

Brand Loyalty and Perceived Value of Skincare Products among College Students' Purchase Behavior

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Abstract: The fast development of product options, technological breakthroughs, and changing trends in today's dynamic marketplace contributes to the changing needs and preferences of customers frequently. This study explored the relationship between brand loyalty, perceived value, and the purchasing behavior of college students toward skincare products in the Philippines. Data were collected from 120 purposively selected college students in Oroquieta City. Brand Loyalty, Perceived Value of Skincare Products, and College Students' Purchase Behavior were used as research instruments. Results showed a very high level of brand loyalty and perceived value among respondents, with personal needs and product benefits being the most significant drivers of purchase behavior. A significant relationship was found between both brand loyalty and perceived value with consumer purchase behavior, particularly highlighting benefit perception and repeat purchase as strong predictors. However, emotional attachment and quality perception showed limited influence on certain behavioral dimensions, suggesting that while emotional and perceived value factors play a role, functional product benefits remain central to purchasing decisions. It can be inferred that the functional product benefits and addressing personal consumer needs could drive purchase behavior effectively. While emotional attachment and quality perception contribute marginally, the core of consumer loyalty and repeat purchases lies in delivering clear, tangible value. In this vein, businesses for skincare brands may focus on tangible benefits, satisfaction, and loyalty-building strategies to effectively engage the college demographic and enhance market performance.

Keywords: Brand Loyalty, Customer Satisfaction, Perceived Value, Purchase Behavior, Tangible Benefits.

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I. INTRODUCTION

Expanding product options, technological advancements, and changing trends are the main drivers of altering consumer tastes and purchasing patterns in today's rapidly growing market. The skincare industry, in particular, has witnessed significant growth, driven by increasing consumer awareness, digital marketing strategies, and the influence of social media. With an overwhelming number of brands vying for consumer attention, businesses must focus on key factors that drive brand loyalty and perceived value to remain competitive in this highly saturated market.

Research indicates that social media marketing activities significantly influence consumer behavior in the skincare sector. Perceived value and customer experience, enhanced through social media engagement, directly impact relationship quality which also affects repurchase intentions and brand loyalty. In this vein, leveraging digital platforms is important to foster meaningful interactions with consumers (Hafidz & Tunisa, 2025).

Meanwhile, product quality also plays a crucial role in establishing brand loyalty. Product quality dimensions such as performance, features, reliability, and conformance postulate a significant relationship to brand loyalty in the cosmetic industry. This suggests that consumers are more likely to remain loyal to brands that consistently deliver high-quality products (Tutor et al., 2024).

Furthermore, the role of brand trust and consumer engagement cannot be overlooked. Consumer engagement and brand trust significantly influence brand loyalty in the skincare industry (Almagro et al., 2024). It emphasizes the need for brands to build trust and actively engage with their audience to cultivate lasting loyalty. One of the most crucial instruments for difference that a business may employ is branding, which is the primary focus of today's marketing initiatives. A strong brand may help a business project a favorable image and significantly increase the perceived value of its goods and services (Putri & Ekawati, 2017).

Brand loyalty ascertained a customer's dedication and attachment for a certain brand above rivals in a certain product

area which provided a favorable encounter, perceived worth, and emotional ties (Agnihotri, 2023). As a result, businesses must stand out from the competition and win over consumers' brand loyalty. While branding is pivotal for differentiation and fostering brand loyalty, many businesses struggle to establish a consistent and impactful brand presence due to resource limitations, market saturation, and the rapid evolution of consumer preferences (Jerab & Mabrouk, 2023). This often results in weak brand recognition, diminished emotional connections, and inability to sustain long-term customer loyalty (Parris & Guzman, 2023).

As the dynamic marketplace evolved, understanding the relationship between brand loyalty and perceived value has become increasingly crucial for businesses who seek to influence consumer purchase behavior (Yum & Kim, 2024). Brand attachment has become significant in understanding consumer behavior, particularly in the context of perceived value. It is not merely about repeat purchases but also encompasses a deeper emotional connection that consumers develop with brands (Jerab & Mabrouk, 2023). However, sustaining and fostering brand loyalty is a major issue for businesses in today's dynamic economy as it is marked by tough competition and changing consumer behaviors especially in Canada (Thanasi et al., 2024).

The global beauty market continues to demonstrate significant growth potential, driven by innovations, regional expansion, and evolving consumer preferences. McKinsey reports that the global beauty industry reached \$446 billion in 2023 and is projected to grow to \$594 billion by 2028. Skincare remains the largest category, accounting for 44% of the market, with an anticipated annual growth rate of 6%. Innovations such as neuropeptides and the integration of skin care principles into hair care ("skinification") drive this trend. In Middle East, Africa, and Asia-Pacific, the growth is particularly notable where consumer spend premium products to meet their satisfaction (Weaver et al., 2024; McKinsey, 2023).

As skincare product evolved its importance in recent times, a transformative force in the beauty industry postulate opportunities for virtual experiences and digital self-expression. Companies leveraged technologies like 3D creators and block chains to enable avatar customization and loyalty programs. This integration of digital and physical beauty is also reshaping retail and marketing strategies, aligning with consumer interest in immersive brand storytelling and innovative inclusive products to captivate the purchasing behavior of individuals (Dubey & Kroely, 2024). The industry's growth is fueled by strategic investments and mergers that focus on market expansion among untapped markets and categories, especially luxurious brands and niche offering. Its broader trend aligns consumers balancing premium spending with cost-conscious choices in the mass beauty segment which promote skin cycling segment (Weaver et al., 2024).

Skin cycling is a structured skincare regimen that rotates active ingredients and recovery periods over a set multi-day cycle to boost effectiveness and reduce skin irritation (Walters & Lane, 2020). This science-based approach alternates between treatment days using potent products like retinoids

and exfoliants and recovery days focused on hydration and barrier repair (Whited & Fitzgerald, 2023; Sahawneh, 2024). Retinoids, for instance, stimulate collagen and improve texture but can cause dryness, making recovery phases essential (Trovato, 2022). By allowing the skin to rest, this method minimizes over-exfoliation and supports barrier health. Though popular among consumers, its dermatological foundation is rooted in principles of gradual skin adaptation and barrier protection.

Skin cycling is particularly beneficial for individuals with sensitive or reactive skin. The recovery phases prioritize maintaining a healthy skin barrier by incorporating products like ceramides, hyaluronic acid, and non-comedogenic moisturizers. It does not only support hydration but also reduces the likelihood of adverse reactions to active treatments. As the practice of skin cycling continues to evolve, dermatologists emphasize customization based on individual skin types and concerns. Regular consultations with skincare professionals can ensure optimal outcomes and adaptation to any skin changes over time (Massick, 2024).

With the prevailing circumstances, the skincare industry offers a dynamic and competitive sector characterized by an extensive array of brands that offer customer choices. Usually, this facial skin care offers products that address similar consumer needs, such as hydration, anti-aging, acne treatment, and sun protection (Sarma et al., 2022). This market saturation allows consumers to explore alternatives easily, which often lead to low brand loyalty and intensifying competition among companies that strive to capture and retain customers (Felix & Rembulan, 2023). In this vein, companies prioritize differentiation through innovation and leveraged personalized skincare or creating products with breakthrough ingredients and enhanced delivery systems like time-released serums especially in South Korea and China (Akin, 2024).

In Japan, companies also build long-term loyalty that goes beyond product efficacy while fostering meaningful connections through value-added services like skincare consultations, educational content, and loyalty programs (Jensen, 2024). Consumer decisions are further influenced by product performance, affordability, accessibility, and alignment with personal values such as sustainability and natural ingredients (Ajayi et al., 2024). In Turkey, companies that thrive in this rapidly evolving industry requires a strategic focus on meeting consumer demands while fostering trust and innovation to stand out in the competitive landscape (Alhamad et al., 2023). In this vein, brand loyalty plays a vital role in consumer decision-making in the skincare industry, where trust, personal experiences, and perceived value heavily influence product choices (Seal & Bag, 2022).

Consumers with strong brand loyalty tend to remain loyal to their preferred brands, even when similar products are available at lower prices (Abdelmalek Jr, 2023). This loyalty is built on emotional and psychological connections with brands over time, particularly in the skincare market, where products are linked to personal well-being and daily self-care routines (Akanbi & Obafemi, 2024). Consumers trust those brands that deliver consistent, positive results while building trust that fosters long-term commitment (Malek & Dave, 2023).

