FACTORS AFFECTING BRAND LOYALTY OF FOREIGN SKIN CARE PRODUCTS IN BEIJING, CHINA

Lianfei Yang[1], Theeranuch Pusaksrikit[2], Nattapan Buavaraporn[3]

[1,2,3]School of Business, University of the Thai Chamber of Commerce
126/1 Vibhavadee-Rangsit Rd., Dindang, Bangkok 10400, Thailand
[1]Yanglianfei01@163.com, [2]theeranuch@cbs.chula.ac.th,
[3]Nattapan_bua@utcc.ac.th *(Corresponding author)*

Article info

Abstract

Although the scholars have studied about the value of brand loyalty and it is believed that there is relationship existing in brand trust, brand experience, brand satisfaction. However, real endogenous mechanism and external influence of brand loyalty is not fully clarified and verified. Thus, quantitative analysis will be processed to verify factors affect foreign skin care brand loyalty among Chinese consumer and explore how it functions.

Through software of SPSS and Excel, 371 pieces of data collected by snowballing-sampling method by questionnaire-based survey are analyzed with correlation and regression analysis etc. Finally, there are conclusions would be drawn that Brand experience has a significantly positive effect on brand satisfaction, brand trust. brand personality., Brand trust and Brand personality has a significantly positive effect on brand loyalty. Brand experience through chain mediation of brand satisfaction, brand trust and brand personality own significant positive effect on brand loyalty.

These results show that by applying the Brand loyalty conceptual model in China skin care market, it gives insight to cosmetic market players about mechanism of factors interacting with brand loyalty and instruct companies to identify, leverage factor to strengthen competitive advantage.

Introduction

In cosmetic industry of China, Chinese domestic enterprises are facing a dramatically intensive competitive market as powerful foreign companies are coveting this potential market. In recent years, entrepreneurs and academics showed a increasing interest to factors affecting brand loyalty and it motivate them to investigated and research the factors. The brand loyalty is essential to the sustainable development of the companies. To construct the band, enterprises must highly value the construction of brand loyalty. Brand loyalty is a kind of reflection of brand value, possible influence on consumers. Besides, Brand loyalty is a vital contributor to the construction of enterprise's competitive advantage and the establishment and consolidation of enterprise's market position.

One of indicators to measure successfulness of business is whether it can attract customers continually or not. By establishing the company's brand, it will certainly attract more attention from consumers no matter in e-commerce or substantial shopping. Aaker (1991) states that brand loyalty is a yardstick to measure the length of contact between brand and consumer relationships; The level of brand loyalty is also used as a measure of the success on an enterprise's marketing strategy. It is also mentioned that consumers' brand loyalty can bring plenty various benefits to the company, such as repeating purchases and reputation (Brown, 1952). Many scholars like Levy (1978) shows that a substantial portion of a company's sales normally sources from the small percentage of overall consumers or so called the group of loyal consumers. In sum, by producing product which is valuable to consumers by enterprises, it will cultivate customer loyalty slowly.

The cosmetics market is mainly composed by hair care, perfume, make-up, and skin care. In the 1990s and early 20th, with the rapid economy development after Economic Reform and Open-up Policy in 1978 and the market impact brought by the accession to the WTO, foreign brands into the domestic market, and foreign brands' knowledge were also introduced into China. China's brand awareness is gradually enhanced. In "Chinese Consumer Report 2010" published by *Roland Berger* Strategy Consultants provides enterprises with an in-depth understanding of how to get Chinese consumers today. The report show that brand awareness is the most vital factor influencing Chinese people's decision making in shopping. In an environment where the national economy continues to undergo major changes, marketers need to consider more multiple when developing loyalty programs. Chinese consumers have increased their loyalty in most industries. Comparing with domestic brands, it is obviously that foreign brands in cosmetic industry is prefer and own higher trust.

Applying quantitative methods, Palto (2003) researched the factors influencing brand loyalty, but the applicability of research result from Palto (2003) on the Chinese market is unexamined and indefinite. On the other sides, the domestic cosmetic companies are aware of the importance of brand and of establishment of the brand. Brand is the intangible assets of enterprises and enterprises should focus more on brand equity and strive to maintain its value.

Building up consumers' loyalty on brands not only directly affect the profitability of enterprises, but also is the key to achieve sustainable development. Therefore, the research on brand loyalty is not only theoretical significance, but also own an essential application value as local brand and gain ore customers' loyalty by learning the mechanism of loyalty.

Nowadays, cosmetics become a kind of consumables as people are often changing skin care products when there are numerous alternatives of cosmetics are available in bustle and hustle city. Therefore, the firms should react in time to cultivate and retain customers with high loyalty, identify and understand low loyalty customers early to transform them to loyal customer. The reason why research on the brand loyalty of cosmetic companies is significant is that the extent of brand loyalty is a reflection of customers' loyalty toward cosmetic.

The increasingly fierce competition of cosmetics industry is believed to last a long-term in the future. Learning about customer loyalty is significant for cosmetics companies, especially for Chinese local brands and companies. Having a customer group with high loyalty will become an effective and powerful weapon for enterprise to sustain within the competition. Hence Loyalty Management must imbed into marketing strategy and be well organized, implemented.

Although the value of brand loyalty as well as the relationship among brand trust, brand experience, and satisfaction have been studied by researchers, but paid less attention to the real endogenous mechanism and external influence of brand loyalty. Therefore, based on the theory of customer loyalty management and the empirical analysis of the characteristics of Beijing cosmetics industry, this paper studies the factors influencing the brand loyalty of foreign skin care products in the domestic market, and the relationship between these factors and customer loyalty. The objective of this paper is to reveal the influencing factors of foreign brand's customer loyalty, their role in brand loyalty and proposes ways for cosmetics companies to increase customer loyalty to achieve the success of corporate customer loyalty management.

Literature review

Brand experiences

Toffler (1970) firstly proposed that experience can be regarded as an economic commodity, arguing that experience is the product with psychological or perceptional value. Rose et al., (2012) argued that brand experience is the face-to-face communication between the customer and the brand. its purpose is to attract and retain customers from physical and emotional way. The brand experience mainly expresses through the brand environment, sensory stimulation, brand communicators and interactions. Consumer brand experience is related with the obtained information and familiarity of a brand or brand type. Compared product features and benefits, brand experience is regraded be to more influential. It is believed to own ability to generate a deeper meaning and more impression, which can generate brand trust. Brakus et al (2009) defines brand experiences as "reactions of consumers' internal behaviors caused by brand name,

identification, packaging, communication, and other related incentive. "It is difference from product experience, service experience, and consumer experience. It focuses on interpreting the object of experience rather than the product and service. Different companies have different strengths in brand experience, and even some brands experience is slightly negative because of short duration and the effect on consumers.

Brand trust

It is proposed by Dick & Basu (1994) that brand trust is perceived by buyers through risk and forecasting to determine the degree of trust in a brand, more emphasis on the perceived results of a consumer brand. Aaker (1996) suggested that brand trust is not simply refer to or equal to consumer satisfaction to functional performance and attributes of products, but it goes far beyond in some cases.

