# Beauty Consciousness of Young Female Consumers in an Asian Emerging Market

## Sulhaini[1], Rusdan[2], Sulaimiah[3], Rahman Dayani[4]

[1,2,3,4]*Department of Management, University of Mataram Indonesia*

***Abstract:*** *The study makes a first attempt to reach the following objectives, first, to examine and explain the effect of consumer values on consumer identification with a foreign brand. Second, to propose and conduct an empirical test of the moderating effects of consumers' cognitive biases, i.e. foreign brand halo effect and green brand halo effect. Third, to explore the impact of consumer brand identification on consumers' intention to engage in online brand communities. The samples were Indonesia young female consumers who were approached through a snowball technique. They were between the ages of 17 and 37 years. Nature Republic was a South Korean Brand in skin care product category was selected as it is a popular brand in Indonesia and its name may generate green brand halo effect. Interesting findings were that consumer values related to beauty and health nurture relationship with a brand, which motivates consumers' intention to engage in online brand communities. The cognitive biases play different roles affecting the link between consumer values and consumer–brand identification. This study contributes to international marketing and consumer–brand relationship literatures.*

***Keywords -*** *consumer–brand identification, beauty consciousness, health consciousness, foreign brand, green brand, halo effect*

## I. INTRODUCTION

Previous international marketing research has shown that consumers in emerging markets generally have favourable attitudes and beliefs regarding brands that come from countries with better images [1]. This seems to be a strong force in hedonic and conspicuous consumption [2], such as beauty consumption [3]. Facial and body beauty is an important part of self-identity and consumer culture (Tyner, 2015), as are brands and the image of their country of origin (Qiu et al., 2017). Brands, their origin, the face and body are easily seen and are tools for consumers to express themselves in social interactions.

Consumers maintain cognitive consistency in their memories, where country of brand origin (COBO) image acts as a salient trait halo. They have presumption about all brands originating from a certain country based on their image of the country (Mandler et al., 2017), which generates a foreign brand halo effect (FBHE; Sulhaini et al., 2019). Similarly, consumers may have perceptual bias when their evaluation of one specific attribute of a brand strongly impacts their perception of other attributes of the same brand (Apaolaza et al., 2017). For example, brand names can give an environmentally friendly signal by using names that communicate the green attributes of the products they market [9]. In this way, a brand can create a positive impression that its products are green and safe to use. Therefore, a brand name can create a green brand halo effect (GBHE). However, no research has examined the impact of these two halo effects on consumer behaviour towards a foreign brand in beauty consumption. Therefore, the current study incorporates the two halo effects into the research model.

The relationship between consumers and brands has given rise to various interesting constructs that describe this relationship. One of the most important is consumer–brand identification (CBI), which describes how and why consumers form identity-based connections to a brand (Sihvonen, 2019). The connection is strong when consumers perceive a brand as sharing their personal characteristics, values and orientations [11], such as health, environmental and appearance consciousness [12], which encourage consumers to like green beauty products and brands. However, according to Pudaruth et al. (2015), empirical research related to green beauty consumption among female consumers is still very limited, especially in emerging markets. In these countries, green consumerism goes hand in hand with a preference for foreign brands, which consumers see as more environmentally friendly (Strizhakova & Coulter, 2013). This is particularly the case for skin care products, which have shown a sharp increase in sales during the Covid-19 pandemic [15]. During the pandemic, the use of the internet and online social interactions has also increased rapidly. Klein and Sharma (2018) called for further

studies to determine the factors driving consumers' intention to engage in online interactions, especially through online brand communities.

In light of this discussion, the current research is the first attempt (1) to examine and explain the effect of consumer values (beauty consciousness and health consciousness) on consumer identification with a foreign brand; (2) to propose and conduct an empirical test of the moderating effects of consumers' cognitive biases (i.e. FBHE and GBHE) on CBI; and (3) to explore the impact of CBI on consumers' intention to engage in online brand communities. Drawing from three theoretical domains (i.e. consumer culture theory, international marketing and consumer–brand relationship), we develop and examine the effect of consumer values, FBHE and GBHE on the CBI of a foreign brand of skin care products.

## II.    Literature Review And Hypotheses Development

2.1.  Beauty consumption and beauty consciousness

Beauty consumption is very strong in Asia (Madan et al., 2018) and together with countries in the Pacific, consumers in this region show a very dynamic demand for skin care products (Łopaciuk & Łoboda, 2013). Based on our search of reputable international journals, we found that various researchers have investigated beauty consumption in this region (Table 1). However, none of these studies have examined the influence of brand origin image on beauty consumption.

