

FACTORS AFFECTING CONSUMER BRAND LOYALTY
ON PERSONAL CARE PRODUCTS

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MAY 2024

FACTORS AFFECTING CONSUMER BRAND LOYALTY ON
PERSONAL CARE PRODUCTS

BY

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A final year project submitted in partial fulfilment of the
requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

DEPARTMENT OF INTERNATIONAL BUSINESS

MAY 2024

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ACKNOWLEDGEMENTS

I would like to acknowledge and express my gratitude to the individuals who have given their help and support from the beginning to the end of this research project.

First and foremost, I would like to express my deepest appreciation to my supervisor, Dr. Foo Meow Yee, for her expertise, patience and continuous encouragement that greatly contribute to the learning throughout the research progress and the completion of the research project. I am also grateful for my second examiner, Ms. Tai Lit Cheng, for her constructive feedback and suggestions that helped in the improvement of the research project.

Last but not least, many thanks to individuals who participated in the research, for their time and effort to answer the online questionnaire, as well as their responses that contributed to the findings of the research. This research would not have been possible without all the individuals mentioned above, and for that I will always be grateful to their support and contributions.

DEDICATION

This research project is dedicated to:
Dr. Foo Meow Yee,
Thank you for your advice and guidance,
And
To my family and friends,
Thanks for supporting and believing in me.

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LIST OF ABBREVIATION

CEC	Corporate Environmental Commitment
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for Social Sciences
ANOVA	Analysis of Variance

PREFACE

Brand loyalty is extremely important in helping a firm to create competitive advantages. Loyal customers are valuable in terms of their contribution to long lasting continuous revenue and lower marketing costs as studies have found that the costs needed to attract a new customer is six times greater than the costs to retain an existing customer. Also, there is a decline in the brand loyalty of consumers in recent years mainly due to the products in the market that are of high quality and low differentiation, making consumers to be more sensitive to price. Recognizing the importance of brand loyalty makes it more critical to determine the factors that will attract and retain customers' brand loyalty. Not only that, there is an anticipated growth in the personal care market and the users of personal care products are also expected to increase. This results in a competitive situation where companies need to establish aspects that will help them to stand out in the industry.

ABSTRACT

Brand loyalty is a significant determinant of the success, and even the survival of an organization. As the growth of personal care market is seeing an upward trend in both globally and locally, it is crucial for personal care brands to attract more loyal customers to stand out in the industry and compete against other companies. The purpose of this research is to find out the factors that will affect the brand loyalty of consumers towards personal care products, and the factors studied are perceived value, social value, promotion as well as environmental commitment. An online questionnaire in Google Form was designed and distributed to 200 Malaysians who have bought or used personal care products. The responses collected are analysed with the Statistical Package for Social Sciences (SPSS) version 29, and result shows that a positive relationship is observed between perceived value, social value, and environmental commitment with brand loyalty on personal care products. The implications of the study for the manufacturers and marketers are explained, and the limitations of this research are addressed together with the recommendations for future researchers to make improvements while studying the same topic.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Brand loyalty is a relationship between stakeholders and a brand that can be expressed by repeat purchasing, active engagement, advocacy, or collaborating with the brand (Parris & Guzman, 2023). Brand loyalty provides the organization with significant benefits in terms of its competitive and economic status. It helps the organization to be less vulnerable while facing marketing actions from competitors, to increase market share which brings about higher amount of return on investment, to generate favourable word of mouth among consumers and to enhance the opportunities for extension (Mishra et al., 2016).

1.1 Research Background

Brand loyalty is a concept initially proposed by Copeland in 1923, and more than 200 definitions were proposed in academic context since then. The definition of brand loyalty stated by American Marketing Association is the constant buying patterns of products from the same manufacturer instead of considering other brands, or the extent of obtaining a certain product of the same brand. Brand loyalty takes place when customers choose the same brand repeatedly due to the favourable perceptions and attitude they have for the particular brand (Andleeb, 2016). Brands and organizations have introduced various loyalty programs to strengthen and enhance the loyalty of existing and new customers. According to Yi and Jeon (2015), a loyalty program is a marketing initiative created to shape the loyalty of customer by delivering incentives to profitable customers. Loyalty programs gather and record data of customers, the processed data will be used to design various programs

according to existing and future customers which will form a competitive advantage for the organization. The objectives of loyalty programs include raising sales revenues by increasing purchase rate and for a brand to build a closer relationship with the customers, with the hope of maintaining the current customer base (Tabaku & Zerellari, 2015). One of the successful examples of loyalty program is the Beauty Insider program introduced by the Sephora that has accumulated more than 30 million member since it first launched in 2007. The features of Beauty Insider program include receiving birthday gifts and samples, given access to exclusive discounts and sales as well as getting tailored and personalized recommendations on products. The loyalty program has a significant impact on Sephora where the spending of the program members are three times more than non-members on average. The 17 million Beauty Insider members in North America are accounted for 80% of the sales of Sephora (Woolnough-Rai, 2023).

Personal care refers to individuals' effort in protecting, improving or enhancing their current conditions. Personal care products are the products acquired to serve any personal care purposes that bring recovery or use to protect physical integrity. Some examples of personal care products include skin cleansing products, skin care products, hair care and cleaning products, hand and foot care products, cosmetics and perfume-deodorants (Andleeb, 2016). A researcher named Unnithan grouped personal care products into three categories which are personal hygiene products, personal grooming products and cosmetic products. In the personal hygiene category, products are used daily as part of the routine to ensure personal hygiene. These everyday products such as toothpaste and toilet soap only involve consumers choosing among different brands instead of deciding between to use or not to use. The second group on personal grooming products include a wide variety of product options which some of them even cross over into cosmetics category. Skin care products, hair care products and deodorants come under the personal grooming category. Lastly, the cosmetic product category refers to products put on individuals' face or body for makeup such as eye shadow, eyeliners, blushes, lipstick and more (Unnithan, 2003).

The personal care market is projected to experience a growth in both worldwide and local market. To begin with, for the personal care market in the global context, the revenue is expected to hit US\$128.50 billion in 2024. It is estimated that the revenue will grow at a rate 7.96% annually from 2024 to 2029, leading to a projected volume of market that will reach US\$188.50 billion by 2029. Moreover, the total amount of users in the personal care market is foreseen to reach 1,252 million people by 2029. On the other hand, the personal care market in Malaysia is anticipated to hit a revenue of US\$1.47 billion in year 2024, while rising at a rate of 2.46% annually from 2024 to 2028. In addition, in view of the huge Muslim population in Malaysia, the demand for halal-certified personal care products is projected to increase in the future (Statista, n.d.).

1.2 Research Problem

In previous research, several variables that are commonly studied with the brand loyalty on personal care products include product quality, price and brand image. When Alhedhaif et al. (2016) as well as Pradhan and Misra (2015) conducted their research, product quality, price and brand image are among the independent variables analysed to determine their relationship with brand loyalty towards personal care products. However, in this research, the independent variables studied which are the factors that will influence brand loyalty comprise of perceived value, social value, promotion and environmental commitment. Perceived value is a variable that covers a wide range of concepts, with product quality being one of them. It determines the value of a product not only by evaluating its quality but also considers the costs or sacrifices incurred while acquiring that particular product (Kitrungpaiboon & Kim, 2016). Besides, environmental commitment is chosen to investigate its impact on brand loyalty in light of the rising attention towards environmental issues in the society. More people started to learn about sustainable development and environmental protection, in which terms such as green marketing and green purchase is slowly gaining popularity (Zhang & Dong, 2020). Therefore,

it could be meaningful to examine more on how the environmental commitment of an organization could affect the brand loyalty on personal care products.

Moreover, I would like to conduct this research to fill the gap for studies about brand loyalty on low involvement products like personal care products. Personal care products are considered low involvement products as they are used by consumers in day-to-day basis and their consumption period normally last less than a month. However, majority of the brand loyalty research has been conducted on high involvement products. Those research indicate that the involvement of a product is a crucial precondition for brand loyalty, especially products that are of high involvement. Although some of the researcher argued that low involvement products are equally important with high involvement products, and low product involvement could also have high brand loyalty, studies regarding brand loyalty on products with low involvement are insufficient as compared to those with high involvement (Mishra et al, 2016).

1.3 Research Questions and Research Objectives

The research question is to identify what are the factors that influence the brand loyalty of consumers towards personal care products. The research questions are listed as below:

- 1) How does perceived value affect brand loyalty of consumers on personal care products?
- 2) How does social value affect brand loyalty of consumers on personal care products?
- 3) How does promotion affect brand loyalty of consumers on personal care products?
- 4) How does environmental commitment affect brand loyalty of consumers on personal care products?

The objective of this research is to examine the factors that affect brand loyalty of consumers on personal care products. The research objectives are as follows:

- 1) To investigate the relationship between perceived value and brand loyalty on personal care products.
- 2) To evaluate the relationship between social value and brand loyalty on personal care products.
- 3) To assess the relationship between promotion and brand loyalty on personal care products.
- 4) To examine the relationship between environmental commitment and brand loyalty on personal care products.

1.4 Research Significance

This research is critical as it provides a clear idea of the factors that will affect brand loyalty on personal care products which can provide the organizations with direction on how to improve or establish strategies and policies that can attract customers at the same time enhance their brand loyalty. First of all, organizations can further increase the perceived value of their products by offering exceptional customer service. They could set up channels that allow two-way communication between brands and customers where customers can share their thoughts and provide feedback on the products. This effort could demonstrate the organization's dedication on actively listen to its customers and make improvements according to their opinions.

In addition, organizations could design marketing campaigns containing messages that are tailored to the preferences of their target audience. Personal care marketers can utilize these campaigns as a communication tool that connects the brand with customers to share about the products and services they are offering. Marketers can also organize marketing campaigns that could build an engagement culture with its

customers, fostering a closer relationship with the brand and its customers. Successful marketing campaigns relate with customers by provoking their emotions on a deeper level. The intense emotional connection felt by the customers increase the likelihood for them to stay loyal to the personal care brand.

1.5 Chapter Layout

1.5.1 Chapter 1: Introduction

Chapter 1 is the introduction of this research, it lays out overview of the research by discussing the background of brand loyalty and personal care products, research problem, research question, research objectives and significance of the research.

1.5.2 Chapter 2: Literature Review

Chapter 2 explores the variables of this research including the four independent variables and one dependent variable by studying relevant literature completed by past researchers. Then, the conceptual framework and hypotheses development of the variables are proposed.

1.5.3 Chapter 3: Research Methodology

Chapter 3 discusses the research methodology. The content of research methodology include listing all the techniques used to analyse the data, there

are research design, sampling design, method of data collection, and proposed data analysis tool.

1.5.4 Chapter 4: Data Analysis

In this chapter, the outcomes of the data analysis will be presented in the form of tables, charts and figures. Descriptive analysis, multiple regression analysis and correlation analysis are done under this chapter.

1.5.5 Chapter 5: Discussion, Conclusion, and Implications

Chapter 5 includes the discussions of major findings, which is the result of hypotheses testing, followed by the implications and limitations of the study, together with the recommendations for future research.

1.6 Conclusion

In conclusion, this chapter summarizes the research project. The background of the study and relevant industry is discussed, the research problem is explained, the research objective and questions are listed out, the research significance is illustrated, and the chapter layout of the research is drafted out.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter will be discussing the variables based on the studies of past researchers. Proposed conceptual framework and hypothesis development will also be presented after the discussion of variables.