Additionally, brand loyalty in skincare is shaped not only by the product's efficacy and safety but also by the overall brand experience, including customer service, packaging, and reputation (Jensen, 2024). In international markets, the impact of brand loyalty is even more evident, as global brands with proven track records of quality and effectiveness attained competitive edge (Sarma et al., 2022). These brands are perceived as reliable and superior, encouraging continued loyalty despite the availability of cheaper alternatives. As such, skincare brands must focus on both integrating product innovation and cultivating trust with their customers to ensure long-term success in the industry (Thanasi et al., 2024).

A study on cross-border e-commerce marketing strategies for Australian Natural Skincare Products (ANSP) in China highlights the importance of understanding consumer behavior through the use of user personas and targeted market segmentation. The value of analyzing demographic trends, brand loyalty dynamics, and emotional motivators helped in crafting tailored content marketing and strategic brand positioning (Ayu et al., 2023). These approaches enable Australian brands to effectively engage with Chinese consumers by aligning their messaging with local preferences, ultimately enhancing their competitiveness in a dynamic and fast-paced market (Jerab & Mabrouk, 2023).

However, local companies have a unique advantage in leveraging cultural distinctions and offering skincare products tailored to specific skin types and preferences popular in their markets. This ability allows local businesses to build deeper emotional connections with their customers, fostering strong brand loyalty (Keller & Lehmann, 2006). In contrast, global brands often benefit from widespread recognition and broader market reach, positioning themselves as reliable and established players (Coffie, 2020). These insights reflect the duality of market strategies where global brands must adapt to local preferences, while local brands can capitalize on cultural intimacy to thrive in competitive landscapes (Liu et al., 2021).

Skincare products are commonly used by college students, with surveys indicating high usage rates. In Korea the Faculty of Health Sciences found that 91% of students used skin care products especially among female students with a high usage rate of 97.8% (Kureh et al., 2020; Dibaba et al., 2014). These products are particularly popular among young people seeking to enhance their confidence and appearance. However, the ever-changing preferences and behaviors of consumers pose a challenge for brands, as they must adapt to meet evolving needs and expectations (Radu, 2024). Customer satisfaction and perceived value plays a crucial role in fostering brand loyalty, signifying the importance of continually aligning with consumer desires (Temitope, 2024).

Perceived value plays a significant role in shaping customer decisions and preferences. Consumers often evaluate products based on factors such as price, brand image, safety, and effectiveness (Khan et al., 2020). These elements influence customers' rational decision-making, as they seek to minimize their investment while maximizing satisfaction. Research consistently shows that higher perceived value influenced customers' purchase intentions and are willing to pay more for premium skincare products (Watkins et al., 2010). Customers tend to prefer brands they perceive better

value in terms of efficacy and quality (Nemkova, 2017). In the Philippines, the perceived value on young adults' skincare product choices revealed that efficacy and safety were prioritized over price (Lim et al., 2022). Even though consumers faced with higher initial costs, they often associate high-quality skincare with greater long-term benefits.

In the Philippine context, perceived value and customer satisfaction are key factors influencing college students' purchasing decisions, particularly when it comes to skincare products (Tanpoco et al., 2023). Filipino college become more conscious for their personal grooming and appearance. In this vein, skincare products have gained popularity as essential items for maintaining skin health and beauty (Lasco & Hardon, 2020). Young adults in the Philippines place significant importance on the efficacy and safety of skincare products, often prioritizing these aspects over price (Cruz et al., 2023). This reflects a growing awareness of the long-term benefits of skincare, as students seek products that offer not only immediate results but also enduring improvements to their skin (Hamdan, 2024).

Additionally, perceived value is closely tied to customer satisfaction, with Filipino college students recognizing the importance of balancing quality and affordability. Students are often attracted to brands that offer good value for money, and their purchasing decisions are heavily influenced by product reviews, word-of-mouth recommendations, and brand reputation. This is supported by the findings of Medina and Ramos (2019), who noted that Filipino students are willing to spend more on skincare products that they perceive as delivering superior quality, even if the price is higher than average. The emotional benefits, such as increased self-confidence and satisfaction with one's appearance, also contribute significantly to customer satisfaction in this market.

In a competitive market where various brands are vying for the attention of young consumers, brands that succeed in creating a strong emotional connection and emphasize the perceived value of their products—through efficacy, safety, and quality—are more likely to cultivate customer loyalty among Filipino college students. As such, understanding the importance of perceived value and its impact on customer satisfaction can help brands develop more effective strategies for meeting the needs of this demographic, ensuring both short-term sales and long-term loyalty.

The relationship between perceived value, brand loyalty, and customer satisfaction in the skincare industry remains an underexplored area, particularly within the Philippine market, especially among college students. While global research has examined branding and perceived value in consumer behavior (Yum & Kim, 2024; Ajayi et al., 2024), few studies focus specifically on Filipino college students and their skincare choices, despite this demographic being increasingly discerning about efficacy, safety, and product reputation. While international research highlights the importance of brand loyalty and perceived value in markets like Japan, South Korea, and Turkey (Jensen, 2024; Alhamad et al., 2023), the unique cultural, economic, and social context of the Philippines requires further study.

Previous findings suggest Filipino college students prioritize quality and long-term benefits over price (Lim et al., 2022), yet how these factors influence brand loyalty and customer satisfaction remains unclear. Moreover, while innovation and personalized experiences have been emphasized globally (Akin, 2024; Ajayi et al., 2024), the application of such strategies to local skincare brands in the Philippines is still unexplored. With evolving consumer preferences driven by social media, peer recommendations, and brand reputation, skincare companies face challenges in maintaining brand loyalty amid market saturation (Radu, 2024; Parris & Guzman, 2023). This study provides valuable contributions to multiple sectors, from business and marketing to academia and consumer advocacy. By exploring the relationship between brand loyalty and perceived value in the context of college purchase behavior, it offers actionable insights that can drive informed decision-making, foster stronger brand-consumer relationships, and enhance the overall landscape of the skincare industry. Thus, this study seeks to fill the gap by exploring how Filipino college students' perceptions of value influence their brand loyalty and purchasing decisions in the skincare sector, offering insights for developing targeted marketing strategies and improving product offerings.

II. THEORETICAL FRAMEWORK

This study was anchored on three theories, namely Attachment Theory by Bowlby (1988); the Expectancy-disconfirmation Theory by Oliver (1961); and the Theory of Reasoned Action by Fishbone and Janzen (1975).

Attachment Theory was originally proposed by John Bowlby in 1969 and later refined in 1988. It is defined attachment as a "lasting psychological connectedness between human beings." He argued that early relationships with caregivers shape individuals' emotional and social development, influencing their ability to form relationships later in life. The attachment system, which is biologically programmed, plays a crucial role in ensuring the infant's survival by motivating them to stay close to the caregiver. Later scholars expanded Attachment Theory into other areas, including marketing. For example, Mikulincer and Shaver (2007) applied it to romantic relationships, and in marketing, it was used to describe how consumers form emotional bonds with brands (Loureiro et al., 2012). Stokburger et al. (2012) defined brand attachment as the "consumer's perceived state of oneness with a brand." Thus, consumers may develop emotional attachments to brands, influencing their attitudes and behaviors, much like the bonds they form with people. This emotional connection, rooted in trust and familiarity, can lead to brand loyalty, as demonstrated by Boateng et al. (2020).

Attachment Theory is an infant's lifestyle, personality, and social interactions that are shaped by their early association with a caregiver (Ainsworth, 1969). Over the years, attachment has been utilized in many fields to comprehend and explain a variety of situations, even though it was first established to study an infant's attachment to a dominating caregiver. For instance, romantic relationships and adult relationships have been studied using attachment theory (Mikulincer and Shaver, 2007).

In this study, attachment theory asserted a concrete understanding as to how college students developed sentimental bonds with skincare companies. Students develop these attachments via consistent use and satisfying product experiences, which make the brand seem dependable and trustworthy to them. Studies such as Boateng et al. (2020) highlight how experiential value strengthens brand attachment, ultimately driving brand loyalty. Similarly, Thakur and Kaur (2016) demonstrate that emotional attachment plays a crucial role in attitudinal brand loyalty, particularly in industries where personal identity and self-expression are significant factors. Furthermore, Wijaya (2019) emphasizes the role of emotional brand attachment and customer trust in enhancing loyalty, particularly within the beauty and skincare industry. Consequently, attachment theory offers a useful framework for comprehending the relationship between perceived value and brand loyalty, which is essential for elucidating how these elements affect college students' skincare industry.