**Table.1. Previous studies on *beauty consumption* in Asia Pacific**

| Authors | Product/ brand | Country | Constructs |
|---|---|---|---|
| Wallström et al., 2010) | Brand | The Philippine, Malaysia, China, India, Japan, Australia | Brand self- expression |
| Kim et al. (2013) | Brand | Indonesia and South Korea | Power distance, Masculinity, religiosity, attitude (Ad and Brand), Korean Wave |
| Park and Park (2014) | Product | South Korea | Self satisfaction, beauty involvement |
| Hassani et al. (2015) | Product | Iran | Religious principal, social status, resistance and acceptance toward global trends |
| Fauzi and Hashim (2015) | Product | Malaysia | Consumer values, attitude. Purchase intention |
| Alserhan et al. (2015) | Brand | The UAE | Self expression, purchase intention |
| Pudaruth et al. (2015) | Product | Mauritius | Lifestyles, self image, health and economic consideration, behavioural intention |
| Moslehpour et al. (2017) | Product | Taiwan | Repurchase intention, Product Country of origin, perceived price, WOM |
| Xiao et al. (2016) | Product | China | Product country image, eWOM, repurchase intention |
| Ghazali et al. (2017) | Product | Malaysia | Consumer perceived values, product knowledge, subjective norms |
| Ahmad and Omar, (2018) | Product | Malaysia | Health consciousness, environmental consciousness, attitude, subjective norms, peer influences, behavioural control, purchase intention |
| el Jurdi and Smith (2018) | NA | Lebanon | Personal identity, social identity |
| Li et al. (2020) | Cosmetic (plastic) surgery service | South Korea | Nation branding |
| Kang et al. (2020) | Brand | China | Fear of missing out, brand involvement, emotional needs, social needs |
| Majeed et al. (2020) | Cosmetic (plastic) surgery service | China, Japan and Australia | Service quality, emotional attachment, trust and intention to visit, value co-creation |
| Kadirov et al. (2020) | Product | Turkey and New Zealand | Beauty conceptualization, involvement, expectation, perceived effectiveness |

Table 1. suggests that previous studies have not investigated the role of COBO in beauty consumption. Therefore, the current study incorporates the construct as FBHE into the research model. The international marketing literature explains that consumer perceptions related to brand origin are seen as more relevant and influential than product origin [32]. Thus, the image of COBO should receive great attention in beauty consumption research.

Beauty ideals are built by a society and consumer culture that determine how consumers pursue beauty ideals and create self-identity (el Jurdi & Smith, 2018; Madan et al., 2018). Beauty consciousness (BC) involves both an internal (private) and an external (social) context (Pathak & Nichter, 2021) as it relates to the pursuit of the ideal self-image and ideal social self-image [34]. In many societies, women learn the meaning of beauty from fairy tales during childhood, where beauty is always interpreted positively and becomes something to be desired. During adolescence, most girls begin to learn the cultural categories of beauty that are emergent and dominant in their society. They often compare themselves with more attractive friends or even supermodels. This triggers them to attain a particular ideal of beauty currently prevalent in their culture (Kops et al., 2019). Thus, women generally want to look attractive and maintain their appearance in accordance with society's ideals.

Consumers who have strong appearance consciousness tend to have strong BC as well, looking women rely on a range of beauty products or brands and perform rituals to look good, feel good, boost their self-confidence and show their identity as women (McCabe et al., 2020). Beautiful women are seen as healthy, confident and possessing attractive personalities when they meet their societies' criteria of beauty (Kadirov et al., 2020). Beauty consumption helps women feel more confident and comfortable in their social relationships as looking beautiful engender a feeling of more accepted and admired by others. Thus, in this study, we define BC as female consumers' belief that beauty should be attained (i.e. looking good, beautiful and attractive for themselves and to be accepted by others) by using all available resources.

CBI refers to the perception and feeling of ownership of a brand that arises because of the brand's ability to meet the personal needs of consumers (Popp & Woratschek, 2017). Beauty consumption is strongly influenced by the consumer's desire for pleasure and satisfaction [3]. When a brand of beauty products is seen as being able to fulfil this desire, the consumer will experience a closeness or attachment to the brand, known as CBI. For example, young female consumers want to get satisfaction and pleasure from feeling beautiful by using brands that can fulfil these desires. Thus, the first hypothesis can be formulated as follows:

H1. The greater the beauty consciousness, the stronger the consumer–brand identification

## 2.2. Health consciousness

Bennett et al. (2018) describes health consciousness (HC) as an individual consumer value related to health. In line with this, Chang (2019) states that HC is a motivator that leads individuals to health- and lifestyle-driven cognition and health-related self-control. Furthermore, [39] view HC as an individual's control of their consumption activities in order to maintain their health. Consumers who have strong HC are concerned about their health, so they have a strong desire to improve and maintain their health through various activities and efforts (Bennett et al., 2018), including their consumption activities. Therefore, HC is a consumer value that shows a consumer's readiness to take action regarding healthy behaviour, including adjusting consumption patterns, preferences and relationships with brands. Consumers with strong HC will prefer and have strong relationships with brands that are seen as being able to maintain their health or not damage their health, namely green brands. Thus, the second hypothesis is developed as follows:

H2. The greater the health consciousness, the stronger the consumer–brand identification

## 2.3. Moderating variables
### 2.3.1. Foreign brand halo effect

Country of origin information acts as a cue that permits consumers to evaluate brand attributes based on the image of the source country [6]. The image of COBO is an influential halo in consumers' evaluations of a brand coming from that country, mostly when consumers are not familiar with a brand [5]. However, Han (2016) found that even well-known brands cannot be separated from the halo effect of the country of origin. In short, the image of a country serves as a signal that allows consumers to make inferences about the brands of that country, regardless of brand familiarity.

