care product.

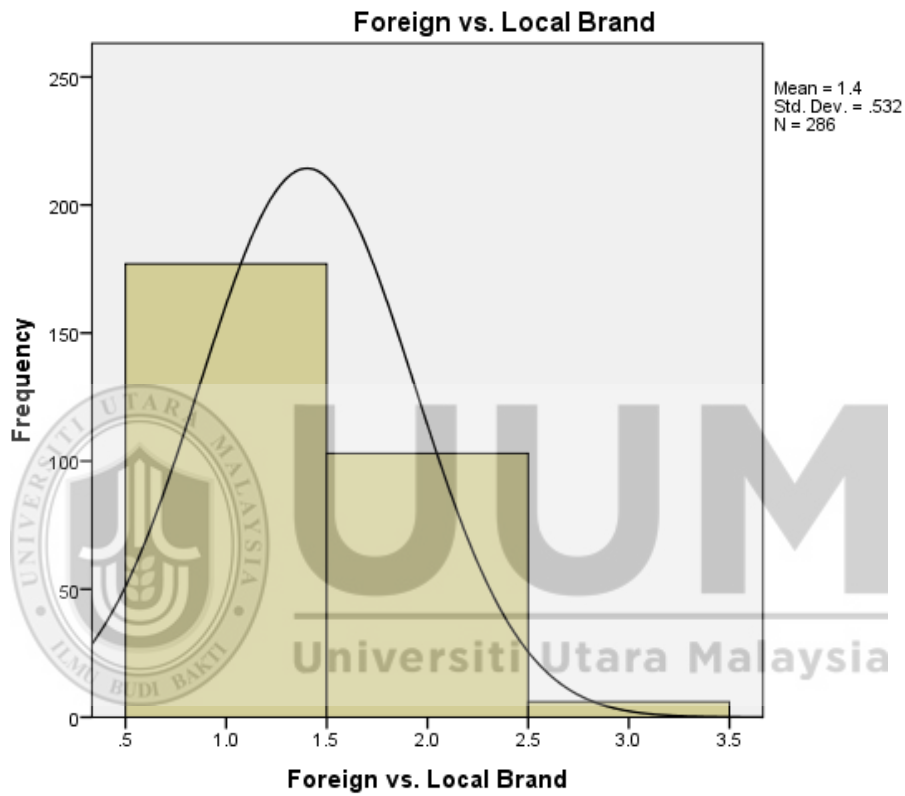


Figure 4.1: *Foreign vs. Local Brand*

4.3 Descriptive Analysis Mean & Standard Deviation

Hair *et al.*, (2007) stated that mean used to measure central tendency while standard deviation used to validate sample distribution values from the mean. In this study, mean and standard deviation are used to measure all variables including brand consciousness, perceived quality, emotional value, brand involvement and brand loyalty.

4.3.1 Brand Consciousness

Table 4.3 below shows the mean and standard deviation for brand consciousness. All the score items recorded within 4.76 to 5.21. *I pay attention to the brand names of the beauty and skin care product that I buy* (BC1) and *Brand names tell me something about how 'cool' an item of beauty and skin care product* (BC2) is stated the highest mean value as 5.21. Lowest mean value are the *Sometimes I am willing to pay more money for beauty and skin care product because of its brand name* (BC4) with score 4.76. (Full items detail is in appendix).

Table 4.3: Mean and Standard Deviation for Brand Consciousness

Item	M	Sd
BC1	5.21	1.649
BC2	5.21	1.493
BC3	5.03	1.418
BC4	4.76	1.466
BC5	4.87	1.442
BC6	4.87	1.395
Average	4.99	1.477

4.3.2 Perceived Quality

Table 4.4 below shows the mean and standard deviation for perceived quality. Average means score 4.55 for this variable. All the items recorded means within 4.16 to 4.84. *Foreign brand of beauty and skin care product has an acceptable standard of quality* (PQ3) show the highest means as 4.84. *Foreign brand of beauty and skin care product has poor workmanship* (PQ4) score the lowest value means 4.16 showed that is the lowest items. (Full items detail is in appendix).