Its conceptualization also varied across and within different fields of study. Within the marketing literature, some researchers conceptualized attachment as the strong emotional ties consumers have with brands that prevent them from switching (Loureiro et al., 2012). Brand identity-based attachment is defined as 'a consumer's perceived state of oneness with a brand' (Stokburger et al., 2012). An emotional bond between a person and a brand led to bonding-based attachment. Customers use ongoing emotional bonding and identification to show how attached they are to a brand (Hinson et al., 2019).

Previous research on Examining brand loyalty from an attachment theory perspective found out the importance of attachment in building brand loyalty (Boateng et al., 2020). It has demonstrated that some elements of experiential value reinforce the creation of some elements of identity attachment and bonding-based attachment. In the Web site context, there has been evidence that the different type of relationships between a Web site and its visitors are analogous to the relationships between two individuals or consumer and a brand. It synthesizes the existing psychological and marketing theories on attachment (Jiang et al., 2008). This theory suggests that consumers form emotional attachments to brands much like the attachments they form with people can affect their attitudes and behaviors toward those brands.

Meanwhile, the Expectancy-Disconfirmation Theory (EDT) was introduced by Richard L. Oliver in 1961. It asserted a clear focus on consumer satisfaction and its relationship with expectations and actual product performance. Expectations are pre-consumption beliefs about a product or service, while performance refers to the actual experience with the product or service (Oliver, 1961). It further ascertained that the customer satisfaction or dissatisfaction resulted from a comparison between consumer expectations and actual product performance. If a product performs better than expected, this leads to positive disconfirmation and satisfaction. If the product performs worse, this leads to negative disconfirmation and dissatisfaction (Oliver, 1980).

Oliver's Expectancy-Disconfirmation Theory asserts that post-purchase satisfaction results from expectations combined with perceived performance. Positive or negative disconfirmation between performance and expectations mediates this impact. A product will result in post-purchase satisfaction if it performs better than expected (positive disconfirmation). The customer is likely to be unhappy if a product does not live up to expectations (negative disconfirmation) (Chakravartty, 2018). Expectations are shaped by individual experiences and environmental knowledge while accounting for the viability of practices based on expectancy theory. Perceived performance is an assessment of performance that is based on objective analysis rather than subjective feelings.

There are three (3) types of expectation disconfirmation: i) Positive disconfirmation: Takes place when performance is viewed as exceeding expectations. ii) Confirmation: Takes place when performance is viewed as meeting expectations. iii) Negative disconfirmation: This happens when performance is viewed as falling short of expectations. Clients are more likely to be satisfied if the service performance matches or is beyond their expectations (Anyadighibe, 2014).

Additionally, three market segments were used to evaluate this notion. The findings demonstrated that overall destination satisfaction was largely predicted by confirmations and disconfirmations. When the tourist population was separated into market segments according to the purpose of their trip, the predictive power of these models was found to be very strong (Pizam et al., 1993). According to "EDT," this theory can assess the caliber of information and services offered by B2C e-commerce from the perspective of the client (Elkhanie et al., 2012). This framework provides critical insights into how perceived value can drive brand loyalty, emphasizing that consumer satisfaction arises when actual performance meets or exceeds pre-purchase expectations (Ranjan & Read, 2016).

Lastly, the Theory of Reasoned Action (TRA) was proposed by Martin Fishbein and Icek Ajzen in 1975. This theory aims to explain the relationship between attitudes, intentions, and behaviors. Fishbein and Ajzen (1975) suggested that human behavior is driven by behavioral intentions, which are determined by two primary factors: attitude toward the behavior and subjective norm. Attitude refers to the individual's evaluation of performing a behavior (i.e., whether they believe using a product or service is good or bad). Subjective norm refers to the perceived social pressure to perform or not perform the behavior, based on the influence of others (such as family, friends, or colleagues).

Theory of Reasoned Action (Fishbone & Janze, 1975) is a psychological model that explains the relationship between attitudes, intentions, and behaviors. An individual's behavior is influenced by their behavioral intention, which is determined by two key factors: attitudes toward the behavior and subjective norms. Attitude toward the behavior refers to the individual's positive or negative evaluation of performing a behavior, such as believing that using skincare products will improve their appearance. Subjective norm refers to the perceived social pressure or influence from others, such as family or friends, on whether the individual should perform the behavior.

The theory also assumes that individuals engage in rational decision-making, considering potential outcomes and social influence before acting. Therefore, a person's intention to engage in a behavior is the most immediate predictor of whether they will carry it out (Mimiaga et al., 2009). TRA suggests that consumers' intentions to purchase or remain loyal to a brand are influenced by their attitudes toward the brand and subjective norms (social pressures). These, in turn, shape their behavior toward a product or service, such as continued loyalty or repeated purchases.

The theoretical basis of the research offers thorough insights into perceived value, brand loyalty, and their influence on college students buying behavior for skin care products. The psychological and emotional bond that customers have with companies is established by attachment theory, and it is essential for building loyalty. Students form attachments like interpersonal relationships by recognizing skincare companies as trustworthy and emotionally fulfilling, which influences their purchasing decisions.

In relation to this study, attachment theory aids in understanding how college students develop sentimental bonds with skincare brands. Students develop these attachments through consistent use and satisfying product experiences, which make the brand seem dependable and trustworthy to them. For instance, Boateng et al. (2020) found that experiential value reinforces customer attachment, ultimately driving brand loyalty. Similarly, Bidmon (2017) demonstrated that attachment styles influence the brand attachment-brand trust and brand loyalty chain in adolescents, highlighting the role of emotional bonds in fostering loyalty.

Consequently, attachment theory offers a useful framework for comprehending the relationship between perceived value and brand loyalty, which is essential for elucidating how these elements affect college students' purchasing behaviors in the skincare industry. Expectancy-disconfirmation theory further explains how college students' satisfaction with skincare products is influenced by the gap between their expectations and the actual performance of the products. When skincare products meet or exceed expectations, perceived value increases, leading to greater satisfaction and brand loyalty. Conversely, unmet expectations can result in dissatisfaction and weaken brand loyalty. For example, research by Dui et al. (2024) indicates that past experiences and electronic word-of-mouth significantly impact purchase intentions toward green skincare products, aligning with the principles of expectancy-disconfirmation theory.

The theory of reasoned action suggests that an individual's behavioral intentions are shaped by their attitudes and subjective norms. In the context of skincare products, college students' purchase intentions are influenced by their attitudes toward the brand and the perceived social pressure to use certain products. Positive attitudes and supportive social norms can enhance purchase intentions, thereby strengthening brand loyalty. For instance, a study on university students' brand loyalty toward foreign beauty and skincare products found that perceived quality and emotional value positively influence brand loyalty, highlighting the importance of attitudes in purchase decisions.

In an integrated manner, these theories provide a robust framework for analyzing how perceived value and brand loyalty interact. Attachment Theory elucidates the emotional bonds, EDT demonstrates the impact of satisfaction on these relationships, and TRA explains the translation of attitudes and norms into actionable loyalty and purchasing behaviors. Together, they offer valuable insights for understanding and improving marketing strategies within the skincare industry, especially for the college demographic.

III. CONCEPTUAL FRAMEWORK

The conceptual framework for this study establishes the connections between brand loyalty, perceived value, and consumer purchasing behavior, as shown in figure 1. A consumer's biased behavior response for one or more alternative brands is known as brand loyalty within a certain group of brands, which endures throughout time. This phenomenon illustrates the degree of dedication and the sentimental attachment a customer has to a certain brand (Huie et al., 2015).

In the context of relationship marketing, **brand loyalty** is a key indicator of how strongly a company is connected to its customers (Martensen, 2007). It is the degree of consumer attachment and commitment to a particular brand, often resulting in repeat purchases, positive brand-related behaviors, and long-term engagement. Brand affinity is not only about consistently buying from a brand but also about the emotional, psychological, and social connection a consumer forms with it (Mostafa & Kasamani, 2021). It is a critical factor in ensuring the sustained success of a brand, as loyal customers contribute to customer retention, market stability, and the ability to command premium pricing. Brands with high loyalty enjoy stronger customer advocacy and lower churn rates, making brand loyalty essential for building long-term market dominance (Loh et al., 2021).

