

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Chapter 1 focuses on research problem, questions and objectives as well as significance of the study. This research project aims to study about the relationship between brand perceptions and brand satisfaction on skin care products. The explicit details of brand perceptions and brand satisfaction on skin care products will be discussed on research background. This research that has been conducted consists of four types of variables which are brand perception on quality, brand perception on promotion, brand perception on image, and brand perception on preference.

1.1 Research Background

This research mainly study on the relationship between brand perceptions and brand satisfaction on skin care products. Branding is an important aspect in marketing. It usually involved having a distinctive name; logo, symbol or design that differentiates them from other competitors (Kotler, 1988). Through branding, consumer can recall and identify certain product (Kotler & Lane, 2006). In the other words, there is a study how the consumers view the brand perceptions during their buying behaviour. Consumer is one of the factors that influence the brand perceptions toward brand satisfaction. Consumer is both the decision maker and main target of marketing. When consumer is not satisfied with the product quality, promotion, image of the product, the consumer will not buy the product.

Research has revealed that consumers take relatively less time to shop for brands. They are familiar compared to brands that are new to them (Biswas1992). Barring

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any past bad perception, brand familiarity brings along a sense of trust and perceived satisfaction to consumers (Ha & Perks, 2005).

According to Chandrashekar, Rotte, Tax, & Grewal (2007), brand satisfaction is believed to be able to enhance long term customer retention with repeat purchases, reduce marketing costs, increase competitive advantage and generate profitability and company's profit. The brand satisfaction is a main factor which if it cannot be satisfied, it will cause the loss of customers; but if it only stay on the basic conditions, then it is difficult to keep customer satisfy. Therefore, company should not just take achieving the brand satisfaction of customers as a single goal and the ultimate goal into account for the allocation resources, in this way, it will only involve into the "customer satisfaction trap" and cannot escape from that. It means that, not only to achieve brand satisfaction but also need to achieve customer satisfaction, therefore we can analyse that brand satisfaction is almost similar with customer satisfaction. This shows that, there is a relationship between consumer and brand.

Branding is performed by marketers who understand more on how to satisfy the buyer. To satisfy them, marketing efforts needed to analyse the available resources and policies, then plan and organize them into influencing customers' actions to purchase by satisfying their needs (Zinnbauer & Eberl, 2005). Thus, understanding customers' satisfaction is not only important but a continuous learning process of brand management.

1.1.1 Overview of skin care industry

Economic development increase customers' income. Liberalization of international trade and improved technologies in skin care industry provide wider choices. Better education improved awareness on the need for hygiene and beauty (Souiden & Diagne, 2009). It is believed that using skin care product is a way to have healthy and beautiful skin. Companies pay more attention to support patterns of beauty and are more sensitive to the products alternatives, like many products are launched to the market to convince customers to believe that its can improve their appearance. All of those bring both competition and benefit to skin care industry in Malaysia.

As “skin care industry” is too wide, this research focuses on a specific area, namely “skin care products”. Besides products, skin care industry also includes treatment services performed to uplift or keep optimal hygienic conditions, excluding medical treatment. Several factors including their concerns about enhancing attractiveness, reducing the ageing process and maintaining their health combined with pleasure of using grooming products (Strurrock & Pioch, 1998). Another skin care definition by Draelos & Thoman (2006) is “washing, cleansing, bathing, and the use of soaps, detergents and oils”. Therefore, products of skin care market include toners, cleansers, sunscreens, anti-wrinkle creams, dark circle removing creams, astringents, facial creams, moisturizers, fairness creams and day and night creams. Interestingly, beauty and skin care nowadays not only associated with young ladies but both female and male of all ages. At the same time, new investment and expansion in beauty and skin care market create more intense competitions which may benefit customers but bring challenges to companies to fight for sales. Therefore, understanding the different decision making of each customer's segments may make a significant impact toward success or failure. It is well worth investigating the relationship between brand perceptions and brand satisfaction on their

purchase of skin care products because of the size of the market and the large amount of money spent by companies encouraging their use.

Current Malaysia skin care industry sees the emergence of few new products particularly regarding anti-aging and herbs-powered goodness. Example of innovation in this industry includes bird nest in skin care product for firming and smoothening purposes.

Euromonitor International (2012) claimed that Malaysian leading brand in L'Oreal, with market share of 12%. This is followed closely by Procter and Gamble with share of 11% and others like Estee lauder, Shiseido, Amway and Unilever.

1.2 Problem Statement

This study will investigate which of the brand perceptions are the most important to the brand satisfaction that eventually lead to consumer decision on skin care products. Through this understanding gain further describe as to how skin care product can be branded to meet the brand satisfaction. Currently, more and more consumers believed that using skin care products is a way to have healthy and beautiful skin.

Increase competition with low product differentiation distorted consumers' view that all products has comparable standard. Nowadays many companies offer similar product and service in the market. This will affect the skin care products are closely substituted for each other. This may discourage or enhance the current increase in superior brands as consumer views brand switching as low risk while easier to accept generic and private label brands, which in their mind bring more brand satisfaction (Bennett & Rundle-Thiele, 2005).

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There is an increase in rivalry among present competitor in the skin care industry thereby making competition more intense. Nowadays, company launch different brands of skin care products in the global market. Since there are a lot of brands in the market, consumers face with too many choices and they have trouble making optimal choices on skin care products. Therefore, marketer is trying their effort to attract more consumers by using advertising. Advertising is important for every business because it plays a key role in business by provoking and persuading consumers' needs to purchase products or services. However, consumers today are faced with many advertisements because of marketed aggressively with many complex and competing advertising campaigns. This problem focused on the influence of advertising to consumers on their purchase of skin care products. Lacking of consideration of advantages of skin care products may cause consumers being trapped by advertisements that may inspire them spend too much money and may not meet their requirements. Finally, the research's objectives have been developed to guide the study.

1.3 Research Objectives

1.3.1 General Objective

Generally, the study aims to identify the brand perceptions and brand satisfaction on skin care products. It seeks to examine and understand whether brand perceptions such as brand perception on quality, brand perception on promotion, brand perception on image, brand perception on preference and brand satisfaction on skin care products.

1.3.2 Specific Objectives

This study specifically aims to:

- Examine the relationship between brand perception on quality and brand satisfaction on skin care products.
- Examine the relationship between brand perception on promotion and brand satisfaction on skin care products.
- Examine the relationship between brand perception on image and brand satisfaction on skin care products.
- Examine the relationship between brand perception on preference and brand satisfaction on skin care products.
- Investigate which of the brand perceptions are the most important to the brand satisfaction on skin care products.

1.4 Research Questions

1. Is there any relationship between brand perception on quality and brand satisfaction on skin care products?
2. Is there any relationship between brand perception on promotion and brand satisfaction on skin care products?
3. Is there any relationship between brand perception on image and brand satisfaction on skin care products?
4. Is there any relationship between brand perception on preference and brand satisfaction on skin care products?
5. Which of the brand perception are the most important to the brand satisfaction on skin care products?

1.5 Hypotheses of the Study

First hypotheses:

H₀: There is no significant relationship between brand perception on quality and brand satisfaction on skin care products.

H₁: There is a significant relationship between brand perception on quality and brand satisfaction on skin care products.

Second hypotheses:

H₀: There is no significant relationship between brand perceptions on promotion and brand satisfaction on skin care products.

H₂: There is a significant relationship between brand perceptions on promotion and brand satisfaction on skin care products.

Third hypotheses:

H₀: There is no significant relationship between brand perception on image and brand satisfaction on skin care products.

H₃: There is a significant relationship between brand perception on image and brand satisfaction on skin care products.

Fourth hypotheses:

H₀: There is no significant relationship between brand perception on preference and brand satisfaction on skin care products.

H₄: There is significant relationship between brand perception on preference and brand satisfaction on skin care products.

1.6 Significances of the Study

This research is to determine the brand perceptions on skin care products that have relationship with the brand satisfaction. The brand perceptions include brand perception on product quality, brand perception on promotion, brand perception on image and brand perception on preference. It enables us to understand how to attract the customer toward brand satisfaction.

Furthermore, this study also provides the understanding of how marketer and consumer influence the brand perceptions of skin care products on brand satisfaction. Besides that, it also helps the companies to examine the significant relationship between brand perceptions and brand satisfaction.

This study also able to provide knowledge and information regards of branding perception which influence the customer perception and consumer toward the skin care products. In addition, this research provides a guideline for the readers about brand satisfaction through the skin care products.

1.7 Chapter Layout

The body of the research project consists of five chapters such as following:

1.7.1 Chapter 1: Introduction

It is an introductory chapter. It clearly provide the overview of the research background follow by the problem statement, research objectives, research question, hypotheses of the study, significance of the study, chapter layout and conclusion. This chapter is to build the better understanding of the student and marketers toward the perception branding on the customer satisfaction and value.

1.7.2 Chapter 2: Literature Review

Literature review is the secondary sources that determine the aim to review the relevant journals and articles that identify the research issues and support the relevant variables. This chapter also includes theoretical framework, conceptual framework, hypotheses development and conclusion.

1.7.3 Chapter 3: Methodology

This chapter also includes the introduction of the methodology. It also describes on how the research is design, what methods that use to collect data, sampling design, research instrument and construct instrument for the design of questionnaire. Hence, the data processing, data analysis will be drawn.

1.7.4 Chapter 4: Data analysis

Chapter four is relevant to the research question and hypotheses. It consist the introduction of data analysis, descriptive analysis, scale measurement and inferential analysis. Then, a conclusion will be made to provide the linkage to the next chapter.

1.7.5 Chapter 5: Discussion, Conclusion and Implication

The last chapter is present the introduction, summary of statistical analyses, and discussion of major findings and implication of the study. Besides that, it includes the limitation of the study and recommendations for future research and conclusion to entire this research project.

1.8 Conclusion

This chapter outlines the background and factors of brand perceptions, and sketch out the objectives, research questions, hypotheses, and the importance and contribution of this research. The next chapter is concerning of the documentation of a comprehensive review of the secondary data.

CHAPTER 2: LITERATURES REVIEW

2.0 Introduction

In this chapter, we will analyzed and interpret the information about the literature review of brand perceptions and brand satisfaction. This chapter consists of six parts which are theory background, review of literature, review of relevant theoretical model, proposed theoretical framework, hypotheses development and conclusion as well.

2.1 Theory background

2.1.1 Theory of Brand Perception

Brand perception is associated with brand recognition, where consumers able to recall and differentiate the brand in variety conditions (Wonglorsaichon and Sathainrapabayut, 2008). Liz (2010) stated that “a brand is all about perception”, which mean that the potential customer will not easy to guide by a company to choose their brand. Liz also showed that with a right focus on strategy, which company can certainly influence how the personal brand is perceived and bring satisfaction.

Keller (1998) stated that brand image is part of customer’s perception. A successful brand must able to offer a higher value to customer and distinguish the brand with the competitors. Other than that, Keller also stated that product’s functionalities that based on consumer’s desirable attributes can satisfy their immediate and practical needs. Thus, this gives

brand satisfaction to them. So, applying to skin care products, consumers' perception is related to products attributes and subsequent satisfaction that derive from consuming or using the products.

Dodds (1991) stated that when brand perception is more favourable, consumers attribute higher quality to the product, and their perception of the product's value and the overall willingness to purchase is greater. However, different customers may have different perception as they have different attitude and expectation toward satisfaction of particular brands.

Despite general view that brand image is part of customer's brand perception, it is also links with brand association. Customer mind is more significant than ever in determining brand perceptions. Thus, taking this into consideration could changes the relationship strength between brand image and consumer's satisfaction.

2.1.2 Theory of Brand Satisfaction

Good brand satisfaction able to make customers to distinguish the requirement that the brand convinces and to distinguish the brand among its substitute brands, as well as possible to increase chances that customers will buy the brand. According to Na, Marshall, and Keller (1990) disagreed that "image is not measurable by feature measurement alone but should also comprise the dimensions of buyers' insights of assessment and benefits gain from utilize the brand". This means that the brand perceptions have the relationship to the brand satisfaction. Once the customers are satisfied with the product or brand, they are willing to introduce the product to their friends, which means they are reducing the product switching and as a result repurchase happen (Bennett & Rundle-Thiele, 2004).

2.2 Review of the Literature

2.2.1 Brand Perceptions on Skin Care Products

The first step of corporate learning about how to compete in the world market is to understand the consumer perceptions (Craig & Douglas, 1996). According to Guthrie and Kim (2009), the brand perception is subjected to customer's emotion reaction, faith and loyalty toward the product as well as product usage, expression and differentiation. A lot of consumers found that skin care is an important tool in their living life style.

Kotler and Keller (2009) and Asch and Wolfe (2001) conceptualized "perception" as a mind processing of consumer's selection, organization and information interpretation. The attention is played out to satisfy the consumer needs. Noel (2009) claimed that prior to perceive anything, consumer has to be shown to the product and also pay attention to it.

Besides that, consumers have their previous knowledge of brands and products from their experience. They beliefs and satisfy in particular brand. For instance, customer can feel which sunblock cream from their preferred brands seem to perform better than those unfamiliar cream brands even there are no significant different of quality exists. People like to observe stimulus that relate to their existing needs while they are conscious and purposeful allocation of attention. For example, a consumer who needs to purchase cleansing foam very likely to pay more awareness to advertisements on cleansing foam. The consumer will also have the brand attention on the skin care promotion such as discount. In other words, the person will pay more awareness to skin care products in a cosmetics shop

than in a food shop. Consumer tends to notice largely deviated stimulus as compared to the normal stimulus (Kotler& Keller, 2009).

Brands perceptions on skin care products are more important than reality because the brands perceptions have a relationship with the brand satisfaction. Asch and Wolfe (2001) claimed that human's situational perception does affect their action in deciding a purchase. This is due to different people can have different kind of brand perception of the same skin care products. For instance, the promotional messages get into unconscious level of recognition.

So, there are four dimensions which may include in brand perceptions on skin care products that comprise quality, image, promotion and preference which have the relationship with the brand satisfaction.

2.2.2 Brand Perception on Quality

Various literatures give various definitions on “product quality”, thus creating variety of relationship interpretation between product quality, brand perception and brand satisfaction. This is echoed by Tellis & Johnson (2007: 758), saying that there is no common standard on definition of quality because quality is considered differently from different paradigms includes engineering superiority, perceived quality, reviewed quality, self-reported quality, and consumer satisfaction.

Nonetheless, according to Hamza Salim Kharim (2011), product quality covers the ability of a product features to satisfy stated or implied needs. In turn, features may range from product attributes (e.g. colour, size, smell, appearance, packaging and form) to product assurance, value and service. Product quality has also been defined as conformance of product

specification to consumer's requirement and expectation (Yu & Fang, 2009; Russell & Taylor, 2006) and perception gap between expectation and actual performance (He & Li, 2011). Product quality has also been divided into intrinsic quality which consists of physical characteristics like packaging, aroma, flavor, texture, and extrinsic quality that includes brand name, price, store type, label information, country of origin (Krutulyte, Costa and Grunert, 2009; Fandos and Carlos, 2006; Shaharudin, et. al, 2011).

According to Shahzad Khan and Faryal Noor (2012), quality is the realization of the consumer's needs. Thus, quality is a continuous process to make and retain satisfaction of needs, both affirmed and required. Surveying on female respondents in Peshawa region of Pakistan, Shahzad Khan and Faryal Noor (2012) found that out of 11 factors studied, quality is vital and most essential factor affecting female's cosmetic buying behaviour. Other definitions of quality collected by Cameron and Sine (1999: 8) include referring quality to "the amount of un-priced attributes contained in each unit of the priced attribute", "conformance to requirement", "fitness for use" and "capacity to satisfy wants". Meanwhile, Lanza (2008:5) claimed that quality as measured by the fitness of the product and its reliability is no longer adequate to proxy product satisfaction. Instead, customers' satisfaction is based on brand quality perception which includes product characteristics and the whole purchasing process as well as post-purchase service or support.

This study adopts combined definitions from Yu & Fang (2009), Russell & Taylor (2006) and Shahzad Khan & Faryal Noor (2012). Therefore, "product quality" is defined as "conformance of product specification to consumer's requirement and expectation, thus achieving customer's needs." Common acknowledgement is that higher quality lead to higher customer's satisfaction of the brand. Nonetheless, actual product quality may not be

same with perceived quality of the brand and there are possibility that customer make purchase decision based on perception and not actual quality (ALG, 2012; Dhadhal, 2011). This will be discussed further in subsequent part of literatures review.

Taking “quality” as superiority or excellence, Zeithaml (1988) defined “perceived quality” as user's opinion about a product's relative excellence or superiority. This perception is (1) not equal to actual quality, (2) superior level of generalization rather than exact characteristic of a product, (3) global evaluation that in some situation resemble attitude, and (4) judgment usually through within customer’s evoked set. Fornell et al. (1996) believed that brand quality perception has an effect on customer’s satisfaction that affected future buying behaviors. Due to perception is an emotional connection, consumer’s purchase decision could be decided based on perception of a brand quality, not the actual quality. Therefore, a bad publicity could negatively affect the brand even the actual quality is good (ALG, 2012). Dhadhal (2011) claimed that through brand equity, perceived quality is one of few factors that provide value to consumer by enhancing their use satisfaction. He believed usage experiences, perceived quality and brand relations can affect customer’s satisfaction. Grönroos (1984) categorized customers’ perceived quality of service into three dimensions, namely functional (process of delivery to customers), technical (outcomes of the service to the customers), and image (customers’ view of the company).

Applying to the scope of this study, knowing the skin care product is from a good quality brand can affect the experience of using it. Therefore, better perception on quality leads to higher success possibility of brand (Allenby & Rossi, 1991; Chang & Wildt, 1994; Dawar & Parker, 1994). The higher overall perception on quality will translate into higher perception on brand. Perception on quality of product and its brand is influenced by other

factors such as product variety (Berger, et al, 2007), product attributes (Holbrook, 1992) and packaging (Banks 1950, Brown 1958, McDaniel and Baker 1977, Miaoulis and d'Amato 1978).

Holbrook (1992) studied the existence of brand name effect (measured in term of price premium) using attribute-based index of product perceived quality as controlled variables. His study is focused on consumer electronics products and revealed that overall quality brought significant effects on price for merely three out of eight product categories. ALG (2012) did their 5th years of semi-annual market survey on perceived quality of automobile brand and claimed that it is rare that high quality brand has low brand awareness but many brands with high awareness but low perceived quality.

Lanza (2008) believed that perception on brand quality is seen as customer's overall judgment of a brand's features and attributes capacity to satisfy a need. In his research on Chevrolet and Toyota car brands, perceived brand quality is hypothesized as a direct satisfaction precursor while its results hold a positive and significant relationship.

Various literatures have different categorization of **product attributes**. Nonetheless, product attributes usually cover wide range of distinctive features from outlook (colour, size, packaging and smell) to functionality (usage) and component (countries of origin, label of information like shelf life and ingredient/material content, and price). Specifically in evaluating skin care products (cream and lotion), Aust, Oddo, Wild, Mills and Deupree (1987) have adopted the following product attributes: product appearance or thickness, rub-in or spread ability (*sic*), absorption, appearance of skin or shine, immediate after feel (residue, drag and delayed after feel, and other notable attributes.