Table 4.4: Means and Standard Deviation for Perceived Quality

Item	M	Sd
PQ1	4.67	1.359
PQ2	4.72	1.270
PQ3	4.84	1.268
PQ4	4.16	1.422
PQ5	4.29	1.370
PQ6	4.62	1.255
Average	4.55	1.324

4.3.3 Emotional Value

Table below shows means and standard deviation for emotional value. The entire item recorded means within 4.38 to 4.81. *Foreign brand of beauty and skin care product would make me want to use it* (EV2) show the highest value (4.81) for means while the lowest value is *Foreign brand of beauty and skin care product is one that I would feel relaxed about using* (EV3) recorded 4.38. (Full items detail is in appendix).

Table 4.5: Means and Standard Deviation for Emotional Value

Item	M	Sd
EV1	4.65	1.346
EV2	4.81	1.336
EV3	4.38	1.424
EV4	4.58	1.387
EV5	4.58	1.333
Average	4.6	1.365

4.3.4 Brand Involvement

Table 4.6 show means and standard deviation for brand involvement. All the items recorded means within 3.66 to 4.75. From all of the items, *the foreign brand is not needed_needed* (BI_20) recorded 4.75 shows the highest value. The second highest value is scoring 4.67 shows in *the foreign brand is boring_interesting* (BI_13), while BI_15 show the lowest value (4.66). (Full items detail is in appendix).

Table 4.6: Means and Standard Deviation for Brand Involvement

Item	M	Sd
BI_1	3.92	1.871
BI_2	4.60	1.540
BI_3	3.91	1.643
BI_4	3.89	1.558
BI_5	4.64	1.366
BI_6	3.88	1.507
BI_7	4.25	1.196
BI_8	3.94	1.506
BI_9	3.93	1.453
BI_10	4.66	1.349
BI_11	3.68	1.443
BI_12	3.75	1.328
BI_13	4.67	1.380
BI_14	4.66	1.333
BI_15	3.66	1.341
BI_16	4.36	1.078
BI_17	3.83	1.327
BI_18	4.54	1.235
BI_19	3.85	1.578

BI_20	4.75	1.374
Average	4.17	1.420

4.3.5 Brand Loyalty

Table below show the means and standard deviation for brand loyalty. All items are recorded means within 3.92 to 4.30. The third item, *If the store is out of foreign brand of beauty and skin care product, I'll postpone buying or go to another store* (BL3) show score at 4.30 which is the highest value while the second item, *When I go shopping, I don't even notice local brands* (BL2) show the lowest value (3.92). (Full items detail is in appendix).

Table 4.7: Means and Standard Deviation for Brand Loyalty.

Item	M	Sd
BL1	4.21	1.437
BL2	3.92	1.631
BL3	4.30	1.451
BL4	4.27	1.473
Average	4.175	1.498

4.4 Normality

Normality test are used to measure the data set is well-modeled by normal distribution. For this study, normality is assessed by obtaining skewness and kurtosis value. Using skewness and kurtosis, a non-significant result which are $p > 0.05$ indicates normality. In an easy word, any value above 0.05 indicates normality. If the test is significant which is $p < 0.05$, then the data are non-normal.

Table 4.8 shows the normality of one item for each variable. The value for all item is not significant which are all of the items is $p > 0.05$ which mean that the distribution of score was reasonably normal. (Full items detail is in appendix).

Table 4.8: *Test of Normality*

ITEMS	SKEWNESS	KURTOSIS
BC1	-1.027	0.388
PQ1	-0.460	0.273
EV1	0.137	0.273
BI_1	0.137	0.274
BL1	0.140	0.280

4.5 Factor Analysis

According to Pallant (2007), factor analysis aimed to reduce a set of variables and make set of dimensions smaller. There are three main uses of factor analysis which are to understand the variable's structure, to develop questionnaires to measure the variables and to reduce the size of data while retain the original data as much as possible.

Factor analysis for this study was conducted based on six items on Brand Consciousness, six items on Perceive Quality, five item on Emotional Value, twenty item on Brand Involvement and four item on Brand Loyalty. Brand Involvement fall into two dimensions which are affective and cognitive involvement. Affective involvement is based on function of the brand itself, while cognitive involvement is based on individual emotional express on that brand.

To verify the data set is suitable for factor analysis or not, KMO value should be checked. KMO value should be 0.6 or above and the Bartlett's Test of Sphericity value is significant which is the sig. value should be 0.05 or smaller. The KMO value is 0.910 and Bartlett's test is significant ($p = 0.000$). Therefore, the assumptions of factor analysis were met and it is appropriate for further analysis.