Brand loyalty is influenced by several key constructs that reflect the depth of the consumer's relationship with the brand (Ghorbanzadeh & Rahehagh, 2020). *Emotional Attachment* represents the strong emotional bond consumers form with a brand, which often transcends rational considerations such as price or product performance (Närvänen et al., 2020). This attachment is rooted in trust, affection, and a sense of belonging, and it plays a pivotal role in fostering brand loyalty. When consumers feel a connection to a brand on a deeper emotional level, they are more likely to continue purchasing from that brand, even when faced with competing alternatives (Shahid et al., 2022). Emotional attachment is shaped by factors like personal experiences, the alignment of brand values with the consumer's own, and the positive emotions that arise from brand interactions, such as joy, nostalgia, or a sense of identity (Cardoso et al., 2022).

Brand Advocacy takes brand loyalty a step further by describing consumers who actively promote and recommend a brand to others. Advocates are typically loyal customers who have developed a strong emotional attachment to the brand and are motivated by pride in their association with it (Cachero & Vazquez, 2021). These consumers share their experiences through word-of-mouth, social media posts, reviews, or other forms of communication, often influencing others to try or

switch to the brand (Atulkar, 2020). Brand advocates play a significant role in the growth of a brand, as their genuine enthusiasm and positive word-of-mouth can lead to the acquisition of new customers. Advocacy reflects the deep trust and pride that consumers feel toward the brand, and it reinforces their own loyalty while expanding the brand's reach (Özer et al., 2022).

Repeat Purchases are a tangible expression of brand loyalty which indicates the frequency wherein consumers return to purchase from the same brand over time. Repeat purchases are driven by factors such as satisfaction with product quality, consistency in performance, and the perceived value a brand offers. When customers experience positive outcomes whether through superior product quality, exceptional customer service, or a sense of personal identity with the brand they are more likely to repeatedly choose the brand over alternatives. Repeat purchases also suggest that the brand has successfully met or exceeded consumer expectations over time, reinforcing the cycle of loyalty. This construct is an important metric for brands to track, as it directly correlates with customer retention, profitability, and long-term success.

Brand affinity extends beyond mere purchase behavior to encompass emotional connections, advocacy, and consistent repurchasing patterns. By understanding and nurturing these constructs, brands can cultivate a dedicated customer base, increase their market share, and ensure lasting success in an increasingly competitive marketplace.

Research indicates a strong relationship between social media marketing activities and brand loyalty could influence the positive buying behavior of customers for a brand. It highlights that effective social media strategies can enhance brand awareness and brand image, both of which significantly influence brand loyalty that could also influence customers' buying behavior (Bilgin, 2018). The interconnectedness of these elements suggests that brands can cultivate loyalty by positive consumer perceptions.

Meanwhile, **Perceived Value** refers to the consumer's evaluation of a product or service's overall worth based on the comparison of the benefits they receive against the costs they incur. This subjective assessment is shaped by individual experiences, expectations, and preferences, and plays a crucial role in influencing consumer behavior, including brand loyalty, repurchase intentions, and customer satisfaction. The greater the value a consumer perceives, the more likely they are to remain loyal to the brand, recommend it to others, and continue purchasing. Kusumawati et. al., (2020) emphasized that perceived product value has a strong positive relationship with customer satisfaction and brand loyalty, particularly in personal care products. Skincare consumers often associate higher value with well-known brands, scientifically-backed ingredients, and aesthetically pleasing packaging. Key constructs that drive perceived value include *Customer Satisfaction*, *Quality Perception*, and *Benefit Perception*.

Customer Satisfaction reflects how content a consumer is with their purchase, with satisfaction arising when a product or service meets or exceeds expectations. This satisfaction, influenced by product performance, service quality, and emotional experience, often leads to repeat purchases and

brand loyalty. *Quality Perception* refers to the consumer's assessment of a product's quality, which includes factors like durability, performance, and reliability. Higher perceived quality typically enhances perceived value, as consumers feel they are receiving more for the price which also postulates a significant influence toward their buying behavior.

Finally, *Benefit Perception* involves the consumer's belief in the advantages they will gain from a product, such as convenience or health benefits. If the benefits align with or surpass expectations, consumers perceive higher value, which can lead to increased satisfaction, loyalty and customer's actual buying behavior. Perceived value is a multifaceted measure of a product's worth, shaped by customer satisfaction, quality perception, and benefit perception, all of which directly influence purchasing decisions and long-term consumer relationships.

Furthermore, **consumer purchase behavior** is a multifaceted phenomenon influenced by various factors, among which perceived value plays a crucial role which is considered as the dependent variable of the study. Customers are more likely to show brand loyalty when they believe that traditionally non-green items, such cars, have ecological advantages. This result implies that perceived value encompasses more extensive environmental factors in addition to immediate practical and financial advantages. Marketers are urged to highlight ecological factors to increase perceived value and cultivate loyalty as customers increasingly include these factors in their purchasing decisions (Koller et al., 2011). *Price Sensitivity, Social Influence, Personal Needs, and Product Benefit* are important factors that influence customer purchasing decisions.

Price Sensitivity have a major impact on how consumers' purchasing decisions are influenced by changes in price. It determines whether a customer is willing to pay more for a product or if they switch to a more affordable alternative. *Social influence* plays a crucial role in shaping consumer purchasing behavior, particularly through social media. Research highlights how digital platforms like Facebook, Instagram, and TikTok impact consumer decisions by offering user-generated content, peer recommendations, and influencer marketing. Social media has emerged as a powerful tool for shaping consumer perceptions and behaviors. For instance, the presence of influencer endorsements and user reviews significantly boosts consumer trust and engagement, leading to increased brand awareness and sales (Autio, 2020). *Personal needs* play a significant role in shaping consumer purchasing behavior, as individuals often make purchases based on internal motivations that go beyond the functional attributes of a product.

Moreover, *product benefit* is a fundamental driver in consumer purchasing behavior, as consumers seek products that fulfill their specific needs or desires. The perceived benefits of a product, such as functional, emotional, or social benefits, influence the decision-making process. Functional benefits refer to the practical value a product provides, such as improved performance or convenience, while emotional benefits address how a product makes consumers feel—whether it's a sense of security, pleasure, or prestige (Engel et al., 2015).

Meanwhile, consumer purchase behavior examines people's emotional, cognitive, and behavioral responses when they select, utilize, and discard goods and services. Businesses attempting to plan effective marketing strategies that influence consumers' decision-making processes must have a solid understanding of customer behavior (Radu, 2023). The business models of consumer services companies are heavily influenced by the purchasing habits of their customers. In particular, a novelty-centered business model design is more likely to be inspired by changes in the customers' buy item, purpose, and timeframe, whereas an efficiency-centered one is more likely to be inspired by changes in the consumers' purchase technique (Tao et al., 2022.)

Customers' dedication to emotional attachment, brand advocacy, and repeat business is known as brand loyalty, whereas perceived value reflects their level of contentment, assessment of a product's quality, and advantages. Several research have demonstrated the direct relationship between perceived value and brand loyalty, indicating that customers are more likely to stick with a brand when they believe it to be valuable (Khan et al., 2020; Zhang et al., 2021).

The relationship between perceived value, brand loyalty, and consumer purchasing behavior is a critical area of research in understanding consumer decision-making. The term perceived value describes how a customer assesses a good or service by balancing its advantages against its costs or effort. In general, a greater perceived value results in more satisfaction and trust—two factors that are crucial for fostering brand loyalty. Customers who think a brand is valued are more inclined to buy from it again in the future, which strengthens the brand's position in the market and starts a cycle of loyalty (Molinillo et al., 2021; Garciola et al., 2010).

The perceived value affects brand affinity is greatly influenced by demographic characteristics. Customers' views of value might differ depending on their age, income, and educational background, which can also affect how they relate to companies. According to Ballester and Palazon (2013), younger customers may place greater importance on brand experiences or social value, whereas older consumers may be more concerned with utilitarian advantages. This suggests that not all demographic groups may have the same relationship between perceived value and brand loyalty.