2.1 Review of Literature

2.1.1 Independent Variables

2.1.1.1 Perceived Value

Perceived value is defined as the overall assessment of consumers on a product's usefulness based on the perceptions of what is received and what is given. A study in 1988 stated that the elements that comprise value are extremely personal and distinctive even in the same product category (Karjaluoto, 2019). Although the components received and given differ among consumers, value is the result of weighing the important give and received factors. This definition is formed based on four different definitions of value by consumers which are "value refers to low price", "value represents consumers' requirement in a product", "value is quality received

for the cost given”, and “value is what consumers get for what they give” (Zeithaml, 1988).

The concept of perceived value is discussed in a number of dimensions. One of the dimensions is about the sacrifice components of perceived value. Sacrifices are made by consumers in both monetary and non-monetary ways such as their energy, time and effort while obtaining goods and services. For some consumers, sacrifices in terms of monetary is crucial. These consumers would exert efforts in collecting coupons and compare prices across different stores while making their purchase. In their opinion, the perceived value of a good or service will increase when their monetary sacrifices decrease. On the other hand, for consumers who perceived time and effort as more valuable, they will focus on attributes like easier store accessibility and doorstep delivery. For instance, studies shows that customers of supermarket view fast checkouts and convenient packaging as more important attributes as compared to price (Suphasomboon & Vassanadumrongdee, 2022).

Another approach to perceived value is introduced by a professor emeritus named Holbrook during the 1990s. He defined perceived value as a participative relativistic preference experience, and proposed a framework that categorized value into three different dichotomies called ‘Typology of Consumer Value’. The first dichotomy is extrinsic versus intrinsic. Extrinsic value refers to the functionality, instrumentality, or utilitarian of a product that helps consumers to achieve certain goals whereas intrinsic value is the consumption experience enjoyed and appreciated for its own sake. The next dimension is self-oriented versus other-oriented. Self-oriented value involves consumers enjoying the features of a product for their own sake or for the outcome it has on them. By contrast, other-oriented value is derived from the reaction of someone else towards the product instead of the consumer himself, where the ‘other’ come from the scale of a few levels including micro level, who are the consumer’s family and friends, followed

by intermediate level which are the country and community, as well as macro level which are mother nature and the supreme being. The last dichotomy is active versus reactive, it is less frequently studied in literature. Value is considered active when it involves consumer manipulating products physically or mentally as part of their consumption experience. For example, driving a car is a manipulation on a tangible product that happens physically. Conversely, value is considered reactive when the interaction between consumer and products happens vice versa, which is when a product affects a consumer during the consumption experience. Reactive value is derived from reacting to or admiring a product, such as assessing the quality of a limited edition smart watch (Sánchez-Fernández & Iniesta-Bonillo, 2007).

2.1.1.2 Social Value

The definition of social value is stated as the perceived advantages obtained from an alternative's identification with one or more distinctive social groups (Sheth et al., 1991). Social value also refers to an individual's desire to project a certain image to social groups through his or her actions and behaviour (Kaur et al., 2021). A product or service can obtain social value by relating with social groups that are stereotyped in either positive or negative way, such as demographic, cultural-ethnic and socioeconomic groups. The purchase options that are often affected or driven by social value include choosing products that are highly visible and goods or services that allows sharing among people. Social value has become the more primary objective, even when it comes to products that are usually evaluated based on their functional performance, for example automobile and kitchen appliances (Zolkepli et al., 2021). The idea of social value is studied with several related areas including social class, conspicuous consumption, reference groups, symbolic value and opinion leadership. Firstly, social classes is a concept shaped by the hierarchy among people in the society where these people are ranked into different levels based on their status. The

aspects that normally help to identify social classes are work, income status and education. Secondly, reference groups are the individuals whom the consumer can make comparison with in terms of common personal values, behaviours and attitudes. It can influence the preferences and consumption decisions of consumers. Next, when a group of consumers allocate and share the same meaning to a particular product, symbolic values are generated. Therefore, it can be concluded that the result of socialization process is the origin of the concept of symbolic values. Moving on, opinion leaders is a term that is similar to reference groups in a way that it can also impact preferences of consumption. The opinion leaders do so by interpersonal communication and word of mouth interaction that would effectively persuade consumers to make certain purchases. Finally, conspicuous consumption means the use of products in ways that are noticeable to other people, it is about delivering a message through buying or using a particular product or service. Conspicuous consumption is an act done by individuals for the aim of enhancing their status, which can greatly influence the social value of a product or service (Candan et al., 2013).

2.1.1.3 Promotion

Promotion is a tool used by organizations for communicating with their customers on the products and services they have to offer. A researcher named Mercer once stated that a promotion is in its ideal form when there is an interactive conversation between expert sales professionals and their customers that includes the needs of both parties. Promotion is included in one of the 4Ps of the marketing mix which plays a vital role to ensure profitability and success in the market. Organizations can benefit from promotion in terms of informing the market, enhancing sales, creating brand recognition, maintaining or improving market share and more. These objectives can be met with the help of the tools in the promotional mix. The first tool is advertising, it is a non-personal presentation of product

information and promotion of ideas or goods and services in any paid form (Karim et al., 2021). Advertisements have great influence on the attitudes and beliefs of consumers towards brands and products, which will directly affect their purchasing behaviours. Organizations use advertising to achieve sales target by notifying the consumers about any new products or improved features that the organization is providing (Chan & Mansori, 2016). The second tool of the promotional mix is direct marketing. It is about communicating directly with certain groups of customers and prospects or obtaining responses from them through telephone, mail or other non-personal communication methods. For instance, mail shots and pamphlets placed within magazines are methods of direct marketing used to promote products or services. The next promotional mix tool is sales promotion. Sales promotion is short-term or temporary incentives designed to induce the trial or purchase of a particular good or service. An example of sales promotion is limited time discounts for accessing a database to attract more users (Rowley, 1998). Moving on, there is public relations and publicity. Public relations is an all-inclusive program targeting mass or specialised audience that raise awareness and deliver information of a product or service with the aim to impact the sales of an organization. It is used to aid the launching of a new product, to defend and support products that are facing public issues, as well as to shape a favourable corporate image that will benefit its products or services (Papasolomou et al., 2014). Publicity is an element of public relations, it refers to the communication regarding an organization or its product through news placements in the media. The main objective of publicity is to deliver information of the products to as many audience as possible within the shortest period of time. There are two types of publicity which are offline publicity and online publicity, the former uses print media, radio, seminar and more while the latter uses internet platforms (Apuke, 2018). The following tool of promotional mix is personal selling. It involves face-to-face interactions between organizations and potential customers for the purpose of convincing them to make a purchase. Personal selling is commonly seen in the information industry where there are marketing transactions between businesses. Lastly, sponsorship is a promotional mix tool involves financial or external support given by any

organization or donor who are not related to the sponsored event. Some types of event that are usually sponsored include charities, arts and sports. Instead of using these tools in promotional mix separately, organizations normally combine them with one another to achieve the most effective outcome. For example, organizations may use one tool to support another event by having a magazine to issue the news of them sponsoring an event (Rowley, 1998).

2.1.1.4 Environmental Commitment

Commitment is defined as a condition which an individual becomes restricted by his or her behaviour and through these actions to beliefs that uphold the activities of his own involvement” (Meyer & Herscovitch, 2001). Environmental commitment is the degree to which an organization’s top managers demonstrate their commitment towards environment protection together with the implementation of relevant practices that could protect the environment (Bhatia & Kumar, 2021). Environmental commitment in a corporate context, also known as corporate environmental commitment (CEC) refers to the degree of resources an organization is willing to allocate to its policies and programs with the aim to preserve the natural environment as well as to minimize the environmental footprint of itself and its products. The environmental issues that are usually covered by corporate environmental commitment (CEC) are recycling, pollution prevention, products and services that could benefit the environment and more. According to Bansal, Gao and Qureshi (2014), the CEC are surrounded by a few key principles. First, the aim of CEC is on enhancing the quality of natural environment beyond those considered profitable in a short term. The commitment focuses on decreasing the negative impacts brought by the organization to the environment from its operation and the goods and services it markets. Second, CEC highlights on actively allocating organization’s resources for various environmental purposes such as

pollution prevention technology investment and enhanced toxic releases monitor. Next, the commitment required organizations to have enduring participation and involvement, which is not done by cleaning toxic spill or donation that happen a single time. In contrast, the right examples are community engagement and making sure the absence of toxic substances from the production processes. Furthermore, CEC is based on natural sciences. Technology is crucial to the environmental commitment because it is concerned with material objects that are measurable, controllable and subject to scientific investigation. The activities of CEC require measurement of the environmental emissions of the organization's products and operation, as well as how they will impact the ecosystems. The foundation of CEC in the natural sciences indicates a system of correlation that allows the technological measurement, monitoring, confirmation and control (Bansal et al., 2014).

Research has shown that there is bifurcation in the extensiveness of CEC over the years where organizations will only opt between strong or weak CEC, but will not settle on any range in the middle. One of the factors that contribute to the bifurcation is the high certainty on the progress of organizations' environmental commitment due to its scientific and technological basis. The environmental metrics about energy use, emissions, waste and recycling is relatively reliable which increase the possibility of tracking CEC related costs and potential savings. The second factor is the technical features associated with CEC that the organizations find attractive as they provide higher certainty and internal control. CEC emphasizes inner changes on production processes and product design, where decisions about innovations are performed internally (Bansal et al., 2014).

2.1.2 Dependent Variable

2.1.2.1 Brand Loyalty

Among all definitions of brand loyalty, one of them is presented by Jacoby and Chestnut in 1978, where they defined brand loyalty as “the biased, behavioural response, expressed overtime, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological (decision-making, evaluative) processes” (Mellens et al., 1996, p. 509). This definition of brand loyalty is the most elaborate and is most cited by researchers in journals. Mellens, Dekimpe and Steenkamp break down the definition into a few parts that work as the conditions for brand loyalty. For instance, the part stated that “with respect to one or more alternative brands out of a set of such brands” implies a situation where consumers may be loyal to more than one brand, especially for the case of low involvement products. Low involvement products are inexpensive and have little impact on consumers’ lifestyle, instead of continuous scale, consumers usually rate them as acceptable or unacceptable, which cause consumers to express loyalty to more than one brand if they find more than one brand acceptable. Besides, this part also indicates that opportunity to select among various alternatives must be available for consumers to exhibit brand loyalty. Hence, consumer loyalty to a brand cannot be formed if the brand is in a monopoly position. The definition by Jacoby and Chestnut also stated that brand loyalty “is a function of psychological processes”. According to them, the vital element of brand loyalty is the commitment of consumers to the brand that is resulted from the brand’s internal criteria. Certain beliefs are shaped when consumers gain information about the brands from advertising campaigns or promotional events which help them to evaluate the brands and eventually develop into commitment to the brand. However, the viewpoint of commitment being a vital element of brand loyalty is opposed by some researchers who claimed that purchase behaviour is caused by instrumental conditioning. Instrumental conditioning is a process which the consequences of a behaviour decide the frequency of that behaviour in the future based on reward and punishment. In this case, a purchase of brand that is satisfactory will bring about “reward” which lead to repurchase of the brand, while a purchase of a brand that is unsatisfactory will lead to “punishment” which

will result in brand switching. These researchers argued that observed behaviour is sufficient to justify brand loyalty. Besides, brand loyalty is defined as a commitment related to customer loyalty towards a product or service, demonstrating consistent pattern with ensured continuous future purchases (Bernarto et al., 2020).

