

**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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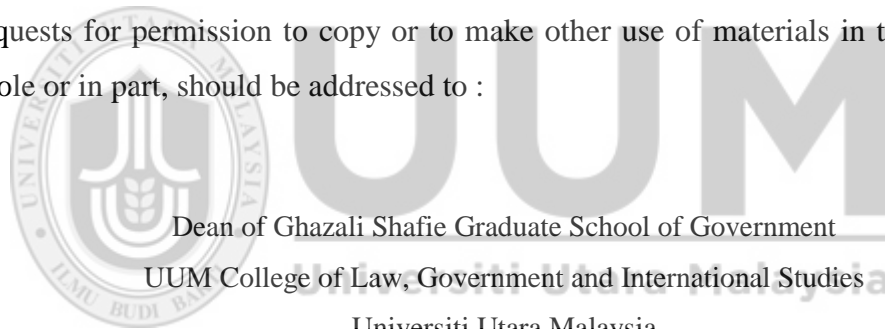
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## Abstrak

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 berkaitan 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.

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## **TABLE OF CONTENTS**

<b>CHAPTER ONE INTRODUCTION .....</b>	<b>1</b>
1.0 Introduction.....	1
1.0.1 Background.....	1
1.0.2 Consumer in Malaysia.....	3
1.0.3 Beauty and Skin Care Industry in Malaysia.....	4
1.1 Background of Study.....	7
1.2 Problem Statement.....	8
1.3 Research Question.....	9
1.4 Research Objective.....	10
1.5 Key Definition.....	10
1.6 Scope of Study.....	11
1.7 Significant of Study.....	11
<b>CHAPTER TWO LITERATURE REVIEW .....</b>	<b>13</b>
2.0 Introduction.....	13
2.1 Brand Consciousness .....	13
2.2 Perceived Quality.....	15
2.3 Emotional Value.....	18
2.4 Brand Involvement.....	20
2.5 Brand Loyalty.....	22
2.6 Underpinning Theory .....	24
2.5.1 Theory of Reasoned Action.....	24
2.7 Research Framework.....	26
2.8 Hypothesis Development.....	27
<b>CHAPTER THREE METHODOLOGY .....</b>	<b>33</b>
3.0 Introduction.....	33
3.1 Research Design.....	33
3.2 Population of the Study.....	34
3.3 Sampling Design .....	34
3.4 Data Collection Method.....	35
3.5 Survey Questionnaire Development.....	36

3.6 Techniques of Data Analysis.....	43
3.7 Conclusion.....	44
<b>CHAPTER FOUR DATA ANALYSIS AND FINDINGS .....</b>	<b>45</b>
4.0 Introduction.....	46
4.1 Survey Response Rate.....	45
4.2 Respondent Demographic Profile.....	45
4.3 Descriptive Analysis Mean & Standard Deviation.....	51
4.4 Normality.....	54
4.5 Factor Analysis.....	55
4.6 Reliability.....	58
4.7 Pearson Correlation.....	59
4.8 Multiple Regressions.....	60
4.9 Summary.....	62
<b>CHAPTER FIVE DISCUSSION OF FINDINGS .....</b>	<b>64</b>
5.0 Introduction.....	64
5.1 Discussion of the Findings.....	64
5.2 Research Implication.....	68
5.3 Limitation of the Study and Recommendation for Future Research.....	70
5.4 Conclusion.....	71



## List of Tables

Table 3.1	: Description of Survey Questionnaires.....	38
Table 3.2	: Origin of Construct.....	39
Table 3.3	: Items of Brand Consciousness.....	40
Table 3.4	: Items of Perceived Quality.....	41
Table 3.5	: Items of Emotional Value.....	41
Table 3.6	: Items of Brand Involvement.....	41
Table 3.7	: Items of Brand Loyalty.....	42
Table 4.1	: Respondent's Overall Demographic Profile.....	48
Table 4.2	: Brand That Use by Respondents.....	49
Table 4.3	: Mean and Standard Deviation for Brand Consciousness.....	51
Table 4.4	: Mean and Standard Deviation for Perceived Quality.....	51
Table 4.5	: Mean and Standard Deviation for Emotional Value.....	53
Table 4.6	: Mean and Standard Deviation for Brand Involvement.....	53
Table 4.7	: Mean and Standard Deviation for Brand Loyalty.....	54
Table 4.8	: Test of Normality.....	55
Table 4.9	: Rotated Factor Matrix and Factor Loading.....	56
Table 4.10	: Reliability Coefficient for the Entire Variable in the Study.....	58
Table 4.11	: Pearson Correlation Between All Study Variable.....	60
Table 4.12	: Standardized Coefficient and t-statistic for the Structural Model.....	62
Table 4.13	: Summary of the Findings from Hypothesis Testing.....	63

## List of Figures

Figure 2.1 : Research Framework .....	25
Figure 4.1 : Foreign V.S Local Brand.....	48



# 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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