This study explores skin care product brands from South Korea. The nation culture is often known as the "Korean wave", "Hallyu" or "Hanryu". It has been popular among consumers globally as the country continues exports its culture (Alexandri, 2022). Beauty products and brands from this country are known and widely circulated in various countries, including Indonesia (Madan et al., 2018). South Korea has succeeded in building a beauty industry from skin care products to plastic surgery. The country already has a positive image as a source of beauty product brands, so a hypothesis is developed as follows:

H3a. The influence of beauty consciousness on consumer–brand identification is strengthened by the foreign brand halo effect

Consumers have preconceived notions of brands originating from the same country [32]. More developed countries generally have a good image and form positive perceptions of the ability of brands originating from that country to meet consumer needs, including the need to stay healthy. Brands from a more developed countries are believed as having high health standards. South Korea has succeeded in building its image as a centre for cosmetic surgery by developing medical technology, infrastructure and tourism [29]. The country has demonstrated an ability to innovate and master advanced medical technology in the beauty industry. Thus, it can be assumed that in the beauty industry, this country is seen as capable of producing products and brands that have high health standards. The image of South Korea forms a halo that affects consumer evaluations of and consumer relationships with brands originating from this country. Consumers with strong HC will feel connected to brands from a country with a favourable image. Therefore, the next hypothesis can be formulated as follows:

H3b. The effect of health consciousness on consumer–brand identification is strengthened by the foreign brand halo effect

2.3.2. Green brand halo effect

Despite the increasing popularity of green beauty consumption among female consumers in emerging markets, these consumers have very limited knowledge of green cosmetic products [13]. This causes consumers to rely on advertisements, labels, symbols, logos and brand names when evaluating green brands or products. This enables a halo effect on their evaluation of a beauty brand's products. This involves a cognitive bias in which the perception of product attributes is influenced by the evaluation results of one previously evaluated attribute [43]. Female consumers judge and evaluate beauty products based on a fundamental cognitive shortcut where what is considered natural is preferred over what is not natural [44]. Companies use brand names as an important tool to communicate green product attributes. The brand name becomes a signal and strengthens the impression of green products [9]. Thus, a brand name including the word "nature" or "natural" creates a positive impression of the brand concerned. Consumers make judgements through a short and simple evaluation process, namely just by looking at a brand name. A brand name that leads to an impression of healthy and safe products is seen as representing products with organic or natural ingredients. For the purpose of this study, we define the GBHE as an overall impression of all product attributes as green, environmentally friendly and safe from hazardous materials due to the presence of one of the brand attributes, i.e. brand name.

A positive halo effect occurs when a favourable impression of a brand arises from a positive evaluation of one attribute (brand name) that is able to influence the evaluation of other attributes. Young female consumers believe that products and brands with natural ingredients are better and healthier; thus, the word "natural" is the main driver of their preferences concerning beauty products or brands [45]. In emerging markets, female consumers are increasingly embracing an environmentally friendly lifestyle. They show a high concern for health, beauty and appearance by choosing organic cosmetic products and preferring brands with products that use natural ingredients that are safe for their skin and bodies (Pudaruth et al., 2015). BC has a hedonistic nature and consumers who value looking beautiful feel happy when they look attractive. This hedonic nature often goes hand in hand with green consumerism [46]. Thus, when female consumers have strong BC, they also tend to prefer and form connections with green brands. They believe that green brands can fulfil their desire to be beautiful and also provide products with organic materials that are safe for their skin and bodies. Furthermore, HC is a driving force for consumers to engage in green consumption [9]. Consumers who have strong HC show a preference for green brands. They tend to build positive emotions towards green brands that they perceive as being able to fulfil their desire to stay healthy. Thus, two hypotheses are formulated as follows:

H4a. The influence of beauty consciousness on consumer–brand identification is strengthened by the green brand halo effect

H4b. The effect of health consciousness on consumer–brand identification is strengthened by the green brand halo effect

2.4. Consumer–brand identification

CBI reflects a consumer's sense of belonging to a brand [47]. CBI also describes the intrinsic relationship between consumers and brands and encourages consumers to participate in information sharing with people who have the same interests as the brand (Kang et al., 2020), namely by engaging with the online community of the brand. Intention to engage in online brand communities (IEOBC) can be seen as a form of consumer loyalty and commitment to a brand [48]. When consumers feel close and attached to a brand, their commitment to the brand will be strong. This leads to a desire to join the brand's online community, giving them opportunities to share information, thoughts, experiences and preferences.

