

# The Strategic Effect of Hedonic and Utilitarian Value in Building Brand Trust and Brand Satisfaction

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Received : March 10, 2024

Revised : June 10, 2024

Accepted : June 14, 2024

Online : July 30, 2024

## Abstract

Customer value, divided into hedonic (emotional) and utilitarian (functional) dimensions, is crucial for competitive advantage, prompting the need for research in diverse contexts. Existing literature highlights the strategic importance of balancing these values to enhance brand trust and satisfaction, yet the cosmetics industry in Ghana remains underexplored. This study gathered data from 200 cosmetic product users in Ghana and used structural equation modelling to analyze the relationships between hedonic and utilitarian values, brand trust, and brand satisfaction. The findings indicate that hedonic values do not significantly affect brand trust or satisfaction, while utilitarian values are key drivers of both. Brand trust positively influences brand satisfaction but does not mediate the relationship between hedonic values and satisfaction. However, brand trust mediates the connection between utilitarian values and satisfaction. These insights are valuable for scientists studying consumer behavior and for marketers aiming to meet customer expectations more effectively. This study, among the first of its kind in Ghana, underscores the strategic importance of utilitarian values in building brand trust and satisfaction in the cosmetic industry. Limitations include a single geographic focus and industry, suggesting future research should explore other contexts and include variables like brand loyalty and socioeconomic status to enhance understanding.

**Keywords** *Hedonic Value, Utilitarian Value, Brand Trust, Brand Satisfaction, Ghana*

## INTRODUCTION

In today's competitive business environment, achieving and maintaining a competitive edge necessitates the use of strategic tools, one of which is the concept of customer value (Akang, 2024). Despite evolving notions of value, academics and marketers typically define value in terms of hedonic and utilitarian dimensions. Both scholars and industry professionals emphasize the need to strategically balance these concepts. Customer product engagement is recognized as a key factor in fostering brand trust, while brand experience significantly shapes consumer opinions and attitudes towards a brand (Sarmad & Ali, 2023; Bastrygina et al., 2024; Mahale, 2023).

Additionally, in the context of Ghana, the use of cosmetics is often associated with enhancing facial attractiveness, leading to greater satisfaction with one's appearance. This, in turn, affects social interactions, professional success, and personal well-being (Pang et al., 2024). Consumers consider products or brands that fulfil their functional needs, differentiating utilitarian considerations from hedonistic ones. Consumer value is thus perceived as two-dimensional, comprising utilitarian and hedonistic aspects, as decisions are based on these fundamental dimensions (Higueras-Castillo et al., 2024). When businesses and retail strategies consciously integrate and effectively communicate these values, customer satisfaction and brand trust can significantly increase (Martínez, 2023).

Furthermore, research indicates that achieving customer satisfaction involves strategic

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management practices that create both hedonic and utilitarian value, with brand trust serving as a crucial mediating factor. While previous studies have explored related variables in different countries, there remains a scarcity of research on the direct and indirect effects of hedonic and utilitarian values on customer satisfaction through the mediation of brand trust, particularly in Ghana. This study aims to address this gap by examining these relationships within the context of the cosmetics industry in Ghana, thereby providing valuable insights for stakeholders and contributing to both academic and practical understanding of consumer behaviour in this sector.

## LITERATURE REVIEW

According to [Bhat et al. \(2024\)](#), consumers frequently visit grocery stores and supermarkets in modern times for more than just transactions; they also enjoy a fun and fulfilling shopping experience. Retailers should learn what appeals to customers and work to make their products seem more valuable in their store strategies ([Permarupan et al., 2021](#)). According to retail studies, shopper value can be classified into two categories: utilitarian value and hedonic value ([Ali et al., 2021](#); [Mustikasari & Ariyani, 2022](#)).

### Hedonic Value, Brand Trust, and Brand Satisfaction

Hedonic value has been shown to have a significant effect on both brand trust and brand satisfaction in various studies. [Harikusuma et al. \(2022\)](#) explored the effect of hedonic motives on brand trust mediated by brand satisfaction in the context of McDonald's products. Similarly, [Cynthia and Tuti \(2023\)](#) investigated the influence of hedonic and innovative product effects on customer happiness and brand trust in the Mixue brand. Additionally, [Yoningsih \(2023\)](#) examined the impact of green brand image and green perceived value on green trust to enhance green satisfaction in vegetarian restaurants. These studies collectively highlight the importance of hedonic value in shaping brand trust and brand satisfaction. Hence, based on this rationale, we can anticipate the following relationship:

H1: Hedonic values will have a positive effect on Brand trust in the cosmetic industry.