Meanwhile, Keller (1993) gave a lengthy explanation of attribute. He explained that attributes are expressive features which distinguished a product or service that shape the potential buyer's idea of what a product or service is or has. Attributes can further divided into product-related and non-product-related. The former is defined as the components needed to perform the product or service function required by customers. Thus, attributes of a product is related to its physical properties or service's requirements. Non-product-related attributes are such as exterior facets of the product or service that linked to its usages. These can be further categorized into "price information", "packaging or product appearance information", "user imaginary" (type of users) and "usage imagery" (type of situation the product or service is used) (Keller, 1993: 4). Researching on students' brand perception on soft drink, Hossain (2007) concluded that attributes create product image and indicate product quality perception. These attributes, namely flavor, calorie content, digestion, sugar content, price, pungency and color have positive correlation with brand image.

In Zeithaml's (1998) exploratory study on beverages products, he got considerably different expressions of "value" from respondents. These different perceptions on **value** are grouped into certain definitions which are value is low price, whatever I need in a product, the price that I pay from the quality, and what I get for what I give. The definition linked price as the "give" component to quality as the "get" component. Besides, definition is similar, only that it is more holistic in covering all "get" and "give" component. Combining all those four expressions of value, Zeithaml (1998: 14) summarized an overall definition for perceived value as "overall evaluation of the product's utility based on perceptions of what is received and what is given."

Bryant (1996) conceptualized perceived value as apparent level of product quality as compared to price paid. His research finding claimed that

perceived value is positively related to customer satisfaction. However, the impact of quality on overall satisfaction (coefficient of 0.55) is greater than of value (0.36) in each of the seven sectors studied. Reason given is that value plays important role in forming customers' initial preferences and choice. However, quality is more central to the consumption experience itself. This result is in contrast with Zeithaml (1998) who implied that customer's purchase decision (which is affected by satisfaction) is more influenced by value rather than quality. Value is of higher level concept of quality, hence encompassing the quality and other factors such as price and transportation time. Example given is that consumers did not spend all their expenses on higher quality pure fruit juices but partly opted for fruit drinks which have lower quality but lower price. These consumers obtained better value from the lower quality juices due to the low costs compensated for the reduced quality (Zeithaml 1998: 15 – 16).

Quality assurance plays an important role in the skin care products. It is in a safety form of detailed policies processes, labeling requirements to assure quality. From the ISO (2010), quality management inclusive of quality assurance, which provides belief of fulfilling required quality level. Quality assurance is a guaranteed offer by the product or service provider to meets certain quality level. This required identifying the meaning of "quality"; specifying the system to ensure its existence; and specifying the measurement of its conformance (ESS Quality Glossary 2010). Meanwhile, ISO 9000:2006 stated that quality assurance is also assurance of the product-specific requirements, test specifications, general requirements and legal compliance.

Quality assurance is an essential safety of products in the countries that operate in and export from. In National Qualifications Frameworks, quality assurance is a processes and procedures for making sure that qualifications, assessment and delivery meet particular standards. According to Canadian

Information Centre for International Credentials (CICIC), quality assurance links to certain standards attainment by educational institutions, professional bodies, government, and/or standard-setting bodies. Quality assurance is the process to measure and ensure quality is attained.

Similar in defining product quality, Zeithaml (1988: 5) conceptualized **service quality** as relative judgments of excellent or superior from the consumer's perspective. Kayaman & Arasli (2007) believed that (perceived) service quality is a function of consumer's consumption experiences that will in turn affect brand image. Studying hotel industry, they divided service quality into five dimensions, namely tangibles, responsiveness, reliability, empathy and assurance. They found that "tangibles" and "responsiveness" had positive impact on brand loyalty. Meanwhile, "tangibles", "reliability" and "empathy" had significant indirect effect on brand image. He & Li (2001) surveyed variety service quality aspects in mobile telecommunication service in Taiwan. Their research revealed that sympathy, web quality, reliability, and assurance facets of service quality have an important effect on service quality and perceived value while overall service quality on brand equity is partially intermediated by perceived value.

Bogomolova (2011) claimed the important of "service quality" highlighted approximately 3.79 million of academic articles in Google Scholar using the term. His research revealed that service quality perception is different between different users (loyal versus divided users) in personal banking, business banking and telecommunication service. Other literatures that focused on service quality mostly studied on service sector such as banking, insurance (Shukla, 2011), hotel (Kayaman & Arasli, 2007) and telecommunication (He & Li, 2001). SERVQUAL is commonly used as service quality framework to measure the level of quality on service sector. Its components are reliability, capability, responsiveness, access,

politeness, believability, communication, safety, knowing or understanding the customer and tangibles (Buttle, 1994). Nonetheless, this framework has been criticized by Buttle (1994) and other researchers. Therefore, it has been modified into RATER model, which measurement components consist of “reliability”, “assurance”, “tangibles”, “empathy” and “responsiveness”.

Not all aspects of SERVQUAL or RATER are suitable for this study of skin care product while some of its component already incorporated into aspect of perceived quality (e.g. reliability and assurance) and brand perception of other factors. Nonetheless, “Gap 4” of the SERVQUAL can be applicable, namely “the difference between deliveries of the customer experience and what is communicated to the customer”. This is consistent with Hamza (2011) definition for service quality for cosmetic industry in UAE. He defined service quality as “service must resemble to the buyers’ expectations and fulfill their needs and wants”. Hamza (2011) further explained the important interaction between salesperson (in some case, promoter/brand ambassador may be applicable) and customer.

2.2.3 Brand Perception on Promotion

Judgments based on brand perception on promotion will have the relationship with the brand satisfaction on skin care products. Brand promotion is concerned with the active and positive communication of the brand and its value. Brand promotions observe that some consumers actively seek out promotion for preferred bands (Shankar and Krisnamurthi, 1996). Brand implies a mark (symbol or sign) or design or their combination used to distinguish the product from its competitors. When the brand is registered, it becomes a trade mark. Rowley (1998) claimed that brand promotion is an important marketing tool. Its usage

includes communication with customers on product offerings, thus entice purchases. Brand promotion is a common strategy that element intended to increase product awareness of marketing mix. Its objectives include informing, reminding, persuading and influencing customers purchase of the advertised brands. Therefore, brand promotion perception serves as direct enticement to buying a product (Honea and Dahl, 2005; Oliver and Shor, 2003).

Brand perception on promotion includes advertising, sample, testimonials or price discount relationship with brand satisfaction on skin care products. For brand promotion perception on **advertising** is the process of using a wide range of promotional tools working together to create a brand satisfaction. Advertising is non-personal information dissemination in multimedia on a product, brand or firm. It can change the purchase attitudes of a person toward the targeted product (Evans et al., 1996). Attractive advertisements in mass media such television, radio, newspaper, magazines and billboards demonstrate that advertising to promote brand do create perception in people's thought to distinguish skin care products with competing brands in order to reach the brand satisfaction. Advertisement acts as a language to convey or expose information to public. In initial buying situation, consumer may need to depend on advertising in deciding to purchase or not (Peter & Olson, 1990, and Nilson, 1998). Using celebrities is another form of advertising. Celebrities are able to create awareness and good image of the own in the minds of the consumer (Seno and Lukas 2007) it enhance brand satisfaction of products and services.

Sampling characterized as **sample** experiences that influences the consumers and motivated the likelihood of purchase after trying (Heilman, Lakishyk & Radas, 2006). Free samples or gifts are one of significant promotional tools in marketing. Marketers knew the significance of product trial as well as direct behavioral experience (Nelson and Chiew,

2005). Thus, free samples often distributed to potential customers to enable them to test the products rather than just having information about the products (Kardes, 1999). Marketers used free samples for variety reason: to arouse product on trial, to boost sales numbers in the initial product's life cycle phase, or to attain targeted circulation (Pride and Ferrell, 1997). Besides, free samples had three clear effects, acceleration which was increasing repeat purchase, and expansion for new customer to buy the brand. According to Ben Amor's researches (2009), during the last ten years, significance of free samples as tools of promotion in the fields of skin care products has been on the rise. Sampling designed to be a powerful trial device to allow customers having a trial and hence speed up the adoption of new products (Block, 1996). Sampling tends to enhance the conditioning of the desired response more effectively and efficiently. Samples are one of the brand promotion methods that will have relationship with the brand satisfaction on skin care products. Free samples are a good way to test market response. According to McGuinness et.al (1995) considers product sampling as a brand promotion technique used by marketers to encourage "consumer trial".

According to Arens (2006) offer in-store display or **testimonials** materials able to build additional store traffic, exhibit and advertise the product, and promote impulse buying with use of designed advertising like device. It included the use of traditional retail setting such as windows and door signage, streamers and posters, and shelf talker to draw customer attention and excitement to products and support customers' queries with textual and graphical description (Mulvehill, 2008). The role of in-store display is to reinforce the product personality which able to tangibility brings the brand and advertising image at the point of transaction (Block, 1996). Furthermore, the eye-catching visualize effects and informative displays were important to nudge the customer into realizing and enhancing their need since display materials can offer extra selling information and make

the product stand out from the competition with the consumer self-involvement purchasing (Arens, 2006).

Price discounts showed the immediate reduction of the regular price on a product's label on package (Kotler, 1997; and Pride and Ferrell, 1997). A price discounts is an incentives offer monetary benefits to change thinking about brand as well as arouse feel good emotions with the aims to increase brand awareness and buying intentions (Ailawadi et al., 2001; Heerde et al., 2003; Raghurir et al., 2004). It uses to distinguish informed and uninformed consumers, and also differentiate total users and switchers (Shi et al., 2005). Consumers were lured into the purchase due to the feeling of saving value gained from their decision. Therefore, price has a significant influence on the purchasing decision for customers and consequently higher the sales and profit for a firm (Teng, 2009). Brand perception on promotion like price discounts are used to favourably sway consumer's opinion of the promotional product's fair price, improve perceived value, and boost brand satisfaction for a purchase or intentions to purchase (Darke and Dahl, 2003; Hsu and Liu, 1998; Oliver and Shor, 2003).

2.2.4 Brand Perception on Image

Hsieh, Pan, and Setiono (2004) claimed that good brand image can help recognition of needs to be fulfilled and brand differentiation. As a result, probability of consumer purchasing the brand increases. The product of a firm that persistently holds a favourable image to the mass society would likely to have sustainable advantage among competitors and improved market share (Park, Jaworski, &MacInnis, 1986).

Reynolds (1965) conceptualized that image is mentally create and developed by the customer based on several particular impressions among

many others; it brought out into reality from an innovative path in which these particular impressions are embellished, detailed and well-ordered. Kotler (2001) described image as set of views, idea and impression that customers embrace as an object. Meanwhile, Keller (1993) thought of brand image as “set of perception about a trademark as reflected by its association in their mind. A comparable concept to Keller’s is defined by Aaker (1991), who referred brand image as set of relations that often arranged in some significant way.

Brand image is vital as consumers are believed to conclude the product quality through brand image that subsequently stimulates purchasing behaviour. Besides, Ballantyne et al. (2005) claimed that brand image is an important property related to the brand which includes product name and packing. Subsequently, the brand image may help in revealing the product features.

According to Thakor (2006), brand image is conceptualized as natural traits that have special association to identity of the brand. Despite the essential of brand image is acknowledged in marketing long ago (Gardner and Levy 1955), a common definition not yet agreeable (Dobni and Zinkhan 1990). Consistent with by Herzog (1963) and Newman (1957) and others, brand image adopted is perception on the brand as reveals by its associations in customers’ thought.

Brand image of a particular brand exist the depiction or impression in consumers’ thought. It is an expression, signal or other features that is recognized by products promotion (Shahzad Khan and Faryal Noor, 2012). According to Loudon and Della Bitta (1988), brand image is the holistic reflection or emotion in the consumer’s mind that exists constructed from variety resources. The thought of a good quality image made them

preferred recognizable brand. By doing so, the risk of wrong choice of brand is minimized (Loudon and Bitta, 1988).

In addition, brand image has a vital role in brand structure, particularly in consumer reliability (Junjun Mao, 2010). Reichheld, Hsieh and Li (2001) stated that preferred brand image can influence people to think of good public relationship by the firm that enhances its corporate reputation. Subsequently, consumers are more expected to maintain positive trust and attitude toward the brand. Therefore, consumers' satisfaction could grow rapidly through favourable brand image. Brand image perception includes four dimensions which are awareness, recognition, symbolic benefits and country of origin with brand satisfaction on skin care products.

As defined **brand awareness** is the extent to which people in the market recognize certain brands (David, 2009). Brand awareness is a main factor of brand equity (Aaker, 1996; Keller, 2003; Mackay, 2001; Yoo and Donthu, 2001; Washburn and Plank, 2002; Pappu et al., 2005). It is conceptualized as a person's capability to remember and distinguish a brand (Aaker, 1996; Keller, 2003). Top-of-mind and brand supremacy are also being used by Aaker (1996) in gauging awareness. Awareness can influence peoples' perception, which brings to variety of brand choices and issue of loyalty (Aaker, 1996). A brand that can be recalled significant independent awareness and top-of-mind can influence consumers' perception, which brings to variety consumer choices within a product classification (Aaker, 1996; Kimpakorn and Tocquer, 2010). Besides, Keller's (1998) concept suggested brand knowledge consisted of brand awareness like brand identification and recall with marketing stimuli, and brand image. The dimension differentiating brand knowledge is brand awareness. It is associated to the strength of the brand node or trace in the mind, as revealed by customers' ability to recognize the brand under variety situations (Rossiter and Percy, 1987). Brand awareness plays a

significant function in people's decision making for three main reasons. Firstly, it is vital that the brand is thought of when consumer thinks of the product category. Increased brand awareness improved the probability for the brand to be considered for purchase among its competing brands (Baker et al., 1986; Nedungadi, 1990). Secondly, brand awareness may influence consideration about brands. For instance, customers have been revealed to accept a judgment instruction to purchase merely recognizable, well-established brands (Jacoby, Syzabillo, and Busato-Schach, 1977; Roselius, 1971). Third, brand awareness affects people decision consideration by affecting the structure and strength of brand association within brand image. A needed requirement for the construction of a brand image is that a brand node has been recognized, and its nature able to make variety of information to be easily linked to the brand in the mind. As it was being empirically proved from Shwu-Ing Wu, Chen-Lien Lo (2009), the relational structure shows that brand awareness has an important effect on brand image, hence indirectly influencing brand attitude and causing impacts on buying intention toward brand satisfaction for particular products.

For **recognition**, it refers to the act of identifying someone or something about the skin care products because of previous knowledge or to formally acknowledge so that it will lead to higher brand satisfaction. Brand recognition can be seen as relation of customers' capability to acknowledge previous experience of a brand after showing the brand as indication. Therefore, brand recognition needs customers to rightly differentiate the brand as what they has seen or heard before. According to Anca E. Cretu & Roderick J. Brodie, (2007), previous research on branding has mostly gave attention to consumer goods markets and not business markets, which only currently start getting acknowledgement. Besides, important of brand recognition is increasing as decisions are done in the market. In lots of business markets, company's recognition has a

high impact on purchase decisions. This is different from specific product link impact of brand's image. Therefore, it shows that recognition to be a significant determinant of the relationship between brand perceptions and brand satisfaction on skin care products.

Keller (1993) claimed brand image could be categorized into functional, experiential and **symbolic benefits**. Besides that, the symbolic benefits were allied with fundamental needs for individual expression, societal endorsement and external-directed self-esteem, which is mainly correspond to non-product linked attributes. According to Stephen, Maznah Wan Omar, Nabsiah Abdul Wahid Ishak Ismail and Amran Harun (2007), symbolic benefits are positively related to brand satisfaction. The findings mean companies should make use of brand image if they wish to improve brand satisfaction on skin care product.

The **country of origin** of a product is a basic extrinsic product cue, just like price, seller or brand name. It can be seen as the "made in" notion, in which the product originated from the particular country (Peterson & Jolibert, 1995). For a wider definition, country of origin may also be explained as positive-negative consequence or impact to purchase behaviour due to the product's country of manufacturer. The country of origin influences happen through a combined of customers' experience, information and feeling concerning a specific country (Hamin & Elliot, 2006). Paswan and Sharma (2004) recommended that favourable perceptions about a country lead to favourable perception to brands originated in that country. According to Yamen Koubaa, (2008), country of origin had an impact on brand image. Country of origin does affect overall brand perception. However, effects are varied from highly to less known brands. Origin of brand is revealed to be of important influences to perception on brand image. Its impact on brand image is believed to be very strong that may defeat the supremacy of well-known brands in

determining brand image in buyers' mind. Company can tailor their conducts throughout brands and production location. Impacts from reputation of the brand as well as country image should be considered when describing marketing actions for bi-national products.

2.2.5 Brand Perception on Preference

Brand is a differentiating feature of a product and is frequently significant to consumers buying the product. For instance, although consumers may be fulfilled with the product usefulness, if the brand is not their favourite, some consumers may not buy the product again (Aaker, 1996; Pitta & Katsanis, 1995; Steenkamp, Batra, & Alden, 2003). Aaker (1996) claimed that consumers regularly would not choose brands arbitrarily. Instead, they would favor particular brands. Furthermore, Monoe (1976) claimed that brand name could have bigger impact than price if consumer buys rather inexpensive grocery goods. Russell and Lane (1993) found attitude to be an important predisposition and a strong influencer of brand preference and loyalty. The consumer's choice of a particular brand is influenced by attitude (Wang, 2003).

Due to the vital of brand preference in very competitive market, the concept has been focused. Brand preference is how far consumer favours particular brand or company relative to others within the set of choices (Hellier et al., 2003, pp. 1765).

Attitude is a conduct, nature, thinking and way of behaving toward a product or a brand. It can be good or bad and achieve necessary role in buying a product or a brand. Noel (2009) conceptualized attitude as influential and long term evaluation where consumers are having well-built thoughts. According to Kotler & Keller (2009, 2010), attitude is a lasting

and pleasing emotion, the appraisal tendency toward a plan or thing. These implied that attitude is highly resistant to change because of the present of sensitive nature.

Bolton and Drew (1991) has studied the effect of customer attitudes toward brand in developing brand preferences and relative consumer share of visit or purchase. The buyers' attitudes develop by assessing brands after using the products or services. Grace and O'cass (2005) also stated that the satisfaction can be good or bad, which in turn shape overall brand perceptions. It is brand attitude of customer to the brand. From their study, the customer satisfactions keep the customers as well as increase their preference (Grace and O'cass, 2005). If the customer is a beginner in extension category, the customer is more probably to depend upon recognized brand name that could lead to a bad experience on attitude (Sattler, 2010). Brand attitude represents the customer's global evaluation of all brand stimuli rather than instant response to brand performance (Grace and O'cass, 2005).