Lau & Lee (1999) defines brand trust as "when facing uncertain risks, consumers rely on positive expectations of the brand and generate goodwill for the brand". Therefore, brand trust is a cognitive development process that based on consumer under the premise of certain risks, from the perceived risks to the identification risks, to predicting risks. Delgado-Ballester & Munuera-Aleman (2001) proposed that "brand trust begins with consumers having positive confidence expectations about the reliability and behavioral intention of the brand in the face of uncertain risks". Therefore, brand trust is not only generated from the recognition and forecasting of uncertain risks, but also the positive judgment willingness of

consumers for their brand performance and behavior.

Scholars said that trust is based on perceived risk, one is willing to rely on the other side's wishes, and this willingness was established on the basis of the previous understanding of each other, and it was thought that choosing the other side can avoid risks and expect positive results.

Brand personality

Brand personality is connecting brand to some kind of personal characteristics and further abstract the brand image. Personality came from psychology. Scholars in the field of brand introduced the concept of brand personality into brand science and gradually formed systematic theory. Thus, it has some commonalities with the personality of people in psychology (Epstein, 1977). However, they have great differences in the process of their formation. For the individual's personality, it is formed in life based on attitudes, behaviors, and psychological aspects (Park, 1986), and the brand personality is designed through the enterprise and the consumer. In the process of interaction, consumers are eager to display their own personality by purchased and used items from brand with yearning brand personality (Plummer, 1984). Aaker (1997) defines brand personality as "a series of human personality traits related to brands" and the difference is that it gives consumers more emotional needs and enables consumers to use branded products. You can express yourself in the process. The personality of a brand can be shaped like a person's personality, but it is not intrinsic, formed in the interaction

between the consumer and the company, but also reflects the true thoughts and feelings of the consumer (Keller, 1993). Edgbaston proposed that brand personality is the perceptual image of a product in the eyes of consumers, and it is an individualized brand image based on brand positioning.

Since the concept of brand personality is introduced, there is a certain number of scholars show interest and carried out a great deal of in-depth research about it. As brand personality is an analogy to the personality of human being, a psychological term which base the study of brand personality. The brand personality sources from human characteristics that perceived by the consumers. Therefore, in existing studies on measuring brand personality, words that describe human personality characteristics are essential references. After the concept of brand personality is firstly introduced, an effective and reliable brand personality scale based from on human characteristic is developed. There are 5 dimensions of brand personality, including sincerity, excitement, competence, ruggedness, and sophistication (Aaker, 1997).

Brand satisfaction

Cardozo (1965) firstly proposed the concept of customer satisfaction into the marketing field. It has been a controversial concept among scholars since its introduction. Concept of customer satisfaction introduced by Kotler & Keller (2016) is emphasis on the personal perception, the degree of pleasure or disappointment along with purchase experience. It is normally affected by comparison between the perceivable experience and anticipation of purchase of individual. If the perceived value of service is lower than or not match with expectation, then it is highly possible to result in high customer unsatisfaction. In most cases, customer will be satisfied by serving them value-match product. In the case of the provided products exceed the consumer expectation constantly then customers can be highly satisfied generally.

McKinsey (1993) proposes that in the study of the relationship between the level of satisfaction and the degree of loyalty. The level of satisfaction is classified into three level, dissatisfaction; satisfaction; high satisfaction, to correspond extent of satisfaction. However, in the satisfaction area, customer loyalty remains unchanged. An empirical study by Thomas & Sasser (1995) also suggested that it is nonlinear relationship existing between customer satisfaction and customer loyalty and varies greatly across various industries. Within the background of fiercely competitive industry that means there are various alternatives available for consumers, customers show robustly high loyalty in high-satisfaction level vice versa there is few changes happened on loyalty of satisfaction in low-satisfaction areas.

Brand loyalty

As the modern market environment and the characteristics of enterprise products are constantly changing, cultivating loyal customers is an effective way to enhance brand strength. Therefore, the research on brand loyalty is increasingly becoming the hot spot of many scholars' research. Olive (1999) also tends to view

brand loyalty as a strong psychological commitment based on customers' preference for products or services, mainly in the long-term frequent purchase of products of the same brand or brand series, Olive point out customer's attitudes towards a brand's established attitudes while exhibiting the appropriate behavior will result in customer loyalty. Customer loyalty of a brand is based on trust and love of the brand, where brand trust and brand loyalty are the sum of customer perceived value. Research shows that customers are equally positively correlated with brand positive and brand loyalty, and that the correlation between them is strong. In addition, this positive emotional response can reduce the price sensitivity of customers.

Brand loyalty should include both behavioral loyalty and attitude loyalty. Behavioral loyalty normally refers to customers is willing to make purchase of a certain products of brand consistently. Repurchasing behaviors may originate from intrinsic feelings of the brand, or may come from that consumer inertia, purchase impulses, conversion cost, promotion activities or market coverage is higher than competitiion brands and other emotionally independent factors. Attitude loyalty refers to the match between a brand personality and customer lifestyles. The customer generates feelings for the brand, or even proud, and the second as their own friends and the spirit of the sustenance, and then showed continued purchase of desire and behavior.

China's scholar Lu et al(2010) take liquid dairy consumers as the object of study, from the consumer and corporate marketing two levels of brand loyalty factors were studied, but also from the consumer demographic characteristics, brand awareness, packaging, price, advertising And the convenience of purchase and other aspects of the brand loyalty to verify the impact of factors.

Relationship between variables

The relationship between brand satisfaction, brand trust, brand personality and brand experience

Brand experience is the subjective experience that consumers receive after receiving various brand-related stimuli in interaction with the brand. It includes the consumer's choice of brand, and even the process of product use, and brand satisfaction is the main observe the difference between expected and actual gains. There is a close relationship between the two, and the sensory experience in the brand experience is the stimulation of consumer senses can increase consumer's purchase desires and the value of add-on products, through the brand new experience increases satisfaction. For different industries and different participants, scholars conducted a study around brand experience and brand satisfaction. Westbrook & Oliver (1991) confirmed that the emotional experience dimension of brand experience has a positive predictive effect on brand satisfaction by investigating new car buyers. Next, he believes that the prefix variable for brand trust is total brand satisfaction.

H1: Brand experience has a positive effect on brand satisfaction

Brand experience and brand trust both plays a decisive role in consumer

purchase, experience brings good inner experiences, and trust reduces consumers' risk. Companies seek various ways to establish trust relationships with consumers, and the premise for building trust is to create a good brand experience for consumers. The two have a close relationship, the higher the level of consumer interaction with the brand, and when buyer understands the brand's good intentions, trust will appear (Doney & Cannon, 1997). It is found that the brand experience plays an important role in the process of generating trust to the brand. In purchasing process of consumer's, the risk of the current transaction will be reduced based on the experience of previous consumption, especially when faced with similar situations. Shankar et al (2003) and Kania (2001) found that different forms, such as virtual online communities and games, is able to attract consumers to take part in meaningful and diversified brand experiences, thereby contributing to the formation process of brand trust.

