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

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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.

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.
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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.
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REFERENCES