Additionally, a consumer's perception of a brand's worth can be influenced by brand loyalty itself. Since they have a strong emotional bond with the brand and have faith in its dependability and quality, loyal customers are more inclined to think highly of its items. Their dedication is reinforced by this feedback loop, which also raises the possibility of ongoing business. According to studies, devoted consumers are more likely to think that goods from companies they trust are of greater quality, which strengthens their bond and influences their subsequent purchases (Iglesias et al., 2019). This dynamic adds complexity to the variables influencing consumer behavior by implying that the link between perceived value and brand loyalty is not just unidirectional but may also be reciprocal.

Collectively, understanding the interconnectedness of these variables is essential for developing marketing

strategies. The influence of perceived value on brand loyalty, as well as the impact of loyalty on value perception, shapes consumer behavior in profound ways. These insights help businesses understand how to strengthen their brand position and better meet the needs of diverse consumer segments.

➤ *Statement of the Problem*

This study explored the significant relationship between college students' perceived brand loyalty and perceived value for skin care products and consumer purchase behavior in Oroquieta City. Specifically, this study sought to answer the following research questions:

- What is the respondents' level of brand loyalty in terms of emotional attachment, brand advocacy and repeat purchases?
- What is the respondents' level of perceived value for skincare products in terms customer satisfaction, quality perception and benefit perception?
- What is the level of consumer purchase behavior of skincare products in terms of price sensitivity, social influence, personal needs and product benefit?
- Is there a significant relationship between brand loyalty of skin care products and consumer purchase behavior?
- Is there a significant relationship between perceived value of skin care products and consumer purchase behavior?
- What are the predictors of the respondents' purchase behavior?

➤ *Null Hypotheses*

- H01: There is no significant relationship between the respondents' brand loyalty and purchase behavior.
- H02: There is no significant relationship between perceived value of skincare products and the respondents' purchased behavior.
- H03: Brand loyalty and perceived value of skincare products are not predictors of respondents' purchase behavior.

IV. METHODOLOGY

This study employed a quantitative descriptive-correlational design to examine the relationship between brand loyalty, perceived value, and consumer buying behavior toward skincare products. The researchers gathered 120 purposively selected college students aged 18 to 25 from three higher education institutions in Oroquieta City. Data were collected using validated and pilot-tested researcher-made Likert-scale questionnaires focused on brand affinity, perceived value, and buying behavior. Ethical approval was secured from the MU Research Ethics Committee, with informed consent obtained from all respondents, ensuring voluntary participation and confidentiality. Data were gathered face-to-face and analyzed using mean, standard deviation, and Pearson correlation to determine levels and relationships among variables.

V. RESULTS AND DISCUSSION

Table 1 shows the level of Brand Loyalty as perceived by college students for skin care products. The overall result is

rated as very high ($M=3.28$; $SD = 0.0451$). The finding revealed that students tend to develop strong and consistent preferences for certain brands that made them patronize the same products over time. Such loyalty is not only reflected in their repeated purchasing behavior but also in their willingness to recommend these products to their peers. Many college students demonstrate a high degree of trust and satisfaction with their chosen skincare brands, which encourages both personal commitment and active promotion through word-of-mouth. Although emotional attachment is slightly less emphasized compared to other loyalty indicators, it remains a significant factor in influencing student choices. The brand loyalty among college students for skin care products is driven by a combination of positive brand experiences, product effectiveness, and social influence which made them a valuable market segment for skincare companies seeking long-term consumer relationships.

Looking at the specific constructs that make up brand loyalty, repeat purchases scored the highest rating ($M=3.33$; $SD = 0.3389$) which is also interpreted as very high. The finding revealed that college students are not only familiar with their preferred skincare products but also place substantial trust in the brands they consistently use. From the students' perspective, choosing to repurchase the same skincare products over time indicates a belief that these products effectively meet their personal skincare needs whether it is for acne control, skin hydration, sun protection, or overall skin health. The students repeat purchase behavior associate these skincare brands with reliability, quality, and favorable results. It also implies that many of them have likely gone through a process of trial and error before settling on a brand they consider compatible with their skin type, budget, and aesthetic values. Once that trust is established, the brand becomes a routine part of their lifestyle and self-care habits.

For college students, skincare is more than just a routine. It is often linked to self-confidence, social image, and personal hygiene. In this vein, they continue to purchase the same brand that can be seen to maintain consistency in their appearance and overall well-being. This behavioral pattern shows that loyalty is not formed overnight but rather develops over time as college students build positive experiences with products they perceive as effective and worth the investment. The high repeat purchase behavior reflects how students infer dependability, personal suitability, and perceived value in skincare brands. It highlights the importance of first impressions and consistent product performance in nurturing long-term customer relationships within the college demographic.

Meanwhile, brand advocacy follows closely ($M=3.28$; $SD = 0.3706$) which also indicates a very high rating. It asserted that college students are not only satisfied with the skincare brands they use but are also confident enough in these products to recommend them to others. Their willingness to share positive experiences—whether through casual conversations, social media posts, or peer suggestions—shows that they are actively engaged with the brands they trust. In effect, many students take on the role of informal brand ambassadors, promoting their chosen skincare products within their social circles or even making positive word of mouth or referrals. Additionally, college students do not merely

repurchase products for personal use, but also feel a sense of pride and assurance in endorsing them. Their personal conviction serves as an indication that the product has delivered visible, satisfying results. In this vein, college students are usually influenced by their peers which significantly shape consumption habits and advocates of the brands that they use.

On the other hand, emotional attachment has a slightly lower result ($M=3.24$; $SD = 0.3675$) which is interpreted as high. While the level of emotional attachment among college students toward skincare brands remains strong, the findings suggest that this connection is not as intense or deeply rooted as their behaviors of repeat purchasing and brand advocacy. In other words, while students appreciate and trust the brands they use, their loyalty may be driven more by product effectiveness, satisfaction, and peer influence rather than a deep emotional bond with the brand itself. Many students are likely to stay loyal as long as the product continues to meet their expectations. But they may not necessarily feel a personal or sentimental connection to the brand's identity, story, or values. Emotional attachment often involves more than just satisfaction; it includes feelings of belonging, alignment with brand values, and a sense of brand as part of one's identity. The slightly lower intensity of this factor implies that for college students, skincare choices are often practical and results-oriented rather than emotionally driven.

As the influenced of macro influences for skin care products increase in the landscape of social media presence, college students still explore the phase of their consumer journey. They test different skin care products, adapt to changing skin needs, or respond impulsively to different trends. As such, their brand relationships might not yet be strong enough to form lasting emotional bonds. Additionally, their loyalty may depend more on functionality, affordability, and social proof rather than emotional resonance with the brand.

The findings of the study corroborate with pieces of literature, the brand loyalty among consumer's particularly young adults such as college students is deeply rooted in emotional and psychological factors (Lu et al., 2020). Brand loyalty is influenced by several key constructs that reflect the depth of the consumer's relationship with the brand (Ghorbanzadeh & Rahehagh, 2020). Emotional Attachment represents the strong emotional bond consumer's form with a brand, which often transcends rational considerations such as price or product performance (Närvänen et al., 2020). This attachment is rooted in trust, affection, and a sense of belonging, and it plays a pivotal role in fostering brand loyalty.

When consumers feel a connection to a brand on a deeper emotional level, they are more likely to continue purchasing from that brand, even when faced with competing alternatives (Shahid et al., 2022). Emotional attachment is shaped by factors like personal experiences, the alignment of brand values with the consumer's own, and the positive emotions that arise from brand interactions, such as joy, nostalgia, or a sense of identity (Cardoso et al., 2022).

Brand Advocacy takes brand loyalty a step further by describing consumers who actively promote and recommend a brand to others. Advocates are typically loyal customers who have developed a strong emotional attachment to the brand and are motivated by pride in their association with it (Cachero & Vazquez, 2021). These consumers share their experiences through word-of-mouth, social media posts, reviews, or other forms of communication, often influencing others to try or switch to the brand (Atulkar, 2020). Brand advocates play a significant role in the growth of a brand, as their genuine enthusiasm and positive word-of-mouth can lead to the acquisition of new customers. Advocacy reflects the deep trust and pride that consumers feel toward the brand, and it reinforces their own loyalty while expanding the brand's reach (Özer et al., 2022). When customers experience positive outcomes—whether through superior product quality, exceptional customer service, or a sense of personal identity with the brand—they are more likely to repeatedly choose the brand over alternatives.