Consumers with strong CBI tend to show supportive behaviour and a strong commitment to a brand by voluntarily sharing positive information with other consumers (Popp & Woratschek, 2017). An et al., 2019) found that when consumers have a strong relationship with a brand, they will also have a close relationship with fellow brand enthusiasts. This is because of their similarities as well as the differences between them and consumers of other brands [50]. In other words, CBI encourages social relationships among consumers of the brand. Consumers are encouraged to share information, views and feelings to strengthen their relationship with the brand and fellow users of the brand. Thus, it can be said that when consumers feel close and are attached to a brand, they will look for other consumers who have similar feelings, thoughts and experiences to share, including through online brand communities. The final hypothesis is therefore proposed as follows:

H5. The stronger the consumer–brand identification, the stronger the desire to engage in the online brand community

The following conceptual outline summarises all the hypotheses identified.
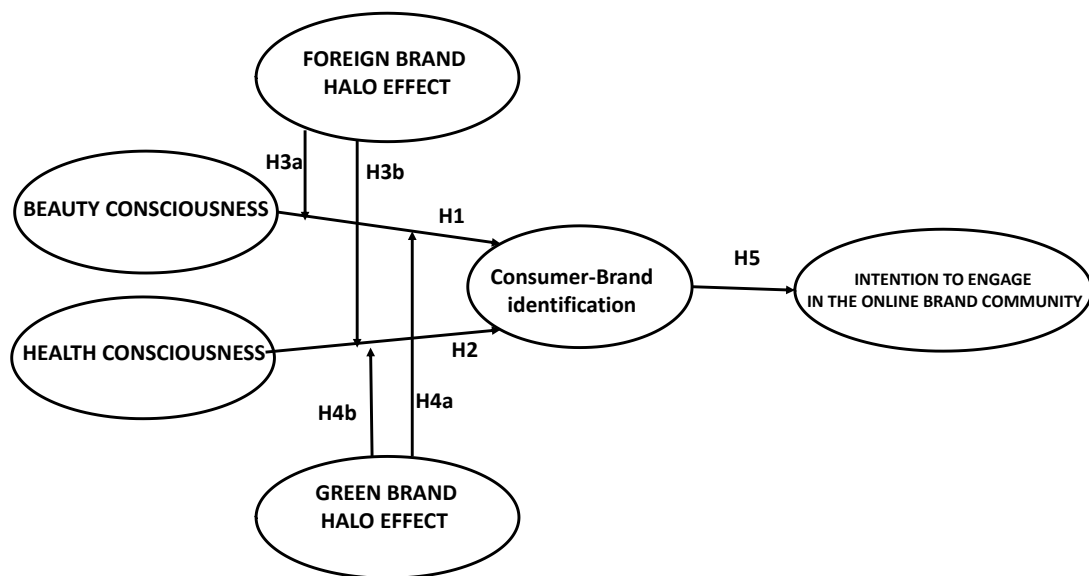


**Fig 1. Conceptual Model**

### III.    METHODS

#### 3.1  Sample and data collection

The research population is young female consumers in Indonesia. The data collection was carried out in April 2022 by distributing online questionnaires using Google Forms. This method was chosen for the great benefits of online surveys [49]as well as the ongoing pandemic that requires people to maintain physical distance from one another. Online data collection lasted for four weeks. In order to decrease the possibility of moderating effects of demographic differences, the survey was limited to female consumers between the ages of 17 and 37 years [51]. They were approached through a snowball technique. We initially sent the questionnaire link to 73 female (undergraduate and postgraduate) students at the Department of Management of the University of Mataram on Lombok Island, Indonesia. We then asked them to resend the link to their friends and relatives who live on other islands. The final sample size was 232 people and their characteristics are displayed in Table 2 below.

**Table 2. The samples' characteristics**

| | Young female consumers | |
|---|---|---|
| | | % |
| **Island/region** | | |
| Bali and Nusa Tenggara islands | 155 | 67 |
| Java | 35 | 15 |
| Borneo | 25 | 11 |
| Sumatra | 6 | 3 |
| Celebes | 6 | 3 |
| Maluku and Papua | 5 | 2 |
| **Job** | | |
| Student/unemployed | 113 | 49 |
| Employee | 63 | 27 |
| Civil servant | 46 | 20 |
| Businesswoman | 10 | 4 |
| **Income/pocket money** | | |
| < 2 m rupiah | 116 | 5,0 |
| 2,1 – 5.0 m rupiah | 44 | 19 |
| 5.1 – 10.0 m rupiah | 20 | 9 |
| 10.1 – 20 m rupiah | 13 | 6 |
| > 20 m rupiah | 2 | 1 |
| **Education** | | |
| Senior High School | 123 | 53 |
| Graduate | 96 | 41 |
| Post Graduate | 13 | 6 |

3.2. Brand and country selection

This study measures respondents' perceptions of a foreign brand in the beauty product category. The brand "Nature Republic" from South Korea was chosen. The reasons for this choice were as follows. First, this brand is very popular and distributed to various cities throughout Indonesia. Second, this brand name gives the impression of having organic ingredients since it includes the word "nature". Third, this brand comes from an Asian country that has a globally popular beauty industry. Therefore, the selections were merely based on the purpose of the study consideration.