H2: Brand experience has a positive impact on brand trust

Brand personality is defined as the personality characteristics is perceived by the consumer from brand. It is believed by Keller (1993) that the brand personality reflects the perception of consumers toward a brand and it actually owns a self-expressive and symbolic function for consumers. Pitta & Katsanis (1995) proposes that brand personality perceived by consumer is highly possible generated from advertisement, slogans publicized by companies and it is trend to be a inference by consumer toward production and producer. Hayes (2000) also considers brand personality is important as a brand image. The brand

personality that constitutes a brand image associated with human characteristics.

H3: Brand experience has a positive impact on brand personality

The relationship between brand satisfaction, brand trust, brand personality and brand loyalty

Bitner (1990) stated that customer satisfaction directly affects their brand loyalty while the degree and quality of customer satisfaction could determine brand loyalty. Ostrom and Iacobucci (1995) believe that customer satisfaction is a relative concept. It is a kind of consumer emotion after the customer measure the gains and losses, and this emotion largely determines whether the customer continues to purchase. In order to improve the quality of service along with the product and enhance the perception of consumer in consumption, the marketing Personnel fully aware of the important point of service value training behavior is an urgent task.

H4: Brand satisfaction has a significantly positive effect on brand loyalty

Trust is the lubricant to smooth the relationship between brand and consumers. Brand trust is essential in the process that consumers form loyalty to a brand. It plays an essential role in the establishment of brand loyalty of consumers. Brand trust is a essential precondition in the process of leading to loyalty behavior through. Chaudhuri and Holbrook (2001) propose brand trust based on this. The assumptions that affect brand loyalty are validated in empirical studies and they believe that the emotional determinants of brand loyalty need to be considered separately

in terms of maintaining brand relationships. At first, researchers thought that satisfaction would directly lead to loyalty behavior. When scholars empirically analyzed monopolistic industries, consumers found that although consumers showed high loyalty to such industry brands, their satisfaction was generally not high.

H5: Brand trust has a significant positive effect on brand loyalty

It is believed that brand personality is able effect brand loyalty directly. If brand personality built up by company can gain the agreement from target consumer or keep consistence with personality of target consumer, the target consumers is highly possible to be attracted retained the brand. The personality is linked to the meaning of what you want to express. Biel (1992) found through research found that brand personality has a vital role in promoting consumer loyalty. There is a tend that the homogenization of product is becoming more and more serious. Only improving brand personality can take consumers' limited minds and gain consumers' loyalty. When the brand's personality can be well perceived by consumers, they will be loyal to the brand. Kim et al (2001) proposed that the unique of brand personality is directly proportional to its attractiveness to consumers. At the same time, the attractiveness of brand personality directly affects positive word-of-mouth communication and indirectly affects brand loyalty.

H6: Brand personality has a significant positive effect on brand loyalty.

It is worth noting that in the research framework of this study, the brand experience developed into subsequent mediating variables of brand satisfaction, brand trust and brand personality that would have consequential impact on the brand loyalty. Such mediating relationship can be obtained in the findings revealed by Ha and Perks (2005), for instance, it is revealed that brand experience would have positive influence on the customer satisfaction of Korea online e-commerce platform. Moreover, Ha and Perks (2005) added that online consumers would emphasize more on brand experience instead of the price itself, which deduced that low pricing strategy have less influential impact on the customers satisfactory level.Further, Keller (1993) added that elaborative inference making and information processing could be the essence of resulting brand-associated affiliations.

Similarly, in the study of Brakus et al., (2009), further evidences were uncovered indicating the relationship between brand experience and brand loyalty. As a whole, historical judgement of satisfactory brand experience via positive brand satisfaction, sustainable brand trust and appealing brand personality could influence on the level of perceived brand loyalty in the future, which can be measured in the form of recurrent purchases or voluntarily provision of positive word or mouth (Mittal and Kamakura, 2001). Thereby, it is hypothesized that brand experience via the mediation of pleasurable brand satisfaction, brand trust and brand personality would have significant positive on brand loyalty.
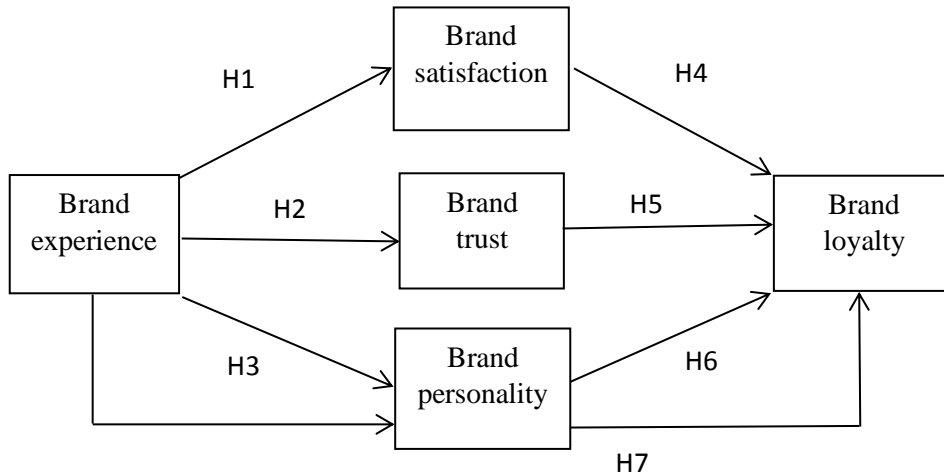
H7: Brand experience through chain mediation of brand satisfaction, brand

trust and brand personality have a significant positive on brand loyalty

Conceptual framework

Through combing the previous literature, this paper builds a model for external cosmetic brands, therefore, the theoretical model of this study is shown in the figure :

Figure 1 This model (Research Conceptual Framework)
adapted from Brakus et al (2009)

Methodology

The design of the paper is consisted of four parts. Firstly, it is literature review in accordance with the theory of existence to explore the factors of foreign skin care's brand loyalty. Secondly, it is questionnaire design which the questionnaire adopts the design methods of blank filling and multiple choices. In this case, the respondents can choose one or more answers according to the requirements of the problem guidance or the restriction. Thirdly, it is analysis process of data collected by questionnaire survey in detail. The data

analysis is aimed at extracting useful information then provided empirical support to conclusion. Finally, in terms of the systematic analysis of the various factors, derived factors in the brand loyalty of consumers on foreign skin care brands.

Beijing has a relatively high economic level and strong female spending power. Beijing is the location where this study was conducted while target respondent is over the age of 20. Therefore, what this article needs to study is the direction and degree on brand loyalty's influencing factors. It also discusses the purchase intentions of different ages, income

levels, education levels, and occupations under these influence factors.

This article collects the questionnaire use online questionnaire. The total 400 questionnaires will be distributed during a-month period, from December 1st, 2018 to 2nd January ,2019, to analyze the data. The questionnaire was divided into four parts: (1) customer behavior (2) the factors affecting the customer loyalty of foreign skin care brands (3) and the loyalty of the customers (4) the personal information of the respondents.