The most commonly used dimensions to measure brand loyalty is behavioural loyalty and attitudinal loyalty. The dimension of behavioural loyalty measures brand loyalty based on observed actual purchasing behaviour over a set period of time. The advantages of behavioural loyalty include the actual purchases are related to the organization's existence and performance directly; the behaviour that happens overtime makes them unlikely to be incidental; and the data collection process is relatively easier as compared to attitudinal loyalty. However, behavioural loyalty has its disadvantages. The measurement of behavioural loyalty fail to distinguish brand loyalty with repeated buying which could increase the existence of spurious loyalty. Also, the data from behavioural loyalty dimension can only accurately represent past behaviour, but is unable to correctly predict future actions especially when there is a change in circumstances. Lastly, the lack of information to discover the underlying reason of certain behaviour makes it difficult for organization to determine the suitable decision unit (Soedarto et al., 2019). Due to the limitations of behavioural loyalty, the dimension has received criticism from multiple researchers, stating that brand loyalty must be conceptualized through including the dimension of attitudinal loyalty. In attitudinal dimension, the reasons of customers patronizing a product or service is explained. Attitudinal loyalty is based on the commitment to a brand and on the purchase intention toward the brand. It consists of a preference, a positive attitude, and is viewed as a psychological connection between the customer and the brand (Tabaku & Zerellari, 2015). The measurement of attitudinal loyalty is capable of differentiating between brand loyalty and repeat buying. It allows organization to understand the motivations behind the consumers' purchasing behaviour that are hard to be affected by short-run fluctuations. Besides, it makes the process of selecting

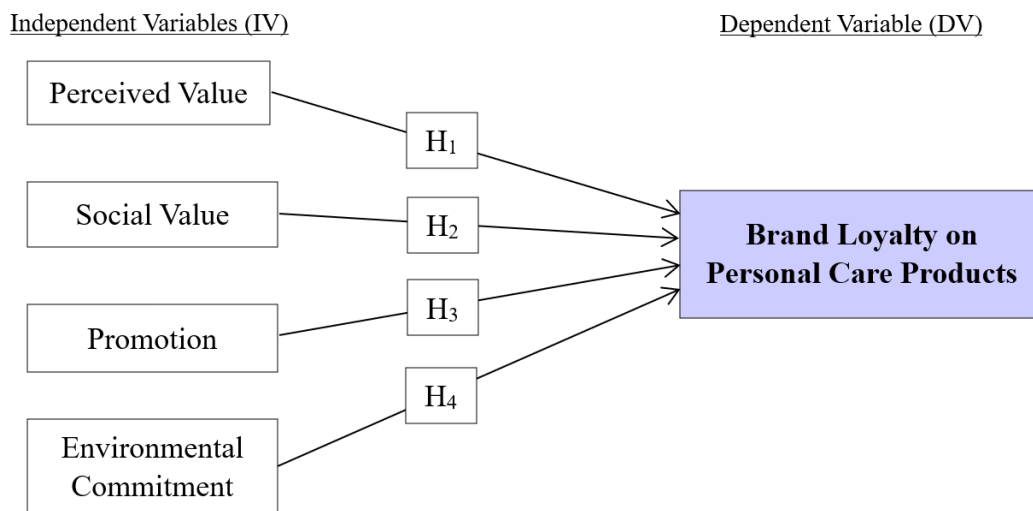
the right decision unit easier. Nevertheless, attitudinal loyalty dimension also has its limitations. It cannot guarantee a valid representation of reality since it does not rely on actual purchases. Furthermore, there is a possibility of having variables other than attitudes that could bring influence on actual purchase, for example the desire to own a luxurious car but fail to achieve it due to budget constraints (Mellens et al., 1996). Given the advantages and disadvantages of both behavioural and attitudinal loyalty, a researcher named Day has proposed the use of both dimensions at the same time because each of them are unable to make a thorough analysis and assessment on brand loyalty on their own (Tabaku & Zerellari, 2015).

To sum up, perceived value, social value, promotion and environmental commitment are important to assess the brand loyalty of consumers on personal care products.

2.2 Proposed Conceptual Framework

Based on the literature review, the conceptual framework is as follows:

Figure 2.1: Proposed Conceptual Framework



Source: Developed for the research.

2.3 Hypotheses Development

2.3.1 Relationship between perceived value and brand loyalty on personal care products

The concept of perceived value can be understood as a construction matched by two components which are the benefits received in terms of economic, social or relationship and the sacrifices made by customers such as their time, effort, price, risk and convenience. In simple terms, perceived value is determined by balancing quality and price (Adelia Shabrina Prameka et al., 2016). In order for customers to purchase a product repeatedly or to subscribe to a service continuously, they must obtain some value from the product or service and also its delivery process. Customers should enjoy the benefits provided by the product or service, for instance the product offered must be worth more than the price given by the customers. Also, good perceived value will increase customer satisfaction towards the brand. Satisfied customers in which the value offered by a product or service meets their expectation have a higher chances to become loyal customers. This is because the high value and satisfaction brought to the customers encourage them to repurchase the particular brand and shows commitment to that brand (Diah Tarama Devi & Ni Nyoman Kerti Yasa, 2021). Furthermore, Seyed Rajab Nikhashemi et al. (2016) stated that there is a potential in which perceived value can influence customer actions that targets behavioural loyalty, customer perceived value is discovered to have impact on purchase intention, commitment and brand loyalty. According to Anderson and Srinivasan (2003), when the perceived value decreases, customers are likely to switch to competing brands to increase perceived value which will cause a decrease in loyalty. In order to prevent the switching actions of customers, organizations should put on constant effort to increase and enhance perceived value to secure higher customer loyalty (Beh & Faziharudean, 2010). Therefore, it can be concluded that perceived value and brand loyalty

have a positive relationship where higher perceived value leads to higher brand loyalty.

H₁ : Perceived value has a positive effect on the brand loyalty on personal care products.

2.3.2 Relationship between social value and brand loyalty on personal care products

Social value can be explained from a symbolic interactionism perspective which highlights the significance of products in creating a framework for the variety of social roles played by people. Shopping is considered as a social act that could produce and reproduce symbolic meanings, relationships, social norms, as well as the consumers' identity and self. The act of purchasing and consuming certain products is based on the way a customer wants to be seen or the way he or she wants to see themselves. Simply put, there are symbolic benefit associated with the act of shopping as it allows customers to demonstrate their personal value by having a consumption experience. Many people have probably looked at the products that are beyond their capabilities, even they have no plan on buying it, but the process itself elevates their status and boost their self-esteem, which adds to social value (Rintamaki et al., 2006). A study has done in year 1995 to investigate the relationship between social value and brand love which the results showed that there is greater brand love when it comes to brands that reflects one's identity. Brands that reflect social self will have customers expressing their satisfaction to other people (Unal & Aydin, 2013). Brand love is considered the prerequisite to brand loyalty. It helps to generate positive word of mouth (WOM), encourage consumers' willingness to spend more, and contribute to positive evaluation of the brand, even under the circumstances where negative information about the brand are exposed to the consumers. All in all, brand love impacts the purchase intention and preferences of consumers, and also their persistent loyalty towards a brand

(Alnawas & Altarifi, 2016). Therefore, it can be assumed that social value positively affect brand loyalty where the higher is the social value, the greater is the brand loyalty on personal care products.

H₂ : Social value has a positive effect on the brand loyalty on personal care products.

2.3.3 Relationship between promotion and brand loyalty on personal care products

Customers who are loyal to a brand is willing and ready to spend additional amount for obtaining the benefits of their favourite brand. One of the methods to understand the preferences of customers and the market trend that shaped the benefits of a brand is to implement promotional mix to determine consumers' needs in current competitive market (Singh & Singh, 2021). On the other hand, promotional mix allows organizations to communicate customer value and construct relationships with customers persuasively. Advertising is a promotional tool that help organizations to create awareness for their products or services in the minds of consumers and persuade them to make a purchase decision. It could improve brand awareness, brand associations, and brand loyalty. Another promotional tool, sponsorship, can maximize the value for sponsorship partners. It has the aim to make a brand recognized and known by a wide range of customers, which is suitable for low involvement products like personal care product. This could positively impact the overall brand equity, and specifically on brand loyalty (Lang et al., 2022). In conclusion, it can be assumed that promotion positively influence the brand loyalty on personal care products in which better promotion leads to higher brand loyalty.

H₃ : Promotion has a positive effect on the brand loyalty on personal care products.

2.3.4 Relationship between environmental commitment and brand loyalty on personal care products

Public's concern on environmental problems has been growing rapidly since the 1960s. Nowadays, this concern has closely become cultural constants or norms in the society. With the downsides of consumption on the environment being widely recognized, the choices for green consumption has become the mainstream (Haanpää, 2007). Sun et al. (2022) also stated that the rapid advancement in terms of economic and technological aspects is posing threats to the environment, including pollution, global warming and climate change. In order to form a harmonious coexistence between human and nature, consumption pattern can be transformed into green consumption that brings less negative impact to the environment. Consumers with environmental commitment are more likely to engage in green purchase behaviour, which is a pro-environmental actions that improve the quality of environment by making purchases that lower environment related problems caused by production and consumption that are unsustainable. There are several examples where consumers' purchase decisions are influenced by their environmental commitment. For instance, research has discovered that consumers whose environmental commitment are high have the tendency to choose to stay in green hotels and to travel in public transportation as an act to protect the environment (Sun et al., 2022). According to Sdrolia and Zarotiadis (2018), green products are products which protect the natural environment by eliminating toxic agents' usage, preventing environmental pollution, conserving resources or energy and more. Green products are manufactured, processed, and produced in methods that are eco-friendly and have minimal negative effect on the environment, like organizations that practice CEC (Corporate Environmental Commitment). Hence, it can be assumed that organizations with higher environmental commitment will lead to higher consumer brand loyalty on personal care products.

H₄ : Environmental commitment has a positive effect on the brand loyalty on personal care products.

2.4 Conclusion

In this chapter, the four independent variables which are perceived value, social value, promotion and environmental commitment together with the dependent variable of brand loyalty are discussed in detail based on the studies done by past researchers. After that, the conceptual framework that outlines the relationship between the perceived value, social value, promotion and environmental commitment with brand loyalty on personal care products are proposed, and the hypotheses are developed by explaining that relationship.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter will cover the methodology of this research project. It includes the research design, sampling design, methods of data collection and the proposed data analysis tool.

3.1 Research Design

Research design is described as a blueprint or plan developed specifically for addressing the research question and to control variance. It is the main purpose of all research to provide an answer the research question or to test out the hypotheses of the research (Dulock, 1993). Research design also refers to the overall planning for linking the conceptual research problem with the empirical research that is relevant and realizable (Asenahabi, 2019).