3.3.The instrument

The questionnaire was developed through several stages. First, we reviewed the literature to build a deep understanding of each variable. Based on the work of McCabe et al. (2017), Sulhaini et al (2022) developed items to measure BC and the items employed for the current study. Also, we adopted items of GBHE [9] and IEOBC [16]. In addition, the team adopted and adapted items developed by previous researchers for the HC variable (items 1–3 from Lee et al. (2014); items 4–6 from [52], CBI [53] and FBHE (Sulhaini et al., 2019). The next stage was to conduct interviews with nine young female consumers. This stage allowed the team to revise the items. The items were translated into Bahasa Indonesia before being embedded in the questionnaire. All constructs used a Likert type scale of 0–7 points ranging from "strongly disagree" to "strongly agree".

In order to assess the measures, we carried out a confirmatory factor analysis of all measures for the sample. The measurement results are summarised in Table 3. Five items were deleted (two items of HC and three items of BC) as their loading was below the threshold of 0.50 (Hair et al., 2014). We calculated Cronbach's alpha (α) values and composite reliability (CR), which were greater than the common cut-off value of 0.70 (Hair et al., 2014). Furthermore, we calculated the average variance extracted (AVE) for each construct and the results indicated that the values are well above the common threshold of 0.50 (Hair et al., 2014). These indicate reliability and convergent validity of the scales.

Table 2. The measures

| | Standardised loading | Cronbach α | CR | AVE |
|---|---|---|---|---|
| **Health consciousness** | | 0.880 | 0.647 | 0.877 |
| I am a person who carefully considers the consequences of my choices in skin care/beauty products | 0.787 | | | |
| I am a person who carefully considers the long-term impact of using skin care/beauty products on my health | 0.723 | | | |
| *I am a person who has a high awareness of the importance of health** | | | | |
| I pay attention to the quality of the beauty products I use | 0.863 | | | |
| I have to make sure the beauty products I use are safe from harmful ingredients | 0.838 | | | |
| *I always read information related to the raw materials of beauty products** | | | | |
| **Green brand halo effect** | | 0.906 | 0.658 | 0.904 |
| Based on the brand name, I believe that the product is environmentally friendly | 0.787 | | | |
| Based on the brand name, I'm sure that the product won't damage my skin | 0.723 | | | |
| Based on the brand name, I believe that the product is safe to use | 0.863 | | | |
| Based on the brand name, I believe that the product contains natural ingredients | 0.838 | | | |
| Based on the brand name, I believe that the product can make my skin look naturally beautiful | | | | |
| **Beauty consciousness** | | 0.806 | 0.514 | 0.801 |
| *I feel more confident after using my beauty products and rituals** | | | | |
| I feel happy after using my beauty products and rituals | 0.644 | | | |
| I look good by using beauty products | 0.844 | | | |
| I am reluctant to appear in public without beauty products/beauty rituals | 0.752 | | | |
| I have to look beautiful in public | 0.604 | | | |
| *I feel incomplete if I don't use beauty products** | | | | |
| *As a woman, I have to be attractive** | | | | |
| **Foreign brand halo effect** | | 0.930 | 0.728 | 0.924 |
| S. Korean brands are of high value | 0.668 | | | |
| S. Koreaan brands have a remarkable performance | 0.904 | | | |
| S. Koreaan brands are of high quality | 0.909 | | | |
| S. Kporea brands are great | 0.918 | | | |
| S. Korean brands are symbols of advanced technology | 0.842 | | | |
| **Consumer–brand identification** | | 0.943 | 0.807 | 0.941 |
| This brand reflects who I am | 0.853 | | | |
| I can identify with this brand | 0.958 | | | |
| I feel a personal connection to this brand | 0.921 | | | |
| This brand suits me well | 0.857 | | | |
| **Intention to engage in the online brand community** | | 0.978 | 0.918 | 0.978 |
| I want to be a member of this brand community | 0.948 | | | |
| I want to participate in this brand community online | 0.961 | | | |
| I want to share my experience with others in this brand community online | 0.970 | | | |
| I want to share my opinion with others in this brand community online | 0.953 | | | |

*deleted item

Performing a discriminant validity test, we followed [55] recommendation. We contrasted the square root of the AVE of each construct to its correlation to the other constructs. The results are displayed in Table 4 and indicate that discriminant validity was established. Further evidence of discriminant validity came from the fact that no item loaded significantly on a factor for which it was not intended.