Table below shows rotated factor matrix and factor loading on each item. Only one item had cross-loadings between factors which is brand involvement item. BC_3 has been deleted to reduce inconsistency. The cross-loadings item should be deleted to reduce inconsistency and improve the reliability scale (Hair *et. al.*, 2009). As shown in table below, the factor loadings are ranged between 0.503 and 0.852. (Please refer appendix to view full item details).

Table 4.9: Rotated Factor Matrix and Factor Loading

Item	Component 1	Component 2	Component 3	Component 4	Component 5	Component 6
BC1	0.759					
BC2	0.852					
BC3	0.830					
BC4	0.630					
BC5	0.708					
BC6	0.679					
PQ1		0.540				
PQ2		0.503				
PQ3		0.656				
PQ4		0.582				
PQ5		0.612				
PQ6		0.572				

EV1			0.613			
EV2			0.615			
EV3			0.782			
EV4			0.748			
EV5			0.729			
BI_1				0.676		
BI_4				0.732		
BI_6				0.744		
BI_7				-0.616		
BI_8				0.788		
BI_9				0.816		
BI_11				0.714		
BI_12				0.714		
BI_15				0.664		
BI_16				-0.521		
BI_17				0.722		
BI_19				0.671		
BI_2					0.522	
BI_5					0.585	
BI_10					0.653	
BI_13					0.716	
BI_14					0.794	
BI_18					0.739	
BI_20					0.701	
BL1						0.691
BL2						0.800
BL3						0.736
BL4						0.846
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			0.910			
Bartlett's Test of Sphericity: Approx. Chi-Square			8119.186			
		Df	780			
		Sig	0.000			

4.6 Reliability

Reliability was carried out to ensure the reliability of the instrument. Cronbach's Alpha coefficient value should be above 0.7. The reliability of a scale depends on the sample with which it is used (Pallant, 2007). It is necessary to check the reliable between scale and sample. For this reliability test, five variables which are brand consciousness, perceived quality, emotional value, brand involvement and brand loyalty have been rated and shown a correlated relationship.

Table below show summarizes the Cronbach's Alpha for all five items after factor analysis has been done. According to Pallant (2007), value above 0.7 is considered acceptable while value above 0.8 is preferable. After the items BI_3 have been remove due to the low factor loadings or high cross-loading in factor analysis, all remaining items measures had Cronbach's Alpha greater than 0.7. Hence, all the measures used in the subsequent analysis were highly reliable.

Table 4.10: *Reliability Coefficient for the entire Variable in the Study*

Variables	Number of items	Reliability
1. Brand Consciousness	6	0.908
2. Perceived Quality	6	0.862
3. Emotional Value	5	0.933
4. Brand Involvement	19	0.812
5. Brand Loyalty	4	0.903

4.7 Pearson Correlation

Table 4.11 shows a summary of the results from correlational analysis. The computation of the Pearson correlation coefficients was performed to obtain the relationship between all the variables in the study.

According to Pallant (2007), correlation analysis is used to measure the strength and direction the relationship between two variables. The values of the correlation coefficients (r) given in table 4.11 indicates the strength of the relationship between variables. As shown in table below, overall correlation values of the variables showed positive significant correlation coefficients.

Cohen (1988) suggests three ways to measure the strength of two variables. $r = 0.10-0.29$ indicates small strength, $r = 0.30-0.49$ indicates medium strength and $r = 0.50-1.0$ indicates large strength.

As shown, there are significant relationship between brand consciousness and perceived quality ($r = 0.584$), which show positive relationship between brand consciousness and perceived quality. Its level of strength indicates large strength which $r > 0.5$. Next, there are significant relationship which mean have positive relationship between brand consciousness and emotional value ($r = 0.643$). Its level of strength also shows $r > 0.5$ which indicates large strength. Brand consciousness and brand loyalty show positive relationship with value ($r = 0.063$), but there are no significant relationship between both since $r < 0.10$.

Also, table 4.11 show there are significant and positive relationship between perceived quality and brand loyalty with $r = 0.476$, the level of strength show $r > 0.4$ which indicates medium strength. Emotional value and brand loyalty also show significant and positive relationship with correlation value $r = 0.513$. Emotional value and brand loyalty level of strength show $r > 0.5$ which indicates large strength. Finally, there are positive relationship between brand involvement and brand loyalty with correlation value $r = 0.031$. This value show there is no significant relationship between both variables since $r < 0.10$.