Research instrument

Reliability mainly represent the degree of consistency, robustness and immutability on reflection from test results to the test subject characteristics. In general, the higher consistent of the results in two or two tests is more is then and less error

and more reliable the result will be. In this thesis, the Cronbach reliability coefficient will evaluate the degree of reliability of the questionnaire as indicator.

For the evaluation scale of Cronbach's Alpha coefficient is with the range of $0.60 \sim 0.65$ means unacceptable reliability and preferably not to use the result; $0.65 \sim 0.70$ is the acceptable coefficient range; $0.70 \sim 0.80$ is good); $0.80 \sim 0.90$ is very ideal coefficient range). Taking a standard body as a standard, then conducting research, and performing reliability test by understanding this topic, this is a test of the reliability of the whole questionnaire, and the structural validity is somewhat different, so we use SPSS for analysis. Divided into brand loyalty, brand experience, brand trust, brand satisfaction, brand personality.

Table 1 The result of reliability test

Variables	Cronbach' Alpha	N of Items
Brand experience	0.946	10
Brand satisfaction	0.901	6
Brand trust	0.882	6
Brand personality	0.885	5
Brand loyalty	0.869	5

In Table 1, it shows the questionnaire is with a certain reliability as the 5 Cronbach' Alpha values are greater than 0.8 respectively in which represent the well pass of the reliab4.3Validity Analysis

Validity points to the degree of effectiveness to which the designed questionnaire measures the variables.

There are a few dimensions, included content validity; surface validity; construct validity etc.,. Content validity refers to comprehensiveness or effectiveness of test content in the questionnaire. Surface validity refers to whether the target variables be imbedded and appropriated measured within the questionnaire. One of the construct

validities is convergence validity, referred to the degree of correlation between the extracted common factor and the measurement item of a variable. The other one is difference validity which used to test the specificity of the item for variable measurement. Through factor analysis, both differential validity and aggregate validity can be roughly tested.

There are a few prerequisites are necessary to be satisfied before applying factor analysis to test validity in which is that a significant correlation in the items, which is suggested by two test indicators, value of Bartlett spherical test and KMO value.Next, the brand experience, mediation variables, and brand loyalty metrics are tested for validity. For further analysis result is indicated in Table 2.

Table 2 The result of KMO and Bartlett's test of sphericity

KMO and Bartlett's test				
Dimension	KMO	Bartlett's test of sphericity		
		Approximate chi-square	df	Sig.
Brand experience	0.964	2820.558	45	0.000
Intervening	0.895	3285.305	136	0.000
Brand loyalty	0.872	822.243	10	0.000

According to Table 2, it suggests the KMO test values of 371 pieces of data are 0.964, 0.895, and 0.872, in which indicate that data collected by questionnaire is satisfied the preconditions for factor analysis. The Bartlett's test of sphericity test results show that the approximate chi-square values are 28250.58, 3285.305, and 822.243, respectively. The numerical values are relevantly large, and the significant probabilities are all 0.000 ($P<0.05$). Thus, the null hypothesis of Bartlett test of sphericity test is rejected. The brand experience, mediation variables, and brand loyalty metrics is tested out that with high validity and are acceptable to process factor analysis.

Data analysis

As to data analysis, SPSS and Excel were selected as the main analytical tool and carry out the following analysis process, includes reliability analysis of the scale, validity analysis, and regression analysis between variables.

Result

Collected data from a total of 371 questionnaires was process in SPSS software. 400 questionnaires were distributed. After identifying and abandoning invalid questionnaires, there is 371 valid questionnaires remaining, which the rate of valid questionnaires can account for 92.75%. Methods including frequency analysis, reliability and validity analysis, correlation analysis, and regression analysis are applied in our

model to prove the relationship among investigated factors.

Data collected on respondents' purchase behavior showed that the most frequent products purchased by most respondents were facial cleanser (96.5%) toner (86.52%), body milk (93.53%), and sunscreen (77.63%). Most of the respondents are buying once a month and once every three months. The reason for choosing foreign skin care products is that they believe that foreign skin care products are more effective for healthy

skin and dealing with skin problems, among them LANCOM, ESTEE LAUTER and others. The brand is loved by respondents.

Demographics refer to classifiable characteristics of a given population. Demographic characteristics are consisted of Gender, Age, Race, Geographic, Ethnicity, Area, Income level, Educational attainment.The demographic characteristics of the questionnaires collected in this paper are as Table 3:

Table 3 Demographic characteristics

age	Under 20 years	22	5.93
	21-30 years	162	43.67
	31-40 years	121	32.61
	41-50 years	45	12.13
	Over 50 years	21	5.66
	Total	371	100
gender	Man	107	71.16
	Female	264	28.84
	Total	371	100
Marital status	Single	227	61.19
	Married	144	38.81
	Total	371	100
Highest level of education	Secondary	26	7.01
	Diploma	38	10.24
	Undergraduate Degree	156	42.05
	Post graduate degree	96	25.88
	Others (specify)	55	14.82
	Total	371	100
Monthly income	Below 3000 CNY	22	5.93
	Between3000 CNY-6000CNY	37	9.97
	Between 6000CNY-9000CNY	125	33.69
	Above 9000CNY	187	50.4
	Total	371	100

The results showed that the majority of respondents were 71.16% of women, and most of them were single, accounting for 61.19%. Ages range from 21-30 years old (43.67%) and 30-40 years old (32.61%). Respondents received at least a college degree with a bachelor's degree (42.05%) and a master's degree (25.88%). Most of the respondents' wages are above 6000CNY, which indicates that their income is at a medium high level.

Exploratory factor analysis is an analysis method of information concentration. The aim to apply factor analysis is mainly to find out the relationship with aggregated indicators (factors) instead of plenty indicator. Exploring analysis items (quantitative data) should be divided into several Factor (variable). From the of KMO and Bartlett results table (Table2), the brand experience is suitable for factor analysis.

Table 4 Exploratory factor analysis

	Cumulative	Eigenvalue (gravel diagram)
Brand experience	67.601%	>1
Intervening variable	66.211%	>1
Brand loyalty	65.701%	>1

Explanation Table of the total variance above (Table 3) shows the variances and sum of cumulative interpreted under each common factor. In Table 3, one common factor is extracted as eigenvalue is > 1 and the cumulative factor of the one common factor contributed up to 67.601%,66.211%,65.701%. Normally, if cumulative contribution rate is up to 80% and common factor is taking into account, it enables to give a good explanation of the original problem. In the case that the cumulative contribution rate is within the ranges of 60% to 80% while the public factor is it is considered, the problem can be basically explained.