**Table 3. Discriminant Validity**

| Variabel | Mean | Standard Deviasi | (1) | (2) | (3) | (4) | (5) | (6) |
|---|---|---|---|---|---|---|---|---|
| BC (1) | 5.515 | 0.959 | *(0.717)* | | | | | |
| HC (2) | 6.440 | 0.645 | 0.416 | *(0.805)* | | | | |
| FBHE (3) | 5.187 | 1.181 | 0.058 | 0.192 | *(0.853)* | | | |
| GBHE (4) | 5.455 | 0.954 | 0.199 | 0.077 | 0.390 | *(0.811)* | | |
| CBI (5) | 4.247 | 1.390 | 0.426 | 0.549 | 0.367 | 0.602 | *(0.898)* | |
| IEOBC (6) | 4.393 | 1.572 | 0.372 | 0.305 | 0.214 | 0.446 | 0.583 | *(0.958)* |

All significant at $p < 0.01$, the diagonal (in italics) indicated the square root of AVE for each construct

The model's x2 was significant. The result indicated Chi square = 454.804, CMIN/DF = 1.601, goodness of fit index (GFI): 0.873, adjusted goodness of fit index (AGFI): 0.843, root mean square error of approximation (RMSEA): 0.051, normed fit index (NFI): 0.919 , tucker lewis index (TLI) 0.963, comparative fit index (CFI): 0.968, standardized root mean residual (SRMR): 0.0449. This indicates an excellent fit to the data. Furthermore, we computed the coefficient of determination ($R^2$) to assess the predictive ability of the research model. Hair et al. (2017) considered an $R^2$ value of .20 as high in consumer behaviour studies. The $R^2$ value was 0.61 for predicting CBI and 0.21 for IEOBC. Therefore, all $R^2$ values were above the critical value, suggesting that the model has high predictive power for the sample of the study.

## IV.   RESULTS AND DISCUSSION

### 4.1. Results of the hypotheses testing

In order to test all the hypotheses, we employed a structural equation modelling technique with AMOS 20. We first tested the initial model developed in the literature review; however, goodness-of-fit indicators of the model were less satisfactory. The results are displayed in Table 5. Five hypotheses are supported by the data but two are not. The standardized coefficient of BC → CBI and HC → CBI are both significant at $p < 0.001$. A similar result was found for the link between CBI and IEOBC. In order to test the moderation effect of FBHE and GBHE as hypothesised, we carried out an interaction coefficient test. The interaction coefficient of BC and FBHE to CBI ($\beta = 0.227$; $p < 0.001$) is significant. This result shows that FBHE moderates the effect of BC on CBI.

Nonetheless, FBHE does not play a moderating role in the link between HC and CBI ($\beta = -0.072$; $p = 0.118$). The moderating role of GBHE also varies in the links between consumer values and CBI. The interaction coefficient of HC and GBHE to CBI is ($\beta = 0.332$; $p < 0.001$), meaning that GBHE moderates the effect of HC on CBI. However, the interaction coefficient of BC and GBHE to CBI ($\beta = -0.069$; $p = 0.135$) is not significant. This means that GBHE does not moderate the effect of BC on CBI. Therefore, the two hypotheses were deleted in the revised model. The result is significantly improved as the model fit statistics reached a good fit of the measurement model to the data.

**Table 4. The results of hypotheses test.**

| Hypothesis | The initial model | | | | The revised model | | | |
|---|---|---|---|---|---|---|---|---|
| | β | C.R. | *p* | Sup-ported | β | C.R. | *p* | Sup-ported |
| H1. BC → CBI | 0.259 | 4.587 | <0.001 | √ | 0.272 | 4.700 | <0.001 | √ |
| H2. HC → CBI | 0.391 | 6.991 | <0.001 | √ | 0.422 | 7.317 | <0.001 | √ |
| H3a. BCxFBHE → CBI | 0.227 | 4.797 | <0.001 | √ | 0.176 | 3.695 | <0.001 | √ |
| H3b. HCxFBHE→ CBI | -0.072 | -1.561 | 0.118 | X | | | | |
| H4a. BCxGBHE→ CBI | -0.069 | -1.495 | 0.135 | X | | | | |
| H4b. HCxGBHE → CBI | 0.332 | 6.831 | <0.001 | √ | 0.295 | 6.029 | <0.001 | √ |
| H5. CBI → IEOBC | 0.539 | 8.427 | <0.001 | √ | 0.534 | 8.316 | <0.001 | √ |
| Goodness of fit model | | | | | | | | |
| chi square | 966.716 | | | | 653,824 | | | |
| CMIN/DF | 2.599 | | | | 2.050 | | | |
| GFI | 0.786 | | | | 0.834 | | | |
| AGFI | 0.750 | | | | 0.803 | | | |
| TLI | 0.883 | | | | 0.937 | | | |
| CFI | 0.893 | | | | 0.930 | | | |
| RMSEA | 0.083 | | | | 0.067 | | | |
| SRMR | 0.150 | | | | 0.143 | | | |
| NFI | 0.837 | | | | 0.884 | | | |

4.2. Discussion

The main purposes of the study were to examine the impact of consumer values (BC and HC) on CBI; to test the moderating effect of consumers' cognitive biases on the link between the consumer values and CBI; and to evaluate the effect of CBI on motivating consumer IEOBC. This research focused on young female consumers in Indonesia, an emerging market in Asia. They were asked to evaluate their connection to a brand from a more developed Asian country whose beauty industry has a globally positive image.