3.1.1 Descriptive Study

Descriptive study is used to describe the facts and characteristics of a certain population or field of interest in a systematic and accurate way. It is a research design that can accurately portray the attributes of a specific person, situation or group. It also provides a method to find out new meanings, explaining what exists, identifying how frequently something occurs or classifying information (Dulock, 1993). In this research project, descriptive study is used to uncover the aspects that will affect the brand loyalty of

consumers on personal care products. This research is conducted with the purpose of determining the relationship between the factors, which are perceived value, social value, promotion and environmental commitment, with the brand loyalty of personal care products.

3.1.2 Causal Research

Causal research is conducted to determine cause-and-effect relationships in the form of its nature and extent. This research design serves the purpose of examining the impacts of particular changes on existing norms, different processes and more. For this research project, causal research is used to identify the cause-and-effect relationship between the independent and dependent variables, in which how perceived value, social value, promotion, and environmental commitment will affect the brand loyalty of consumers on personal care products.

3.1.3 Quantitative Research

Quantitative research is described as a type of research design that explains a phenomena through gathering numerical data that are interpreted with mathematically based techniques. It can be measured accurately and precisely, and the information gathered can be categorised into groups or ranked. It is suitable for testing hypotheses as its aim is to evaluate the cause and effect relationship between variables (Ahmad et al., 2019). The factors affecting the brand loyalty of consumers towards personal care products will be studied with quantitative research method, in which survey questionnaire will be used to collect data.

3.2 Sampling Design

A sample is a portion of the population that are chosen to represent the broader population (Acharya, 2013). Sampling involves choosing certain elements from a population that contains all elements, it is a method that could help researchers to gain information needed within budget. For example, a manager that uses sampling strategy is able to obtain employees' feedback on workshop improvement from a sample of 300 employees out of 10,000 of them (Swanson & Holton, 2005).

3.2.1 Target Population

Target population is all participants who satisfy the specific requirements listed for a research study. The target population for this study is citizens in Malaysia who has the knowledge about personal care products and is a customer of at least one personal care brand. In the survey questionnaire, the respondents will be asked to select or write down the brand of personal care products they are using before answering questions related to the variables of the research. This could guarantee and increase the quality of the research.

3.2.2 Sampling Frame

The sampling frame for this research include consumers in Malaysia with purchasing power who are the customers of different personal care brands such as Nivea, Innisfree, L'Oreal and more. A certain amount of respondents participated in the research to make sure that the sampling frame is as complete as possible and the results are accurate.

3.2.3 Sampling Technique

The sampling method used in this research is non-probability sampling. Non-probability sampling is a method where not every person within the population has an equal opportunity of taking part in the research. The decision of sample selection is made based on the researcher's subjective judgement. This sampling technique requires less amount of time and effort, and are less costly as compared to probability sampling (Alvi, 2016).

There are multiple type of sampling methods under non-probability sampling, and convenience sampling is used in this study. Convenience sampling is a method which people of the target population who are included in the research satisfy specific criteria including easily accessible, availability at a particular time, geographical proximity, or the willingness to be a part of the research (Etikan, 2016). This sampling method is especially useful when the target population is established as a very wide category, for example, this research target consumers in Malaysia who are users of personal care products, which is a relatively large group of people. Convenience sampling is widely used as it is a simple method that is inexpensive and less costly to conduct (Stratton, 2021).

3.2.4 Sample Size

The sample size is the amount of participants that should be included in the research for the purpose of answering the research questions. Selecting the right amount of sample size is important, a sample that is too small of a size may fail to detect an important effect, while a sample size that is too large may result in a waste of resources (Singh & Masuku, 2014). There is a popular guideline on selecting sample size introduced by Roscoe which

stated that the sample size for behavioural research should be ranging from 30 to 500 (Luanglath, 2014). In this research, a sample size of 200 respondents is expected by collecting their responses through online questionnaire.

3.3 Data Collection Methods

Data collection is the process of obtaining, assessing, and analysing detailed understanding for research through typical validated procedures. The main goal of data collection is to secure the information-rich data that is gathered for statistical analysis and further supports is forming decisions that are data-driven. Data can be classified into two types which are primary data and secondary data. Primary data is data that is originally and freshly gathered, while secondary data refers to data that have been collected and analysed by past researchers (Mazhar, 2021).

3.3.1 Primary Data

This research uses primary data where questionnaire are distributed freely online through google form. Questionnaire is suitable for gathering information from a large amount of people or for people who are spread throughout a wide area. It is used to investigate the proposed hypotheses of the research on how the independent variables will affect the dependent variable, which in this research project is how perceived value, social value, promotion and environmental commitment will affect the brand loyalty on personal care products.

3.4 Research Instrument

The research instrument used in this study is online survey questionnaire that are distributed mainly through social media. A total of three sections and twenty-eight questions are included in the questionnaire. The demographic section contains five questions and the variable section contains twenty-three questions in which there are four questions each for perceived value, social value, promotion and environmental commitment, together with seven questions for the brand loyalty on personal care products.

3.4.1 Questionnaire Design

The questionnaire is developed in English language using Google Form. Before starting to answer the questions, the respondents are provided with the basic information about the questionnaire such as the title of the research, the purpose of the study and the statement that ensure the responses collected will be kept private.

In section A, questions regarding the demographic information are included to obtain some basic information of the respondents. Respondents are required to answer questions on their gender, age range, and monthly income. Furthermore, they are asked to state their frequency of buying personal care products and their preferred personal care brand to make sure that their responses in the subsequent sections are valid for the research.

Next, section B contains questions about the independent variables such as perceived value, social value, promotion, and environmental commitment, with four questions included in each independent variable. Lastly, section C

consists of seven questions on the dependent variable, which is the brand loyalty on personal care products. The respondents' loyalty on their chosen personal care brand are evaluated under this section. Both section B and C are developed with questions in the form of five-point Likert's scale in which respondents will select one of them based on their opinion.

3.5 Construct Measurement

3.5.1 Measurement Scale

The four types of measurement scales that used to gather data are nominal scale, ordinal scale, interval scale and ratio scale. In this research project, nominal scale and ordinal scale are used in the online questionnaire.

Firstly, nominal scale is the simplest scale of measurement where only classification could be applied and does not involve any mathematical operations (Aini et al., 2018). There are two questions in the demographic information section of the questionnaire that uses nominal scale, they are gender and preferred personal care brand.

Next, ordinal scale sorts and classifies the items based on their degree in an ordered relationship (Dalati, 2018). In this research project, ordinal scale is used by two questions under the section of demographic information, asking the respondents on their age, monthly income, and frequency of buying personal care products.

Furthermore, Likert scale is used in section B and section C regarding the independent and dependent variables of this research. The Likert scale was introduced by Rensis Likert, a sociologist who suggested a scale to measure attitudes. It measures the attitudes, perceptions and opinions of an individual or a group on various social events (Tanujaya, 2022). In the questionnaire, five-point Likert scale is used to produce numerical data from respondents' attitudes on the independent and dependent variables in which 1 stands for Strongly Disagree, 2 stands for Disagree, 3 represents Neutral, 4 represents Agree, and 5 represents Strongly Agree. The five-point Likert scale is the most widely used type of scale as it can easily translate respondents' selections into five distinct options.

3.5.2 Origin of Constructs

Table 3.1: Origin of Constructs

Variables	Sources
Perceived Value	1. (Netemeyer, Krishnan, Pullig, Wang, Yagci, Dean, Ricks & Wirth, 2004)
Social Value	1. (Unal & Aydin, 2013) 2. (Candan, Unal & Ercis, 2013)
Promotion	1. (Chan & Mansori, 2016)
Environmental Commitment	1. (Rizomyliotis, Poulis, Konstantoulaki & Giovanis, 2021)
Brand Loyalty	1. (Rizomyliotis, Poulis, Konstantoulaki & Giovanis, 2021) 2. (Chan & Mansori, 2016) 3. (Nam, Ekinci & Whyatt, 2011) 4. (Su & Chang, 2017)

Source: Developed for the research.

3.6 Pilot Test

A pilot test is a rehearsal on a smaller scale that is carried out before the main survey. The primary objectives of this test include to enhance the validity, reliability and practicability of the questionnaire. The role of pilot test is especially important when the constructs in the survey are adapted from previous studies, in which pilot test needs to be conducted to verify the reliability of various constructs and the items used to measure them (Wadood, et al., 2021). In this research, an online questionnaire is distributed to collect a total of 30 samples to carry out the pilot test. The result of the test is shown in the table below.

Table 3.2: Cronbach's Alpha Result

Variables	Cronbach's Alpha
Perceived Value	0.789
Social Value	0.912
Promotion	0.867
Environmental Commitment	0.939
Brand Loyalty	0.864

Source: Developed for the research.

Both independent and dependent variables exceed the acceptable 0.70 Cronbach's Alpha value in the pilot test. This indicates that the scale and the questionnaire are reliable and the next stage of data collection can be proceed.

3.7 Data Analysis

The 29th version of Statistical Package for Social Sciences (SPSS) for Windows software package is used in this research to analyze the data collected from the

survey questionnaire. SPSS is used to conduct complex computation of statistics, it generates extensive statistical analysis of the data collected by providing complete reporting, plotting and presentation features. This software can compute various analysis and tests, and offers reliable answers to large-scale of data.

3.7.1 Descriptive Analysis

Descriptive analysis is a technique used in objectively describing the nature and extent of sensory characteristics. It draws a general summary of the samples in a research and the data into simple quantitative measures, for instance means or percentages. It also helps to describe relationships between the variables of a study (Kaliyadan & Kulkarni, 2019). In this research project, descriptive analysis is used to explain the relationship between perceived value, social value, promotion and environmental commitment, with consumers' brand loyalty on personal care products.

3.7.2 Inferential Analysis

Inferential analysis is a data analysis method that determine the possibility that a deduction about a sample is true and apply that deduction to the population by forming interpretation about a set of data. It can also be understood that the purpose of conducting inferential analysis is to test or provide answer to the hypotheses (Salas-Parra et al., 2023). Inferential analysis is used in this research project to spot the factors that will affect brand loyalty of consumers towards personal care products, and to what extent will the factors cause an effect.

3.7.2.1 Multiple Regression Analysis

The multiple regression analysis is used to look into the association between a set of independent variables and a dependent variable. It allows researchers to estimate the variance in the dependent variable that can be explained by a set of independent variables (Plonsky & Ghanbar, 2018). The formula of this analysis is as below:

$$Y = a + b_1X_1 + b_2X_3 + \dots + b_nX_n$$

In this research project, multiple regression analysis is used to examine the relationship between the independent variables and the dependent variable, and which factor affect consumers' brand loyalty the most.

3.7.2.2 Pearson's Correlation Coefficient Analysis

Person's Correlation determines the intensity of the relationship between two variables with the value ranges from -1 to 1. The figure -1 implying a total negative correlation, 0 being zero correlation, and +1 indicating total positive correlation (Jebarathinam et al., 2020). The formula of Pearson's Correlation is stated as follows:

$$r = \frac{n(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{[n\Sigma x^2 - (\Sigma x)^2][n\Sigma y^2 - (\Sigma y)^2]}}$$

In this research, Pearson's Correlation is used to present the strength of relationship between perceived value, social value, promotion, and environmental commitment with brand loyalty.

3.8 Conclusion

In this chapter, the methodology of research is discussed, including the research design, sampling design, data collection method and more. A pilot test was done to decide whether the data collection should be proceed. Also, the methods of data analysis for this research project is explained.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

After collecting the data needed, chapter 4 will outline the result of the data with the detailed description by undergoing data analysis using the 29th version of Statistical Package for Social Sciences (SPSS). The outcomes of this chapter include descriptive analysis, which are the demographic characteristics of respondents, and inferential analyses that comprise of multiple regression analysis and correlation analysis.