Table 5 Component matrix for brand experience

Component Matrix[a]	
	component 1
BE1	.867
BE2	.741
BE3	.794
BE4	.860
BE5	.742
BE6	.759
BE7	.857
BE8	.870
BE9	.866
BE10	.850

Extraction Method: Principal Component Analysis
a.extracted a component

Table 6 Component matrix for intervening variable

Rotating component matrix[a]			
	component		
	1	2	3
BS1	.787	-.013	.069
BS2	.807	.091	.028
BS3	.819	.104	.059
BS4	.781	.104	.077
BS5	.824	.081	.035
BS6	.860	.067	.009
BT1	.088	.822	.066
BT2	.062	.842	.131
BT3	.047	.788	.125
BT4	.052	.762	.083
BT5	.058	.766	.009
BT6	.111	.732	.049
BP1	.102	.061	.815
BP2	.017	.067	.855
BP3	.092	.082	.790
BP4	.055	.136	.844
BP5	-.014	.071	.806

Extraction method:principal component
Rotation method:normalized varimax

a. Rotation has converged after four iterations

Table 7 Component matrix for brand loyalty

Component Matrix[a]	
	Component 1
BL1	.815
BL2	.789
BL3	.817
BL4	.786
BL5	.844

Extraction Method: Principal Component Analysis
a.extracted a component

The factor 1 is in the 10 variables showed in Table 13, the component matrix. There is a large load on "BE9" and "BE10", which named "Brand Experience".According to the 0.5 principle, factor 1 from the Table 15 has a large load on the variables "BS1" to "BS6", and is named For "Brand Satisfaction"; factor 2 has a large load on the variables "BT1" to "BT6", and named it "Brand trust"; factor 3 has a large load on the variables "BP1" to "BP5" and is named "Brand Personality".In terms of the 0.5 principle, Table 17 above suggested that factor 1 has a large load on the variables "BL1", "BL2", "BL3", "BL4", "BL5", and it is named "brand loyalty".Eventually, based on of KMO and Bartlett's test and exploratory factor analysis results, it is believed that the scale of questionnaire own a better structural effect and passes the validity test.The interrelationship among all 5 variables: Brand Experience, Brand Satisfaction, Brand Trust, Brand Personality, Brand Loyalty.

Table 8 Bivariate correlation result table

		significance				
		Brand experience	Brand satisfaction	Brand trust	Brand personality	Brand loyalty
Brand experience	*Pearson* correlation coefficient	1	.400**	.397*	.443**	.371**
	Significance(two-tailed)		.000	.000	.000	.000
	Number of cases	371	371	371	371	371
Brand satisfaction	*Pearson* correlation coefficient	.400**	1	.180**	.126*	.412**
	Significance(two-tailed)	.000		.000	.015	.000
	Number of cases	371	371	371	371	371
Brand trust	*Pearson* correlation coefficient	.397**	.180**	1	.202**	.370**
	Significance(two-tailed)	.000	.000		.000	.000
	Number of cases	371	371	371	371	371
Brand personality	*Pearson* correlation coefficient	.443**	.126*	.202*	1	.384**
	Significance(two-tailed)	.000	.015	.000		.000
	Number of cases	371	371	371	371	371
Brand loyalty	*Pearson* correlation coefficient	.371**	.412**	.370*	.384**	1
	Significance(two-tailed)	.000	.000	.000	.000	
	Number of cases	371	371	371	371	371

**. At the 0.01 level (two-tailed), the correlation is significant
*. At the 0.05 level (two-tailed), the correlation is significant

From Table 18, there is positive and strong correlation existing between 2 variables: brand experience and brand satisfaction, n=371, P=0.000< α, at the α = 0.01 significant level. In other words, with a higher level of brand experience, it is believed that the level of brand satisfaction will improve corresponding (r=0.400).

Based on the analysis result on 371 sample data (Table 18) and the analysis criterion mentioned above , it suggests that the analysis result of various pair of variables, including Brand Experience - Brand Trust (r=0.397, P =0.000); Brand Experience - Brand Personality (r=0.443, P =0.000); Brand Experience - Brand Loyalty (r=0. 371, P =0.000); Brand Satisfaction - Brand Loyalty (r=0.412, P =0.000); Brand Trust - Brand Loyalty (r=0.390, P =0.000); Brand Personality - Brand Loyalty(r=0.384, P =0.000), are strong and positive correlated at the a=0.01 significant level.

The regression analysis is applied on mediator variables analysis in this paper. In Baron and Kenny (1986), there are a total 3 assumptions needed to satisfy in order to evaluate mediator variables as follows;

(1) The independent variable is necessary to relate with the both the mediator variable and dependent variable;

(2) The mediator variable is necessary to related with the dependent variable;

(3) When the mediator variable is controlled as a constant, the independent variable needs to be independent with dependent variable (in this case, it is a full intermediary), or has only a certain influence (in this case, partial mediation).

In the following, there are analysis on testing whether data satisfy assumptions mentioned above. Besides, the verification and inference process in following three part: Brand satisfaction, Brand Trust and Brand personality, will follow the same sentence as they are applying the same analysis method.

Table 9 Regression analysis of brand experience to brand loyalty (First Step)

	Regression Equation				Model Summary		
	B	t	Sig.	R	R-Square	Adjusted R-Square	standard error of estimate
Brand experience on brand satisfaction	0.428	7.664	0	0.371	0.137	0.135	1.067
Brand experience on brand trust	0.384	7.655	0	0.371	0.137	0.135	1.068
Brand experience on brand personality	0.428	7.664	0	0.371	0.137	0.135	1.067

Dependent variables: brand loyalty

Table 10 Regression analysis of brand experience to brand satisfaction (Second step)

	Regression Equation				Model Summary		
	B	t	Sig.	R	R-Square	Adjusted R-Square	standard error of estimate
Brand experience	0.462	8.38	0	0.4	0.16	0.158	1.054
Brand trust	0.441	8.297	0	0.397	0.157	0.155	1.017
Brand personality	0.521	9.502	0	0.443	0.197	0.194	1.048

Dependent variables: brand loyalty

The first step and the second step analysis (Table 19 & Table 20) are to verify that the assumption1, which is: The independent variable is necessary to relate with the both the mediator variable and dependent variable.

In Table 19 "intermediary regression analysis - the first step", the regression model shows that the brand experience (independent variable) is related to and brand loyalty (dependent variable) at the $\alpha=0.05$ significant level of (P =0.000).

Followed by the second step (Table 20, "intermediary regression analysis - the second step"). It can be known: the brand experience (independent variable) is related to and brand satisfaction (dependent variable as well as the mediation variable) at the $\alpha=0.05$ significant level of (P =0.000).

Table 11 Intermediary regression analysis – the third step

	Regression Equation			Model Summary			
	B	t	Sig.	R	R-Square	Adjusted R-Square	standard error of estimate
Brand satisfaction	0.412	8.698	0	0.412	0.17	0.168	1.047
Brand trust	0.384	7.655	0	0.37	0.137	0.135	1.068
Brand personality	0.377	7.978	0	0.384	0.147	0.145	1.061

Dependent variables: brand loyalty

Then turn to the third step, where aim to test whether the assumption 2 is met or not. In Table 29, it is suggesting the brand personality which is the independent variable as well as the mediator variable relates to the brand loyalty which is dependent variable in less than the $\alpha=0.05$ significance level (P value = 0.000).