Table 4.11: *Pearson Correlation between All Study Variable*

	BC	PQ	EV	BI	BL
BC	1				
PQ	0.584**	1			
EV	0.643**	0.654**	1		
BI	0.063	0.052	0.180**	1	
BL	0.371**	0.476**	0.513**	0.031	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4.8 Multiple Regressions

According to Pallant (2007), there are three major types of multiple regressions which are standard or simultaneous, hierarchical or sequential and the last one is stepwise. This study will used standard multiple regression analysis to evaluate the relation between independent and dependent variable at a 95% confidence interval.

The interpretation of this analysis is based on t-value and significant level which provides evidence whether its support or not support the hypothesis stated earlier in

the chapter. T-value should be >2 while significant level, $p < 0.05$. Table 4.12 summarizes the results for the developed hypothesis.

In the case of H1, the t-value is $12.784 > 2$, $p < 0.05$ which posits that Brand Consciousness influence has a significant impact on Perceived Quality. Hence, it validates the first hypothesis. In the case of H2, the t-value is $14.912 > 2$, $p < 0.05$ which solicits that Brand Consciousness has positive impact on Emotional Value. The results support H2. However, in the case of H3, the t-value is $1.124 < 2$, $p > 0.05$ which indicates no significant relationship between Brand Consciousness and Brand Involvement.

In the cases of H4 and H5, the t-value is 3.642 and 5.388 respectively. Highly significant t-value intends that the relationships hypothesized are true and valid. Nevertheless, in the case of H6, the t-value is $-0.806 < 2$, $p > 0.05$ which indicates that there are no significant relationship between Brand Consciousness and Brand Loyalty.

Table 4.12: *Standardized coefficients and t-statistics for the structural model*

Hypothesis	Structural Path	B	Standard Error	t-values	Sig
H1	BC→PQ	0.584	0.038	12.784	0.000
H2	BC→EV	0.643	0.043	14.912	0.000
H3	BC→BI	0.063	0.031	1.124	0.262
H4	PQ→BL	0.240	0.085	3.642	0.000
H5	EV→BL	0.359	0.071	5.388	0.000
H6	BI→BL	-0.040	0.097	-0.806	0.421

4.9 Summary

This chapter discusses the result obtained from the statistical analysis. Statistical techniques used were descriptive statistics, normality, factor analysis, reliability, Pearson correlation and multiple regressions. To examine the relationship between variables, multiple regression analyses were conducted.

Given the findings presented in the above paragraphs, there is sufficient evidence to accept the influences between variables. From all six hypothesis discuss, only four hypothesis accepted while the other two rejected. Table 4.13 summarizes the findings of the hypothesis testing.

Table 4.13: *Summary of the findings from hypothesis testing*

Hypothesis	Accept/Reject
H1: Brand consciousness is positively related to perceive quality of foreign beauty and skin care product.	Accept
H2: Brand consciousness is positively related to emotional value of foreign beauty and skin care product.	Accept
H3: Brand consciousness is positively related to brand involvement of foreign beauty and skin care product.	Reject
H4: Consumers' brand perception of quality will have a positive influence on their brand loyalty.	Accept
H5: Consumers' brand perception of emotional value will have a positive influence on their brand loyalty.	Accept
H6: Consumers who are high involvement toward foreign beauty and skin care product will have positive influence on their brand loyalty.	Reject

CHAPTER FIVE

DISCUSSION OF FINDINGS

5.0 Introduction

The purpose of this chapter is to discuss the relevant finding of the study based on the research questions and objectives. First, this chapter will start with a brief review of purpose and result of this study. Followed by discussion of the result of hypothesis testing and compare the result with previous study. Next, theoretical and managerial implications based on the result are highlighted. Finally, the limitations of this study and recommendations for future research are discussed.

5.1 Discussions of the findings

The primary objectives of this study were to examine the factors influencing UUM female student brand loyalty toward foreign brand beauty and skin care product. For this study, brand loyalty is explained with several variables: brand consciousness, perceived quality, emotional values and brand involvement. The respondents were 318 students from Universiti Utara Malaysia (UUM) in Sintok, Kedah. These representative states were divided into undergraduate students which is bachelor (degree) student and postgraduate students, refer to both master and PHD students. Six objectives were developed at the beginning of the study. The following discussions were based on these objectives and the results obtained from multiple regression tests.