Brand attitude is another dimension of brand knowledge and is defined as the person's favourable or unfavourable evaluation, feelings and tendencies toward an object or idea. It is manifested in consumer's preferences. Differently from consumer goods, brand in personal product do not focus on the association between products and companies but on what in associated with the brand preferences (Petruzzellis, 2008). Consumer would like to state themselves by choosing brand with personality that is similar with their own (Jamal & Goode 2001). Niedrich and Swain (2003) also shown that brand attitude has a major impact on brand preference. The consequences of this study further confirmed the prevailing study by discover a positive relationship between consumer's attitudes toward brands of restaurant and brand preference, indicating consumers showing

positive utilitarian and hedonic attitudes to restaurant brands are probably to prefer that brand.

Brand preference also influenced greatly by earlier consumer's **experiences** (Keiningham, Perkins-Munn, Aksoy, & Estrin, 2005). Thus, a good consumer experience leads buyer to custom a preference for a brand, buyer's overall assessment of all brands' stimuli and it resulted from the buyer's perceptions and satisfaction with their experience to the dimensions of service brand (Grace and O'Cass, 2005; Hellier et al., 2003). Companies like Emami Ltd. and Dabur India Ltd. Make use of their experience with herbal or ayurvedic ingredients to start on innovative new brands like Dabur Uveda skin care and Emami Healthy & Fair herbal baby care that gained from Indian consumers' preference for herbal and traditional products (Dhadhal, Chitralkha H., 2011). Consumers prefer products that provide meaningful experience (Goode, 2010), which drive preference and moves consumers from the merchandize with neutral position to preference that create long-term loyalty and turns consumers to satisfaction (Carbone, 2004).

Schmitt (1999) has stated that the shift bring the changes that company have move from focusing on attribute and features of the product toward creating experience to their customer. Brands are no longer a functional characteristic but mean of providing experiences to customer (Schmitt, 1999). Other than that these experiences were hypothesised to be an important driver in building brand preferences (Howard and Sheth, 1969). A loyal consumer will most probably be having experience with the brand while experienced buyers are more possible to test new concept from the brand (Swaminathan, 2003). In order to have a brand preference, the consumer must learn about the brand from their past experience with the brand they consume (Sheth, 1968). After experience consumers can certainly determine their preferences (Hoch and Deighton, 1989).

2.2.6 Brand Satisfaction

Brand satisfaction is means that bringing new customers to a brand is vital to growth, keeping those customers who already have satisfied and loyal to the brand is just as important to volume of sales. Also, satisfaction is the fulfill response of customer about the service and product (Oliver, 1997). Brand attitudes and satisfaction are viewed as different concepts in the customer satisfaction literature (Oliver, 1980; yi, 1990). Based on Oliver (1981), consumer's satisfaction is rather transient and consumption specific, but attitude is rather enduring. Westbrook and Oliver (1981) claimed that satisfaction is a valuation, while brand attitude is a fondness for the product. Furthermore, determining consumer satisfaction allows the firm to obtain many benefits (Evans & Lindsay, 2008). Likewise, Andreassen and Lindestad (1998) argued that consumer satisfaction is the collected practice of a consumer's buying and consumption practices. It is usually understood that a satisfied consumer has higher probability for repeat buy and keen to spread positive words of mouth (Taylor, 1998: Bennett & Rundle- Thiele, 2004; Shultz, 2005).

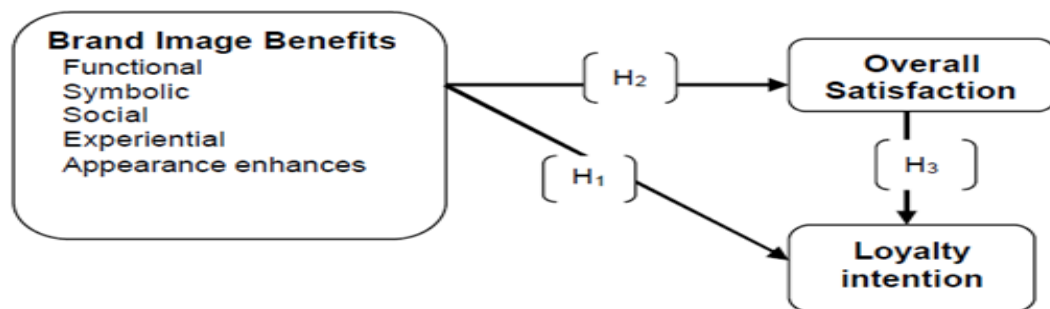
2.3 Review of Relevant Theoretical Models

Figure 2.1: Brand Loyalty and Repurchase Intentions



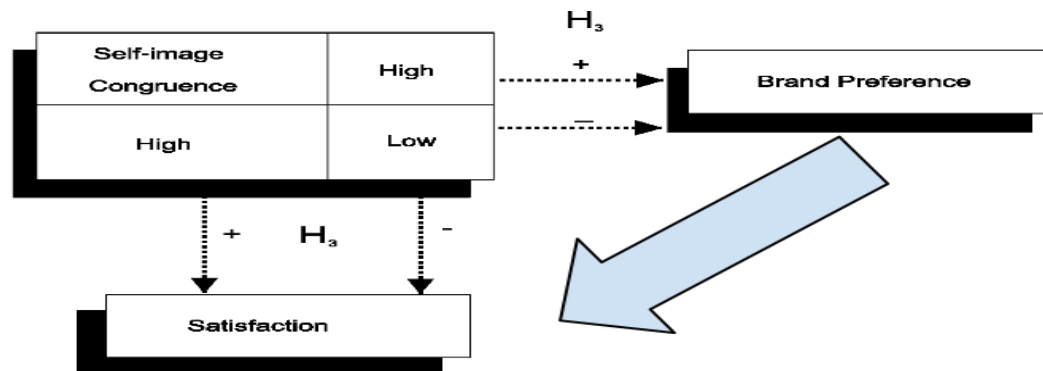
Adapted from: Kerry M. Lanza (2008). *The Antecedent of Automotive brand loyalty and repurchase intentions*.

Figure 2.2: Brand Image on Overall Satisfaction and Loyalty Intention



Adapted from: Stephen, Maznah Wan Omar, Nabsiah Abdul Wahid Ishak Ismail and Amrran Harun (2007). The effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic. *Asian Academy of Management Journal*, Vol. 12, No. 1, 83-107.

Figure 2.3: Brand Preference and Satisfaction



Adapted from: Ahmad Jamal (2001). Consumers and brands: A study of the impact of self-image congruence on brand preference and satisfaction. *Journal of Marketing Intelligence & Planning*, Volume 19.

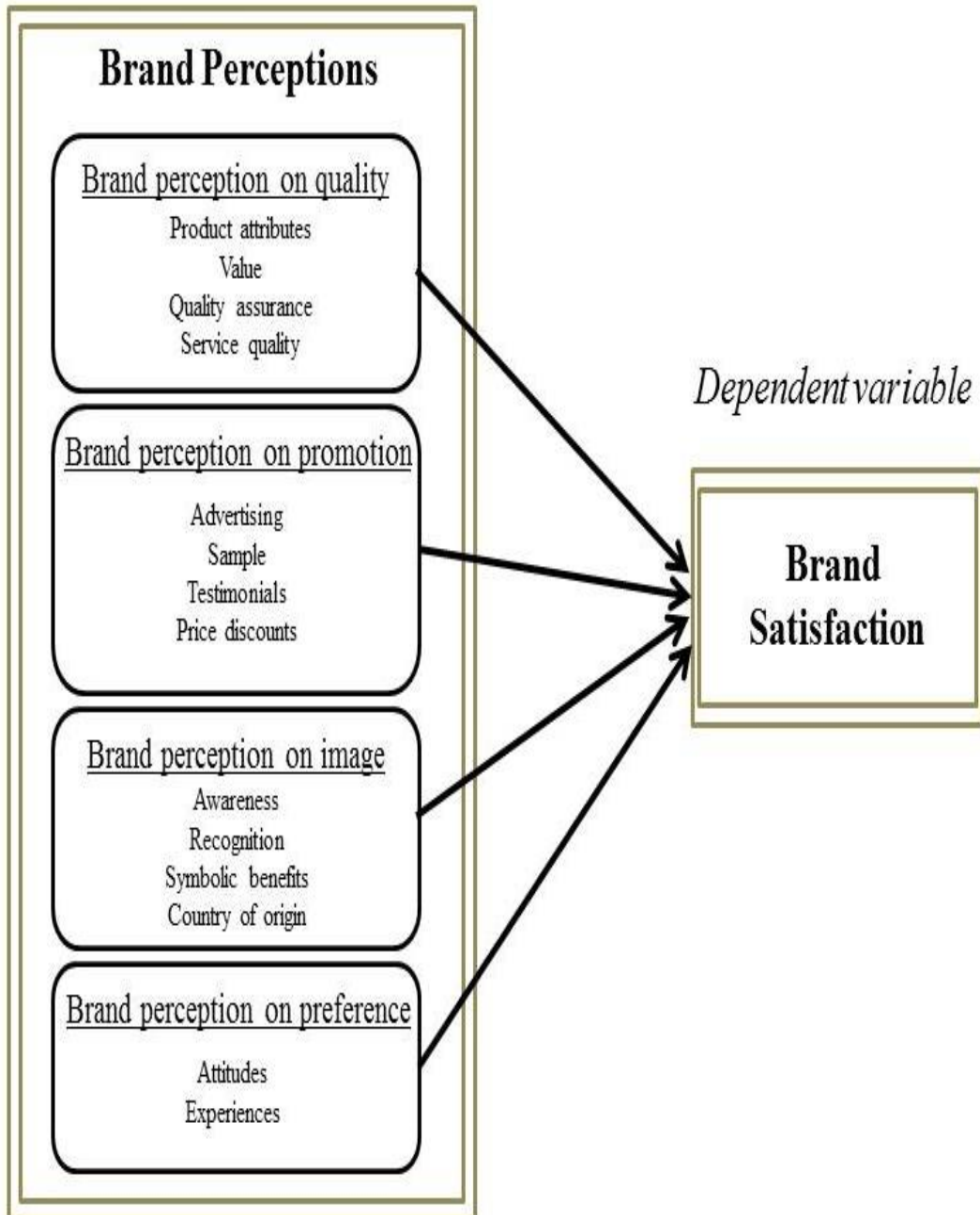
From the figure 1, the researcher revealed that antecedent of automotive by analyzed the effects of perceived value, perceived quality and perceived equity on brand satisfaction toward brand loyalty and repurchase intentions.

From the figure 2, the researcher revealed that the effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic.

From the figure 3, the researcher revealed that the self-image has a relation with brand preference and satisfaction.

2.4 Proposed Theoretical or Conceptual Framework

Independent variables



Source: Proposed of conceptual framework

The Relationship Between Brand Perceptions and Brand Satisfaction on Skin Care Products

The theoretical framework or conceptual framework that proposed as above is modified based on Kerry M. Lanza (2008), Ahmad Jamal (2001) and Satendra Thakur & Dr. A. Singh (2012). We focus on the skin care products of brand perception on product quality, promotion, image and preferences. These four factors of brand perceptions are independent variables; and one dependent variable which is brand satisfaction. In our study, the relationships between factors of these four independent variables and the brand satisfaction on skin care products have been examined through university students.

Brand perceptions play an important role in brand satisfaction from the consumers on skin care products. Therefore, the understanding of changing brand perceptions and brand satisfaction in each skin care industry should be conducted in this research.

The results of this research imply that brand perception on product quality, promotion, image and preferences have the positive relationship with the brand satisfaction on skin care products. The relationship between the four independent variables and one dependent variable are linked with four hypotheses. The development of four hypotheses will be discussed later in the next part of this chapter.

2.5 Hypotheses Development

2.5.1 The relationship between brand perception on quality and brand satisfaction on skin care products

Quality of a skin care product plays an important role in brand perception and brand satisfaction. Besides using relative standards as background of satisfaction, past literatures have investigated possible analysts of satisfaction like product quality (e.g. Chiou, Droge, & Hanvani Chi, 2002; Sivadas & Baker-Prewitt, 2000; Bei & Chiao, 2001). Phusavat and Kanchana (2008) believed quality is the main crucial competitive priority. But, through a lot of empirical studies, quality is positively linked to the level of success (Allenby & Rossi, 1991; Chang & Wildt, 1994; Dawar & Parker, 1994). The more of the product specification fits the people needs, the more satisfied of the product to the people. Therefore, brand perception on quality of skin care products will be more favourably or the consumer will have 'best perception' on skin care products with brand satisfaction.

Besides, consumer's perceived quality had substantial interest in marketing literature (Jacobson & Aaker 1987). Consumer's perception on quality is conventionally considered immediately after consuming variety of the skin care products. Keller and Lehmann (2006) stated that, brands can make choice to become simple, assure a certain level of quality, lessen risk and create trust for consumers. Many past literatures like Mano and Oliver (1993), Oliver (1980), Tsotsou (2006) and Weaver and Brickman (1974) proposed that quality performance perception that was determined directly or through gap between perceived and expected outcome, could positively relationship with satisfaction. Furthermore, there is also having several factors that can influence customer change in brand perception, for

instance, the perception of products quality. A high quality of the skin care products resulted that customer will satisfied toward particular brands. So, if the products are in good quality, the consumer's perception on the skin care products will be good as well. Then, the consumer will satisfy the products as well.

Hence, the hypothesis will be:

H₁: There is a significant relationship between brand perception on quality and brand satisfaction on skin care products.

2.5.2 The relationship between brand perception on promotion and brand satisfaction on skin care products

Besides, brand perception on promotion has long been recognized as an important factor in determining brand satisfaction. Brand promotion is information dissemination of product from seller to buyer with the purpose to build brand values and profile (McCarthy and Pereault, 1984). Clow (2010) stated that brand promotion is a crucial factor in marketing plan. Brand promotion is to correspond to customers regarding product offerings, thus encouraging purchases. Perception on brand promotion influences the construction of images, beliefs as well as attitudes toward the brand as a whole and particular skin care products in specific. Subsequently, it will affect brand satisfaction when customers purchased the products (Lovelock, 2010).

Brand promotion is the communication process which the company or product itself attempt to convey with customer in order to attract and

establish the customer's demand and consumption to determine the brand satisfaction (Borden, 1964). Repetitive promotion activities enhance the possibility of getting awareness for brand, making consumers' selection easier and accustom their choices of brand (Hauser and Wernerfeldt, 1990). Brand promotion is essential to announce the availability of a product, create public attentiveness, persuade revisits to seller, and boost brand satisfaction (Bagozzi, 1998). Therefore, promotion is believed to be able to enhance brand satisfaction (Collins-Dodd and Lindley, 2003; Thang and Tan, 2003).

Hence, the hypothesis will be:

H₂: There is a significant relationship between brand perception on promotion and brand satisfaction on skin care products.

2.5.3 The relationship between brand perception on image and brand satisfaction on skin care products

According to Oliver (2003), Yi (1990), and later by Musa, Pallister, and Robson (2005), if consumer's expectations are achieved, outcome is affirmed. Thus, they are likely to have neutral attitude on satisfaction. Not affirmed perception may not have been correctly evaluated if lack of measurement on belief prior to experiencing the product. Apart from that, disconfirmation theory is broadly received as a customary framework for consumer satisfaction. Throughout the research, there are several journals that discuss about the brand image perception and brand satisfaction relationship on skin care products. Hsieh, Pan, and Setiono (2004: 252) claimed that thriving brand image allow people to recognize the requirements that brand pleased and distinguish it from other competing brands. As a result, this enhances buying possibility. In other word means

that the relationship between brand perception on image and brand satisfaction on skin care products are highly correlated.

Theoretically, brand image is consequences of favorability, strength, uniqueness, as well as associations by customers (Oliver, 2003). In addition, the firm's strategy is aimed to improve the marketing works, associating with brand positioning plan and preserving good brand image. Meanwhile, buyer's approach is focused on their attitude or known as satisfaction of brands toward the interpretation of brand image. As Assael (1984) has defined it as the positive attitude to a certain brand, and it is precisely that this attitude caused continual purchase. In the other words, in a relatively long period of time, the retentive choice preference and repetitive purchase of the customers to the brand, and their tendency and behavior of consciously maintain and exalting the brand image as known as the brand satisfaction. Interestingly, study discovered that the explosion of the male press commonly affects more or less toward the consumption of men's beauty products (Data panel, 2002). Meanwhile, in men's skin care products market, the more popularize of brand image could contribute to higher brand satisfaction.

Hence, the hypothesis will be:

H₃: There is a significant relationship between brand perception on image and brand satisfaction on skin care products.

2.5.4 The relationship between brand perception on preference and brand satisfaction on skin care products

Satisfaction is recognized as main customer-based brand equity constructs (Aaker, 1996). Roman (2003) claimed that customer satisfaction is subjected to their loyalty. In other approaches of consumer retention, satisfaction is seen as main determinant in consumers' choice to maintain or stop a business relationship (Anderson & Srinivasan, 2003). Consumer satisfaction depends on their perception and brand preference of the particular brand.

In assessment of a product to determine brand satisfaction, gap exists between expectations and perceptions. Oliver (2003) described the gap as the disconfirmation model. Thus, we can know that a customer will need a clear brand's perception before they have the satisfaction toward the brand.

In general, consumer prefers a certain brand relative to an established one in the company's long existence in the market (Dinlersoz & Pereira, 2007) as well as tends to prefer little brand relative to particular brand when they are shown to a new product group. Literatures indicated that bigger experience on the product, the bigger the likelihood of giving attention to a particular brand and bring satisfaction (Devaraj, Fan, & Kohli, 2006).

Hence, the hypothesis will be:

H4: There is a significant relationship between brand perception on preference and brand satisfaction on skin care products.

2.6 Conclusion

This chapter discuss on the previous research which had provided a concrete source of secondary data for our study. It includes more depth of the independent variables and dependent variables that help to gain better understanding on this research topic. The review of literature led us to a clear direction on the theoretical framework that we had been proposed. Next, the following chapter will provide the research methodology that we had used for our study which is chapter three.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Chapter three illustrates the major methodology used to collect the data for the purpose of verifying the hypothesis that have been developed. First is the design of the research and follow by the methods of data collection. After that, the research will be carried out in terms of construct of measurement; a pilot testing will be cover in this section, and follow by research instrument, and sampling design. The method of data processing and analysis will be discussed at the end of this chapter. The aims of this chapter are to ensure that appropriate research procedures were followed. By doing so, it can help the readers to better understand and evaluate the result of the research.

3.1 Research Design

As described by Burns and Grove (2003), an investigation design defined as a “blueprint for conducting a study with maximum control over factors that may interfere with the validity of the finding”. It gives information about procedures needed to get the required information to construct or answer marketing study problem. Zikmund (2003) compared research design as main plan that outlines the methods, procedures as well as processes use to collect and analyze the needed information. There are two types of business research which includes quantitative research and causal research.