Table 12 Regression analysis of brand experience and brand satisfaction to brand loyalty (Fourth step)

	Regression Equation			Model Summary			
	B	t	Sig.	R	R-Square	Adjusted R-Square	standard error of estimate
Brand experience	0.306	5.217	0.000	0.306	0.443	0.196	0.192
Brand trust	0.275	5.204	0.000	0.275			
Brand experience	0.288	4.789	0.000	0.288	0.444	0.197	0.193
Brand personality	0.268	5.237	0.000	0.268			
Brand experience	0.283	4.875	0.000	0.283	0.47	0.22	0.216
Brand personality	0.268	5.237	0.000	0.268			

Dependent variables :brand loyalty

Eventually, it is the assumption 3 to be tested in the fourth step is to analyze. In Table 30 ("intermediary regression analysis - the fourth step"), it is known the assumption 3 is met as the independent variables, including brand

experience, brand personality, are both proved to play roles in mediating in brand loyalty (dependent variable), as the P values of both brand experience and brand satisfaction are 0.000, which are less than the significance level α=0.05 in the regression model. On a general note, the Beta value obtained from the intermediary regression analysis not only reveal the strength and intensity of the independent variable on the dependent variable of this study, but also reveal the association or closeness between brand experience, brand persnoality, and brand loyalty. In short, the increase in value of brand experience in one unit would increase the brand personality by 0.288,

whereas, the increase in value of brand satisfaction in one unit would increase the brand loyalty by 0.268.

Discussions

This empirical analysis suggests that customer experience, brand satisfaction, brand personality, and brand trust own an important influence on brand customer loyalty. In order to maximize the retention of customer resources and then maximize profits from loyal customer, a few valuable conclusions that drawn from the analysis findings above will show as follows:

Table 13

Hypotheses	Correlation coefficient(r)	Results
H1:Brand experience has a significantly positive effect on brand satisfaction	0.400	R>0,H1 is supported
H2: Brand experience has a significantly positive effect on brand trust.	0.397	R>0,H2 is supported
Hypothesis3(H3): Brand experience has a significantly positive effect on brand personality	0.443	R>0,H2 is supported
H4: Brand satisfaction has a significantly positive effect on brand loyalty.	0.371	R>0,H4 is supported
H5:Brand trust has a significantly positive effect on brand loyalty.	0.412	R>0,H5 is supported
H6:Brand personality has a significant positive effect on brand loyalty	0.370	R>0,H6 is supported

Based on literature research and field interviews, this chapter uses questionnaire data to empirically analyze the factors affecting the loyalty of imported cosmetics brands and tests the research hypotheses proposed in Chapter 4.In the first hypothesis, the conclusion

that the brand experience owns a positive impact on brand loyalty which is consistent with the conclusions of Brakus et al (2009). . A brand is able to generate a brand experience through perception, emotional, behavioral, and thinking aspects, which in turn affects brand

loyalty. This can be supported by the empirical evidence obtained in Chapter 4, which obtained a correlation coefficient of 0.4.

In the second hypothesis, it is hypothesized that brand experience has a significantly positive effect on brand trust. Specifically, this study obtained a correlation coefficient of 0.397, which supported the second hypothesis itself. The reaffirmation of the second hypothesis can be associated with the past similar findings obtained in Chen et al., (2009), Chaudhuri and Holbrook (2001), Shanker et al., (2003) and Kania (2001).

In the third hypothesis, it is hypothesized that brand experience has a significantly positive effect on brand personality. Specifically, this study obtained a correlation coefficient of 0.443, which supported the formation of the third hypothesis. The reaffirmation of the third hypothesis can be associated with past similar findings found in Batra et al., (1993), Hayes (2000), Pitta and Katsanis (1995) and Keller (1993). For instance, it is advocate that brand personality can be generally obtained from the frequent exposure to slogans and advertisement, which eventually develop a favourable sentiment or human characteristics of the brand itself. Similarly, the respondents of this study perceive favourable brand personality based on the measurement of high degree of ruggedness, sophistication, competence, excitement, and sincerity.

In the fourth hypothesis, Madeleine & Michaed (2004) and Ha & Perk (2005) research on the entertainment industry also shows that the relationship between brand experience and brand loyalty not only has a direct impact, but also the existence of some intermediate variables has an indirect effect. They believe that less experience factors are directly related to brand loyalty.This can be supported by the empirical evidence obtained in Chapter 4, which obtained a correlation coefficient of 0.397.

In the fifth hypothesis, it is assumed that brand trust has a significantly positive effect on brand loyalty. Particularly, this study obtained a tabulated correlation coefficient of 0.412, which supported the formation of the fifth hypothesis. On top of that, the validity of the third hypothesis can be reaffirmed by the findings of Lau and Lee (1999), Chaudhuri and Holbrook (2001), and Delgado et al., (2001), which revealed that the credibility of the brand projects would influence on the loyalty behavior of the consumers, and ultimately the recurrent purchase behavior of the customers. Similarly, the respondents in this study also agreed that brand trust is established based on consistent delivery of quality products or services, ability to maintain their credibility and business integrity, and ability to meet the respondents' expectations.

In the sixth hypothesis, it is assumed that brand personality has a significant positive effect on brand loyalty. This hypothesis were supported due to the acceptable correlation coefficient result of 0.3700. On top of that, the results of this study can be reaffirmed by the past findings revealed by Plummer (2000), Biel (1992), Kim et al., (2001) and Graeff (1996). The researchers generally maintained that if the brand personality exude an appealing and attractive character to the consumers, the resultant impact on the brand loyalty would greatly increase as well.

There following two findings concluded in the model.

1. As to the 4 factors that affecting customer loyalty, brand experience, brand satisfaction, brand trust, brand personality and brand loyalty are positively correlated. 2.Brand experience through chain mediation of brand satisfaction, brand trust and brand personality have a significant positive effect on brand loyalty.

In short, the research questions of this study including "What are the factors affecting brand loyalty of Chinese consumers toward foreign skin care product." and "How brand loyalty affects Chinese consumer in purchasing foreign skin care products" were successfully fulfilled, this is mainly because all of the seven hypotheses in this study were fully supported by empirical evidences and reaffirmed by past literature findings.

Implication of the study

First of all, analyzing the characteristics of customers' purchase is able to give further understanding of customers and help companies to identify what is the main body of customer loyalty. Then, it can help enterprises to learn more knowledge about customers who they provided the services for and demand and the robustness, strengths of demands from target consumer groups.

Secondly, it is believed that analyzing and researching on mechanism of customer loyalty is going to give companies in-depth understand about the customer's consumption patterns and decision-making process on purchase. In addition, a comprehensive understanding of behavior formation process of customer loyalty is an essential knowledge foundation of customer loyalty management system.

Thirdly, based on the investigation of the brand loyalty of cosmetics, it redefined and extend the connotation of customer loyalty for cosmetics and finally enriched the theory of customer loyalty.