Thus, it can be inferred that brand loyalty among college students toward skincare products is remarkably strong. It is primarily driven by consistent product satisfaction, trust, and positive peer influence. Students frequently repurchase the same brands as it reflects their clear preference for products that reliably meet their skincare needs and align with their routines and self-image. Additionally, their willingness to recommend these brands to others underscores their confidence in the product's effectiveness, with many acting as informal advocates within their social circles. While students value the brands they use, their loyalty is grounded more in practical experiences and social reinforcement than in deep emotional connection. In this vein, skincare companies that target this demographic may prioritize delivering consistent results, maintaining strong peer-based engagement strategies, and building brand trust to sustain and grow consumer loyalty in the long term by making an affiliate marketing activities among macro influencers.

➤ *Level of Brand Loyalty as Perceived by College Students*

Table 1 Level of Brand Loyalty as Perceived by College Students for Skin Care Products

Construct	WM	StDev	I
Emotional Attachment	3.24	0.3675	H
Brand Advocacy	3.28	0.3706	VH
Repeat Purchases	3.33	0.3389	VH
Overall Weighted Mean	3.28	0.0451	VH

Legend: 3.25-4.00 – Very High (VH); 2.50-3.24 – High (H); 1.750-2.49 -Low (L); 1.00-1.74 Very Low (VL)

➤ *Level of Perceived Value for Skin Care Products as Perceived by College Students*

Table 2 shows the Level of Perceived Value for Skin Care Products as perceived by college students. The overall weighted mean result is very high ($M=3.30$; $SD=0.0721$). The finding revealed that students generally consider these products highly valuable. This perception means that students not only see skincare as part of their daily self-care routine but also as a worthwhile investment in maintaining or improving their skin's condition. They associate the skincare brands they use with tangible, positive results, which strengthens their trust and reliance on these products, this suggest that students see a significant value in the skincare products they use.

Among the constructs, Benefit Perception received the highest rating ($M=3.38$; $SD=0.3410$). It revealed that college students believe that the skincare products they use are genuinely effective in delivering the results they expect. These benefits may include clearer skin, better hydration, protection from sun damage, or a general improvement in appearance. For many students, these results are more than cosmetic—they affect their self-esteem, social confidence, and sense of well-being. Because they notice real improvements, they are more motivated to continue using the same products and are less likely to switch to unfamiliar brands. This sense of benefit contributes heavily to their decision-making and plays a central role in shaping their brand preferences.

Customer Satisfaction also ranked very high ($M=3.28$; $SD=0.3081$). The findings revealed that college students exhibit a comprehensive and strong sense of satisfaction with their skincare experiences, which plays a critical role in shaping their perception of product value. This satisfaction is not limited to a superficial preference but stems from a multidimensional appreciation of the products they use. Students reported being pleased not only with the outcomes the skincare products deliver but also with key aspects such as the product's packaging, scent, affordability, ease of use, and accessibility in the market. These elements contribute to an overall positive user experience, reinforcing their trust and loyalty toward the brand.

Moreover, students expressed confidence in the efficacy of the skincare products in addressing specific skin concerns such as acne, dryness, oiliness, or uneven skin tone. They believe that the brands they regularly use offer formulations that are safe, dermatologically tested, and crafted with high-quality ingredients, which contributes to the perceived reliability of the product. Because these skincare products consistently meet their expectations, students are more inclined to repurchase them and integrate them into their daily routines. This dependable performance fosters brand attachment, encouraging repeat usage and strengthening long-term consumer relationships. The high levels of customer satisfaction among college students are built on a foundation of both functional effectiveness and an overall gratifying user experience.

On the other hand, Quality Perception was rated slightly lower, though still high ($M=3.24$; $SD=0.3019$). The finding revealed that though still important, is seen as slightly less dominant in influencing student loyalty. Students do acknowledge the overall quality of their skincare products—such as texture, ingredients, and packaging—but this factor is often judged in combination with the actual outcomes they experience. In other words, a product may be perceived as high quality, but if it does not deliver noticeable benefits, it may not be enough to secure long-term loyalty. For many students, the effectiveness and satisfaction derived from the product outweighs mere perceptions of quality.

The findings of the study corroborate with relevant pieces of literature emphasizing that perceived value has a critical role in shaping consumer behavior, particularly among younger demographics engaged in the skincare market. The perceived quality, emotional satisfaction, and functional benefit (Kusumawati & Sri Rahayu, 2020). When product meets what it promises, it gives the customers the overall satisfaction it brings and lead them to evaluate whether a brand is worth their trust and repeated patronage (Abdulsalam & Tajudeen, 2024).

Expanding this view, Sax and Gewertz (2020) argue that Generation Z and millennial consumers are particularly value-driven in their skincare choices. Their decisions are shaped not only by the product's effectiveness but also by emotional and ethical dimensions, such as how a brand makes them feel and whether it aligns with their social values (Tykki, 2021). This observation adds depth to the interpretation of customer satisfaction, suggesting that satisfaction stems not just from product performance but also from emotional resonance and brand alignment with personal beliefs—factors increasingly important to today's college students (Husain et al., 2022).

Furthermore, Zhang et al. (2022) highlight the role of perceived quality in fostering brand trust, which underpins long-term customer loyalty. While quality perception ranked slightly lower compared to benefit and satisfaction in the present study, it remains a crucial contributor to the overall perceived value of skincare products (Ayu et al., 2023). This supports the notion that today's youth market does not view value through a single lens but rather considers a combination of practical, emotional, and social elements. Taken together, the literature and current findings confirm that perceived value among college students is a multidimensional construct—deeply rooted in product benefits, user experience, emotional fulfillment, and brand integrity—all of which influence both immediate purchasing behavior and the potential for enduring brand loyalty.

These results imply that college students form brand loyalty when they perceive skincare products as beneficial and satisfying. Even if emotional attachment is not always strong, the value they place on product performance and outcomes leads to continued patronage and brand advocacy. For skincare companies, focusing on delivering visible benefits and maintaining high customer satisfaction can be more effective in nurturing loyalty among this age group than relying solely on emotional branding.

Table 2 Level of Perceived Value for Skin Care Products as Perceived by College Students

Construct	WM	StDev	I
Customer Satisfaction	3.28	0.3081	VH
Quality Perception	3.24	0.3019	H
Benefit Perception	3.38	0.3410	VH
Overall Weighted Mean	3.30	0.0721	VH

Legend: 3.25-4.00 – Very High (VH); 2.50-3.24 – High (H); 1.750-2.49 -Low (L); 1.00-1.74 Very Low (VL)

➤ *Level of Customer Purchase Behavior of Skincare Products among College Students*

Table 3 shows the Level of Customer Purchase Behavior for Skincare Products among College Students. The overall weighted mean result is very high ($M=3.31$; $SD=0.0342$). The finding revealed that students take several factors into account before making a purchase, rather than buying impulsively. They are thoughtful and selective, showing strong awareness of how certain products meet their specific needs and expectations.

Among the four constructs, Personal Needs received the highest weighted mean ($WM = 3.35$), suggesting that students primarily consider their individual skin concerns such as acne, dryness, or oiliness when choosing products. This implies that students are selective in buying skincare items that directly meet their specific skin conditions, which plays a central role in their decision-making process. Research has consistently shown that consumers, particularly those with specific skin concerns like acne or dryness, make more informed and selective decisions when purchasing skincare products. According to a study by Sahraei, S. (2023), individuals with acne-prone skin tend to prioritize products containing ingredients like salicylic acid or benzoyl peroxide, which are specifically targeted for acne treatment. Similarly, individuals with dry skin are more likely to choose moisturizers or creams with hydrating ingredients like glycerin and hyaluronic acid.

Product Benefit also scored very high ($WM = 3.31$), indicating that students are highly driven by the expected results of using a product—such as brightening, moisturizing, or healing effects. This reflects a performance-based mindset, where students evaluate the usefulness and effectiveness of a product before committing to a purchase. Consumers are typically motivated to buy skincare products based on the benefits they expect to achieve. According to Bohout et al. (2023), product benefits such as acne prevention,

moisturizing, anti-aging effects, and skin tone correction are among the top factors influencing consumer choices. In particular, products marketed with clear, tangible benefits—such as "oil-free," "anti-aging," or "brightening"—tend to appeal more to consumers, as these benefits directly address their specific needs (Lee & Zhao, 2021). For instance, a study of Ferreira et. al., (2023) found that consumers are more likely to purchase moisturizers with added benefits such as SPF protection or anti-aging ingredients, as these combined benefits cater to multiple skin concerns simultaneously. Similarly, consumers with acne-prone skin gravitate towards products that specifically promise to reduce blemishes, prevent breakouts, and reduce oil production, thereby addressing both cosmetic and functional needs.