3.1.1 Quantitative Research

This study has chosen the quantitative research. Whereas quantitative is a study which seek to quantify data by applying statistical analysis (Malhotra, Hall, Shaw & Oppenheim, 2002). According to Burns and Bush (2006, 2002), quantitative research is defined as study on big amount of people relating to the use of structured question that the reply options have been prearranged. Therefore, it is suitable to use in this research which enables generalization on the results through the sampling of population interest. In addition, findings of quantitative research can be treated as conclusive and be used to recommend a final course of action (Malhorta and Peterson, 2006).

3.1.2 Causal Research

This research applied a causal research design. Causal research looked at the influences of a variable on another (DJS Research Ltd, 2009). A causal relationship presents if a variable is correlated to another variable. In terms of nature causality, two variables are related if particular values of a variable produce the values of another variable (Lawrence, 2009). The independent variables in this research are brand perception on quality, brand perception on promotion, brand perception on image, and brand perception on preference while the dependent variable is brand satisfaction.

3.2 Data Collection Methods

According to Sekaran (2003), data collection methods are in integral part of research design. Data and information can be gathered through two main resources, which are primary and secondary data. It is believed that the best combination of information was obtained by combining both types of data. The primary data source is obtained from questionnaire and the secondary data sources are from books, journals, e-journals, databanks and the Internet.

3.2.1 Primary Data

Primary data are collected for completing current research project, including design of data collection device, collecting data, coding, checking for errors and finally analyzing and interpreting the data (Zikmund, 2003). Questionnaire survey which is the primary data collection will be adopted in this study this is because this method is convenience, cost saving and also time saving. As according to Malhotra and Peterson (2002), issues of the inaccuracy and unreliability of secondary data, primary data should be gathered to fit with the precise purpose of the research topic. In our research study, we are using questionnaire survey to get the most desirable data or information. The questionnaire survey is involves in using questionnaire to ask the respondents in order to secure the desired information.

3.2.1.1 Questionnaire

Questionnaire is a formal set of questions to acquire information from respondents. According to Hair et al. (2007), questionnaire is a prepared

set of questions used by respondents or interviewers to record answers. According to Malhotra et al. (2000), questionnaire is a data collection method which consist series of questions in written or verbal form for respondent to answer. The reason of using this method is because of the direct response and feedback from the respondents that can be collected in a short time period. In addition, it is quick, inexpensive and efficient to look at the information about which of the brand perceptions are the most important to the brand satisfaction on skin care products in customers' mind. Besides that, questionnaire is easy to conduct and it incurred lower cost compare to other methods.

3.2.2 Secondary Data

Zikmund (2003) has discovered that secondary data have been previously obtained for other function besides from the one needed to be studied. Furthermore, secondary data are usually historical, already assembled and do not required access to respondents or subjects. Majority of the secondary data used in this research project was accessed from online academic database in the University's library such as ProQuest, Emerald, ScienceDirect, and Springer. In addition, previous scholar studies and online articles are also part of the secondary sources. Advantages of using secondary data sources are the time and money saved in collecting the data. By using secondary data sources able to garner more accurate and reliable data to support the research study.

3.3 Sampling Design

Sampling design is the outline of the study target population, sample size, sampling technique, and methods of selecting respondents (Malhotra and Peterson, 2004). Besides that, sampling is defined as any procedure using a small number of the whole population to make conclusions regarding the whole population.

3.3.1 Target Population

According to Malhotraet (2002), target population is defined as the collection of elements which contain the information of the research is seeking and trying to make inferences. Besides, a target population was defined which is a complete group of specific population elements that are relevant to their research project. Researchers need define the relevant population to avoid misleading result (Zikmund, 2003). Selecting the target population is also according to the convenience of the researcher in order to distribute and collect the questionnaire from the target population.

3.3.2 Sampling Frame and Sampling Location

A sampling frame is a representative of the essentials of target population. It contains lists of guidelines for determining target population (Malhotra et al., 2002). Hair et al. (2007) stated that sample frame is a broad list of elements from which the sample is drawn.

The sampling location of this study has chosen Klang Valley area to conduct the sampling process. This is because the area in Klang Valley

gathers the most differences people around the country. Not only that, it is considered as Malaysia's most attractive economic hotspot (Patrick, 2011). Therefore, it is easier for us to carry out the survey. Beside that those respondents had been chosen are because of many students there are among 18 to 22 years old. However, some of the questionnaires have been distributed to respondent through internet due to far instance and inconvenient.

3.3.3 Sampling Elements

Sampling element defined as the item from which information is favored (Malhotra et al., 2002). The questionnaires were given to the respondents who are Malaysian that staying in Klang Valley which include students, undergraduates, working adults and others users of skin care products. Malaysian citizens have been chosen because it is easier to collect information.

3.3.4 Sampling Technique

The sampling technique that has been use is non-probability sampling as the tool to select the target respondents in sample. Non-probability sampling is a technique which units of the sample are selected on the bases of personal or convenience (Sekaran 2003). In non-probability sampling technique category, there are four different types of non-probability sampling methods, namely convenience sampling, referral sampling, judgment sampling and quota sampling (Burns & Bush 2006). A combination of sampling techniques is used in this research which includes convenience sampling and judgment sampling.

In this study, convenience sampling has been chosen in order to obtain a sample of element based on the convenience of the researchers in term of reduced time and effort in the process of conducting survey. The convenience sampling refers to sampling by obtaining potential respondents which are easily accessible. Furthermore, convenience sampling is coupled with few benefits such as fast accessible, inexpensive, easy to measure and cooperative. Hence, the convenience sampling is more cost efficient and least time consuming among all the sampling methods. Another sampling that used under the ethics research study is judgment sampling which falls under non probability sampling. Meanwhile, judgment sampling might be used for researchers to judge the respondents based on their age and also the races to avoid the high frequency or bias on particular age or race.

3.3.5 Sampling Size

Sample size defined as number of elements to be included in the study (Malhotra et al., 2002, p. 364). Within the time and other resources constraints of this study, we have collected a sample size of 200 respondents was use in this study. Roscoe (1975) found that rule of thumbs is that sample size of more than 30 but less than 500 are more suitable for the study. Besides that, total of 50 copies of pre-test sample have been distributed and carried out before conducting formal survey to make sure the correctness and quality of the questionnaire survey.

3.4 Research Instrument

The study of research instrument is about self-administrated questionnaire. The purpose of using self-administrated survey is to obtain the direct response and feedback from the respondents in short period of time and in an easier manner. According to Aaker et al. (2007), self-administrated questionnaire is a questionnaire completed by respondents without the assistance or presence of an interviewer.

3.4.1 Questionnaire Design

The questionnaire is designed in English language since English is the common language for all the respondents. In this questionnaire, both closed-ended was used which easier for the respondents to complete the questionnaire.

As the layout of the questionnaire, a brief introduction and purpose of conducting this research are attached at the cover page. The questionnaire was divided into two parts which are Demographic Information and General Information (Part A) like age, gender, race, marital status, level of education, occupation as well as income level and Construct Measurement (Part B) such questions are all about the relationship between brand perceptions and brand satisfaction on skin care products.

The measurement in Part A is using nominal scale and interval scale. However, Part B is using itemized rating scale which is five-point Likert Scale.

3.4.2 Pilot Test

To ensure the accuracy and reliability of our questionnaire design, a pilot test was managed prior to the questionnaire being distributed. Besides, pilot test is aim to ensure that there is no mistake or error in the questionnaire. According to Hair et al. (2007), the pilot test is achieved by conducting a survey on a small sample of respondents with characteristics similar to the target population. On the other hand, pilot testing provides the opportunities for the researchers to find out and remedies a wide range of the potential problems that will occur in preparing the questionnaire and correct it before the actual questionnaire is being conducted (Pratt, 2008).

This research study was conducted with a pilot test of 50 respondents before the actual questionnaire was distributed. After collect the questionnaire, the respondents had given some respond and feedback such as typing error, grammar mistake and ambiguous terms. All these errors and mistakes can be minimized to enhance the accuracy and quality of the questionnaire. This is done so that we able to obtain feedback and comments from pretest. Through the pretest, it appears that set of questions used for pilot testing turn out to be successful and positive comment and feedbacks from the respondents. Hence, the same set of questions was used to develop 200 sets of questionnaires to conduct our survey. In a nutshell, the reliability test was conducted using Statistical Package for Social Science (SPSS) version 19 programs. Cronbach's Alpha has been exercised to determine the internal reliability of pilot test. According to Malhotra (2002), reliability was considered weak when alpha coefficient was lower than 0.6. If the alpha coefficient scores in the range of 0.6 to 0.8, it is considered as being moderately strong. Lastly, if the alpha coefficient was in the range of 0.8 to 1.0, it is considered very strong.

3.5 Construct Measurement

3.5.1 Origin of Construct

The sources of the construct measurement used in this research project are adapted from few literatures. The detailed of the sources for each variable will be listings in Table 3.1 below.

Table 3.1: Origins of Construct

Constructs	Sources
Brand perception on quality	Goi&Chieng (2011); Keller (1993); Dhadhal (2011); Zeithaml's (1998); ISO (2010); Hamza's (2011)
Brand perception on promotion	Khraim (2011); Nelson & Chew (2006); Gilbert & Jackaria (2002); Shi et al. (2005)
Brand perception on image	An-Tien Hsieh & Chung-Kai Li (2007); Goh Chai Lee & Fayrene Chieng Yew Leh (2011); Stephen, Maznah Wan Omar, Nabsiah Abdul Wahid Ishak Ismail & Amran Harun (2007); Ghazali et al. (2008)
Brand perception on preference	Han J.W. (2006); Liqin Lu (2011); Jack Morton (2011)
Brand satisfaction	Stephen, Maznah Wan Omar, Nabsiah Abdul Wahid Ismail & Amran Harun (2007)

Table 3.2: Brand Perception on Quality

Construct	Measurement Items
Brand Perception on Quality	1. This brand is of good quality.
	2. I can expect superior performance from this brand.
	3. This brand is very reliable.
	4. I perceived the brand is better as compared to other brand(s) of the product in terms of the color/form/appearance.
	5. The brand provides clearly information of label description.
	6. When I buy the brand, I will make sure the material used do not have harmful chemical.
	7. I will consider buying the affordable price of brands.
	8. The brand I choose has overall higher value than others brands.
	9. I perceived the brand with the ISO, HACCP and HALAL certification are good quality.
	10. I perceived the brand must have approval from relevant health agencies for quality assurance.
	11. I perceived the brand must have endorsement from celebrities for quality.

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	12. I perceived the brand must provide guarantee for quality.
	13. The salesperson or brand ambassador of the store is well-trained.
	14. The salesperson of the stores willing to help, friendly and courteous.
	15. The salespersons of the stores have neat appearance.

Table 3.3: Brand Perception on Promotion

Construct	Measurement Items
Brand Perception on Promotion	1. The advertisements of the brand are attractive.
	2. Advertisements of the brand attract me to purchase more frequently.
	3. Although I have a favourite brand, I will still buy another brand that offer price discount.
	4. When I buy a brand that offers price discount, I feel I am getting a good buy.
	5. If a brand offers price discount that could be a reason for me to buy it.
	6. A price discount has allowed me to buy another brand which I do not regularly buy.
	7. Although I have favourite brands, but most of the time I buy a brand that offers free sample.

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	8. When I buy a brand that offers free sample, I feel I am getting a good buy.
	9. Compared to most people, I am more likely to buy brands that offer free sample.
	10. Although I have a favourite brand, I will still buy another brand that offer in-store display or testimonials.
	11. When I buy a brand that offers in-store display or testimonials, I feel I am getting a good buy.
	12. In-store display or testimonials offered by a brand is a reason persuaded me to buy.
	13. If a brand offering in-store display or testimonials, I am more likely to buy the product compare to most people.
	14. The salesperson of the stores willing to help, friendly and courteous.
	15. The salespersons of the stores have neat appearance.

Table 3.4: Brand Perception on Image

Construct	Measurement Items
Brand Perception on Image	1. I feel that this brand product possesses its practical function.
	2. I feel that this brand product possesses a positive symbolic meaning.

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3. I have difficulty in imaging this brand in my mind.
4. I can recognize this brand among competing brands.
5. This brand is the only brand recalled when I need to make a purchase decision on the product.
6. The brand enhances the perceptions that I have a desirable lifestyle.
7. The brand helps me to better fit into my social group.
8. I prefer product from country with higher company's reputation.
9. When purchasing a product, I believe country of origin will determine the technology sophistication of the product.
10. I believe that product's country of origin will present a good value.
11. A product's country of origin does determine the quality of the product.
12. I believe country of origin will determine the product as a prestigious product.

Table 3.5: Brand Perception on Preference

Construct	Measurement Items
Brand Perception on Preference	1. I like this brand better than any other brand.
	2. I would like use the current brand more than other brand.
	3. The brand I chosen is my preferred brand of skin care.
	4. I would be inclined to buy this brand over any other brand.
	5. Overall performance of this brand is better than other brand.
	6. Overall this brand is very attractive.
	7. Overall this brand is extremely likeable.
	8. Brand's product meets my needs.
	9. I feel convenience to buy this brand everywhere.
	10. This brand's performance has exceeded my expectation.
	11. Educate me about how to use their products and be a smarter consumer, after I've become a customer.

Table 3.6: Brand satisfaction

Construct	Measurement Items
Brand satisfaction	1. I think that I did the right thing when I used this brand.
	2. I believe that using this brand is usually a very satisfying experience.
	3. I am very satisfied with my decision to use this brand.
	4. My choice to use this brand has been a wise one.
	5. This brand does a good job of satisfying my needs.

3.5.2 Primary Scale of Measurement

According to Sekaran (2003), a scale is defined as instruments or methods where those are vary from one another on the variables of significance to a lesson. Types of measurement scales used in designing questionnaire in this research are nominal scale, interval scale and Likert scale.

Under Section A, the questionnaire was designed using nominal and interval scale. According to Zikmund 2003, nominal scales represent the most elementary level of measurement in which values are assigned to an object for identification or classification purposes only. Nominal scale is used to query the information of the participant's background including gender, race, marital status, educational level as well as categories of occupational of the respondents. For instance "Gender": Male or Female.

However, interval scale means level of scale in which figures are allocating to items and imply the virtual to the extent of certain characteristics are occupying (Malhotra and Peterson, 2002). The scale level enables respondent to convey virtual degree of difference between the ranges. Example of interval scale includes the age range and monthly income level.

The four variables are being measured on the five-point Likert scale range which are “Strongly Disagree” “Disagree”, “Neutral”, “Agree”, and “Strongly Agree” on Section B to analyses the level of agreement or disagreement on the dependent variable (brand satisfaction), and independent variables (brand perception on quality, brand perception on promotion, brand perception on image and brand perception on preference).

3.6 Data Processing

Transforming information from a questionnaire so that it can be transferred to a data warehouse is direct to as data research (Malhotra and Pearson, 2006). Data preparation process is vital because it can substantially improve the quality of the findings, implicitly resulting in better managerial decisions. Data processing is guided by the preliminary plan of the data analysis that was formulated in the research design phase.

Malhotra and Pearson (2006) revealed that the data preparation process begins with checking the questionnaires for completeness, checking, coding, transcribing the data, data cleaning and end up with an appropriate data analysis strategy.

3.6.1 Questionnaire Checking

According to Malhorta (2006), the initial step in the completeness and interviewing quality will be checked after the first set of questionnaire is returned to detect any problem earlier on and corrective actions can be taken before too many surveys have been completed. Questionnaire may be unacceptable for reasons such as incomplete questionnaire, response patterns show that the participant did not recognize the information; some pages of questionnaire are missing and so on (Malhotra, 2007). It will influence the accuracy and usefulness of the information assembles (Hair, Bush & Ortinau, 2009). In this research, questionnaire received from respondents are being checked in order to eliminate unacceptable questionnaire. Therefore incomplete part or problems should be identified and corrective action can be taken (Malhotra, 2007).

3.6.2 Data Editing

Second step, editing is the evaluation of questionnaire which increase correctly and accuracy (Malhotra, 2007, p.415). Data editing is examine the method of the raw data for mistakes that made by either the interviewer or participant during data collection activities (Hair, Bush and Ortinau, 2006). It involves questionnaire to classify illegible, incompatible, imperfect, or uncertain responses for enhance accuracy and precision of questionnaires (Malhotra and Pearson, 2006). Data editing used to monitor the questionnaire to prevent the incompleteness and inconsistency from the responses. Missing value is being treated as incomplete responses and will be rejected. Respondents who have forgotten to fill in the answer will request to answer it to prevent missing value on this survey.

3.6.3 Data Coding

Third step is coding, data coding is the coding system to each individual response designed for each matter on the study (Hair, Bush and Ortinau, 2006). Numerical codes will be used in this research project due to its advantage of being immediate and simple key and superior computer work with number than alphanumerical values (Malhotra & Pearson, 2006). For example, in this research project, numerical numbers are used as the codes for each question in our questionnaire, gender of the respondent was are coded as 1 for male and 2 for female. This is to make the data entry easier. Generally, all data for a respondent will be stored on a single record, although a number of records maybe use for each respondent. It is supportive to set up a codebook involving the coding commands and the essential information about the variable in the data set (Malhotra et.al 2002). Meanwhile in section B of the questionnaire, researcher used 5-point Likert scales to described with attach of (1) 'strongly disagree' to (5) 'strongly agree' to give respondents choose their answer.

3.6.4 Data Transcribing

Forth step, transcribing data includes transforming the data code from the questionnaire or coding sheets onto disks or straightforwardly addicted to computers by enter punching or other means (Malhotra & Paterson, 2006). Besides keypunching, the data can be transformed by utilize mark-sense procedure, visual review or computerized sensory investigation (Malhotra et.al, 2002). After the data is scanned, it is sent by computer memory and turns into the transcribed data. In this research project, the data collected from questionnaire have to key in into Statistical Project of Social Science (SPSS) software in order to get the data once all the data that get from the questionnaire are transcribed into the computer.

3.6.5 Data Cleaning

Last step, data cleaning includes consistency examine and conduct missing responses, while checks prior stability have been completed during editing, the check at this stage are more through and extensive since they are made by computer (Malhotra et. al, 2002). After transfer the data into computer, the data cleaning process will be conducted. Data cleaning is through and broad consistency check and behavior of missing response. To sustain the consistency of the data, the SPSS software package used in the data was programmed to identify out-of-range, reasonably incompatible, or have excessive value. Moreover, missing responses may be occurs on the cleaning process. After the processes is done as aforementioned, data analysis strategies are selected based on the characteristics of the data collected.

3.7 Data Analyses

Analysis of data is an approach that explains information; detect trends, finds explanations and test hypotheses (Joel, 1996). Therefore, data analysis carries the purpose of producing information that will help to address the research questions and hypotheses (Malhotra, 2004). After the data is being collected from the field, data will transform into valuable information by using Statistical Package for Social Science (SPSS). The SPSS version 19.0 for window is used to process, summarize and evaluate the data obtained from the research. In this research, SPSS is used to analyses descriptive analysis, reliability test, and inferential analysis. According to Sekaran (2003), “the objectives of data analysis are: getting a feel for the data (descriptive analysis), testing the goodness of the data (scale measurement) and testing the hypotheses develop for the research (inferential analysis)”.