4.1 Survey Distribution and Return Rate

Convenience sampling method is used to distribute the 200 questionnaires in Google Forms in which a 100% return rate or response rate is received by the end of the data collection.

4.2 Descriptive Analysis

4.2.1 Demographic Information

Under the section of demographic information in the questionnaire, there are a total of seven questions that defines the characteristics of the population.

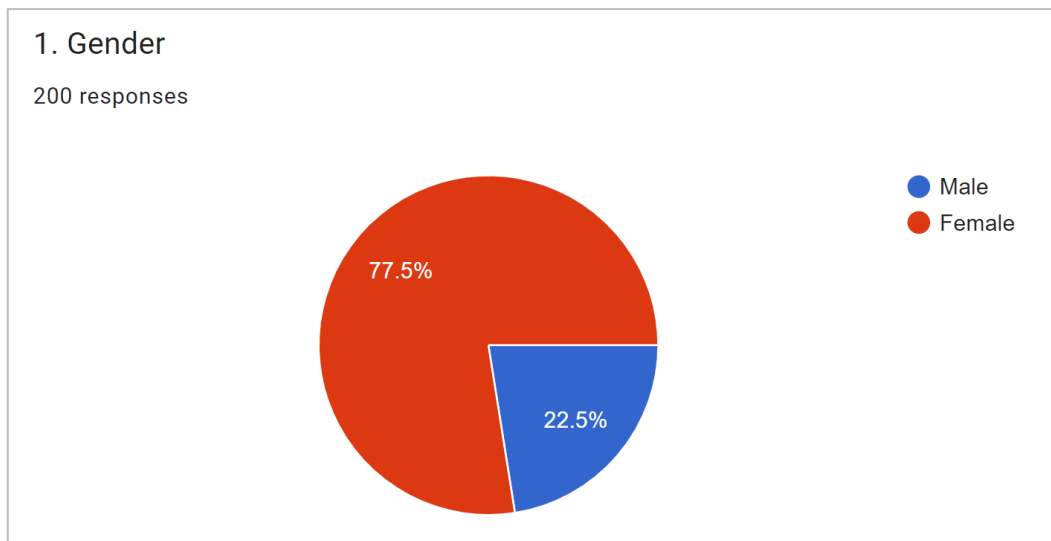
4.2.1.1 Gender

Table 4.1: Gender

	Frequency	Percent	Valid percent	Cumulative percent
Valid Male	45	22.5	22.5	22.5
Valid Female	155	77.5	77.5	100
Total	200	100	100	

Source: Developed for the research.

Figure 4.1: Gender



Source: Developed for the research.

The results of the questionnaire distribution show that there are more female respondents as compared to male respondents. Out of the 200 respondents, 155 of them are female, which accounted for 77.5% of the total respondents while another 45 of them are male which accounted for 22.5% of the total respondents.

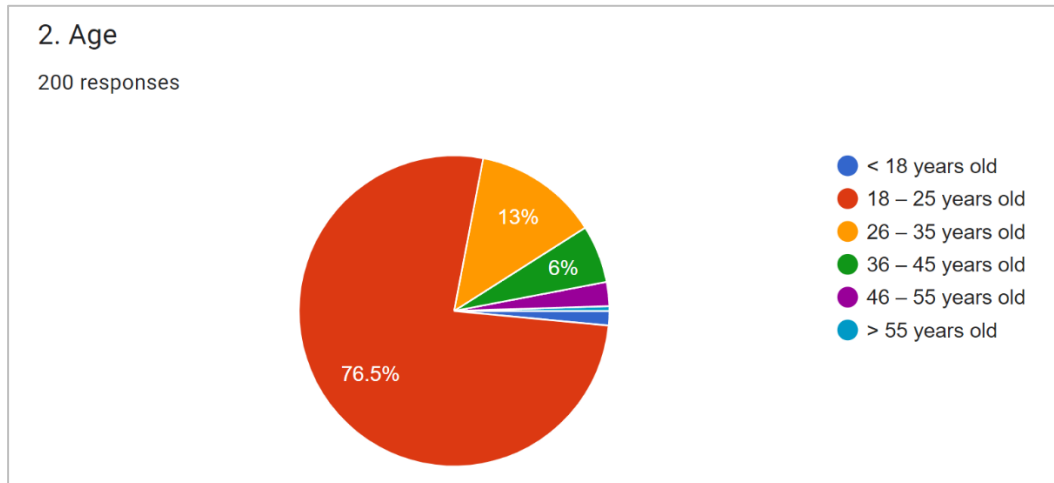
4.2.1.2 Age

Table 4.2: Age

	Frequency	Percent	Valid percent	Cumulative percent
< 18 years old	3	1.5	1.5	1.5
18 – 25 years old	153	76.5	76.5	78
26 – 35 years old	26	13	13	91
Valid 36 – 45 years old	12	6	6	97
46 – 55 years old	5	2.5	2.5	99.5
> 55 years old	1	0.5	0.5	100
Total	200	100	100	

Source: Developed for the research.

Figure 4.2: Age



Source: Developed for the research.

According to Figure 4.2, there are only 3 respondents who are under the age of 18 years old. Majority of the 200 respondents (153 participants) are from the age range of 18 to 25 years old, representing 76.5% of the total respondents. 13% of the participants are between 26 to 35 years old, 6% are from the 36 to 45 years old age group, and 2.5%, which is 5 respondents are

between 46 to 55 years old. Lastly, there is only one participant who is more than 55 years old that accounted for 0.5% of the total respondents.

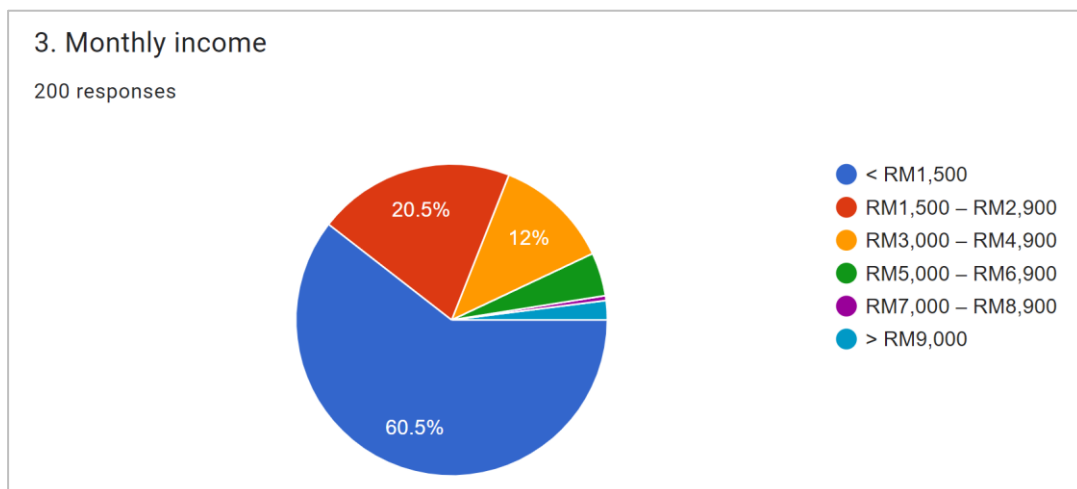
4.2.1.3 Monthly Income

Table 4.3: Monthly Income

	Frequency	Percent	Valid percent	Cumulative percent
< RM1,500	121	60.5	60.5	60.5
RM1,500 - RM2,900	41	20.5	20.5	81
RM3,000 - RM4,900	24	12	12	93
Valid RM5,000 - RM6,900	9	4.5	4.5	97.5
RM7,000 - RM8,900	1	0.5	0.5	98
> RM9,000	4	2	2	100
Total	200	100	100	

Source: Developed for the research.

Figure 4.3: Monthly Income



Source: Developed for the research.

Among the 200 respondents, 60.5% of them, which equivalent to 121 people receive less than RM1,500 as their monthly income. Next, another 41 respondents have a monthly income of between RM1,500 to RM2,900, accounting for 20.5% of the entire data collected. For the RM3,000 to RM4,900 income range, there is 12% of the total responses, which are 24 participants who fall under this range. The remaining 7% of the responses are distributed as such: 9 people (4.5%) who earn RM5,000 to RM6,900 per month, 1 participant (0.5%) who receive income between RM7,000 to RM8,900, and 4 respondents (2%) who make more than RM9,000 monthly.

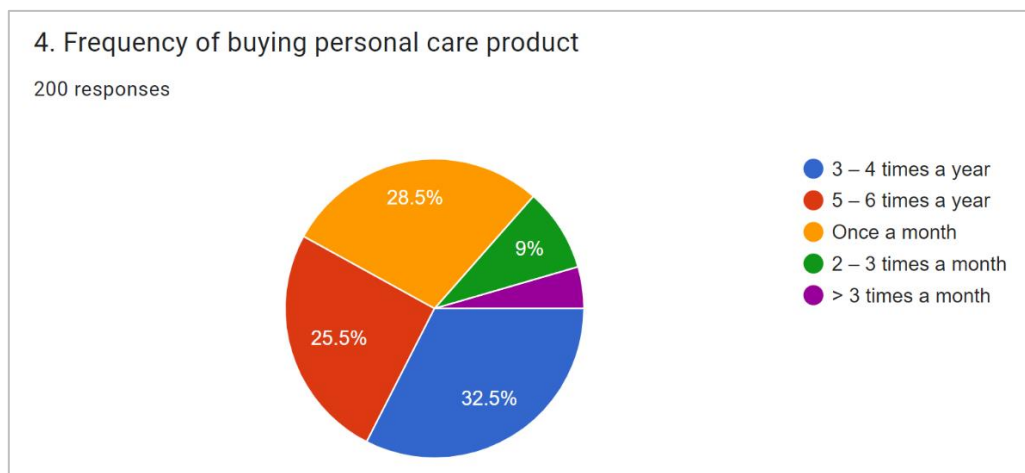
4.2.1.4 Frequency of Buying Personal Care Product

Table 4.4: Frequency of Buying Personal Care Product

	Frequency	Percent	Valid percent	Cumulative percent
Valid	3 - 4 times a year	65	32.5	32.5
	5 - 6 times a year	51	25.5	58
	Once a month	57	28.5	86.5
	2 - 3 times a month	18	9	95.5
	> 3 times a month	9	4.5	100
	Total	200	100	100

Source: Developed for the research.

Figure 4.4: Frequency of Buying Personal Care Product



Source: Developed for the research.

As shown in Table 4.4 and Figure 4.4, the most common frequency to buy personal care products is 3 to 4 times a year, which is selected by 65 respondents, representing 32.5% of the total responses collected. The second most common purchasing frequency for personal care products is once a month, answered by 28.5% namely 57 participants. Moving on, 51 out of the 200 participants (25.5%) purchase their personal care products 5 to 6 times a year, followed by 18 respondents (9%) who make their purchase 2 to 3 times a month and lastly 9 persons (4.5%) that spend on personal care products for more than 3 times in a month.