H2: Hedonic values will have a positive effect on Brand satisfaction in the cosmetic industry.

### Utilitarian Value, Brand Trust, and Brand Satisfaction

The effect of utilitarian value on brand trust and brand satisfaction has been a focus of academic research. [Fadli et al. \(2023\)](#) investigated the mediating effect of brand trust between utilitarian value and customer satisfaction in the context of Bank Syariah Indonesia. Furthermore, [Putri and Briliana \(2023\)](#) explored the influence of trust, commitment, brand image, service quality, and customer value on customer satisfaction, highlighting the significance of utilitarian value in the banking sector. Additionally, [Abourokbah and Husain \(2023\)](#) delved into the relationship between service quality, brand image, utilitarian value, and customer satisfaction in the health insurance industry, emphasizing the importance of utilitarian value in enhancing brand trust and satisfaction. These studies collectively emphasize the crucial role of utilitarian value in shaping brand trust and satisfaction. Given this rationale, we can expect the following relationship:

H3: Utilitarian values will have a positive effect on Brand trust in the cosmetic industry.

H4: Utilitarian values will have a positive effect on Brand satisfaction in the cosmetic industry.

### Brand Trust and Brand Satisfaction

The effects of brand trust and brand satisfaction on consumer behavior and business performance have been widely explored in marketing literature, underscoring their critical role in

building sustainable competitive advantage. Brand trust, defined as the confidence consumers have in a brand's reliability and intentions, significantly influences their purchase intentions, loyalty, and advocacy behaviors (Chavadi et al., 2023). High levels of trust lead to a stronger emotional bond between the consumer and the brand, reducing perceived risks and fostering a sense of security in brand-related decisions (Khan et al., 2020). Similarly, brand satisfaction, which reflects consumers' positive evaluation of their overall brand experience, directly impacts their repeat purchase behavior and brand loyalty (Chen, 2024). Satisfied customers are more likely to engage in positive word-of-mouth and exhibit higher levels of brand commitment (Murshed et al., 2023). Studies have consistently shown that brand trust and satisfaction are interrelated, with trust often enhancing satisfaction and vice versa, creating a virtuous cycle that strengthens consumer-brand relationships (Light & Fernbach, 2024). In the cosmetics industry, where product efficacy and safety are paramount, the interplay between brand trust and satisfaction is particularly crucial, as it influences not only consumer retention but also brand reputation and market share (Hao et al., 2024).

The association between brand trust and brand satisfaction is a key area of interest in marketing research. Studies have highlighted the interconnectedness of these two constructs. Ar et al. (2023) examined the relationship between brand equity, brand trust, brand satisfaction, and loyalty in Indonesian consumers visiting brand heritage attractions, emphasizing the direct effect of brand equity on trust and satisfaction. Furthermore, Gam et al. (2023) investigated how intelligent customer experience (ICE) influences behavioural brand loyalty through constructs such as customer satisfaction, brand trust, and brand attachment. Additionally, Marinao-Artigas et al. (2023) explored the multidimensional nature of trust in luxury retail, highlighting trust as an antecedent of consumer satisfaction and a consequence of reputation and familiarity. These studies collectively underscore the significant association between brand trust and brand satisfaction in various contexts. Hence, the following assumptions have emerged:

H5: Brand trust will have a positive effect on Brand satisfaction in the cosmetic industry.

### **The Mediating Effect of Brand Trust on Hedonic Value and Brand Satisfaction**

Brand trust plays a crucial mediating role between hedonic value and brand satisfaction. Several studies have highlighted this relationship. For example, Harikusuma et al. (2022) found that brand trust mediated the effect of hedonic motives on brand satisfaction in the context of McDonald's products. Similarly, Fadli et al. (2023) demonstrated how brand trust influenced customer satisfaction through perceived value in the banking industry. Additionally, Amir (2023) explored the impact of brand trust on brand love mediated by hedonic product attributes in the context of Daon Jajar Ecoprint products. These studies collectively highlight the significance of brand trust as a mediator between hedonic value and brand satisfaction. It is based on this that this study hypothesized that:

H6: Brand trust mediates the relationship between Hedonic Value and Brand Satisfaction in the cosmetic industry

