

Influence of personal values of luxury cosmetic brand identification on consumer brand loyalty

ABSTRACT

Brand loyalty is critical for a business to remain relevant in the market. Within the context of luxury sustainable practises, business has committed to sustainable business practises through its luxury brands, sending a strong message to the community about their commitment to the environment and community development. We are attempting to determine the factors that influence brand identification and loyalty in order to complete this research. The study's research objectives were accomplished through the use of an area sampling survey model in several major cities throughout Malaysia. The data were analysed using a structural equation model with partial least squares (PLS-SEM). Three dimensions of personal value, namely environmental consciousness, health consciousness, and appearance consciousness, as well as identification with a brand, were discovered to be significant predictors of consumer brand loyalty. The outcome provides practical advice that the Malaysian cosmetics industry can implement. The marketer's role will be to not only reinforce the brand's established positive perception, but also to forge a strong consumer-brand relationship. Additional research is required to address the study's limitations and to add to the body of knowledge on this subject.