Social influence ($WM = 3.29$) ranked next, underscoring the importance of peer recommendations, family opinions, and online influencers in shaping students' purchasing behavior. The result shows that college students are highly responsive to what others say or do when it comes to skincare, and social networks play a key role in validating their choices. Lastly, price sensitivity ($WM = 3.27$) also received a very high score, meaning that students still consider affordability and value for money when purchasing skincare products. They are likely to compare prices, seek discounts, or look for affordable alternatives that do not compromise on quality.

The findings suggest that college students' skincare purchase behavior is shaped by a thoughtful balance between personal skin needs, product performance, social influence, and cost. This indicates that student consumers are not impulsive buyers; rather, they are informed and selective in making skincare choices. Their behavior is largely influenced by a combination of functional benefits, social validation, and economic considerations, making them a strategic target for skincare companies aiming to build loyal and well-informed customer bases.

Table 3 Level of Customer Purchase Behavior of Skincare Products among College Students

Construct	WM	StDev	I
Price Sensitivity	3.27	0.3240	VH
Social Influence	3.29	0.3828	VH
Personal Needs	3.35	0.3082	VH
Product Benefit	3.31	0.3999	VH
Overall Weighted Mean	3.31	0.0342	VH

Legend: 3.25-4.00 – Very High (VH) 1.750-2.49 -Low (L) 2.50-3.24 – High (H) 1.00-1.74 Very Low (VL)

➤ *Significant Relationship between Consumers' Brand Loyalties of Skin Care Products and their purchase behavior*

Table 4 presents the significant relationships between consumers' brand loyalty to skincare products and their purchase behavior, focusing on three brand loyalty constructs: emotional attachment, brand advocacy, and repeat purchases.

Each of these constructs was analyzed with four dimensions of purchase behavior: price sensitivity, social influence, personal needs, and product benefit.

The findings reveal that emotional attachment has a highly significant positive relationship with both price sensitivity ($r = 0.448$, $p = 0.00$) and social influence ($r = 0.370$,

$p = 0.00$), indicating that consumers who are emotionally attached to a skincare brand tend to be influenced by pricing and social factors. However, emotional attachment does not have a significant relationship with personal needs ($p = 0.269$) or product benefit ($p = 0.842$), suggesting that these factors do not heavily influence consumers with emotional brand connections.

Brand advocacy shows a significant relationship only with price sensitivity ($r = 0.259$, $p = 0.00$), implying that advocates of a skincare brand are somewhat influenced by pricing. It does not show a significant relationship with social influence ($p = 0.239$), personal needs ($p = 0.549$), or product benefit ($p = 0.01$), highlighting a limited connection between advocacy and other aspects of purchase behavior.

Repeat purchases exhibit significant relationships across all four dimensions of purchase behavior. It is positively and significantly related to price sensitivity ($r = 0.196$, $p = 0.03$), social influence ($r = 0.205$, $p = 0.02$), personal needs ($r = 0.355$, $p = 0.00$), and most notably, product benefit ($r = 0.472$, $p = 0.00$). This indicates that consumers who repeatedly purchase skincare products are consistently influenced by all measured aspects of their buying behavior, particularly the perceived benefits of the product.

The *Oliver's Expectancy-Disconfirmation Theory* (1980), which proposes that consumer satisfaction and ultimately loyalty arises when a product or service meets or exceeds initial expectations. In this case, emotional attachment may stem not from rational evaluation of product performance but from positive disconfirmation of psychological or emotional expectations, such as feeling good about using the brand or identifying with its image. The loyalty is thus more emotional and symbolic, rather than based on tangible product benefits. The strong correlation with product benefit supports the core principle of the Expectancy-Disconfirmation Theory that repeated positive disconfirmation, where the product consistently exceeds consumer expectations, builds satisfaction that leads to habitual and loyal purchasing behavior.

The table indicates that emotional attachment and repeat purchases are strong indicators of consumer purchase behavior, while brand advocacy has a more limited influence. The null hypothesis stating that there is no significant relationship between consumers' brand loyalty and their purchase behavior is rejected in most cases, especially where p -values indicate high or moderate statistical significance.

Table 4 Significant Relationship between Consumers' Brand Loyalties of Skin Care Products and their purchase Behavior

Construct	Price Sensitivity	Social Influence	Personal Needs	Product Benefit
Emotional Attachment	$r=0.448$ $p=0.00^{**}$ Reject Ho	$r=0.370$ $p=0.00^{**}$ Reject Ho	$r=0.102$ $p=0.269$ accept Ho	$r=0.018$ $p=0.842$ Accept Ho
Brand Advocacy	$r=0.259$ $p=0.00^{**}$ Reject Ho	$r=0.108$ $p=0.239$ Accept Ho	$r=0.055$ $p=0.549$ Accept Ho	$r=0.217$ $p=0.01^{**}$ Reject Ho
Repeat Purchases	$r=0.196$ $p=0.03^{*}$ Reject Ho	$r=0.205$ $p=0.02^{*}$ Reject Ho	$r=0.355$ $p=0.00^{**}$ Reject Ho	$r=0.472$ $p=0.00^{**}$ Reject Ho

Legend: 0.00-0.01**Highly Significant, 0.02-0.05*Significant, above 0.05 Not Significant

- Ho: There is no significant relationship between consumers' brand loyalty of skin care products and their purchase behavior.

➤ *Significant Relationship between Consumers' Perceived Value of Skin Care Products and their Purchase Behavior*

Table 5 illustrates the significant relationships between consumers' perceived value of skincare product that is measured through customer satisfaction, quality perception, and benefit perception and their purchase behavior, which includes price sensitivity, social influence, personal needs, and product benefit.

The data shows that customer satisfaction has a highly significant relationship with both price sensitivity ($r = 0.542$, $p = 0.00$) and social influence ($r = 0.412$, $p = 0.00$), indicating that satisfied customers tend to consider pricing and social opinions when making purchasing decisions. However, there is no significant relationship between customer satisfaction and personal needs ($p = 0.138$) or product benefit ($p = 0.628$), suggesting that these factors do not notably affect satisfied customers' buying behavior.

Quality perception also demonstrates a strong and highly significant relationship with price sensitivity ($r = 0.605$, $p = 0.00$) and social influence ($r = 0.425$, $p = 0.00$), showing that perceived product quality greatly affects consumers who are price-conscious and socially influenced. Additionally, there is a significant relationship with personal needs ($r = 0.217$, $p = 0.01$), suggesting that higher perceived quality aligns with consumers' personal expectations. However, there is no significant link to product benefit ($p = 0.108$).

In contrast, benefit perception shows a slightly different pattern. It has a significant relationship with price sensitivity ($r = 0.206$, $p = 0.02$) and a highly significant relationship with product benefit ($r = 0.523$, $p = 0.00$), indicating that consumers who perceive greater benefits from skincare products are influenced by both price and the actual benefits they receive. However, benefit perception does not significantly relate to social influence ($p = 0.184$) or personal needs ($p = 0.510$).

The *Attachment Theory* by Bowlby provides a theoretical framework, which suggests that people develop emotional bonds with things or individuals that provide a sense of

security, comfort, and consistency. In the context of skincare consumption, consumers who are satisfied and perceive quality or benefits in products may begin forming emotional attachments to brands that consistently meet their needs or expectations. This attachment, although not always deeply rooted in personal needs, is reflected in how consumers respond to price and social cues as they tend to stay loyal to brands that they feel secure (DMHA et. al., 2022). The theory also helps explain why benefit perception is strongly linked to product benefit, as tangible results reinforce the emotional security and trust a consumer develops toward a product. This attachment-driven behavior influences purchasing choices, supporting the idea that brand relationships are not just transactional but also emotional.