4.2.1.5 Preferred Personal Care Brand

Table 4.5: Preferred Personal Care Brand

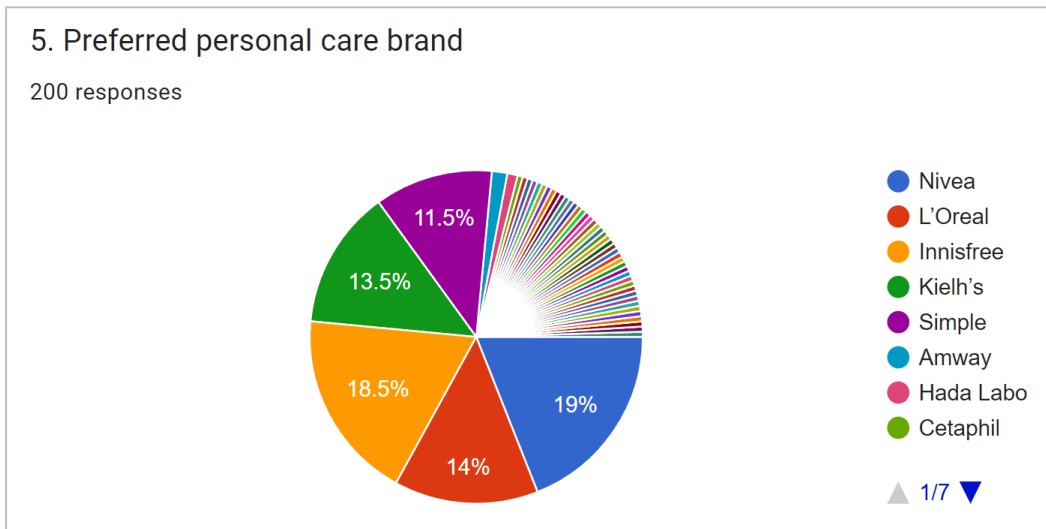
	Frequency	Percent	Valid percent	Cumulative percent
Nivea	38	19	19	19
L'Oreal	28	14	14	33
Innisfree	37	18.5	18.5	51.5
Kiehl's	27	13.5	13.5	65
Simple	23	11.5	11.5	76.5
Amway	3	1.5	1.5	78
Hada Labo	3	1.5	1.5	79.5
Cetaphil	1	0.5	0.5	80
Cosrx	1	0.5	0.5	80.5
Senka	1	0.5	0.5	81
Loccitane	1	0.5	0.5	81.5
Eversoft	1	0.5	0.5	82
Oxy	1	0.5	0.5	82.5

FACTORS AFFECTING CONSUMER BRAND LOYALTY ON PERSONAL CARE PRODUCTS

	Joi	1	0.5	0.5	83
	Clef	2	1	1	84
	Sebamed	2	1	1	85
	Laroche-Posay	3	1.5	1.5	86.5
	Korean skincare	1	0.5	0.5	87
	la nei g n	1	0.5	0.5	87.5
Valid	The face shop	1	0.5	0.5	88
	G&H	2	1	1	89
	FreePlus	1	0.5	0.5	89.5
	cosmoderm	1	0.5	0.5	90
	Follow Me	1	0.5	0.5	90.5
	Lifebuoy	1	0.5	0.5	91
	Korean brand	1	0.5	0.5	91.5
	SkII	1	0.5	0.5	92
	Skintific	2	1	1	93
	Body shop	1	0.5	0.5	93.5
	Dashing	1	0.5	0.5	94
	Produk Malaysia	1	0.5	0.5	94.5
	Isntree	1	0.5	0.5	95
	Chanel	1	0.5	0.5	95.5
	Atomy	1	0.5	0.5	96
	Cerave	2	1	1	97
	Bio Essence	2	1	1	98
	JF	1	0.5	0.5	98.5
	Multiple brand	1	0.5	0.5	99
	Klairs	1	0.5	0.5	99.5
	Avene	1	0.5	0.5	100
	Total	200	100	100	

Source: Developed for the research.

Figure 4.5: Preferred Personal Care Brand



Source: Developed for the research.

All 200 respondents have selected or jotted down their preferences on personal care brands and more than 30 different brands are listed in the responses. To begin with, 19% of the responses which equivalent to 38 participants have chosen Nivea as their preferred brand of personal care. Innisfree is the second most preferred personal care brand right after Nivea, selected by 37 respondents, accounting for 18.5% of total responses. Next, 28 participants (14%) pick L'Oreal as their preferred brand, followed by Kielh's chosen by 27 participants (13.5%), and 23 persons (11.5%) that prefer to use Simple as their personal care products. Additionally, a few brands are mentioned by 2 to 3 respondents in the questionnaire, they are Amway, Hada Labo, Laroche-Posay, Clef, Sebamed, G&H, Skintific, CeraVe, and Bio Essence. Some other favourite personal care brands stated by the participants include Chanel, Lifebuoy, Body Shop and more.

4.3 Scale Measurement

Cronbach’s Alpha reliability coefficient is used in this research project to measure the internal consistency of the questionnaire at the same time act as an indicator or benchmark of instrument quality.

4.3.1 Reliability Test

Table 4.6: Reliability Statistics

No.	Variable	Cronbach’s Alpha	Total number of items
1.	Perceived Value	0.890	4
2.	Social Value	0.911	4
3.	Promotion	0.875	4
4.	Environmental Commitment	0.938	4
5.	Brand Loyalty on Personal Care Products	0.906	7

Source: Developed for the research.

The values Cronbach’s Alpha reliability test can be interpreted as follows: excellent (> 0.9), good (> 0.8), acceptable (> 0.7), questionable (> 0.6), poor (> 0.5), and unacceptable (< 0.5) (Schrepp, 2020). As shown from table 4.6 above, all variables have exceeded the acceptable value of 0.7. The independent variables of Perceived Value and Promotion fall under the category of good value with their Cronbach’s Alpha recorded at 0.890 and 0.875. On the other hand, Social Value and Environmental Commitment, together with the dependent variable on Brand Loyalty on Personal Care Products scored an alpha value at 0.911, 0.938 and 0.906, making all constructs reliable in this research.

4.4 Inferential Analysis

4.4.1 Multiple Regression

Table 4.7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.443	.431	.55178
a. Predictors: (Constant), mean_EC, mean_PV, mean_SV, mean_P				

Source: Developed for the research.

From the table above, the R-squared value indicates in terms of proportion of variance, the extent to which the dependent variable is influenced by the independent variables (Chicco, 2021). According to table 4.7, the adjusted R-squared value of 0.431 points out that 43.1% of the variation in the dependent variable, which is brand loyalty was explained by the independent variables in the research. The remaining 56.9% of brand loyalty is represented by other independent variables.

Table 4.8: ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.159	4	11.790	38.723	<.001 ^b
	Residual	59.370	195	.304		
	Total	106.528	199			
a. Dependent Variable: mean_BL						
b. Predictors: (Constant), mean_EC, mean_PV, mean_SV, mean_P						

Source: Developed for the research.

According to table 4.8, the F-statistics is recorded at 38.723 and the p-value at <.001. The p-value of <.001 is less than the significance level of 0.05, which means that there is a relationship between at least one independent variable with the dependent variable.

Table 4.9: Coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.774	.272		2.839	.005
	mean_PV	.308	.072	.277	4.294	<.001
	mean_SV	.267	.058	.313	4.600	<.001
	mean_P	.078	.067	.081	1.165	.246
	mean_EC	.149	.059	.168	2.530	.012

a. Dependent Variable: mean_BL

Source: Developed for the research.

Under multiple regression analysis, the p-value of less than 0.05 implies that the hypothesis in a research is not rejected. Table 4.8 shows that perceived value and social value have a p-value at <0.001, promotion at 0.246, and environmental commitment at 0.012. From this data, it can be concluded that the hypotheses of perceived value, social value and environmental commitment is not rejected, whereas the hypothesis of promotion is rejected.

The beta value represents the influence on the brand loyalty on personal care products, in which higher beta value has a higher influence. According to table 4.8, social value has the highest beta value at 0.313, followed by perceived value at 0.277, environmental commitment at 0.168 and promotion at 0.081. This results indicates that social value has the greatest influence on the brand loyalty towards personal care, while promotion has the least influence.

4.4.2 Person's Correlation Analysis

Table 4.10: Correlations

		Correlations				
		mean PV	mean SV	mean P	mean EC	mean BL
mean_PV	Pearson Correlation	1	.476**	.486**	.390**	.531**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	200	200	200	200	200
mean_SV	Pearson Correlation	.476**	1	.511**	.500**	.570**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	200	200	200	200	200
mean_P	Pearson Correlation	.486**	.511**	1	.526**	.464**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	200	200	200	200	200
mean_EC	Pearson Correlation	.390**	.500**	.526**	1	.475**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	200	200	200	200	200
mean_BL	Pearson Correlation	.531**	.570**	.464**	.475**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200

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

Source: Developed for the research.

The threshold that proof a research to be significant is a p-value of less than 0.05, also known as significant level. Table 4.9 shows that the p-value is at <.001, which concludes that the correlation is statistically significant. On the other hand, the Pearson Correlation value between the independent and dependent variables are recorded as follows, where perceived value at 0.531, social value at 0.570, promotion at 0.464 and environmental commitment at 0.475. This shows that social value has the highest correlation with brand loyalty whereas promotion has the lowest correlation with brand loyalty.

4.4.3 Hypothesis Testing

Hypothesis 1:

H₁ : There is a positive relationship between perceived value and consumer brand loyalty on personal care products.

Referring to table 4.8, the p-value of perceived value is < 0.001 , which is lower than 0.05. Therefore, H₁ is not rejected. It can be concluded that perceived value has a positive relationship with brand loyalty of consumers on personal care products.

Hypothesis 2:

H₂ : There is a positive relationship between social value and consumer brand loyalty on personal care products.

Table 4.8 shows that social value has a p-value of < 0.001 , which is lower than 0.05. Thus, H₂ is not rejected. It can be concluded that consumer brand loyalty towards personal care products will be positively affected by social value.

Hypothesis 3:

H₃ : There is a positive relationship between promotion and consumer brand loyalty on personal care products.

According to table 4.8, the p-value of promotion is recorded larger than 0.05 at 0.246. Hence, H₃ is rejected. The research concludes that there is no positive relationship between promotion and consumer brand loyalty on personal care products.

Hypothesis 4:

H₄ : There is a positive relationship between environmental commitment and consumer brand loyalty on personal care products.

The results in table 4.8 shows that environmental commitment has a p-value of 0.012, which is less than 0.05. As a result, H₄ is not rejected. It can be determined that environmental commitment will positively affect consumer brand loyalty on personal care products.

4.5 Conclusion

In this chapter, the demographic data of all respondents has been analysed and summarised in tables and charts under descriptive analysis. Then, reliability test has been done for every variable where all five of them are proven to be reliable. At the same time, multiple regression analysis and correlation analysis have been carried out to discover the relationship between the variables, the test results of the hypotheses and more.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 explains the results and major findings of the research, such as the test results of the hypotheses. The chapter then discusses the implications of the result to the public, the limitations encountered in this research and the recommendations for future researchers who plans to study the same topic.