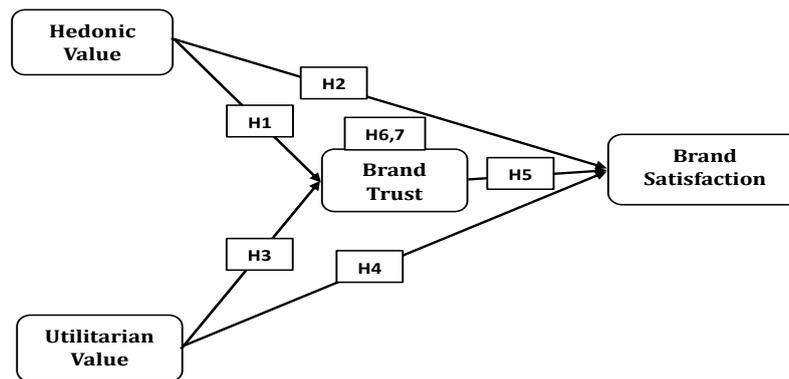
### **The Mediating Effect Brand Trust on Utilitarian Value and Brand Satisfaction**

Brand trust serves as a significant mediating factor in the relationship between utilitarian value and brand satisfaction. Several research studies have shed light on this relationship. For instance, Fadli et al. (2023) conducted a study on the banking industry and demonstrated how brand trust mediated the effect of utilitarian value on customer satisfaction. Similarly, Putri and Briliana (2023) explored the impact of brand trust on customer satisfaction through utilitarian

aspects in the context of Bank Syariah Indonesia.

Moreover, [Abourobah and Husain \(2023\)](#) investigated the mediating role of brand image and utilitarian value in the relationship between service quality and customer satisfaction in the health insurance sector. These studies collectively underscore the importance of brand trust as a mediator between utilitarian value and brand satisfaction. Based on these it can be hypothesized that:

H7: Brand trust mediate the relationship between utilitarian value and Brand Satisfaction in cosmetic industry



**Figure 1.** Research Model  
Source: Authors own work

## RESEARCH METHOD

### Population and Sample

The study's population comprises individuals utilizing cosmetic products within the Kumasi Metropolis, Ghana. The sampling method employed is purposive, wherein specific individuals are selected to furnish the requisite information for the study. This approach is adopted because these individuals possess the necessary information or meet the predetermined criteria established by the researcher ([Sekaran & Bougie, 2016](#)). The identified respondents for this study are residents of the Kumasi metropolis who have engaged in purchasing or using cosmetic products for over three years. This research encompasses two independent variables, a mediating variable, and a dependent variable.

### Data collection Technique

In order to gather data relevant to the research objective, this study employs data collection techniques utilizing a questionnaire comprising multiple inquiries, which is subsequently distributed to respondents based on predetermined sample characteristics. The researchers electronically disseminated Google-formatted questionnaires to cosmetic product users residing in the Kumasi metropolis of Ghana. Within this questionnaire, respondents are prompted to indicate their level of agreement utilizing the Likert scale, as per the measurement scale employed in this study, as described by [Dalati \(2018\)](#). The Likert scale comprises five response points, ranging from "strongly agree" to "strongly disagree," enabling respondents to express their opinions on the subject under analysis. To validate the content, the questionnaire underwent a pre-test involving five academic staff members with backgrounds in marketing and ten graduate students to assess its readability and clarity. Subsequently, the finalized questionnaire was distributed, with the questionnaire link sent to 340 cosmetic product users. A total of 200 completed questionnaires were received and subjected to final analysis.

## Data Analysis

The conceptual model (refer to Figure 2) underwent analysis via structural equation modeling utilizing SmartPLS version 4 with 5,000 bootstraps, facilitating estimation of both confirmatory and structural models. This approach was chosen due to its capacity to accommodate deviations from normality assumptions, as outlined by Barroso and Picón (2012).

## Measures

All questionnaires were adapted from previous literature to measure each construct. The four items used to measure hedonic value were adapted and modified from Yoo et al.'s (2020) study, which provided the two items to measure utility value, while So et al. (2013) provided the three items to measure brand trust. To measure brand satisfaction, five items were adopted from Chinomona (2013).

## Measurement Model

The findings from the confirmatory factor analysis are presented in Table I. As anticipated, the measurement items demonstrated substantial loading onto their designated factors, with a minimum factor loading of 0.88. Additionally, both composite reliability and average variance extracted (AVE) surpassed the recommended thresholds established in the literature. Table II illustrates that the measurement model fulfils the criterion for discriminant validity, as evidenced by the square root of the AVE exceeding the correlation coefficients between any pair of constructs, as suggested by Fornell and Larcker (1981).