3.7.1 Descriptive Analysis

Descriptive analyses summarize the large amounts of data collected and describe the characteristics of the respondents (Trochim, 2006). According Zikmund (2003), descriptive analysis is the transformation of raw data into a format, which enables researcher to understand and interpret it with ease. The description is in the form of descriptive statistics which include numbers, tables, charts and graphs to describe, organize, summarize, and present raw data (Texas State Auditor's Office, 1996). The descriptive statistics that were used in this study is frequencies analysis.

3.7.1.1 Frequency Distribution

According to Frederick and Larry (2009), frequency distribution is an organized tabulation of the number of individuals located in each category on the scale of measurement. The main purpose of measuring frequency distribution and percentage distribution is to summarize the data. It displays the scores for a set of people fall along the scale; it shows the researchers from the lowest to the highest score (Pierce, 2010). It is a tool used by researcher to summarize the frequency table. Sometimes a frequency table may provide information that is too detailed and therefore, researcher has to put in effort in order to summarize the information. In this research, descriptive statistics have been measured on the independent variables which consist of brand perception on quality, brand perception on promotion, brand perception on image, and brand perception on preference. Result will be show in mean and ranked in position of 1 to 5. The highest result in Mean would determine that respondents are more likely to agree into particular variable on skin care products toward brand satisfaction.

3.7.2 Scale Measurement

3.7.2.1 Reliability Test

Under scale measurement, the reliability and validity of the measurement will be tested. According to Cavana, Delahaye and Sekaran (2001), reliability test indicates consistency of measuring of a certain concept. Validity tests on the measures of certain concept to be measured. Besides, reliability refers to the degree to which measures are free from random error. Internal consistency reliability is applied to evaluate reliability of a total scale as well as refers to the consistency with those things represents the construct of interest.

The Cronbach's alpha is a method of reliability using average of coefficients, which result from all probable grouping of split halves (Malhotra and Peterson, 2006). According to Nunally (1981), Cronbach's alpha coefficient provides the most general and effective form of reliability estimation. Cronbach's Alpha values commonly fall between zero and one, with 1.0 being highest internal consistency (Gliem & Gliem, 2003). The higher the coefficient, the more reliable are the items at measuring the constructs. The reliability coefficient of the dimensions that exceeds 0.6 indicates that there is a high level of reliability. If the coefficient is lower than 0.6, it is generally indicates unsatisfactory internal consistency reliability (Malhotra, 2007).

3.7.3 Inferential Analyses

An important phase of inferential analysis is to establish the representativeness of the smaller sample population which usually based on a random distribution. According to Burns and Bush (2006, p.426), inferential analysis is use to generate conclusion about the population's characteristics based on information contain in the data matrix provided by the sample. SPSS version 19.0 was employed to conduct the following analysis:-

- (i) Pearson's Correlation Analysis
- (ii) Multiple Regression Analysis

3.7.3.1 Pearson's Correlation Analysis

Correlation implies linear relationship between two variables. The Pearson's correlation coefficient analysis describes the link between two continuous variables. The correlation coefficient ranges from -1.00 to 1.00, with zero value implying completely no systematic association between two variables, while -1.00 or 1.00 correspondences to perfect association between two variables (Hair, Bush & Ortinau, 2006). The value indicates the strength of the relationship, while the sign (+ or -) indicates the direction. Pearson's correlation analysis method is chosen because the correlation can be compared without regarding to the amount of variation exhibited by each variable separately. This test uses 1% significance level. The hypothesis is supported when significance value, p, is less than 0.01.

If, $p < 0.01$, reject H_0

If, $p > 0.01$, do not reject H_0

3.7.3.2 Multiple Linear Regressions

Hair et al (2006) stated that multiple linear regressions (MLR) is a statistical technique use to analyze the linear relationship between dependent variable (DV) and independent variables (IV) by assessing coefficients of a straight line which means this particular model is to explain the result of multiple regression analysis. The objectives of the multiple regressions are understanding the independent and dependent variables. It is also a mathematical regression test to learn the relationship between independent variables and dependent variable. It establishes that a set of independent variables clarify a fraction of the variance in the dependent variables at acceptable significant level as well as determining the relative predictive significant of the dependent variable. The general equation for multiple linear regressions is as followed:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

Where

Y= dependent variable

X₁, X₂, X₃= independent variables

α = intercept or constant

β_1 to β_n = coefficient associated with the p explanatory (independent) variables to the predictor (dependent) variables

Equation:

$$BS = a + b_1 Q + b_2 Po + b_3 I + b_4 Pe$$

Whereby,

BS = Brand satisfaction

Q = Brand perception on quality

Po = Brand perception on promotion

I = Brand perception on image

Pe = Brand perception on preference

Besides that, a relationship was considered exist if the strength of relationship $\alpha = > 0.01$, thus the bigger the amount of α may anticipate the stronger relationship in between variables. Multiple regression analysis of research aims to measure the percentage on independent variable and dependent variables. The concept of R square and significant coefficient (p-value) in MLR is the same as simple linear regression. The higher percentage of independents that influence on dependent variable will show the higher relationship on brand perceptions toward the brand satisfaction.

3.8 Conclusion

Overall, this chapter discussed and examined the research design, data collection methods, research instruments, constructs measurements, data processing and data analysis. Research methodologies served as foundation for researchers before analyzing the result obtained from the questionnaires. The following chapter will present the pattern and analysis of the result, which will linked to the research questions and hypothesis.

CHAPTER 4 : DATA ANALYSIS

4.0 Introduction

Chapter 4 content includes results and its interpretation which are relevant to the research objective, research questions and hypotheses. First of all, the descriptive statistics of the respondents' general information and demographic profile will be presented in this chapter. It will be followed by scale measurement to test reliability of the outcome, and lastly inferential analysis is to provide the generation of conclusions regarding the characteristics of the population based on the sample. This chapter will further elaborate the output of research project using SPSS. Pilot test was carried out with sample size of 50 respondents. Final result of the survey is analyzed.

4.1 Descriptive Analyses

A descriptive analysis is applied to describe the sample distinctiveness of respondents and disclose the common trend of the responses (Burns & Bush, 2006). Besides, the descriptive analyses section helps to summarize a data set in a more systematic and understandable way. Therefore, it is more to perform in a form of graphs, charts or even table manner. In additional, some of the descriptive statistic used in this study included pie and bar chart too.

4.1.1 Respondents Demographic Profile

Demographic profile is asked in Section A of the survey questionnaire. There are total of nine questions have been asked to collect data on the respondent's demographic profiles. The questions are regarding respondent's use of product, gender, race, age, marital status, education, occupation category, monthly income and type of brand that respondents use.

Table 4.1: Frequency Table on Demographic Profiles

Category	Frequency (N)	Percentage (%)
Do you use skin care product?		
Yes	200	100.0
No	0	0.0
Gender		
Male	104	52.0
Female	96	48.0
Race		
Malay	0	0.0
Chinese	195	97.5
India	3	1.5
Others	2	1.0
Age		
18-22 years old	94	47.0
23-27 years old	90	45.0
28-32 years old	11	5.5
33-37 years old	1	0.5
38-42 years old	0	0.0
43-47 years old	1	0.5
48 years old and above	3	1.5

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Marital status		
Single	191	95.5
Married	9	4.5
Divorced	0	0.0
Widowed	0	0.0
Level of education		
SPM	13	6.5
STPM or PRE-U or Diploma	41	20.5
Bachelor's Degree	141	70.5
Master's Degree	3	1.5
Doctoral Degree	2	1.0
Other	0	0.0
Occupation		
Employed	43	21.5
Unemployed	20	10.0
Homemaker	1	0.5
Student	132	66.0
Free-lance	4	2.0
Retired	0	0.0
Monthly income or allowance per month		
Less than RM1,000	149	74.5
RM1,000-RM2,000	18	9.0
RM2,001-RM3,000	24	12.0
RM3,001-RM4,000	4	2.0
Above RM4,000	5	2.5

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Brand of skin care product		
The Body Shop	27	13.5
Garnier	21	10.5
Nivea	20	10.0
Clean & clear	18	9.0
Artistry	16	8.0
Clinique	13	6.5
L'oreal	10	5.0
Neutrogena	7	3.5
Biotherm	5	2.5
L'ancome	3	1.5
Avon	2	1.0
Other	58	29.0

Figure 4.1: Do you use skin care product?



Figure 4.1 show that the respondents who use the skin care product in the survey. 100% of the respondents are yes, which means 200 of them are skin care product users.

Figure 4.2: Gender Distribution of Respondents

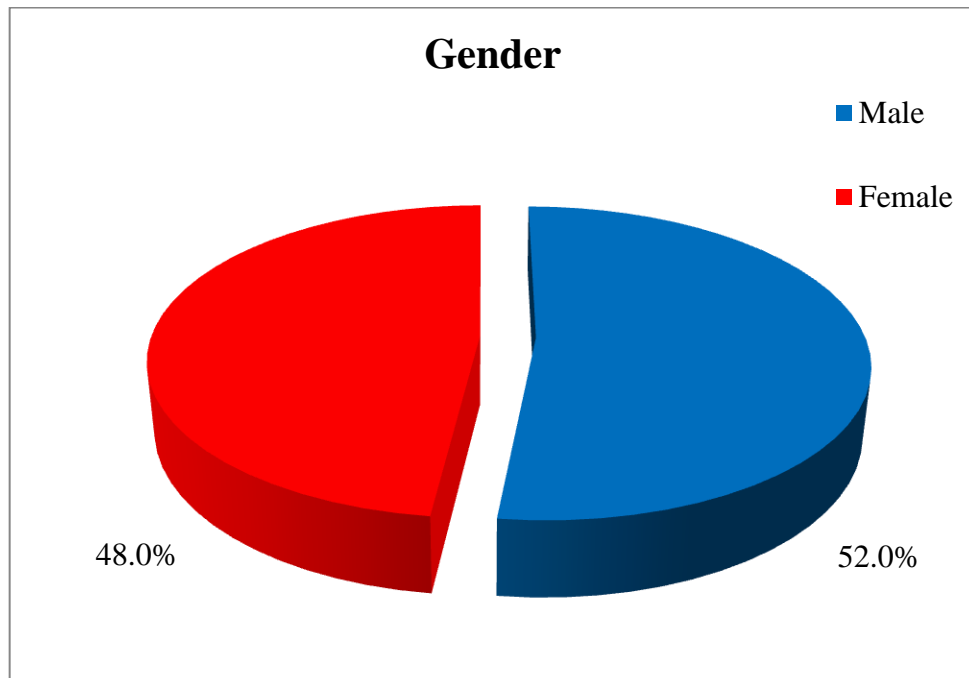


Figure 4.2 shows the gender of respondents who participate in this survey. Out of 200 respondents, 96 (48%) respondents are female and 104 (52%) respondents are male.

Figure 4.3: Race Distribution of Respondents

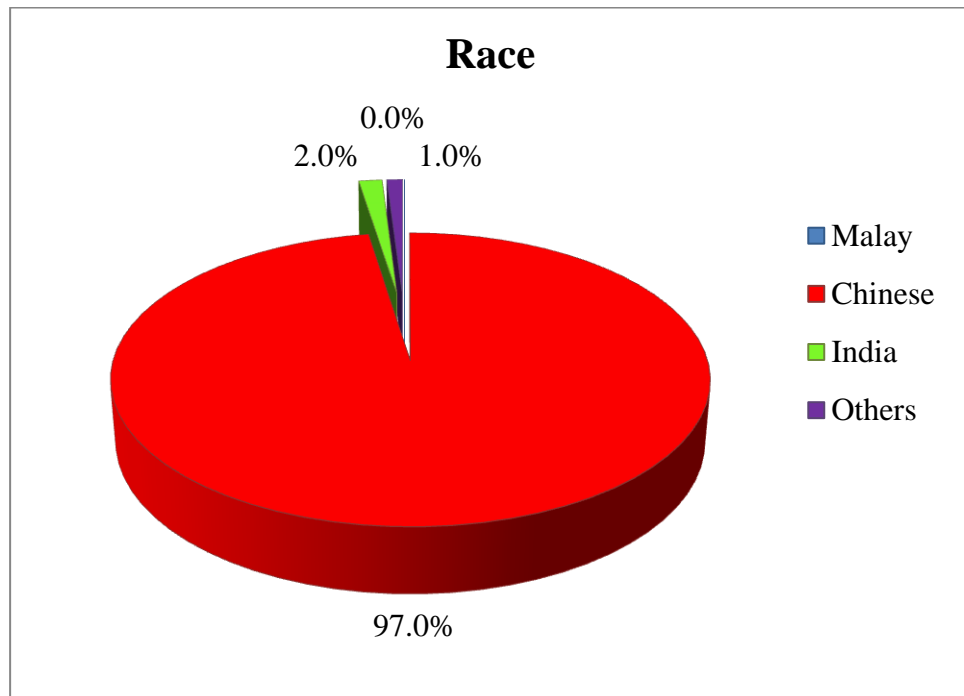
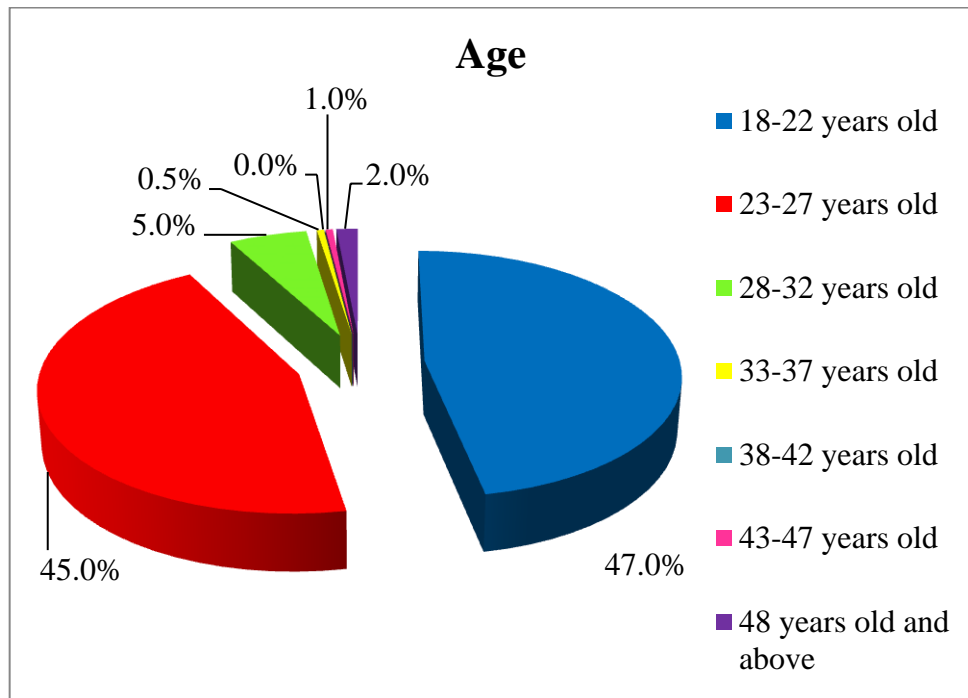


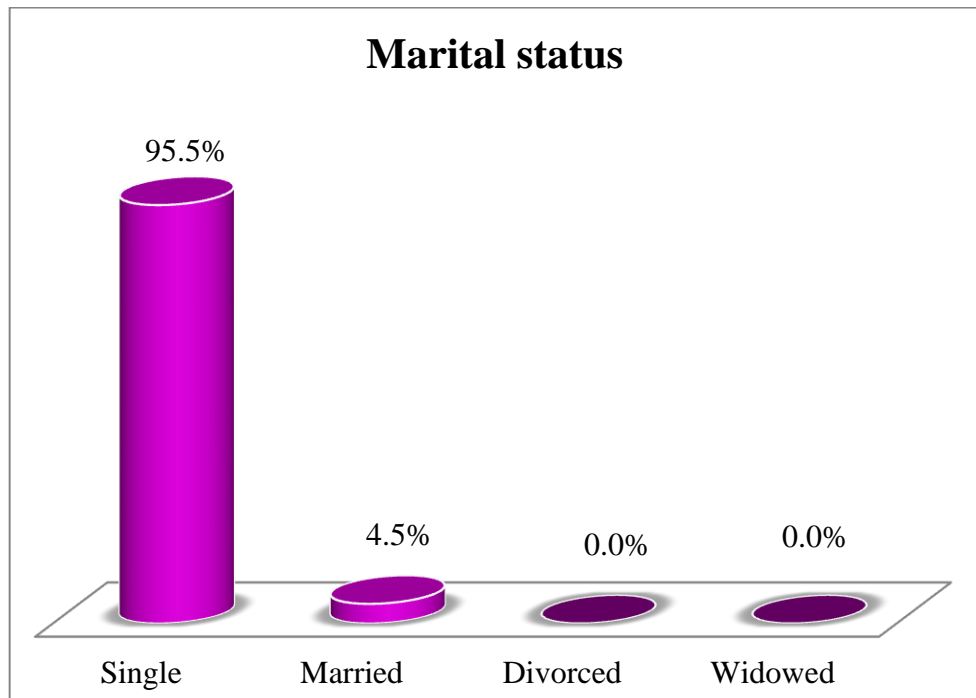
Figure 4.3 revealed that majority of the respondents are Chinese which comprise 195 (97.5%) respondents. Besides, 3 (1.5%) respondents are Indian, and 2 (1.0%) respondents are others.

Figure 4.4: Age Distribution of Respondents



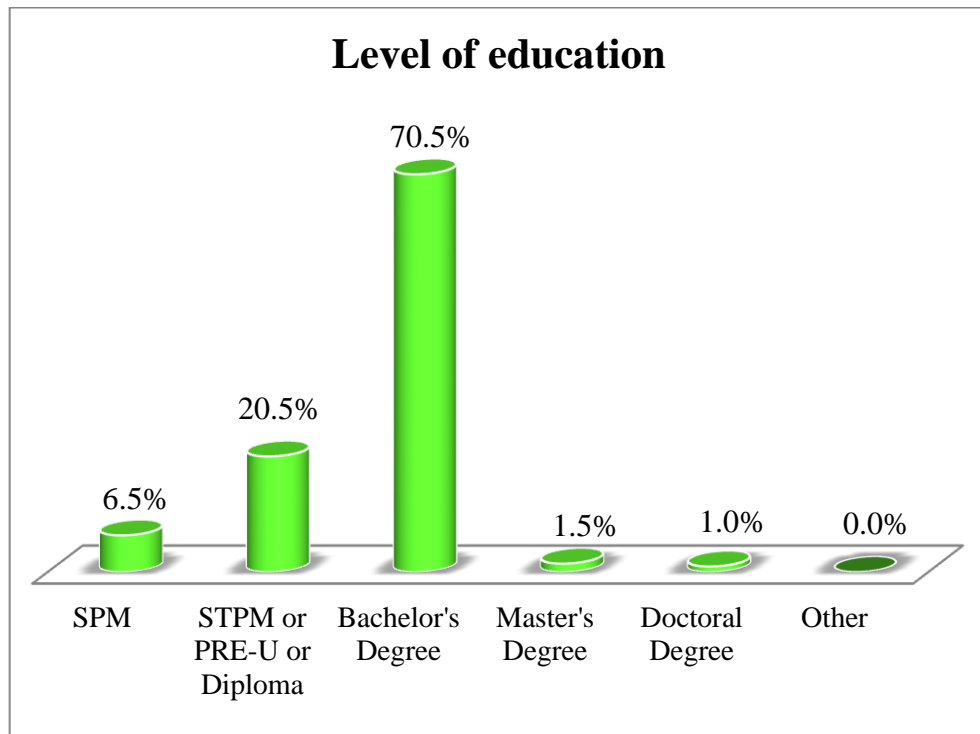
Referring to Figure 4.4, 94 (47.0%) respondents reported on age 18 to 22 years old, 90 (45.0%) respondents was between the aged of 23 to 27 years old, 11 (5.5%) respondents was 28 to 32 years old, 3 (1.5%) respondents was 48 years old and above, a (0.5%) respondent was 33 to 37 years old followed by a (0.5%) respondent was 43 to 47 years old.