5.1 Discussions of Major Findings

The objective of this research project is to assess the relationship between perceived value, social value, promotion and environmental commitment with the brand loyalty of consumers towards personal care products. The results of hypotheses testing are summarised as below:

Table 5.1: Summary Of The Results Of Hypotheses Testing

Hypotheses	Significant Value	Supported / Rejected
H₁ : There is a positive relationship between perceived value and consumer brand loyalty on personal care products.	< 0.001	Supported
H₂ : There is a positive relationship between social value and consumer brand loyalty on personal care products.	< 0.001	Supported

H₃ : There is a positive relationship between promotion and consumer brand loyalty on personal care products.	0.246	Not Supported
H₄ : There is a positive relationship between environmental commitment and consumer brand loyalty on personal care products.	0.012	Supported

Source: Developed for the research.

5.1.1 Perceived Value

H₁: There is a positive relationship between perceived value and consumer brand loyalty on personal care products.

Based on the result of the analysis, it is discovered that perceived value will positively affect consumer brand loyalty towards personal care products. A research done by Ashraf et al. (2018) proved that perceived value has a positive effect on brand loyalty. Customers tend to be more loyal to the organizations they have gained value from than those that they do not gain any value. Purchaser gratification with the brand is one of the method to evaluate loyalty, and this purchase gratification can be measured by looking into customers' perceived value. Hence, it can be determined that perceived value has a positive and distinctive impression on brand loyalty (Ashraf et al., 2018). Besides, according to Tabaku & Kushi (2013), perceived value is considered a strategic tool that is used to attract and retain customers. It is regarded as one of the most crucial components for an organization to gain competitive advantage and an important factor of repurchase intentions. The study also stated that perceived value is the precursor of customer satisfaction, and customers' loyalty arises from customer satisfaction. Furthermore, there is also study carried out by Kitrunpaiboon and Kim (2016) confirming the positive relationship between perceived value and brand loyalty on personal care products.

5.1.2 Social Value

H₂ : There is a positive relationship between social value and consumer brand loyalty on personal care products.

The multiple regression analysis of this research finds out that there is a positive relationship between social value and brand loyalty of consumers towards personal care products. First of all, Ghanbari et al. (2017) conducted a research that proved the positive relationship between social value and brand loyalty in which social value has its impact on brand loyalty. The research points out that when consumers obtain high social value from a product or service, they will demonstrate their loyalty towards the brand by sharing positive messages and agreeing to pay higher prices. Another study carried out by Liew et al. (2017) showed that social value positively influence the relationship quality between consumers and sellers, where this relationship quality will have a notable impact on the customer loyalty. Moreover, Candan et al. (2013); and Andleeb (2016) have successfully proven the fact that social value can positively impact consumers' brand loyalty on personal care products.

5.1.3 Promotion

H₃ : There is a positive relationship between promotion and consumer brand loyalty on personal care products.

According to the result of hypotheses testing, it can be concluded that there is no positive relationship between promotion and consumer brand loyalty towards personal care products. As discussed by Mendez et al. (2015) in their research, not every promotional activity brings positive impact to

brand loyalty. To begin with, the high frequency of price promotions on a product or brand give consumers an idea that the product is of low quality. The price promotions lead consumers to mainly focus on the deals instead of the benefits or features offered by the brand. There is a well-known viewpoint about promotions in which promotions were mostly encouraging buying the deal but not the brand. This brings out the statement that the loyalty of a coupon user is on the next coupon he or she receive rather than on the brand or product. Besides, the purchasing habits of those consumers who are less committed are mostly influenced by promotions. These consumers are known as brand switchers who distinguish brands based on the promotions and eventually develop the behaviour of buying on promotions (Mendez et al., 2015). Additionally, Nagar (2009) points out that the average rate for repeat purchase after making a purchase on promotion is lower than the rate after purchasing with regular price.

5.1.4 Environmental Commitment

H₄ : There is a positive relationship between environmental commitment and consumer brand loyalty on personal care products.

The hypotheses testing reveals that the environmental commitment of an organization will positively affect consumer brand loyalty towards personal care products. According to Çavusoglu et al. (2020), a concept known as green customer loyalty has been introduced and is defined as a customer's desire to maintain a relationship with an organization that concerns the environment, and is committed to continuously repurchase or re-patronize a product in the future. The study also explains the idea of green customer satisfaction as the degree of fulfilment brought by the ability to achieve the requirements and desires of a product or service in a sustainable and environmentally friendly manner. This satisfaction is positively related to

customer loyalty as customers who are satisfied demonstrate a surge in repurchase intention (Çavusoglu et al., 2020). This proves that consumers will be loyal to organizations with high environmental commitment and the products produced by those organizations.

5.2 Implications of the Study

This research project is useful for personal care businesses or manufacturers to identify what are the aspects of a brand that contribute to the consumers' loyalty, and utilize this information to establish strategies or make improvements that will enhance their brand loyalty. Additionally, the growth of personal care market is expected to experience an upward trend in both locally and globally, making this research important for businesses to secure or expand their loyal customers that could help them survive and even outperform their competitors.

To begin with, the result of this research shows that brand loyalty on personal care products is positively influenced by perceived value. Since perceived value is known as the trade-off between benefits and costs, manufacturers should focus on increasing the benefits of a product at the same time decreasing the costs incurred to enhance the perceived value of the product. Manufacturers can increase the benefits of a personal care product by improving its packaging. Packaging can represent a brand and is an important impression to customers before deciding whether or not to buy the product. The packaging of a personal care product could be designed in a way that is visually appealing and attractive to customers with colours and textures that could represent the brand. Basic product information such as the main functions, directions, expiry dates, and ingredients used should be included on the packaging of a personal care product to introduce the product to customers. Besides, manufacturers can enhance the perceived value of personal care products by launching limited edition products from time to time, for instance collaborations with another brand or seasonal collection. These products normally

hold extra meanings, and the limited availability generate an exclusiveness on the products which will effectively boost the perceived value.

Secondly, this research concludes that social value will positively impact the brand loyalty towards personal care products. To increase the social value of a personal care product, businesses should make sure that the product or brand reflects the personality or quality consumers want to be seen by the public, especially their social group. Businesses could create a strong or unique brand identity that appeal or relate to their target audience's thoughts and values. They could communicate their brand identity by crafting messages with appropriate language and tone to reach the consumers. The overall design style and elements should incorporate the identity and symbols that associate with consumers. Also, businesses could collaborate with influencers who could best represent the brand's identity. The influencer will demonstrate the brand or product which will help the brand to attract more customers who shared the same values or beliefs.

Moving on, it is proven by the analysis that there is no positive relationship between promotion and brand loyalty on personal care products. This indicates that promotion does not contribute to the loyalty of customers towards personal care products. However, promotion is considered an inevitable part of the business process that marketers use to communicate with the target market. Therefore, marketers should conduct extensive research on their target audience to find out the type of promotion that will attract consumers' attention before designing the promotional activities according to their preferences. For starters, marketers should control the amount of promotions organized at a time as too many promotions could cause the brand or product to be regarded as low quality. Following that, marketers could implement personalized promotions that are catered to each customer. A mix of discounts, giveaways and product suggestions can be offered to influence customers' buying behaviour based on their purchasing patterns. This personalization can also help marketers to connect with customers and increase their loyalty towards the brand.

Last but not least, the research concludes that the brand loyalty on personal care products is positively affected by the environmental commitment of an organization. Manufacturers could strengthen its environmental commitment by enforcing sustainable practices throughout the manufacturing process of the personal care products. Starting with the raw materials, manufacturers could work with sustainable suppliers who produce the materials needed in an eco-friendly way. Besides, manufacturers should ensure proper disposal of waste and reduce the use of scarce resources to minimize the negative impacts on natural environment. On the other hand, manufacturers who have strong environmental commitment could demonstrate their commitment to the public by releasing official reports annually, or uploading relevant contents on social media platforms. This could help the brand to attract more customers and boost the brand loyalty of existing customers.

5.3 Limitations of the Study

Throughout the study, there are several limitations that appeared during the research progress. The first limitation of this study is time constraints. The available time for data collection is limited, resulting in a sample size of 200 collected for the research. A sample size that is not big enough may bring down the ability for a research to identify true relationships, which could cause the statistical power to decrease. Besides, the sample size might result in research findings with limited generalizability that could not accurately describe a broader group of people.

Furthermore, another limitation of this study is on the value of adjusted r square. An adjusted r square that is not high enough indicates that the independent variables may not be able to adequately explain the dependent variable, which is the brand loyalty on personal care products. Also, individuals who refer to this study may have less confidence in the results of data analysis.

In addition, some respondents who received the google form may not completely understand the questionnaire. One of the reasons that contribute to this limitation is language barriers. Since the questionnaire is created in only one language which is English, certain respondents who are not competent or struggle with English language may face problems while answering the questionnaire. Another reason is that the method of online questionnaire distribution makes it difficult for researcher to explain the doubts encountered by the respondents immediately.

5.4 Recommendations for Future Research

In order to improve the research results in the future, some recommendations are proposed for future researchers who are studying a similar topic. One of the recommendations for future research is on the time management while conducting the research. Researchers could allocate more time for the data collection process to distribute the questionnaire to more people which could significantly increase the number of respondents for the study. It is recommended that future researchers increase the sample size from 200 to 500. A larger sample size can lead to a more reliable and valid analysis result for a broad topic like brand loyalty on personal care products.

Secondly, future researchers could add more independent variables that could better explain the dependent variable, which is the brand loyalty on personal care products. Although having more variables could make the research more challenging, it allows researcher to discover the complexity that appears between the variables and develop a comprehensive knowledge about the topic. For instance, the variable of 'brand image' can be included in future research where the relationship between consumers' perception on a personal care brand and their loyalty towards the brand is examined.

Lastly, researchers who study the same topic in the future could include languages other than English, such as Mandarin and Malay while designing their questionnaire. This could further improve response rate of the questionnaire distributed as there is an increase on the amount of people who understand the questions. Having more respondents who have a good grasp on the questionnaire also increase the percentage of meaningful responses which will add to the validity and reliability of the research.

5.5 Conclusion

To sum up, this chapter presented the major findings of this research by summarizing the hypotheses testing results and supporting those results with relevant journal articles. After that, the implication of this research is listed and explained, followed by the limitations spotted during the research and the recommendations for future researchers.

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APPENDICES

Appendix A: Questionnaire

Factors Affecting Consumer Brand Loyalty on Personal Care Products

Dear respondents,

I am Ooi Xin Yi, an undergraduate student from Universiti Tunku Abdul Rahman (UTAR) pursuing a degree in Bachelor of International Business (Hons). I am currently conducting a research on "**Factors Affecting Consumer Brand Loyalty on Personal care Products**". This survey is designed for the purpose of collecting data to examine the factors that contribute to the brand loyalty of consumers towards personal care products.

This questionnaire consists of **THREE (3)** sections that should take approximately 5 – 10 minutes to complete. Please be informed that your responses will be kept **PRIVATE** and **CONFIDENTIAL**, and all the information gathered will be used solely for academic purposes. For any questions or further enquiries, please do not hesitate to contact me through email at xyooi2020@1utar.my.

Thank you for your time and participation.

* Indicates required question

Section A: Demographic Information

This section consists of FIVE (5) questions. Please read each question carefully and choose the relevant answer, each question should have only **ONE** answer.

1. 1. Gender *

Mark only one oval.

Male

Female

FACTORS AFFECTING CONSUMER BRAND LOYALTY ON PERSONAL CARE PRODUCTS

2. 2. Age *

Mark only one oval.