The first objective of this study is to determine the relationship between brand consciousness and perceived quality. The positive relation between brand

consciousness and perceived quality for the foreign brand of beauty and skin care product suggests that brand conscious UUM female students are more likely to perceive the foreign brand of beauty and skin care product as high quality. Also, this strong influence can be fact that UUM female students perceive international or foreign brand to be of high quality. There is much study which proving that consumers will choose the brand based on its product's quality and also UUM female students who are brand conscious perceive that foreign brand have higher quality than local brand. The result is excepted because majority studies are investigated found that brand consciousness have strong relationship with perceived quality. Previous study such as Nguyen *et al.*, (2011) found that there are positive relationship between brand awareness/consciousness and perceived quality. Same goes to Dib and Alhaddad (2014) in their final results shows that brand awareness/consciousness has significant positive effect on perceived quality. However, Lee *et al.*, (2008) found that there is no significant relationship between brand consciousness and perceived quality.

For the second objective of this study, brand consciousness shows positive relationship with emotional values. This positive relationship shows that brand conscious UUM female students have positive attitude toward the foreign brand of beauty and skin care product and they consider foreign brand providing them high emotional value. It can be easily concluded that UUM female students feel good when they use international beauty and skin care product and the familiarity of the brand can make them happy, enjoy and pleasure when using it. Numerous researchers have investigated the relationship between brand consciousness and

emotional value. This can be proving with Lee *et al.*, (2008) study, they found that there are positive relationship between brand consciousness and emotional value. In line with this evidence, Shah *et al.*, (2012) suggested that brand consciousness has a significant impact on emotional value.

Next objective of this study is to examine the relationship between brand consciousness and brand involvement. Based on the multiple regression tests results, there are no relationship between both brand consciousness and brand involvement. It can be concluded that familiarity of the brands did not make UUM female students involve with that brands. Also, UUM female students are consider as low involvement consumers. Refer to the results which there are no relationship between brand consciousness and brand involvement, UUM female students seem purchase some brands without elaborate the information of those brands. This objective cannot be proving since there are no previous study examines the relationship between brand consciousness and brand involvement.

The significant impact of perceived quality on brand loyalty also find in the final results for this study. The quality of the foreign brand make UUM female consumers becomes loyal to the brands. In addition, UUM female students can identified the quality of certain brands which meet their expectation, make they want to be loyal towards that brands. From this finding, it can be conclude those UUM female students who perceive foreign brands to be of high quality are likely to be loyal to the foreign brand of beauty and skin care product. Also, UUM female students will repurchase and become loyal to foreign beauty and skin care product due to

consistent maintain of its standard quality. In particular, Che Wel *et al.*, (2011) found that perceived quality is correlated well with brand loyalty because consumers' perception of quality about the brands may enhance their loyalty toward the brand. Similarly with Chi *et al.*, (2009); Khraim (2011); Nguyen *et al.*, (2011); Dib and Alhaddad (2014), in their research found that product quality was shown to have positive relationship with brand loyalty. While Gillani *et al.*, (2013) stated that quality of the product is the third important variables which influence brand loyalty. This positive significant relationship indicates that perceived quality does contribute to brand loyalty.

Next objective for this study is to measure the influence of emotional value on brand loyalty. Based on the result from multiple regression tests, it shows that emotional value has significant impact on brand loyalty. This can be posits that UUM female students believe that foreign brand of beauty and skin care product provide high emotional value and thus are likely to become loyal to foreign brand of beauty and skin care product. Once the brands can make consumers feel happy, enjoy and pleasure using foreign brand of beauty and skin care product, they will repurchase the brands again become loyal toward those brands. Previous research has proven that there are significant relationship between both emotional value and brand loyalty. So *et al.*, (2013) found that the effect of consumers' emotional attachment on brand loyalty was positive. This positive impact happened when consumers who are attach emotionally to the brand more likely to be loyal toward those brands. While Lee *et al.*, (2009) mentioned that they examine the impact of both positive and negative emotion on brand loyalty. In their study, only positive emotion had a

significant positive effect on brand loyalty while the other one which is negative emotion have negative significant with brand loyalty.