Figure 4.5: Marital Status Distribution of Respondents



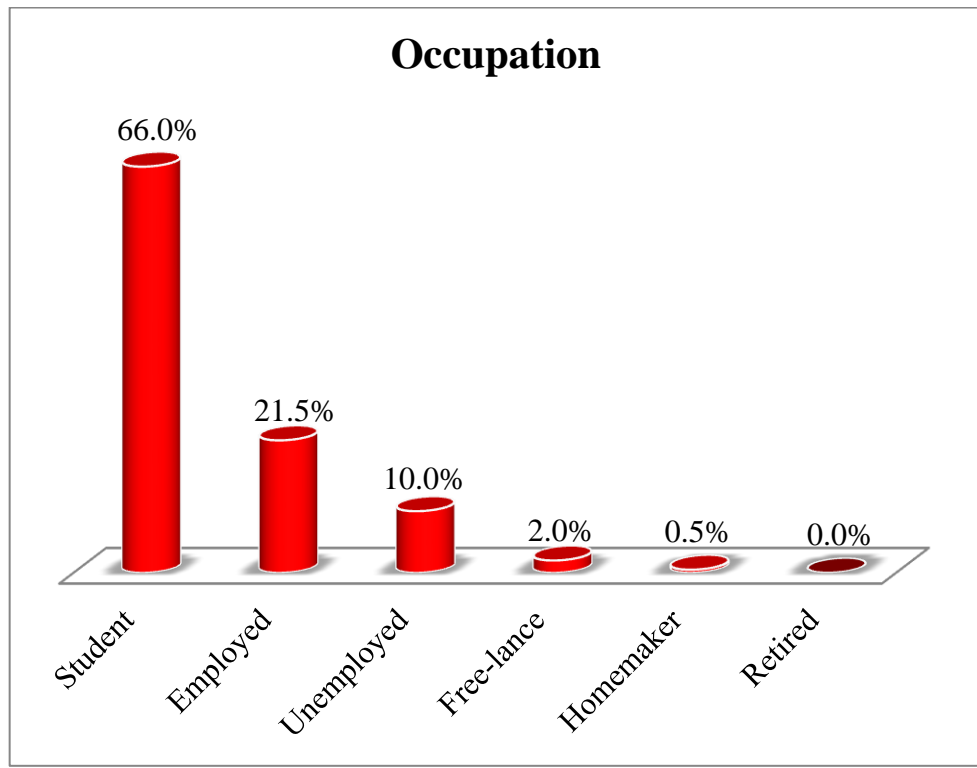
Based on the Figure 4.5, it shows that 191 (95.5%) respondents are single and 9 (4.5%) respondents are married.

Figure 4.6: Education Level Distribution of Respondents



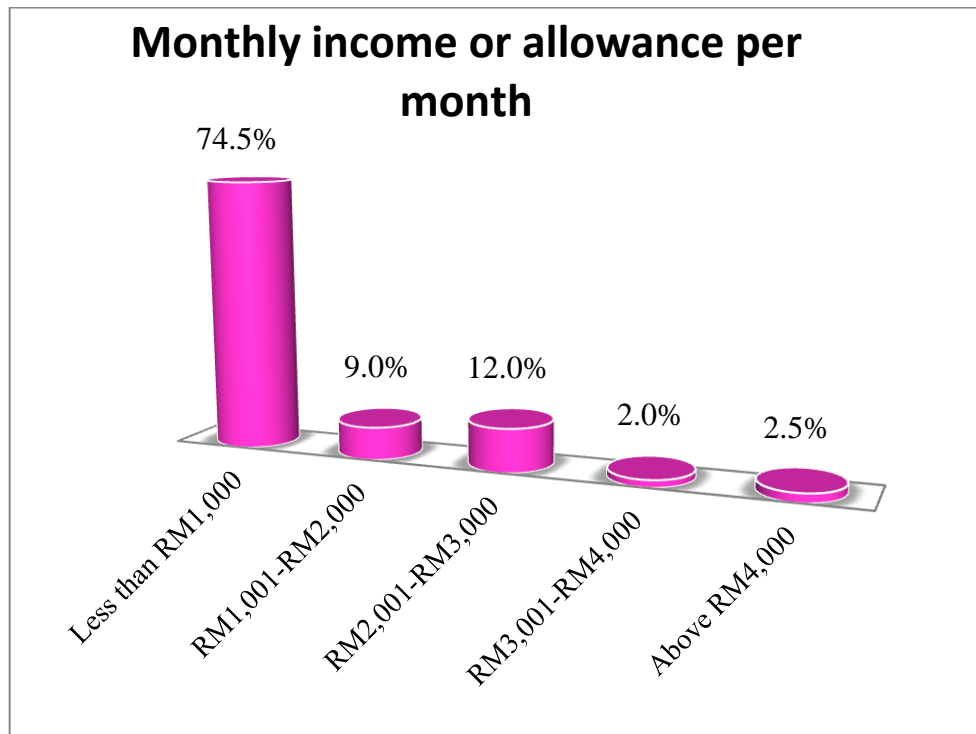
Based on Figure 4.6, the results revealed that 141 (70.5%) respondents are holding Bachelor's Degree, 41 (20.5%) respondents are holding STPM or Pre-U or Diploma, 13 (6.5%) respondents are holding SPM, 3 (1.5%) respondents are holding Master and only 2 (1.0%) respondents are holding Doctoral.

Figure 4.7: Occupation Distribution of Respondents



Referring to the Figure 4.7, the analysis of respondents' occupation showed that the student category consists of 132 (66.0%) respondents, employed category consists of 43 (21.5%) respondents, unemployed category consists of 20 (10.0%) respondents, freelance consists of 4 (2.0%) respondents and a (0.5%) respondents belongs to respondents who are homemaker.

Figure 4.8: Monthly Income Distribution of Respondents



As shown in Figure 4.8, the results revealed that respondent's income level less than RM1,000 has 149 (74.5%) respondents and RM2,001 to RM3,000 category has 24 (12.0%) respondents. Besides that, 18 (9.0%) respondents earning income between RM1,001 to RM2,000. Where else, there are 5 (2.5%) respondents which earning above RM4,000 and followed by 4 (2.0%) respondents in which income level between RM3,001 to RM4,000.

Figure 4.9: Brand user

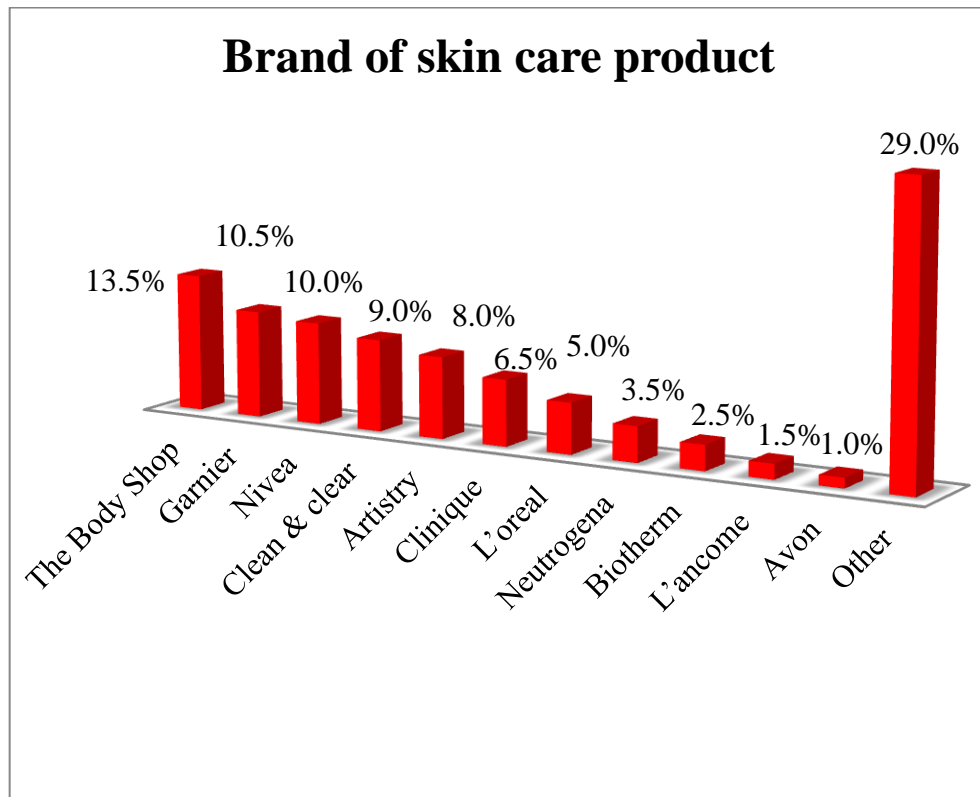


Figure 4.9 shows the respondents' choice of skin care product. There are 58 (29.0%) respondents are using others skin care product that is not on the survey selection list. Besides that, 27 (13.5%) respondents are using The Body Shop, 21 (10.5%) respondents are using Garnier, 20 (10.0%) respondents are using Nivea, 18 (9.0%) respondents are using Clean & Clear and 16 (8.0%) respondents are using Artistry. Where else, there are 13 (6.5%) respondents are using Clinique, 10 (5.0%) respondents are using L'oreal, 7 (3.5%) respondents are using Neutrogena, 5 (2.5%) respondents are using Biotherm, 3 (1.5%) respondents are using L'ancome and followed by 2 (1.0%) respondents are using Avon.

4.1.2 Descriptive Statistics

Table 4.2: Descriptive Statistics on Variables

	N	Mean	Standard Deviation
Quality	200	3.60	0.47
Preference	200	3.55	0.57
Image	200	3.55	0.46
Promotion	200	3.21	0.66

Three independent variables used to measure brand satisfaction, namely quality, preference, image and promotion. The measurement scale ranged from “strongly disagreed” (rating of 1) to “strongly agree” (rating of “5”). Table 4.2 shows that quality has highest mean of 3.60 whereas promotion has lowest mean of 3.21. Therefore, on average, respondents give highest satisfaction rate to quality perception with brand satisfaction on skin care product while lowest satisfaction rate to promotion perception with brand satisfaction on skin care product.

4.2 Scale Measurement

4.2.1 Internal Reliability Test

Table 4.3: Summary of the Reliability Test

Construct	Cronbach's Alpha	Number of Item
Quality	0.848	15
Promotion	0.906	13
Image	0.830	12
Preference	0.902	11
Brand Satisfaction	0.838	5

According to Zikmund (2003), reliability applies to a measure when similar results are obtained over time and across situation. In our research, we applied one of the common analyses on reliability, namely Cronbach's Alpha. This test is applied to examine reliability of all 56 items used to measure the five constructs.

Referring to the reliability test as in Table 4.3, promotion had the highest level of Cronbach's Alpha which is 0.906 (number of items measure are 13). Second highest is preference which is 0.902 (number of items measure are 11), followed by quality which is 0.848 (number of items measure are 15). The lowest of Cronbach's Alpha value is image which is 0.830 (number of items measure are 12). Besides that, brand satisfaction which is the dependent variable had the Cronbach's Alpha of 0.838 (number of items measure are 5). In summary, the reliability analysis for the five constructs indicates high level of internal consistency for the scale due,

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where the reliability statistics is more than 0.80. Therefore, all the items in measuring the five variables are reliable.

4.3 Inferential Analyses

4.3.1 Pearson’s Correlation Analysis

Table 4.4: Pearson’s Correlation Analysis

		Q	Po	I	Pe	BS
Q	Pearson Correlation	1	.251**	.764**	.731**	.715**
	Sig. (2- tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
Po	Pearson Correlation	.251**	1	.296**	.227**	.251**
	Sig. (2- tailed)	.000		.000	.001	.000
	N	200	200	200	200	200
I	Pearson Correlation	.764**	.296**	1	.742**	.727**
	Sig. (2- tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
Pe	Pearson Correlation	.731**	.227**	.742**	1	.740**
	Sig. (2- tailed)	.000	.001	.000		.000
	N	200	200	200	200	200
BS	Pearson Correlation	.715**	.251**	.727**	.740**	1
	Sig. (2- tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

The respective correlation pairs of quality, promotion, image and preference with brand satisfaction are all significant with positive correlation. Each of the quality, image and preference has correlation of more than 0.70, implying a strong correlation with brand satisfaction. Only promotion has a weak correlation with brand satisfaction, which is 0.251. Therefore, promotion is not significant on 1% level. Preference has a significant, strong and positive correlation with the brand satisfaction on skin care products which is 0.740, followed by image (0.727) and quality (0.715). Thus, brand perceptions on preference, image and quality have strong and positive correlation with brand satisfaction on skin products at 1% significant level.

4.3.2 Multiple Regression Analysis

Table 4.5: Model Summary of Multiple Regression Analysis

Table 4.5a: Model Summary

Model	R	R Square	Adj. R Square	Std. Error of the Estimate
1	.800 ^a	.639	.632	.31360

Table 4.5b: Anova Test

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34.005	4	8.501	86.441	.000 ^a
Residual	19.178	195	.098		
Total	53.183	199			

a. Predictors: (Constant), Preference, Promotion, Quality, Image

b. Dependent Variable: Brand Satisfaction

Table 4.5c: Coefficients

Coefficients^a

Model	Unstandardized		Standardized		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.461	.194		2.376	.018
Quality	.267	.080	.242	3.359	.001
Promotion	.024	.036	.030	0.669	.504
Image	.304	.084	.267	3.605	.000
Preference	.322	.063	.357	5.149	.000

As showed by the Table 4.5a, correlation coefficient, $R = 0.800$. High R value implies that brand satisfaction on skin care product (predicted variable) has strong relationship with observed or independent variables (quality, promotion, image and preference). Besides that, the adjusted R square is equal to 0.639. This indicates 63.9% of the variance in brand satisfaction on skin care products has been explained by brand perceptions on quality, promotion, image, and preference. This implies that the model has work well in explaining the variation in brand satisfaction toward skin care products.

Table 4.5b ANOVA shows the significant of overall model. The ANOVA test result shows the F-test statistic value of 86.441, thus the model is proven to be statistically significant at 1% level. This implies that at least one of the independent variable does explain the dependent variable.

For t-test, three significant values (α) are used, which are 1%, 5% and 10%. Table 4.5c indicates that quality is significant at 1% level (with t-value = 3.359, $p = 0.001 < 0.01$), image is also significant at 1% level (t-value = 3.605, $p = 0.000 < 0.01$). Preference is significant at 1 % level (t-value =

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5.149, $p = 0.000 < 0.01$). Highly significant coefficients (at $\alpha = 1\%$) for quality, image and preference statistically supported their relationship with brand satisfaction on skin care product. Thus, H1, H3, and H4 are supported in the study. However, promotion is not significant not even at $\alpha = 10\%$ level ($t\text{-value} = 0.669, p = 0.504 > 0.10$). Therefore, hypothesis H2 is not supported. There is no significant relationship between brand perception on promotion and brand satisfaction on skin care product.

Subsequent refining the statistical model is re-run the regression without the insignificant variable, namely promotion. This is necessary because omitting an independent variable (promotion) will change the coefficient of other variables (quality, image and preference). Both models (full and without promotion variable) on brand satisfaction can be written as follows:

Table 4.6: Regression Models

Models					Adj. R ²	F-Stats
<u>Model 2: Without promotion variable</u>						
BS	=	0.499	+ 0.269(Q)	+ 0.313(I)	+ 0.322(Pe)	.639 115.43
(S.E)		(0.185) ^{***}	(0.079) ^{***}	(0.084) ^{***}	(0.062) ^{***}	

[Note: *, ** and *** respectively denotes significant at 10%, 5% and 1%, S.E=Standard Error, BS=Brand Satisfaction, Q=Quality, Po=Promotion, I=Image and Pe=Preference]

4.3.3 Hypotheses Testing

First Hypotheses:

H₀: There is no significant relationship between brand perception on quality and brand satisfaction on skin care products.

H₁: There is a significant relationship between brand perception on quality and brand satisfaction on skin care products.

Reject H₀ if $p < 0.01$

Based on Table 4.5c, the p-value for quality is 0.001, which is lower than the required significant value of 0.01. Hence, H₀ is rejected, which indicates that brand perception on quality has significant and positive relationship with brand satisfaction on skin care products.

Second Hypotheses:

H₀: There is no significant relationship between brand perception on promotion and brand satisfaction on skin care products.

H₂: There is a significant relationship between brand perception on promotion and brand satisfaction on skin care products.

Do not reject H₀ if $p < 0.01$

Based on Table 4.5c, the p-value for promotion is 0.504, which is higher than the required significant value of 0.01. Hence, do not reject H₀, which indicates that brand perception on promotion does not significantly relationship with brand satisfaction on skin care products.

Third Hypotheses:

H₀: There is no significant relationship between brand perception on image and brand satisfaction on skin care products.

H₃: There is a significant relationship between brand perception on image and brand satisfaction on skin care products.

Reject H₀ if $p < 0.01$

Based on Table 4.5c, the p-value for image is 0.000, which is lower than the required significant value of 0.01. Hence, H₀ is rejected, which indicates that brand perception on image has significant and positive relationship with brand satisfaction on skin care products.

Forth Hypotheses:

H₀: There is no significant relationship between brand perception on preference and brand satisfaction on skin care products.

H₄: There is significant relationship between brand perception on preference and brand satisfaction on skin care products.

Reject H₀ if $p < 0.01$

Based on Table 4.5c, the p-value for preference is 0.000, which is lower than the required significant value of 0.01. Hence, H₀ is rejected, which indicates that brand perception on quality has significant and positive relationship with brand satisfaction on skin care products.