To date, no research has examined the impact of BC on CBI. Nonetheless, the impact of other consumer values (such as: HC, environmental consciousness and self-image consciousness) on beauty product consumption has been evaluated in previous studies. It was found that HC and self-image consciousness have no role on consumer behaviour toward green/natural beauty products (Fauzi & Hashim, 2015). On the contrary, a significant effect of HC on consumers' preference toward green/natural beauty products was confirmed (Ahmad & Omar, 2018; Kapoor et al., 2020). Accordingly, the current study indicates that HC strengthen consumer relationship with green brands. The brands are believed to offer healthier beauty products. The study also reveals that BC energise consumer-brand relationship, especially with foreign brands.

The result of testing the first hypothesis was in accordance with the expectation: BC has a significant impact on CBI. A young female consumer who has the desire to look good, feel good, be confident and express her identity as a woman will feel connected to the brand. Such a consumer regards the brand as capable of realising her desire to have smooth, well-groomed skin and be beautiful and attractive. The same result was seen from the second hypothesis test. The consumer values seem to generate consumer closeness with the brand, which offers skin care products which contain natural ingredients that are safe for the skin. Nevertheless, the moderating roles of FBHE and GBHE vary depending on the link between the consumer values and CBI. The last hypothesis of this study was also supported by the data. Consumers who feel attached to the brand are motivated to show their loyalty to the brand by being involved in a community of fellow brand enthusiasts. This illustrates that CBI can boost consumer commitment to the brand.

## V.    Theoretical and Managerial Implications

5.1 Theoretical implications

The current study makes several important contributions to the marketing management literature. First, the study contributes to the consumer- brand relationship literature by highlighting how BC and HC may lead to a greater feeling of consumer oneness with a skin care brand. [59] suggest that consumers will behave favourably towards brands that fit their lifestyles and personal values. In line with this, this study indicates that consumers with strong BC and HC will identify with a brand that fits their values. Consumers develop connections to brands that can help them enhance their self-image, social acceptance and well-being. Young female consumers may feel ownership of a brand that makes them feel good, look good, feel accepted by their peers and simultaneously keeps them healthy. Young female consumers stay healthy by controlling their consumption, including their product and brand choices. They look for healthy skin care products[58] containing natural ingredients, which are believed to be healthier and safer for their skin. In the quest to maintain beauty and health, these consumers feel attached to beauty brands with healthy products.

Second, the study contributes to the consumer–brand relationship literature by integrating the moderating effect of two different cognitive biases in the research model. First, FBHE has a greater effect on the link between BC and CBI, meaning that young female consumers tend to have stronger connections to foreign brands coming from countries whose beauty industries have a favourable image. Second, GBHE has a greater role in the link between HC and CBI, showing that consumers with strong HC will view brands as compatible with their desire to stay healthy if the products of the brand are viewed as green, safe, natural and healthy. When they have strong HC, consumers look for brands that are positioned as green [58]; thus, GBHE seems to be well suited to consumers with strong HC. This study confirms that a brand name which includes the word "nature" creates a positive consumer perception of the brand's characteristics and its ability to meet their need to stay healthy. As consumers may not always be able to easily ascertain the ingredients of skin care products, they may use brand names in their evaluations of products.

Third, the study advances the research on CBI, which is already seen as a driver of various benefits for brands, such as positive word of mouth, emotional attachment, admiration and willingness to pay premium prices [60]. This study provides further evidence that CBI nurtures consumers' willingness to commit more to the brand as they have a stronger IEOBC. When consumers identify with a brand, they are more willing to express their loyalty and commitment. A strong CBI makes them want to join a brand community of people who share the same fondness for and emotional attachment to the brand. Consumers feel attached to the brand and to other consumers of the brand. CBI creates the necessary conditions to facilitate the transformation of consumer values into greater consumer commitment to the brand.

Fourth, the study contributes to the international marketing literature by providing evidence that country image can have a diverse effect depending on consumer values. Consumers' evaluation of foreign brands depends on country–product schemata [32]. Consumers with strong BC may show a greater need to enhance their self-image and identify themselves with a foreign brand coming from a country with a favourable image as a source of beauty products. Young female consumers feel connected to a foreign brand when it carries a favourable image of its source country. The image of the source country serves as a powerful reinforcement of the relationship between consumers and a foreign beauty brand. In an emerging market, foreign brands are viewed as prestigious, trustworthy, symbols of modern life, high quality and unique. In comparison to local brands, foreign brands are also regarded as more appealing as they have greater power in signalling consumers' ideal identity and self-enhancement [53]. The study further shows that the source country's image plays an important role in the link between BC and CBI, but it does not have power in the link between HC and CBI. This means that young female consumers in Indonesia do not consider South Korea as having a strong positive image when it comes to health issues. The image of the foreign country is more salient when consumers focus more on beauty than on health; the country tends to be regarded as a source of favourable beauty product brands rather than health product brands.