The last objective in this study is to examine the impact of brand involvement towards brand loyalty. From the multiple regression tests, the result shows that brand involvement has no significant impact on brand loyalty. This result indicates that UUM female students do not involve or low level of product involvement with the brands to choose a particular brands so that they may not loyal to the brands. Low involvement of consumers will make decision making for a short time because they don't elaborate the information while high involvement of consumers will make a long time buying decision since they are elaborate the brand's information. Minimal involvement of UUM female student in buying process for certain brands make the consumers not repeatedly purchase the same brand. The result is differently with previous study as previous study shows strong relationship between both variables. Che Wel *et al.*, (2011) show the association between product involvement and brand loyalty is significant. However, this association falls within the range of weak associations. In Quester and Lim (2003) study found that product involvement influences brand loyalty.

5.2 Research Implication

This research provides important implication for both existing local and international retailer and marketer who plan to enter Malaysian beauty and skin care industry. Based on the degree of consumers' brand consciousness relative to brand perceptions, implication for beauty and skin care product can be drawn. Perceived

quality and emotional value is important factor for consumers to choose brands. Marketer especially from foreign company should focus on quality and emotional aspects of their brand to attract Malaysian consumers, especially for those who are aware to the brand. Consumers who are brand conscious are likely to have high expectation to the brand according to the brand's quality and provide emotional value to them. Jamal and Goode (2001) stated that brand conscious consumers are likely to consider brand name in order to evaluate the particular product. In other hand, when local or foreign marketer provides emotional feeling and maintain or standardize their product's quality, consumers will become loyal toward their offering brands.

Young consumers especially students will be a powerful market in the future. Both local and international marketer should pay attention with students as their target market since this market segment represent the future of the society which mean students are the future potential consumers. Since the respondent for this study is university students; it is mean they are well educated. Marketer should take advantage for this to attract this market segment to implementing its marketing strategy to make them involve with it. These young consumers will aware on what they used on their skin and also they will evaluate the product first before make decision, at the same time they are involved with the product.

5.3 Limitation of the Study and Recommendation for Future Research

There are several limitations of this study. Firstly, the sampling frame for this study was only limited to the student from University Utara Malaysia which located in Sintok, Kedah. For these reasons, the finding of this study could not be generalized to all consumers in Malaysia. Thus, future research should conduct and covers a larger group of respondent and should not only focus on one specific area only to get interesting findings.

Also, this study only limit to students only which the findings of this study were unable to generalizing to all consumers. Future study should be conducted with sample from non-student populations to increase further credibility to the findings.

Next, this study only limit to female consumers only. For future researcher, it would be interesting to examine factor affecting male customer's brand loyalty toward foreign beauty and skin care product. Future researcher should use male as their sample units since men are more conscious of their body, concern on beauty and more sensitive to the cosmetics (Audrey *et al.*, 2007).

Convenient sampling methods were chosen since it is the fast way to obtain the information from respondents. However, the information gaining from this method is unreliable. It is recommended that future research use other method for example random sampling method to ensure the generalizability of the findings. This also can be one of the limitations in this study.

There are no previous researcher measure about the relationship between brand consciousness and brand involvement which give difficulty to present researcher to refer and cite it. It is highly recommended for future research to expand the relationship between both brand consciousness and brand involvement in order to get clear picture about real relationship between it.

Lastly, the non-significant relationship between brand consciousness and brand involvement, also non-significant relationship between brand involvement and brand loyalty may cause due to the unclear questions filled by the respondents. Future researcher should prepare clear question so that the respondent will understand about the questions given to improve the variable of brand involvement.

5.4 Conclusion

As a conclusion, this study has underline the factor affecting UUM female students' brand loyalty toward foreign brand of beauty and skin care product. In this study, brand loyalty is explained with several variables which are brand consciousness, perceived quality, emotional value and brand involvement.

Based on the finding, UUM female students who are brand consciousness have positive significant relationship with perceived quality and emotional value. However, there is no significant relationship between brand consciousness and brand involvement. In term of brand loyalty, only perceived quality and emotional value influencing brand loyalty while brand involvement have no impact on brand loyalty.

Based on what discuss above, it is important for future study to understand the important of the factors which affect brand loyalty. This study will give managers and foreign marketer to understand deeply about brand loyalty trend in Malaysia and also help them to satisfy their potential consumers' needs and wants. For example from the finding found that perceived quality and emotional value influencing brand loyalty, so foreign marketer should focus to maintain and standardize quality of beauty and skin care product to make consumers become loyal to that foreign brands. Same goes to emotional value whereas foreign marketer should focus on emotional aspect of foreign brands in order to appeal to UUM female students, especially for those who are brand consciousness to make them loyal towards the brand.



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