The table reveals that perceived value component especially customer satisfaction and quality perception are significantly associated with how consumers respond to price as well as the social influences. Meanwhile, benefit perception stands out for its strong link with product benefit. The null hypothesis, stating that there is no significant relationship between perceived value and purchase behavior, is rejected in most cases, particularly when p-values indicate significant or highly significant relationships. For marketers and skincare companies, this highlights the importance of aligning product claims with results; quality must not only be perceived but also experienced to influence consumer behavior effectively. These results are consistent with previous research that emphasizes the importance of perceived value in shaping consumer attitudes and behaviors (Sharma, V et al., 2020).

Table 5 Significant Relationship between Consumers' Perceived Value of Skin Care Products and their purchase Behavior

Construct	Price Sensitivity	Social Influence	Personal Needs	Product Benefit
Customer Satisfaction	r=0.542 p= 0.00** Reject Ho	r=0.412 p=0.00** Reject Ho	r=0.136 p= 0.138 Accept Ho	r=0.045 p=0.628 Accept Ho
Quality Perception	r=0.605 p=0.00** Reject Ho	r=0.425 p=0.00** Reject Ho	r=0.217 p=0.01** Reject Ho	r=0.147 p=0.108 Accept Ho
Benefit Perception	r=0.206 p=0.02* Reject Ho	r=0.122 p=0.184 Accept Ho	r=0.061 p=0.510 Accept Ho	r=0.523 p=0.00 Reject Ho

Legend: 0.00-0.01**Highly Significant, 0.02-0.05*Significant, above 0.05 Not Significant

- Ho: There is no significant relationship between consumers' brand loyalty of skin care products and their purchase behavior.

moderate R-squared value suggests other external factors may also influence product benefit perception, which were not included in the current model.

➤ Predictors of Respondents' Purchase Behavior

The table 6 presents the results of a regression analysis aimed at identifying the predictors of respondents' purchase behavior, specifically in relation to product benefit. The model evaluates the influence of two independent variables: repeat purchase and benefit perception. The statistical outputs include coefficients, standard errors, t-values, and p-values for each variable, along with model summary statistics that assess the overall fit of the regression model.

The regression equation derived from the analysis is: Product Benefit = 1.052 + 0.280(Repeat Purchase) + 0.394(Benefit Perception). All predictors in the model were statistically significant with p-values less than 0.05. The adjusted R-squared value is 29.64%, indicating that nearly 30% of the variability in product benefit perception can be explained by repeat purchase behavior and benefit perception. Among the predictors, benefit perception had the higher standardized coefficient (0.394), suggesting it has a stronger influence on the dependent variable than repeat purchase behavior (0.280).

Analyzing these findings, it is evident that both repeat purchase and benefit perception significantly contribute to how consumers perceive the value or benefit of a product. The positive coefficients indicate that as consumers repeatedly purchase a product and perceive more benefits, their overall product benefit perception increases. The model's relatively

Further analysis reveals that benefit perception is a more robust predictor of product benefit than repeat purchase behavior. This suggests that while repeated buying indicates satisfaction and brand loyalty, it is ultimately the perceived benefits—such as quality, usefulness, or value for money—that play a more decisive role in shaping consumer attitudes. Companies may therefore need to prioritize strategies that enhance perceived product value in order to strengthen long-term customer loyalty and market performance.

These findings are supported by recent literature. A study by Hameed et al. (2021) found that perceived value significantly predicts consumer repurchase intentions in e-commerce environments. Similarly, Haq and Awan (2020) highlighted the role of benefit perception in influencing customer satisfaction and brand trust in the retail sector. Moreover, Kim and Yang (2023) emphasized that consumer benefit perception mediates the relationship between brand loyalty and purchase behavior in digital platforms, aligning with the current study's findings.

The *Theory of Reasoned Action (TRA)* by Fishbein and Ajzen (1975) provides a theoretical framework that aligns with the current findings. TRA posits that individual behavior is driven by behavioral intentions, which are shaped by attitudes and subjective norms. In this study, benefit perception can be interpreted as a cognitive evaluation that shapes attitudes toward the product, while repeat purchase may reflect the

intention derived from positive prior experiences. The regression outcomes suggest that when consumers hold favorable beliefs about product benefits, they are more likely to develop strong purchase intentions and engage in repeat buying.

The implications of these findings for marketing practitioners are substantial. To drive consumer purchase

behavior, businesses must focus on communicating clear, tangible benefits of their products. Advertising strategies, customer testimonials, and quality assurance programs that reinforce the perceived value can significantly enhance repeat purchase rates. In addition, maintaining a high level of customer satisfaction is essential in building long-term relationships that foster loyalty and increase customer lifetime value.

Table 6 Predictors of Respondents' Purchase Behavior

Term	Coef	SE Coef	T-Value	P-Value
Constant	1.052	0.316	3.33	0.00
Repeat Purchase	0.280	0.104	2.69	0.00
Benefit Perception	0.394	0.104	3.80	0.00
Regression Equation				
product benefit = 1.052 + 0.280 repeat purchase + 0.394 benefit perception				
Model Summary				
S	R-sq	R-sq(adj)	R-sq(pred)	
0.310314	30.82%	29.64%	26.20%	

- Ho: There is no predictor of respondents' purchase behavior

VI. FINDINGS

This study examined the significant relationship between college students' perceived brand loyalty and perceived value of skincare products and their consumer purchase behavior in Oroquieta City. The findings are presented according to the specific research questions posed.

- The results show strong brand loyalty among respondents, with repeat purchasing as the most common behavior, followed by brand advocacy and emotional attachment. Despite weaker emotional ties, students remained loyal through consistent repurchasing and brand promotion.
- Students reported a very high level of perceived value. Benefit perception ranked highest, indicating recognition of practical outcomes like improved appearance and confidence, followed by high satisfaction and quality perception
- All four constructs scored very high. Personal needs had the strongest influence, followed by product benefit, social influence, and price sensitivity.
- A significant positive relationship was found. Repeat purchases and brand advocacy strongly correlated with purchase behavior, especially in terms of product benefit and personal needs.
- Perceived value constructs, particularly benefit perception and customer satisfaction, were significantly correlated with product benefit and price sensitivity. Quality perception had weaker predictive power alone.
- Regression analysis showed that repeat purchases and benefit perception were the strongest predictors of purchase behavior, with benefit perception being the most influential.

VII. CONCLUSION

Based on the findings, several key insights can be drawn about the skincare purchasing behavior and brand loyalty of college students:

- College students exhibit a high level of behavioral brand loyalty. Repeat purchases are driven more by satisfaction and habit than emotional bonding.
- Perceived product benefits are central to students' valuation of skincare products. When students feel skincare delivers results, they value it more, even beyond price considerations
- Students' skincare purchasing decisions are primarily driven by personal needs and perceived product effectiveness, with peer influence and pricing also playing supporting roles
- Behavioral loyalty (e.g., consistent purchases) significantly predicts actual consumer behavior, whereas emotional attachment has a weaker but still relevant influence.
- Students' buying behavior is driven more by the perceived utility and satisfaction from a product than by perceptions of quality alone.
- Students are more likely to buy skincare products when they clearly perceive benefits and have a history of repurchasing, showing a cycle of value perception and loyalty.

RECOMMENDATION

Based on the findings and conclusion of the study, the researcher would like to recommend:

- Brands should implement loyalty reward systems and emphasize satisfaction-focused strategies. Programs that foster brand advocacy can enhance emotional connection.
- Brands should highlight tangible product benefits through testimonials and before-and-after visuals.
- Brands should develop personalized product lines and market them based on lifestyle needs. Collaborations with student influencers and value packs or bundle offers may enhance appeal.
- Strengthen programs that reward repurchasing behavior. Promote real customer stories and experiences to build advocacy and increase product credibility.

- Focus marketing messages on benefit-driven value (e.g., skin improvements). Use real-user reviews and customer satisfaction ratings to influence value perception.
- Prioritize benefit-focused product features in campaigns. Encourage first-time users to become repeat buyers through satisfaction guarantees or repurchase discounts. Prioritize benefit-focused product features in campaigns. Encourage first-time users to become repeat buyers through satisfaction guarantees or repurchase discounts.
- Future researchers are encouraged to explore the role of digital marketing channels such as social media trends, micro-influencers, and online reviews in shaping brand loyalty and purchase behavior among college students. Additionally, expanding the study to include different regions or age groups could provide broader insights into skincare consumer patterns.

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