Eventually, research on factors that are influential to cosmetic brand loyalty and the establishment of a conceptual model together reveal the vital factors affecting brand loyalty, and the influence of these factors. Since company have an in-depth understanding of those mechanism, companies are able to examine itself whether these factors are lacking or insufficient in the company, to identify strengths and weaknesses according to factors, to learn how to leverage factor to strengthen competitive advantage, and to make up for deficiencies and finally catching up with the main player in cosmetic Market. Loyalty management is a powerful tool for enterprises in cultivating and retaining loyalty of customers.

In summary,Taking the theory of customer loyalty management as knowledge foundation, the this thesis research on factors that influence the brand loyalty of foreign skin care products in domestic market and the relationship on these factors and customer loyalty.

The more practical implication of this paper is expected to be provide and deliver beneficial information, findings, and details for the managerial executives and marketing executives of the foreign skin care companies. This is mainly due

to the fact that the China skin care market share is relatively large and competitive, which means that it would be critical for the marketers or managers to gain further insights regarding their valued customers in China. As a result, the marketers or managers could divert the most number of resources to the independent variable that could generate the highest amount of brand experience and the eventual brand loyalty. There by, the foreign skin care companies could leverage on such information provided by the consumers to gain additional market share in China. Particularly, it is worth noted that the marketers should focus more on establishing a clear distinctive brand characteristics to build a formidable brand personality, as brand personality obtained the highest correlation coefficient among the three mediating variables, whereas brand trust should be maintained in the long run, as brand trust obtained the highest correlation coefficient among the three variables, which is crucial to the development of brand loyalty of the customers.

Limitation

Due to the limited research time, cost and human resource, sample data collected in this research and the analysis result in this research might not able to represent the preference of overall consumer in China. Secondly, the concept of brand loyalty could be divided into attitude loyalty and behaviour loyalty.However, due to the time limitation, there is no further reflection in the questionnaire. Thirdly, as the Foreign brand in care product of cosmetic industry is our research industry, there are extremely high product heterogeneity and corresponding lots of segments in this industry. Different consumer within different market segment trend to own totally different demand and purchasing ability. It is not recommended to make inference the research result to overall consumer for the high variety in the Chinese skin care market. Eventually, it is also an implication that future researcher could explore different situation that how factor effect brand loyalty in various segment.it is worth noting that the questionnaire were constructed under the influence of Likert five point scale. From this point of view, it is implied that this research could have potentially integrated Likert seven-point scale into the construction of questionnaire in Chapter 3. Fifthly, a sample size of 400 in this study could potentially limited the research outcome due to the slightly higher margin of error.

Recommendation for the future research

Due to the limited research time, cost and human resource, sample data collected in this research and the analysis result in this research might not able to represent the preference of overall consumer in China. it is worth mentioning that the sample size of this study were only limited to a number of 400, although it may seems suffice enough to justify the low margin of error, but it is possible that the sample size of this study to drop further to the percentage of 3.5, 2.5 or even 1.0.For the recommendation to further research in this field, it is advisable to choose a more representative sample that able to reflect the overall Chinese consumer in order to

obtain result with higher reliability or universality.

Secondly, the concept of brand loyalty could be divided into attitude loyalty and behaviour loyalty as discussed in 2.1.5. However, due to the time limitation, there is no further reflection in the questionnaire. Although the factors with impact on Brand loyalty was researched in this thesis, the mechanism of how various factors effects on attitude loyalty and behaviour loyalty is not fully clarified. Thus, it is also advisable for further researcher to explore this filed.

Thirdly, as the Foreign brand in care product of cosmetic industry is our research industry, there are extremely high product heterogeneity and corresponding lots of segments in this industry. Future researcher could explore different situation that how factor effect brand loyalty in various segment.

Fourthly, Future researcher could be Likert seven-point scale. Likert five point-scale might not be as accurate as Likert seven-point scale, which is mainly due to the fact that Likert seven point-scale could obtained a more accurate response from the respondents under seven specific scale of measurement.

References

Aaker, D. A. (1991). Managing brand equity: capitalizing on the value of a brand name. New York: Free Press, c1991.

Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review, 38*(3), 102-120.

Assael, H. (1984) *Consumer Behavior and Marketing Action.* Kent Pub. Co.

Asseal, H. (1992) *Consumer Behavior and Marketing Action. Fourth Edition.* PWS-KENT Publishing Company, 1992.

Batra, R., Lehmann, D.R., Singh, D. (1993) The brand personality component of brand goodwill: Some antecedents and consequences Brand equity and advertising.

Bernhardt, K.L., Krentler, K.A. (1995) *Principles of Marketing, 4th edi,* HarperCollins, NY, USA.

Biel, A. L. (1992). HOW BRAND IMAGE DRIVES BRAND EQUITY. *Journal of Advertising Research*, *32*(6), RC-6-RC-12.

Brakus, J. J., Schmitt, B., H., Zarantonello, L. (2009) Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, *Vol. 73, No. 3* (May, 2009), pp. 52-68.

Brown, G. H. (1952). Brand Loyalty-Fact or Fiction. *Advertising Age*, *23*(June 19, 1952), 53-55.

Cardozo, R.N. (1965) An Experimental Study of Customer Effort, Expectation, and Satisfaction. *Journal of Marketing Research*, *2*, 244-249.

Cemal, Z., Azize, ù., Hakan, K., Mehtap, O. (2011) The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research on Global Brands. *Procedia Social and Behavioral Sciences*. *24*(2011)1288-1301

Chaudhuri, A., Holbrook, M. B. (2001) The Chain of Effects from Brand Trust and Brand Affects to Brand Performance: The Role of Brand Loyalty [J]. *Journal of Marketing, Vol.65,* 2001: 81-93

Chen, P., Hu, H. (2010) The effect of relational benefits on perceived value in relation to customer loyalty: An empirical study in the Australian coffee outlets industry. *International Journal of Hospitality Management 2010, Vol.29*(3), pp.405-412.

Chen, Y., Chien, S., Wu, J., Tsai, P. (2010). Impact of Signals and Experience on Trust and Trusting Behavior. *Cyberpsychology, Behavior & Social Networking*, *13*(5), 539-546. doi:10.1089/cyber.2009.0188

Clatworthy, S. (2012). Bridging the gap between brand strategy and customer experience. *Managing service quality. 22*(2), pp. 108-127.

Cunningham, R. M. (1956). BRAND LOYALTY--what, where, how much? *Harvard Business Review, 34*(1), 116-128.

Delgado-Ballester, E. (2011) 'Development and validation of a brand trust scale', working paper. University of Minnesota-Twin Cities, MN.

Delgado-Ballester, E., Munuera-Aleman, J. (2001) Brand Trust in the context of consumer loyalty. *European Journal of Marketing*, 2001:1238-1258.

Delgado-Ballester, E., Munuera-Aleman, J. (2003) Development and validation of a brand trust scale. *International Journal of Market Research*, *First Quarter 2003, Vol.45,* pp.35-53

Epsilon (2015) People's Choice: A View into Chinese Customer Loyalty.