- < 18 years old
- 18 – 25 years old
- 26 – 35 years old
- 36 – 45 years old
- 46 – 55 years old
- > 55 years old

3. 3. Monthly income *

Mark only one oval.

- < RM1,500
- RM1,500 – RM2,900
- RM3,000 – RM4,900
- RM5,000 – RM6,900
- RM7,000 – RM8,900
- > RM9,000

4. 4. Frequency of buying personal care product *

Mark only one oval.

- 3 – 4 times a year
- 5 – 6 times a year
- Once a month
- 2 – 3 times a month
- > 3 times a month

5. 5. Preferred personal care brand *

Mark only one oval.

- Nivea
- L'Oreal
- Innisfree
- Kielh's
- Simple
- Other: _____

Section B: Factors Affecting Consumer Brand Loyalty on Personal Care Products

Please read each question carefully and choose only **ONE** option for each statement below.

1. Perceived Value *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
What I get from this personal care product is worth the cost.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compared to other brands of personal care products, this brand is a good value for the money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I am getting my money's worth when I use this personal care product brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All things considered (price, time, and effort), this brand of personal care product is a good buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Social Value *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This brand supports my image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand strengthens my social role.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand positively affects what other people think about me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to the people around to like the brand of my personal care products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Promotion *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The advertisement of this brand is attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisement of this brand convinced me to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisement can provide relevant information about the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand's point of purchase (display) is attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Environmental Commitment *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is important that my personal care brand does not harm the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider the potential environmental impact of my actions when making many of my decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My purchase habits are affected by my concern for our environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about wasting our planet's resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section C: Brand Loyalty

Please read each question carefully and choose only **ONE** option for each statement below.

Loyalty to the chosen personal care brand. *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I consider myself to be loyal to this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand would be my first choice when considering personal care products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to keep purchasing this brand of personal care product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use the current brand more than other brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will not buy other brands if this brand is available at the store.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would make positive comments about this personal care brand to family and friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will recommend this brand to someone who seeks my advice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix B: Ethical Approval Letter



UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
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Re: U/SERC/78-212/2024

13 January 2024

Dr Fitriya Binti Abdul Rahim
 Head, Department of International Business
 Faculty of Accountancy and Management
 Universiti Tunku Abdul Rahman
 Jalan Sungai Long
 Bandar Sungai Long
 43000 Kajang, Selangor

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students’ research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student’s Name	Supervisor’s Name	Approval Validity
1.	The Motivation for Purchasing Souvenirs Among the Domestic Tourists	Wan Shiuan Ling	Ms Annie Yong Ing Ing	13 January 2024 – 12 January 2025
2.	Factor Affecting Healthy Food Purchase Behaviours of Generation Z	Pe Kai Wen		
3.	Factors Affecting Customer Satisfaction Among Online Shoppers	Dion Teh Jee Wei		
4.	The Factors Influences on Customer Satisfaction and Loyalty in Business Performance	Tang Wei Ping		
5.	The Impact of Social Media Influencer on Youth Online Buying Behaviour in Klang Valley	Goh Pieh Ling	Ms Chin Wai Yin	
6.	A Study on E-commerce Factors that Influence Post-purchase Behaviour of Young Adults in Malaysia	Chan Chiew Kong	Dr Corrinne Lee Mei Jyin	
7.	Factors and Barriers to Attaining Mental Health Services	Chan Pei Xin		
8.	Factors Influencing the Customer Intention in Adopting Autonomous Vehicles (AVs)	Chye Chi Ern		
9.	Applying the Fraud Triangle Theory to Examine Fraudulent Cases from the Perspective of Working Adults	Alex Lau Chin Yeh	Dr Eaw Hooi Cheng	
10.	Examining the Influential Factors of Financial Fraud on Social Media from the Perspective of University Students	Bryan Wee Xin Jie		
11.	Factors Affecting Financial Fraud Awareness Among University Students	Liew Yoon Ler		
12.	The Impact of ChatGPT on E-commerce: The Case of Platform-based Business	Lee Siu Ying		

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No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	Adoption Rate of Digital Channel among MSMEs Entrepreneurs. (A Comparison Between Social Commerce and E-Commerce Platforms)	Law Yung Khan	Pn Ezatul Emilia Binti Muhammad Arif	13 January 2024 – 12 January 2025
14.	Factor Affecting Consumers Behavioral Intention to Share Digital Footprints on Social Media	Jenny Leong Siew Yee	Pn Farida Bhanu Binti Mohamed Yousoof	
15.	Factors Affecting the Unemployment Crisis Among Fresh Graduate in Malaysia	Lim Say Siang		
16.	The Buying Behaviour on Green Products - From A Consumer Perspective	Lim Xiao Xuan	Dr Foo Meow Yee	
17.	Factor Affecting Consumer Brand Loyalty on Personal Care Product	Ooi Xin Yi		
18.	Drivers of Employee Retention: A Case Study in Health and Beauty Industry	Tan Chi Ying		
19.	Factors of Remote Work Influencing Remote Work Productivity of Employees in Malaysia	Lee YanZheng	Ms Hooi Pik Hua @ Rae Hooi	
20.	Exploring University Students' Readiness for the Industrial Revolution 4.0: A Conceptualised Framework	Poh Joe Yee	Dr Jayamalathi a/p Jayabalan	
21.	The Role of Artificial Intelligence on the Overall Success of SMEs in the E-Commerce Sector	Low Wai Ying	Ms K Shamini a/p T Kandasamy	
22.	Understanding the Impact of Short Video Advertising on Youth Consumer Behavior	Celine Tia Hui Lin	En Khairul Anuar Bin Rusli	
23.	Influence of Corporate Social Responsibility (CSR) on Consumer Purchase Intention	Yeo Ai Ping		
24.	The Impact of Green Marketing of Food and Beverages on Consumers' Purchase Intention	Yong Xin En		
25.	Factors that Influence the Acceptance of QR Payment Among Customers in Malaysia	Lee Hai Wen	Dr Komathi a/p Munusamy	
26.	To Study the Influences of Compensation, Work Environment, Motivation on Employee Satisfaction Among Industrial Trainees	Sam Li Ixing		
27.	The Influence of Celebrity Endorsements on Consumers' Purchase Intention Toward Sports Equipment	Chong Wei Ni		
28.	Investigating the factors of online payment technology in influencing consumer purchase behavior	Chua Jun Quan		
29.	The Impact of Utilizing ChatGPT in Higher Education	Lee Zi Wei	Dr Law Kian Aun	
30.	The Effectiveness of Duolingo's AI-Powered Language Learning Platform in Improving Second Language Acquisition Among Malaysia's Tertiary Students	Oh Fang Yan		
31.	The Effects of AI Tools on Undergraduates' Academic Writing Proficiency	Ng Shi Zhe		
32.	Consumer's Coping Strategies Toward Packaging Waste in Food Delivery Service	Tan Shin Rhu	Mr Lee Yoon Heng	
33.	Securing User Trust: A Study on Social Media Privacy, Information Protection, User Education, and Platform Reliability	Lim Jing	Ms Logeswary a/p Maheswaran	
34.	User Acceptance of Neobanks in Malaysia	Tang Sze Jun	Ms Loh Yin Xia	
35.	The Interplay of Digital Financial Literacy, Capability, Autonomy in the Financial Decision-making in Today's Digital Age	Wong Zheng Wah	Dr Low Mei Peng	
36.	Effects of In-store Factors Influencing Consumer Impulse Buying Behavior in Shopping Mall	Soh Xin Jie	Dr Malathi Nair a/p G Narayana Nair	
37.	Examining the Impact of Generation Z's Attitude Towards Counterfeit Footwear in Malaysia	Lim Su Kim		
38.	Young Adults' Intention to Use Mobile Payment in Malaysia	Alvin Chow Mun Sing		
39.	Consumer Motivation to Repurchase Organic Personal Care Products	Crystal Chow Weng Yann		

FACTORS AFFECTING CONSUMER BRAND LOYALTY ON PERSONAL CARE PRODUCTS

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
40.	The Impact of Worklife Balance on Employee Performance in Private Universities in Malaysia	Yeo Jing Wen	Dr Omar Hamdan Mohammad Alkharabsheh	13 January 2024 – 12 January 2025
41.	Determinants of Student's Satisfaction on AI Usage in Education	Chang Charng Jie	Ms Puvaneswari a/p Veloo	
42.	How Artificial Intelligence (AI) is Transforming Tourism Industry	Boon Yi Jean	Pn Raja Nurul Aini Binti Raja Aziz	
43.	Factors Affecting the Consumption Pattern of Fast Fashion Products Among Generation Z	Evelyn Chow Sum Yee	Dr Sia Bee Chuan	
44.	Antecedents and Consequences of Beauty and Cosmetic Products Impulse Purchase on TikTok	Kong Chi Kei	Dr Tang Kin Leong	
45.	Examining the Antecedents of Perceived Enjoyment and Flow Experience in Impulsive Buying Behaviour: A Study from the Perspective of TikTok User	Tan Hong Qing		
46.	Understanding the Determinants of Online Hotel Booking Intentions	Sharon Lian Sin Yee	Dr Tiong Kui Ming	
47.	A Study of Eco-Conscious Consumer Behavior on Green Products	Tan Sze Ting		
48.	Brand Loyalty Among Generation Z Towards Samsung Products in Malaysia	Chey Xin Hui	Dr Yeong Wai Mun	
49.	Factors Influencing the Adoption of Touch 'n Go eWallet Among Consumers in Malaysia	Lim Si Ting		

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
Director, Institute of Postgraduate Studies and Research

Appendix C: SPSS Output

1. Reliability test

Independent Variable: Perceived Value

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.891	4

Independent Variable: Social Value

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.912	4

Independent Variable: Promotion

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.875	.876	4

Independent Variable: Environmental Commitment

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.938	.938	4

Dependent Variable: Brand Loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.910	7

2. Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
					R Square Change	F Change	df1		df2
1	.665 ^a	.443	.431	.55178	.443	38.723	4	195	<.001

a. Predictors: (Constant), mean_EC, mean_PV, mean_SV, mean_P

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.159	4	11.790	38.723	<.001 ^b
	Residual	59.370	195	.304		
	Total	106.528	199			

a. Dependent Variable: mean_BL
b. Predictors: (Constant), mean_EC, mean_PV, mean_SV, mean_P

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.774	.272		2.839	.005
	mean_PV	.308	.072	.277	4.294	<.001
	mean_SV	.267	.058	.313	4.600	<.001
	mean_P	.078	.067	.081	1.165	.246
	mean_EC	.149	.059	.168	2.530	.012

a. Dependent Variable: mean_BL

3. Pearson's Correlation Analysis

Correlation

		mean PV	mean SV	mean P	mean EC	mean BL
mean_PV	Pearson Correlation	1	.476**	.486**	.390**	.531**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	200	200	200	200	200
mean_SV	Pearson Correlation	.476**	1	.511**	.500**	.570**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	200	200	200	200	200
mean_P	Pearson Correlation	.486**	.511**	1	.526**	.464**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	200	200	200	200	200
mean_EC	Pearson Correlation	.390**	.500**	.526**	1	.475**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	200	200	200	200	200
mean_BL	Pearson Correlation	.531**	.570**	.464**	.475**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200

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