## Demographic Information of Participants

The demographic participants show that out of 200 (100%) participants, 82 (41% were males) and 118 (59% were females). Furthermore, the results showed that 21 (10.5%) of the participants were between 16 and 20 years old, 94 (47%) were between 21 and 30 years old, 62 (31%) of the participants were between 31 and 40 years old, and 23 (11.5%) of the participants were between 41 and 50 years old. As regard the educational level of the respondents, those with Junior High School as their highest educational level were 5 (2.5%), Senior High School 11 (5.5%), diplomas were 41 (20.5%), degree holders were 59 (29.5%), postgraduate level had 81 (40.5%), and others were 24 (1.5%).

## FINDINGS AND DISCUSSION

### Data Analysis and Results

#### Measurement Model

**Table 1.** Reliability and Validity Factor Loadings

Research constructs	Cronbach's alpha	CR	AVE	Rho_A	Loadings
<b>Brand Satisfaction</b>	<b>0.991</b>	<b>0.993</b>	<b>0.966</b>	<b>0.991</b>	
<b>BS1</b>					<b>0.990</b>
<b>BS2</b>					<b>0.976</b>
<b>BS3</b>					<b>0.979</b>
<b>BS4</b>					<b>0.989</b>

Research constructs	Cronbach's alpha	CR	AVE	Rho_A	Loadings
BS5					0.980
<b>Brand Trust</b>	<b>0.901</b>	<b>0.939</b>	<b>0.838</b>	<b>0.923</b>	
BT1					0.823
BT2					0.963
BT3					0.953
<b>Hedonic Value</b>	<b>0.953</b>	<b>0.966</b>	<b>0.876</b>	<b>0.955</b>	
HE1					0.880
HE2					0.954
HE3					0.960
HE5					0.948
<b>Utilitarian Value</b>	<b>0.754</b>	<b>0.890</b>	<b>0.802</b>	<b>0.761</b>	
UT1					0.908
UT2					0.883

Source: Primary Data (2024)

**Table 2.** Discriminant Validity

	Brand Satisfaction	Brand Trust	Hedonic Value	Utilitarian Value
Brand Satisfaction	0.983			
Brand Trust	0.935	0.915		
Hedonic Value	0.890	0.818	0.936	
Utilitarian Value	0.926	0.856	0.938	0.895

Source: Primary Data (2024)

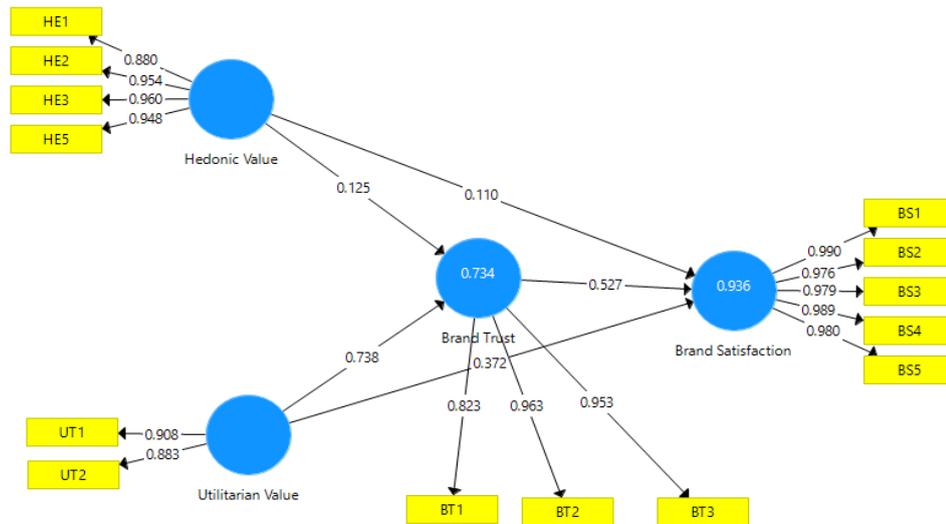


Figure 2. Structural Model

Table 3. Structural Analysis

	Hypothesis	Path coefficients	T -Statistics	P- Values	Supported/ Rejected
HV -> BT	H1	0.125	0.528	<b>0.597</b>	Rejected
HV -> BS	H2	0.110	1.321	<b>0.187</b>	Rejected
UV -> BT	H3	0.738	3.370	<b>0.001</b>	Supported
UV -> BS	H4	0.372	4.042	<b>0.000</b>	Supported
BT -> BS	H5	0.527	11.500	<b>0.000</b>	Supported

Source: Primary data (2024)

Table 4. Indirect Effects

	Path Coefficient	T Statistics ( O/STDEV )	P Values	Supported/Rejected
HV -> BT -> BS	0.066	0.524	<b>0.601</b>	<b>Rejected</b>
UV -> BT -> BS	0.389	3.041	<b>0.002</b>	<b>Supported</b>

Source: Primary Data (2024)

Note: HV= Hedonic Value, UV= Utilitarian Value, BT = Brand Trust, BS = Brand Satisfaction. \*Significance at p< 0.05; \*\*Significance at p< 0.01; \*\*\* Significance at p< 0.001.