Epstein, S. (1977) Epstein's self-theory undergoes an identity crisis. *American Psychologist, Vol.32*(9), 1977, pp.783-784

Garbarino, E., Johnson, M. S. (1999) 'The different roles of satisfaction, trust, and commitment in customer relationships', *Journal of Marketing, 63*(2), April, 70-81

Ha, H., Perk, H. (2005) Effects of consumer perceptions of brand experience of the web: Brand familiar, satisfaction and brand trust. *Journal of consumer behaviour, 2005*:438-452

Ha, H.Y. and Perks, H. (2005), "Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust", *Journal of Consumer Behaviour, Vol. 4, No. 6,* pp. 438- 452, http://10.1002/cb.29

Hayes J B. (2000) Antecedents and consequences of brand Personality[J], *Dissertation Abstracts International Section A: Humanities and Social Sciences,2000,61,* 268-268

Heiens, R.A., Pleshko, L.P. (2011). A contingency theory approach to market orientation and related marketing strategy concepts: does fit relate to share performance? *Academy of Banking Studies Journal, Jan-July, 2011, Vol.10*(1), p.119(15)

Jacoby, J., Kyney, D.B. (1973) Brand loyalty vs repeat purchasing behavior. MR, *Journal of Marketing Research (pre-1986), Feb 1973, Vol.10*(000001), p.1

Kania, D.(2001) Branding.com, NTC Business Books, Chicago, IL.

Keller K L. (1993) Conceptualizing, measuring, and managing customer-based brand equity[J]. the *Journal of Marketing, 1993*: 1-22

Keller, Kevin L.(1993)."Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," *Journal of Marketing, 57* (January), 1–22.

Kim, C.K., Han, D., Park, S.B. (2001) The effect of brand personality and brand identification on brand loyalty: Applying. *Japanese Psychological Research*, *November 2001, Vol.43*(4), pp.195-206

Kolter, P., Ang, S.H., Leong, S.M, Tan, C.T. (1999) *Marketing Management - an Asian perspective, 2nd edition.* Prentice Hall.

Kotler, P., Keller, K. (2010) *A Framework for Marketing Management, 5th Edition.* Pearson Prentice Hall, USA

Kotler, P., Keller, K. L. (2016). *Marketing management.* Boston: Pearson, c2016.

Lau, G.T., lee. S. H. (1999) Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management[J], 1999,* (4): 344-370.

Lee, J., & and Lee, H. (2013). Does satisfaction affect brand loyalty? *Academy of Marketing Studies Journal. 17*(2), 133-147

Levy, S. J. (1978). *Marketplace behavior--its meaning for management* / Sidney J. Levy. New York: AMACOM, c1978.

Lin, Mioa-Que and Bruce C. Y. Lee. 2012. The Influence Of Website Environment On Brand Loyality: Brand Trust and Brand Affect as Mediators. *International Journal of Electronic Business Management, Vol. 10, No. 4,* pp.308-32.

Lyong, H.C. (1998) The theory of research action applied brand loyalty. *Journal of Product & Brand Management, 01 February 1998, Vol.7*(1), pp.51-61

Madeleine E.P., Michaed A G. (2004) Ability of experience design elements to elicit emotions and loyalty behaviors. *Decision Science,2004, 35*(3), 551-578.

Mc Alexander, J.H., Kim, S. K., Scott, D.R. (2003) Loyalty: the influence of satisfaction and brand community integration. *Journal of Marketing, 2003,* Fall, 1-11

Mckinsey (1993) Crossing the zone of indifference. *Mckinsey marketing managment (J),1993,3*(2),27-36.

Mittal, Vikas and Wagner A. Kamakura (2001), "Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics," *Journal of Marketing Research, 38* (February), 131–42.

Newman, J. W. (1957) New Insight, New Progress for Marketing. *Harvard Business Review, 35,* pp.95- 102

Oliver, R. L. (1999) Whence customer loyalty? *Journal of Marketing, 63*(Special Issue 1999), 33-44.

Ostrom, A., Iacobucci, D. (1995). Consumer trade-offs and the evaluation of services. *Journal of Marketing*, *59*(1), 17.

Palto Ranjan, D. (2003) The determinants of brand loyalty. *Journal of American Academy of Business, 9,* 138-144.

Park, B. (1986) A Method for Studying the Development of Impressions of Real People. *Journal of Personality and Social Psychology, Nov 1986, Vol.51*(5), p.907

Pitta D.A., Katsanis, L.P.(1995) Understanding brand equity for successful brand extension. *Journal of Consumer Marketing, 01 October 1995, Vol.12*(4), pp.51-64

Plummer, J. (1984) How Personality Makes a Difference. *Journal of Advertising Research, Dec 1984/Jan 1985, Vol.24*(6), p.27

Plummer, J. (2000) How Personality Makes a Difference. *Journal of Advertising Research*, *Nov, 2000, Vol.40*(6), p.79

Qingqing. W, He. X and Yijun. J. (2018). Growing a green economy in China. IOP Conf. *Series: Earth and Environmental Science 121* (2018) 052082 doi :10.1088/1755-1315/121/5/052082

Reichheld, F., Schefter, P. (2000) E-loyalty: Your secret weapon on the Web. *Harvard Business Review, Jul/Aug 2000, Vol.78*(4), pp.105-113

Roland Berger Strategy Consultants (2010) *Chinese Consumer Report 2010.*

Rose, S., Clark, M, Samouel, P. (2012) Online customer experience in e-retailing:an empirical model of antecedents and outcomes. *Journal of retailing, 2012,88*(2):308-322.

Shankar, V., Smith, A.K, Rangaswamy, A. (2003) Customer satisfaction and loyalty in online and offline environments. *International Journal of Research in Marketing, 2003, Vol.20*(2), pp.153-175

Statistics Portal (2016) *Leading international skin care brands in China in 2016, ranked by market share.* Available at: https://www.statista.com/statistics/797004/china-leading-foreign-skin-care-products-sales-distribution-by-brand-owner/

Story, J., & and Hess, J. (2006). Segmenting customer-brand relations: beyond the personal relationship metaphor. *Journal of Consumer Marketing, 23*(7), 406-413. http://dx.doi.org/10.1108/07363760610712948

Supphellen, M., & Rittenburg, T. L. (2001). Consumer Ethnocentrism When Foreign Products Are Better. *Psychology & Marketing, 18*(9), 907-927.

Terence A., Shimp, A., Subhash Sharma, a. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, (3), 280. doi:10.2307/3151638

Thomas, J.O., Sasser, Jr. W. E., (1995) Why satisfied customer defect. *Harvard Business Review[J], 1995*,6:88-99.

Toffler, A. (1970). Future shock. London: Pan Books, 1970.

Westbrook, R.A. and Oliver, R.L. (1991) The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction. *Journal of Consumer Research, 18,* 84-91.

Wilkie, W. L. (1994). *Consumer behavior.* New York, N.Y.: Wiley, 1994.