4.4 Conclusion

In conclusion, the descriptive analysis, scale measurement and inferential analysis which were used to analyze the outcome of the data collected and generated results for further discussion. The next chapter will provide a more detailed discussion of the major findings and conclusions of the study.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter Five covers statistical analysis of descriptive, reliability and inferential analysis which has been discussed in Chapter Four. It is further proceed to the finding to verify the research objectives and hypotheses. There are some limitation in this research project and recommendation for the future research. Finally there will be the conclusion for the entire research projects.

5.1 Summary of the Statistical Analyses

5.1.1 Descriptive Analyses

In descriptive analysis, there are further divided into two parts, demographic and general information. For this study, the questionnaires are distributed to 200 people to collect data.

5.1.1.1 Respondents Demographic Profile

Throughout the whole survey, total 200 respondent were took part in this research project. Among 200 respondents, there are total 96 (48.0%) female respondents and 104 (52.0%) male respondents. There are 195 (97.5%) respondent are Chinese. Beside that, most of the respondent's

ages 47.0% are between 18 to 22 years old. Moreover, there are 191 (95.5%) respondents are single. Next, 70.5% respondents are Bachelor's Degree holders and most of the respondent is student which is 66.0%. While for the income level, there are 149 (74.5%) respondents had less than RM1000.

5.1.1.2 General Information

As the research study is focusing in user of skin care, so there are 100% of respondents are using the skin care products. For the brand, there are 58 (29.0%) respondents are using other skin care product, but from the list we given, respondents are mostly using the Body shop brand which has 27 (13.5%) respondents. The brand which has fewer respondents selected is Avon which has only 2 (1.0%) respondents using it.

5.1.2 Scale Measurement

5.1.2.1 Reliability Test

In the reliability test, promotion, preference, quality, brand satisfaction and image are 0.906, 0.902, 0.848, 0.838 and 0.830 respectively. All the above tested result shows more than 0.80 Cronbach's Alpha. Therefore, all the items in measuring the five variables are reliable.

5.1.3 Inferential Analyses

Analysis results show that this study is reliable. Its dependent variable (brand satisfaction) has strong and positive correlation with three of its independent variables (quality, image and preference). Through multiple regressions, brand satisfaction also has significant and positive relationship with three of its independent variables (quality, image and preference). Independent variable “promotion” has positive but weak correlation relationship with brand satisfaction on skin care products. However, promotion is statistically does not have significant relationship with brand satisfaction on skin care products.

5.1.3.1 Pearson’s Correlation Analysis

Brand satisfaction has significant and positive correlation with quality, promotion, image and preference. Correlation value with preference is the strongest at 0.74. This is followed by image (0.727) and quality (0.715). Promotion has the weakest correlation (0.251). Correlations between independent variables also exist. All such correlations are positive and strong (more than 0.70). Exception is correlations between promotions with other independent variables are weak, which their value are ranged from 0.227 to 0.296.

5.1.3.2 Multiple Regression Analysis

In multiple regression analysis, one independent variable, namely promotion is not statistically significant at 10% level. Thus, this variable is omitted in the final model as stated below.

$$\text{Brand Satisfaction} = 0.499 + 0.269 (Q) + 0.313 (I) + 0.322 (Pe)$$

The final model has adjusted R square of 0.639, indicating 63.9% of the variance in brand satisfaction on skin care products has been explained by brand perception on quality, promotion, image, and preference. This model is statistically valid as F-test statistic value of 115.43 has p-value (0.000) less than 0.01. Based on the regression model (Equation 5.1), independent variables of quality, image and preference have positive coefficient. Nonetheless, coefficient for preference is the highest (0.322), follows by image (0.313) and then, quality (0.269). Quality is statistically significant at 1% with t-test value of 3.359 (p-value = 0.001). Image is statistically significant at 1% with t-test value of 3.605 (p-value = 0.000). Preference is statistically significant at 1% with t-test value of 5.149 (p-value = 0.000).

5.2 Discussions of Major Findings

Major findings of multiple regression analysis are positive and significant results for three independent variables, namely quality, image and preference. Another independent variable, promotion is positive but not significant. These are further discussed as follows.

5.2.1 Result of Hypotheses Testing

Table 5.1: The summary of research question hypothesis and result

Hypotheses	Result	Supported
H1: There is a significant relationship between brand perception on quality and brand satisfaction on skin care products.	$\beta = 0.267$ Sig = 0.001 Sig. level < 0.01	YES
H2: There is a significant relationship between brand perception on promotion and brand satisfaction on skin care products.	$\beta = 0.024$ Sig = 0.504 Sig. level > 0.01	NO
H3: There is a significant relationship between brand perception on image and brand satisfaction on skin care products.	$\beta = 0.304$ Sig = 0.000 Sig. level < 0.01	YES
H4: There is significant relationship between brand perception on preference and brand satisfaction on skin care products.	$\beta = 0.322$ Sig = 0.000 Sig. level < 0.01	YES

The first hypothesis (H₁) tested about relationship between brand perception on quality and brand satisfaction on skin care products. It shows that Beta is 0.267 with the significant level of 0.001 on quality, which is lower than the required significant value of 0.01. Thus, the result is significant and positive as expected and supporting this hypothesis. This result is consistent with theory as well as previous literatures such as Shahzad Khan and Faryal Noor (2012), ALG (2012), Dhadhal (2011), Lanza (2008) and Fornell et al. (1996). However, the result is not consistent with Zeithaml (1998) who favour the influence of value more than quality. Besides, various literatures give various definitions on “product quality”, thus creating variety of relationship interpretation between product quality, brand perception and brand satisfaction. This is echoed by Tellis & Johnson (2007: 758). Next, common acknowledgement is that higher quality lead to higher customer’s satisfaction of the brand. Nonetheless, actual product quality may not be same with perceived quality of the brand and there are possibility that customer make purchase decision based on perception and not actual quality (ALG, 2012; Dhadhal, 2011). Then, Lanza (2008:5) claimed that quality as measured by the product’s finish, fit and reliability is no longer adequate to proxy product satisfaction. Instead, customers’ satisfaction is based on brand quality perception which includes product characteristics and the whole buying process and after-buying service. Next, Fornell et al. (1996) recommended brand perception on quality have a relationship with the satisfaction of the customer receives that subsequently affects future buying patterns. Despite agreeing that value is positively related to customer’s satisfaction, Bryant’s (1996) research results showed that the impact of quality on overall satisfaction is greater than value.

The second hypothesis (H₂) tested about relationship between brand perception on promotion and brand satisfaction on skin care products. In the table, it shows that the Beta is 0.024 with the significant level of 0.504

on promotion which is higher than the required significant value of 0.01. This indicated that the result of perception on promotion is positive but not significant relationship with the brand satisfaction on skin care products, thus this hypothesis does not supported. Based on literatures, brand promotion serve as persuasive communication tools as well as economic incentive to entice consumer to purchase (Honea and Dahl, 2005; Oliver and Shor, 2003). Besides, this implied a significant positive relationship with brand satisfaction on skin care products. However, from the other point of view, promotion may just act as some sort of “compensation” for customer’s satisfaction. Therefore, promotion still has positive relationship with brand satisfaction but may not significantly relationship with the brand satisfaction. This is because promotion merely has a sub-role as compare to quality, image and preference. Furthermore, some of the promotional aspect like free sample is to stimulate trial product (Pride and Ferrell, 1997), speed up the adoption of new products (Block, 1996) or testing market response (McGuinness et.al. 1995). According to Rodolfo (2005), brand perception on promotion is group of stimuli which usually not provided and it enhanced publicity action to encourage the buying of the particular product. Brand promotion is aim to make direct impact on purchasing behaviour. Objective of brand perception on promotion can achieve greater degree when it is completed not often, if customers do not anticipate the seller offer (Rodolfo, 2005). Besides that, Ruckman (2005) stated that the promotion of a product can help the company to reposition their brand in the season. Next, he also found out that a brand promotion can help increasing the brand awareness before the consumer have knowledge on the particular product with their benefit and feature (Ruckman, 2005). Furthermore, promotion can build over time by reinforcing the advertising image and messages by generating positive brand experiences among buyers in many places along the purchase, by creating a relationship between brands and buyers and providing new channels for reaching audience segments (Robinson, 1993). All those

reasons did not directly aim at increasing brand satisfaction. Therefore, having a positive but not significant result is acceptable and brand perception on promotion has impact on consumer buying behaviour, reposition the products, create awareness and bring positive brand experience to consumer.

The third hypothesis (H₃) tested about the relationship between brand perception on image and brand satisfaction on skin care products. It shows that Beta is 0.304 with the significant level of 0.000 on promotion, which is lower than the required significant value of 0.01. Thus, the result is significant and positive as expected and supporting this hypothesis. Literatures that implied the same positive relationship includes Hsieh, Pan, and Setiono (2004), Park, Jaworski, and MacInnis (1986), Loudon and Bitta (1988), Wu, Lo (2009), Baker et al. (1986) and Nedungadi (1990). Besides, Hsieh, Pan, and Setiono (2004) stated that good brand image helps customers to recognize the needs for brand to fulfill and distinguish the brand from its substitute, as well as enhancing the probability that customers will buy the brand. According to Loudon and Della Bitta (1988), brand image is holistic view or sensation in the consumer's mind that is constructed from variety of sources. Consumer chooses recognized brand due to perceived good quality. Therefore, brand image can reduce buying risks (Loudon and Bitta, 1988). Next, according to Reichheld, Hsieh and Li (2001), desirable brand image may influence people to consider a view of a firm's public relationship exercise that consistent with the firm's reputation.

The forth hypothesis (H₄) tested about relationship between brand perception on preference and brand satisfaction on skin care products. It shows that Beta is 0.322 with the significant level of 0.000 on preference, which is lower than the required significant value of 0.01. Thus, the result is significant and positive as expected and supporting this hypothesis.

Literatures that implied the same positive relationship includes Aaker (1996), Pitta & Katsanis (1995), Steenkamp, Batra, & Alden (2003) and Grace and O'Cass (2005). Besides, brand preference is very important in competitive market. Brand preference is degree where consumer prefers the particular service given by particular firm relative to competing products or firms (Hellier et al., 2003: 1765). Russell and Lane (1993) found attitude to be an important predisposition and a strong relationship of brand preference and loyalty. The consumer's preference for one certain brand in term of attitude (Wang, 2003). Bolton and Drew (1991) has also studied the attitudes of people on the brand has the relationship in making brand preferences as well as comparative consumer share of visit or purchase. The people attitudes originated through accessing brands after using it.

5.3 Implications of the Study

5.3.1 Managerial Implications

Nowadays, skin care products are becoming an important and necessity product to many people. So the researchers are starting to carry out the study of the brand satisfaction of the consumer on skin care products. From this research, there are 100% of respondent who are using the skin care products and showed how they look toward the brand and bring satisfaction to them. This showed how the people are serious to their skin care products because most of them are living in a high ultraviolet environment or in a full air-conditioned place. Other than this, skin care industry is no longer only focus on female consumer but also male consumer. This will bring many side effects to their face. So skin care products have a large and potential market in near future.

Therefore, this research study can help those marketers and company to improve their company performance, increase their revenue and build a strong brand in skin care industry. In this study, the result show that brand perception on quality, image and preference are important and have a strong relationship with the brand satisfaction. With a good brand satisfaction, consumer will have a repeat purchasing and word of mouth to increase the brand revenue. For the brand perception on promotion, since the result has shown that it has not a strong relationship with the brand satisfaction, company and marketer cannot really focus on the promotion. Since the promotion is a costly activity in marketing plan but the return on investment may be low, so the company can save this money to improve other three fields which is the quality, image and preference. Besides that, marketer can also have a better understanding of the demographic profile to help them have a good target market. Furthermore, through this study, marketer can have understanding gain further describe as to how skin care product can be branded to meet the brand satisfaction to the consumers.

5.4 Limitations of the Study

For the limitation, first we used the secondary data such as past researcher's journal and article which obtained from the online database. Although there are a lot of articles and journal published in the database, we still faced difficulties to get relevant journal which is a study to brand perceptions and brand satisfaction on skin care products. Moreover, most of the journals are from foreign country which may not fully applicable in Malaysia.

Secondly, there is no indication on how willingly of the respondents to participate the survey. They may tend to answer in certain direction due to their emotion

status and amount of time they willing to spend in the survey questionnaire. So, the respondent answer may not accurate for the research study.

Thirdly, the independent variable we have done in this research project is only including four variables. There may have more relevant variables not yet discovered by the researchers. Besides, if we have more independent variables, the result will be more reliable and accurate to our research.

5.5 Recommendations for Future Research

For the willingness of respondent, for the future researcher can provide some free gift to the respondent who done the survey questionnaire. This may help researcher can have a group of respondent who show their willingness and put effort on the survey question.

Besides that, improvement that can be made for future research is through the adjustment of the methodology for data collection for the secondary data. Researcher should have more online database from different library which can help the researcher to get more relevant and useful journal.

Next, we suggest the future researcher to expand the framework which add more independent variable which can help the researcher has a better way to discuss the brand perceptions toward the brand satisfaction for the skin care product because researcher can explain this industry more niche about the consumer perception. Besides that, regarding our research, the promotion is more weak compare with 3 other variable so for the future researcher they can focus on other relevant variable.

5.6 Conclusion

In conclusion, this research has achieved the primary objective which determines the relationship between brand perceptions and brand satisfaction on skin care product. Four of the variables which under the category of brand perceptions are quality, image, promotion and preference, three of the variables are supported but one is not. In addition, the research has showed the consumer's perception to shape the brand satisfaction by the variable we have discussed in chapter two. Lastly, this research could serve as a guideline for future researcher and also the skin care products marketer for a better understanding in the consumer's perception toward satisfaction.

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APPENDICES

Appendix 2.3: Review of Relevant Theoretical Models

Figure 2.1: Brand Loyalty and Repurchase Intentions

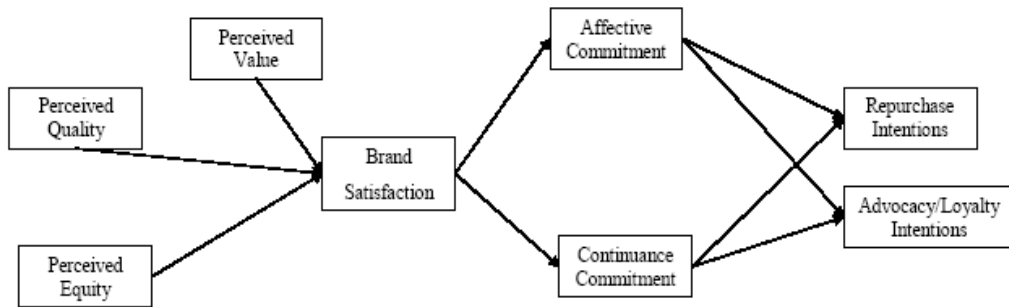


Figure 2.2: Brand Image on Overall Satisfaction and Loyalty Intention

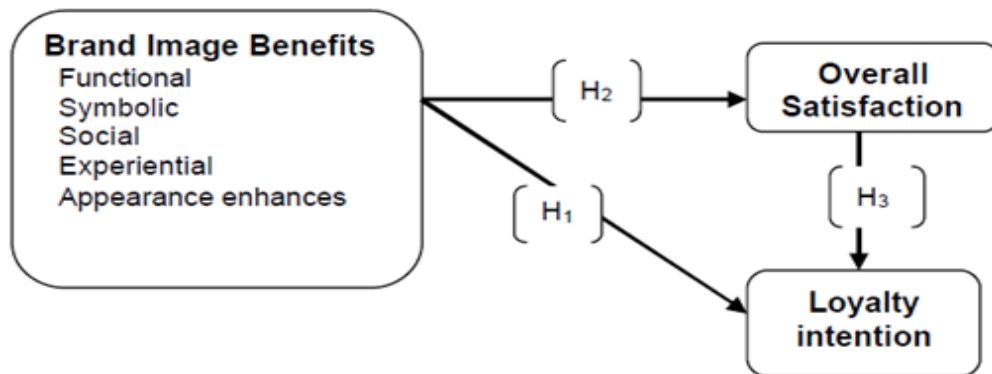
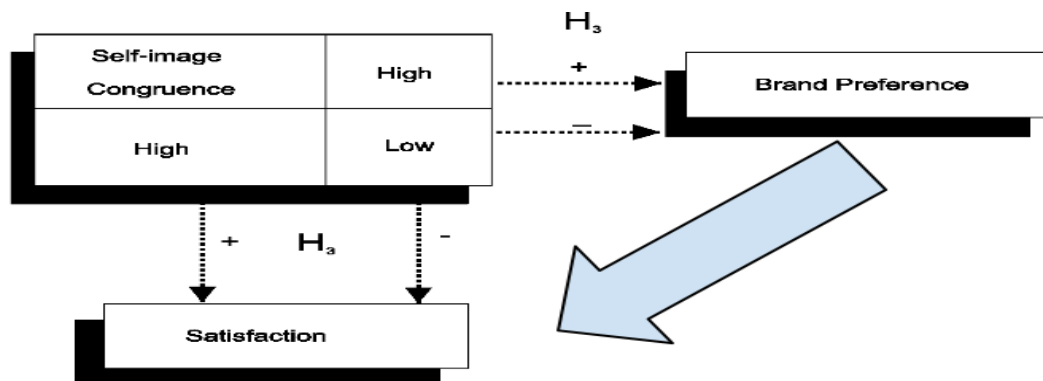
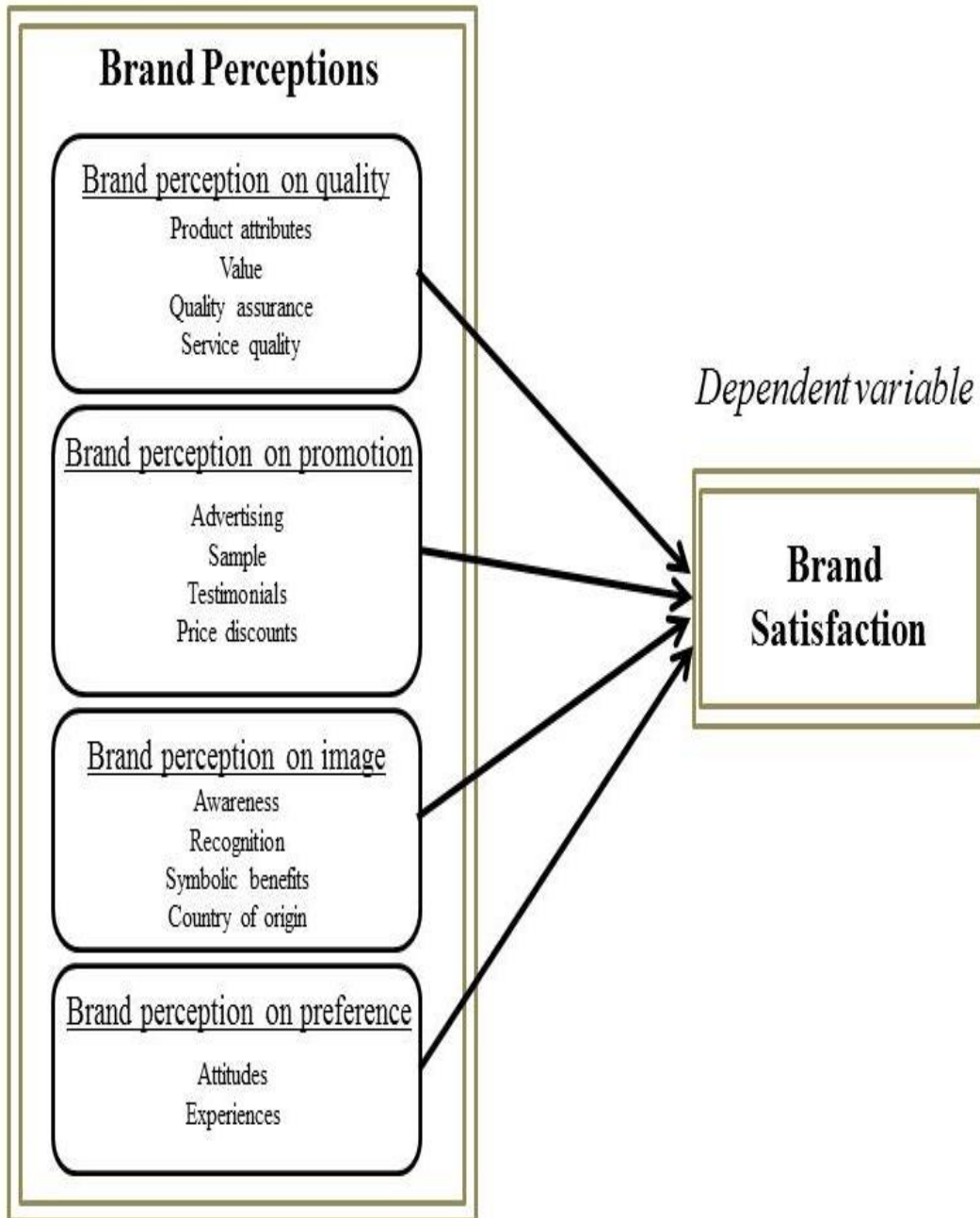


Figure 2.3: Brand Preference and Satisfaction



Appendix 2.4: Proposed Theoretical or Conceptual Framework

Independent variables



Appendix 3.1: Survey Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND
MANAGEMENT**

Bachelor of International Business (Hons)

**Brand perceptions and brand satisfaction on the skin care
products**

Survey Questionnaire

We are students of Bachelor of International Business (Hons) at the Faculty of Accountancy and Management (FAM) at Universiti Tunku Abdul Rahman. We are currently conducting a survey on the relationship between brand perceptions and brand satisfaction on the skin care products.