Moreover, the different moderating effect of FBHE on the link between BC → CBI and HC → CBI can be explained by the context of the two consumer values. The contexts of BC are both external (social) and internal (Pathak & Nichter, 2021), while HC only has an internal context (Costa Pinto et al., 2014). Beauty consumption is motivated by the need for self-expression, self-satisfaction and public acceptance; therefore, BC consists of both self-assessment and others' assessment (Assawavichairoj & Taghian, 2017). This suggests that BC is hedonic and conspicuous. Young consumers are hedonic value seekers, making them foreign brand admirers to signal their social status, wealth and luxury or modern lifestyle [63]. A strong positive reputation of a source country acts as a halo generating a favourable image of, admiration for and consumer identification with beauty brands from that country. In contrast, according to Pu et al. (2020), HC is a personal attribute; it is individuals' comprehensive mental orientations concerning their health. Consumers with high HC tend to have a more favourable attitude toward local brands than foreign ones. This study suggests that consumers with strong HC are more concerned about their health and are motivated to enhance their well-being. Thus, such consumers are driven by an internal value (their own well-being) without displaying what they consume to society. They pay more attention to the utilitarian benefits of products or brands than to hedonic values. Therefore, the image of the source countries of foreign brands may not be their main concern. Simply put, they do not admire foreign brands when they pursue a healthy lifestyle.

Last but not least, this study extends our knowledge on local/global consumer culture. [64] argued that international marketing studies on global and local consumer culture embrace consumer culture theory. This study confirms that BC is positively connected to foreign brands. Young female consumers with high BC follow global consumer culture; they are more open and easily connected to foreign brands particularly when the brands strongly conform to the ideals of the consumers and their societies (Sulhaini et al., 2022). Young female consumers with high BC have strong connections to foreign brands to meet their ideal self-image and ideal social self-image. Beauty consumption among young female consumers in an emerging market shows the strength of global consumer culture. They open to global consumer culture when they want to be young beauty women. Nonetheless, they also live within the local consumer culture in terms of HC. HC is positively associated with local consumer culture [64]. This current study indicates that young female consumers live in two different cultures (global and local). In beauty consumption, when young female consumers are exposed to global consumer culture, it does not mean they are abandoning local consumer culture. This suggests the modern life of young female consumers is in an emerging market.

## 5.2. Implications: practical, society, and future research

As the study suggests, CBI encourages consumers' intentions to commit further to the brand. CBI leads to higher consumer loyalty. Competition is growing stronger with the influx of foreign and local brands in a single country's market. Managers must therefore build the resilience of their brands by strengthening CBI, which is seen as a protector from competition and a guardian of consumer loyalty. Davvetas & Diamantopoulos (2017) argue that when consumers are let down by a brand, they may not take negative action against it if they have a strong connection to it. Therefore, a brand with strong CBI is protected when it disappoints its consumers or when a superior competitor brand threatens its position in the market. Consumers are more likely to forgive brands that have disappointed them and not switch to competing brands. It is therefore essential for brand managers to identify their core consumers' key motivations to ensure that they are strongly connected to their brand.

The findings of this study indicate that consumer values such as beauty and health consciousness are the key motivators of young female consumers' strong identification with brands in the skin care product category. The marketing of beauty brands should emphasise consumer beauty and wellness. The brand

managers must ensure that the beauty products' ingredients are natural and free from harmful hazardous chemicals so that consuming the brands is a way to enhance female consumers' beauty and well-being.

Young female consumers in emerging markets are viewed as an ideal target segment for foreign brands as they have great admiration for foreign brands. This study shows the varying impact of FBHE. This knowledge can be useful in designing more appropriate marketing campaigns. Brand managers need to consider consumer values-based segmentation. They could use the results from this study to emphasise the image of the source country or the greenness of a brand according to the consumer values. For young female consumers with strong BC, managers can use the image of COBO to strengthen CBI. For consumers with strong HC, it is better to emphasise the green image of the brand.

This study also suggests that green brands of skin care products are believed to harmonize their beauty/physical appearance and health/well-being. Young female consumers in emerging market pursue ideal self-image and ideal social self-image in their society by consuming green and natural skin care products/brands. This means that they maintain their health while keeping up their beauty, ideal self-image and ideal social self-image.

Nonetheless, this study has some limitations that present great possibilities for future research. This study is limited to only one brand from one Asian country in one product category i.e skin care. Future investigations should examine several brands that position themselves as green brands from other countries or continents. It is also urged that future studies sample various consumer segments from various countries or continents. Research on green brands in other product categories is also recommended, such as fashion, food and beverage products. This would increase our knowledge of consumer behaviour towards green brands from various countries.

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