First of all, we would like to thank you for sparing your time to fill up the questionnaire. The purpose of this survey is to analyse and examine brand satisfaction on the skin care product for our final year project.

This questionnaire would only take you approximately about 10 minutes to complete. Please take note all information obtained will be analysed and to be written into a report which is used solely for academic purpose. We would like to assure you that all the information collected will remain private and confidential.

Once again, we would like to thank you for your participation in completing this questionnaire. Thank you for your cooperation.

A kind note for respondents: Skin care products include all the products that are available in cream/ointment, lotion and bar/soap formats applied for the purpose of nourishing, whitening and therapeutic treatment of the skin like moisturizers, anti-agers, face masks, cleansers, toners, etc. you have to provide responses only for the SKIN CARE category products.

Section A: Respondent Demographic Profile

Please tick (√) your answer in the box provided or fill in the blank for each of the following items.

1. Do you use skin care product?

- Yes No

2. Gender :

- Male Female

3. Race:

- Malay Chinese Indian Other, please specify: _____

4. Age

- 18-22 years old
 23-27 years old
 28-32 years old
 33-37 years old
 38-42 years old
 43-47 years old
 48 years old and above

5. Marital status:

- Single Married Divorced Widowed

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6. Level of Education:

- SPM
- STPM or PRE-U or Diploma
- Bachelor's Degree
- Master's Degree
- Doctoral's Degree
- Other: _____

7. Your occupation:

- Employed
- Unemployed
- Homemaker
- Student
- Free-lance
- Retired

8. Monthly income or allowance per month

- Less than RM 1000
- RM 1001- RM 2000
- RM 2001 - RM 3000
- RM 3001 - RM 4000
- Above RM4000

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9. Out of the list of the following categories of brand of skin care products, which one are those that you purchases/ use consistently / repeatedly? Please tick (✓) **ONLY ONE** of the brand for the product you use.

- Biotherm
- Clinique
- Garnier
- L'ancome
- L'oreal
- Neutrogena
- Nivea
- The Body Shop
- Artistry
- Avon
- Clean & clear
- Other, please specify: _____

Section B: Construct Measurement

INSTRUCTION: Based on the statement, please tick (√) the most suitable answer to indicate the importance rating of attribute with the statement on a scale of 1 to 5.

A. Brand perception on quality

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
QA1	This brand is of good quality.					
QA2	I can expect superior performance from this brand.					
QA3	This brand is very reliable.					
QA4	I perceived the brand is better as compared to other brand(s) of the product in terms of the colour/form/appearance.					
QA5	The brand provides clearly information of label description.					
QA6	When I buy the brand, I will make sure the material used do not have harmful chemical.					
QA7	I will consider buying the affordable price of brands.					
QA8	The brand I choose has overall higher value than others brands.					

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QA9	I perceived the brand with the ISO, HACCP and HALAL certification are good quality.					
QA10	I perceived the brand must have approval from relevant health agencies for quality assurance.					
QA11	I perceived the brand must have endorsement from celebrities for quality.					
QA12	I perceived the brand must provide guarantee for quality.					
QA13	The salesperson/brand ambassador of the store is well-trained.					
QA14	The salesperson of the stores willing to help, friendly and courteous.					
QA15	The salespersons of the stores have neat appearance.					

B. Brand perception on promotion

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
QB1	The advertisements of the brand are attractive.					
QB2	Advertisements of the brand attract me to purchase more frequently.					

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QB3	Although I have a favourite brand, I will still buy another brand that offer price discount.					
QB4	When I buy a brand that offers price discount, I feel I am getting a good buy.					
QB5	If a brand offers price discount that could be a reason for me to buy it.					
QB6	A price discount has allowed me to buy another brand which I do not regularly buy.					
QB7	Although I have favourite brands, but most of the time I buy a brand that offers free sample.					
QB8	When I buy a brand that offers free sample, I feel I am getting a good buy.					
QB9	Compared to most people, I am more likely to buy brands that offer free sample.					
QB10	Although I have a favourite brand, I will still buy another brand that offer in-store display or testimonials.					
QB11	When I buy a brand that offers in-store display or testimonials, I feel I am getting a good buy.					
QB12	In-store display or testimonials offered by a brand is a reason persuaded me to buy.					

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QB13	If a brand offering in-store display or testimonials, I am more likely to buy the product compare to most people.					
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C. Brand perception on image

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
QC1	I feel that this brand product possesses its practical function.					
QC2	I feel that this brand product possesses a positive symbolic meaning.					
QC3	I have difficulty in imaging this brand in my mind.					
QC4	I can recognise this brand among competing brands.					
QC5	This brand is the only brand recalled when I need to make a purchase decision on the product.					
QC6	The brand enhances the perceptions that I have a desirable lifestyle					
QC7	The brand helps me to better fit into my social group.					
QC8	I prefer product from country with higher company's reputation.					

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QC9	When purchasing a product, I believe country of origin will determine the technology sophistication of the product.					
QC10	I believe that product's country of origin will present a good value.					
QC11	A product's country of origin does determine the quality of the product.					
QC12	I believe country of origin will determine the product as a prestigious product.					

D. Brand perception on preference

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
QD1	I like this brand better than any other brand.					
QD2	I would like use the current brand more than other brand.					
QD3	The brand I chosen is my preferred brand of skin care.					
QD4	I would be inclined to buy this brand over any other brand.					
QD5	Overall performance of this brand is better than other brand.					
QD6	Overall this brand is very attractive.					

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QD7	Overall this brand is extremely likeable.					
QD8	Brand's product meets my needs.					
QD9	I feel convenience to buy this brand everywhere.					
QD10	This brand's performance has exceeded my expectation.					
QD11	Educate me about how to use their products and be a smarter consumer, after I've become a customer.					

E. Brand perceptions and brand satisfaction

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
QE1	I think that I did the right thing when I used this brand.					
QE2	I believe that using this brand is usually a very satisfying experience.					
QE3	I am very satisfied with my decision to use this brand.					
QE4	My choice to use this brand has been a wise one.					
QE5	This brand does a good job of satisfying my needs.					

Thank you for your participation. All responses will be kept private and confidential.

Appendix 3.5: Constructs Measurement

Table 3.1: Origins of Construct

Constructs	Sources
Brand perception on quality	Goi&Chieng (2011); Keller (1993); Dhadhal (2011); Zeithaml's (1998); ISO (2010); Hamza's (2011)
Brand perception on promotion	Khraim (2011); Nelson & Chew (2006); Gilbert & Jackaria (2002); Shi et al. (2005)
Brand perception on image	An-Tien Hsieh & Chung-Kai Li (2007); Goh Chai Lee & Fayrene Chieng Yew Leh (2011); Stephen, Maznah Wan Omar, Nabsiah Abdul Wahid Ishak Ismail & Amran Harun (2007); Ghazali et al. (2008)
Brand perception on preference	Han J.W. (2006); Liqin Lu (2011); Jack Morton (2011)
Brand satisfaction	Stephen, Maznah Wan Omar, Nabsiah Abdul Wahid Ismail & Amran Harun (2007)

Table 3.2: Brand Perception on Quality

Construct	Measurement Items
Brand Perception on Quality	1. This brand is of good quality.
	2. I can expect superior performance from this brand.
	3. This brand is very reliable.
	4. I perceived the brand is better as compared to other brand(s) of the product in terms of the color/form/appearance.
	5. The brand provides clearly information of label description.
	6. When I buy the brand, I will make sure the material used do not have harmful chemical.
	7. I will consider buying the affordable price of brands.
	8. The brand I choose has overall higher value than others brands.
	9. I perceived the brand with the ISO, HACCP and HALAL certification are good quality.
	10. I perceived the brand must have approval from relevant health agencies for quality assurance.
	11. I perceived the brand must have endorsement from celebrities for quality.

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	12. I perceived the brand must provide guarantee for quality.
	13. The salesperson or brand ambassador of the store is well-trained.
	14. The salesperson of the stores willing to help, friendly and courteous.
	15. The salespersons of the stores have neat appearance.

Table 3.3: Brand Perception on Promotion

Construct	Measurement Items
Brand Perception on Promotion	1. The advertisements of the brand are attractive.
	2. Advertisements of the brand attract me to purchase more frequently.
	3. Although I have a favourite brand, I will still buy another brand that offer price discount.
	4. When I buy a brand that offers price discount, I feel I am getting a good buy.
	5. If a brand offers price discount that could be a reason for me to buy it.
	6. A price discount has allowed me to buy another brand which I do not regularly buy.
	7. Although I have favourite brands, but most of the time I buy a brand that offers free sample.

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	8. When I buy a brand that offers free sample, I feel I am getting a good buy.
	9. Compared to most people, I am more likely to buy brands that offer free sample.
	10. Although I have a favourite brand, I will still buy another brand that offer in-store display or testimonials.
	11. When I buy a brand that offers in-store display or testimonials, I feel I am getting a good buy.
	12. In-store display or testimonials offered by a brand is a reason persuaded me to buy.
	13. If a brand offering in-store display or testimonials, I am more likely to buy the product compare to most people.
	14. The salesperson of the stores willing to help, friendly and courteous.
	15. The salespersons of the stores have neat appearance.

Table 3.4: Brand Perception on Image

Construct	Measurement Items
Brand Perception on Image	1. I feel that this brand product possesses its practical function.
	2. I feel that this brand product possesses a positive symbolic meaning.

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3. I have difficulty in imaging this brand in my mind.
4. I can recognize this brand among competing brands.
5. This brand is the only brand recalled when I need to make a purchase decision on the product.
6. The brand enhances the perceptions that I have a desirable lifestyle.
7. The brand helps me to better fit into my social group.
8. I prefer product from country with higher company's reputation.
9. When purchasing a product, I believe country of origin will determine the technology sophistication of the product.
10. I believe that product's country of origin will present a good value.
11. A product's country of origin does determine the quality of the product.
12. I believe country of origin will determine the product as a prestigious product.

Table 3.5: Brand Perception on Preference

Construct	Measurement Items
Brand Perception on Preference	1. I like this brand better than any other brand.
	2. I would like use the current brand more than other brand.
	3. The brand I chosen is my preferred brand of skin care.
	4. I would be inclined to buy this brand over any other brand.
	5. Overall performance of this brand is better than other brand.
	6. Overall this brand is very attractive.
	7. Overall this brand is extremely likeable.
	8. Brand's product meets my needs.
	9. I feel convenience to buy this brand everywhere.
	10. This brand's performance has exceeded my expectation.
	11. Educate me about how to use their products and be a smarter consumer, after I've become a customer.

Table 3.6: Brand satisfaction

Construct	Measurement Items
Brand satisfaction	1. I think that I did the right thing when I used this brand.
	2. I believe that using this brand is usually a very satisfying experience.
	3. I am very satisfied with my decision to use this brand.
	4. My choice to use this brand has been a wise one.
	5. This brand does a good job of satisfying my needs.

Appendix 4.1: Demographic Profile

Table 4.1: Frequency Table on Demographic Profiles

Statistics

	Use skin care ?	Gender	Race	Age	Marital status	Education level	Occupation	Monthly income	Brand used
N Valid	200	200	200	200	200	200	200	200	200
Missing	0	0	0	0	0	0	0	0	0

Use skin care?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	200	100.0	100.0	100.0

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Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	104	52.0	52.0	52.0
Female	96	48.0	48.0	100.0
Total	200	100.0	100.0	

Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Chinese	195	97.5	97.5	97.5
Indian	3	1.5	1.5	99.0
other	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 - 22 years old	94	47.0	47.0	47.0
23 - 27 years old	90	45.0	45.0	92.0
28 - 32 years old	11	5.5	5.5	97.5
33 - 37 years old	1	.5	.5	98.0
43 - 47 years old	1	.5	.5	98.5
48 years old and above	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	191	95.5	95.5	95.5
Married	9	4.5	4.5	100.0
Total	200	100.0	100.0	

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Education level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SPM	13	6.5	6.5	6.5
STPM / Pre-U / Diploma	41	20.5	20.5	27.0
Bachelor's Degree	141	70.5	70.5	97.5
Master	3	1.5	1.5	99.0
Doctoral	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Employed	43	21.5	21.5	21.5
Unemployed	20	10.0	10.0	31.5
Homemaker	1	.5	.5	32.0
Student	132	66.0	66.0	98.0
Freelance	4	2.0	2.0	100.0
Total	200	100.0	100.0	

Monthly income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than RM1000	149	74.5	74.5	74.5
RM1001 - RM2000	18	9.0	9.0	83.5
RM2001 - RM3000	24	12.0	12.0	95.5
RM3001 - RM4000	4	2.0	2.0	97.5
Above RM4000	5	2.5	2.5	100.0
Total	200	100.0	100.0	

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		Brand used			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Biotherm	5	2.5	2.5	2.5
	Clinique	13	6.5	6.5	9.0
	Garnier	21	10.5	10.5	19.5
	L'ancome	3	1.5	1.5	21.0
	L'oreal	10	5.0	5.0	26.0
	Neutrogena	7	3.5	3.5	29.5
	Nivea	20	10.0	10.0	39.5
	The Body Shop	27	13.5	13.5	53.0
	Artistry	16	8.0	8.0	61.0
	Avon	2	1.0	1.0	62.0
	Clean & Clear	18	9.0	9.0	71.0
	Others	58	29.0	29.0	100.0
	Total	200	100.0	100.0	

Table 4.2: Frequency Table on Demographic Profiles

Descriptive Statistics			
	N	Mean	Std. Deviation
Quality_Index	200	3.6017	.46805
Promotion_Index	200	3.2100	.65597
Image_Index	200	3.5450	.45466
Preference_Index	200	3.5523	.57358
Valid N (listwise)	200		

Appendix 4.2: Scale Measurement

Table 4.3: Summary of the Reliability Test

Construct	Cronbach's Alpha	Number of Item
Quality	0.848	15
Promotion	0.906	13
Image	0.830	12
Preference	0.902	11
Brand Satisfaction	0.838	5

Appendix 4.3: Inferential Analyses

Table 4.4: Pearson's Correlation

		Q	Po	I	Pe	BS
Q	Pearson Correlation	1	.251**	.764**	.731**	.715**
	Sig. (2- tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
Po	Pearson Correlation	.251**	1	.296**	.227**	.251**
	Sig. (2- tailed)	.000		.000	.001	.000
	N	200	200	200	200	200
I	Pearson Correlation	.764**	.296**	1	.742**	.727**
	Sig. (2- tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
Pe	Pearson Correlation	.731**	.227**	.742**	1	.740**
	Sig. (2- tailed)	.000	.001	.000		.000
	N	200	200	200	200	200
BS	Pearson Correlation	.715**	.251**	.727**	.740**	1
	Sig. (2- tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

Table 4.5: Model Summary of Multiple Regression Analysis

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Preference, Promotion, Quality, Image	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Brand Satisfaction

Table 4.5a: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 ^a	.639	.632	.31360

- a. Predictors: (Constant), Preference, Promotion, Quality, Image

Table 4.5b: Anova Test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.005	4	8.501	86.441	.000 ^a
	Residual	19.178	195	.098		
	Total	53.183	199			

- a. Predictors: (Constant), Preference, Promotion, Quality, Image
 b. Dependent Variable: Brand Satisfaction

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Table 4.5c: Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.461	.194		2.376	.018
Quality	.267	.080	.242	3.359	.001
Promotion	.024	.036	.030	.669	.504
Image	.304	.084	.267	3.605	.000
Preference	.322	.063	.357	5.149	.000

a. Dependent Variable: Brand Satisfaction

Appendix 5.2: Discussions of Major Findings

Table 5.1: The summary of research question hypothesis and result

Hypotheses	Result	Supported
H1: There is a significant relationship between brand perception on quality and brand satisfaction on skin care products.	$\beta = 0.267$ Sig = 0.001 Sig. level < 0.01	YES
H2: There is a significant relationship between brand perception on promotion and brand satisfaction on skin care products.	$\beta = 0.024$ Sig = 0.504 Sig. level > 0.01	NO
H3: There is a significant relationship between brand perception on image and brand satisfaction on skin care products.	$\beta = 0.304$ Sig = 0.000 Sig. level < 0.01	YES
H4: There is significant relationship between brand perception on preference and brand satisfaction on skin care products.	$\beta = 0.322$ Sig = 0.000 Sig. level < 0.01	YES