*Summary of the Hypothesized Relationships*

The results of the hypothesis testing of the links between the components are shown in Table 3 and Figure 2. Hedonic values ( $\beta = 0.125$ ,  $t = 0.528$ ,  $p = 0.597$ ) were found to have no substantial impact on brand trust, thus rejecting H1. Hedonic values ( $\beta = 0.110$ ,  $t = 1.321$ ,  $p = 0.187$ ) were found to have no substantial impact on brand satisfaction, thus rejected H2. Utilitarian value

( $\beta = 0.738$ ,  $t = 3.370$ ,  $p = 0.001$ ) was found to have a significant positive effect on brand trust, thus supporting H3. Utilitarian value ( $\beta = 0.372$ ,  $t = 4.042$ ,  $p = 0.000$ ) was found to have a substantial positive impact on brand satisfaction, thus supported H4. Brand trust ( $\beta = 0.527$ ,  $t = 11.500$ ,  $p = 0.000$ ) was found to have a positive impact on brand satisfaction, thus supporting H5.

#### *The Mediation Analysis*

The research's mediation analysis results are shown in Table 4. The mediation research shows how much the indirect influence of brand trust modified the proposed direct path (hedonic value, utilitarian value and brand satisfaction). As a result, brand satisfaction, hedonic value, and utilitarian value were all considered to be correlated with brand trust in this study. By comparing the directions of the various indirect paths with their direct paths and the significance levels, the mediating influence was evaluated. Zhao et al. (2010) have established the validity of this mediation analysis method. The analysis revealed that brand trust ( $\beta = 0.527$ ,  $t = 11.500$ ,  $p = 0.000$ ) was found to have a positive impact on brand satisfaction, thus supporting H5. The analysis of the data confirms that Brand trust did not mediate the association between hedonic value and brand satisfaction ( $\beta=0.066$ ;  $t=0.524$ ;  $p=0.601$ ), thus rejecting H6. Thus, brand trust plays a very important role in the association between utilitarian value and brand satisfaction ( $\beta =0.389$ ;  $t=3.041$ ;  $p=0.002$ ), thus supporting H7.

#### **Discussion**

The study aimed to examine how hedonic value and utilitarian value contribute strategically to the development of brand trust and brand satisfaction within cosmetic brands in Ghana. Through the analysis of specific objectives, the empirical results substantiate all hypotheses as outlined below.

In this research, we investigate the strategic effects of hedonic value, utilitarian value, brand trust, and brand satisfaction in the context of the cosmetics industry in Ghana. The results indicate that hedonic values have no significant effect on brand trust and brand satisfaction (H1, H2). This is in line with previous research that has examined the relationship between hedonic values and brand-related constructs. For example, Lang et al. (2022) conducted a study on the influence of hedonic values on brand trust and satisfaction in the fashion industry, indicating a weak or non-existent relationship between hedonic values and brand trust. Similarly, Bae and Jeon (2022) explored the effect of hedonic values on consumer behaviour and brand satisfaction in the context of online shopping, further supporting the notion that hedonic values may not always directly influence brand satisfaction. These studies provide additional context to the findings that reject the hypotheses regarding the impact of hedonic values on brand trust and brand satisfaction.

In contrast, utilitarian values emerged as significant drivers of brand trust and satisfaction. The results strongly supported H3 and H4, indicating that when consumers perceive practical benefits or utility in a brand, such as functionality or efficiency, they are more likely to trust the brand and feel satisfied with their overall experience. This underscores the importance of fulfilling consumers' practical needs in fostering positive brand perceptions. The results indicating a significant positive impact of utilitarian value on both brand trust and brand satisfaction are consistent with existing literature on this topic. Previous studies have highlighted the influence of utilitarian value on brand-related constructs. For instance, Chang et al. (2023) investigated the impact of utilitarian value on brand trust in the context of consumer electronics, supporting the idea of a positive association among utilitarian value and brand trust. Additionally, Vayghan et al. (2023) explored the effect of utilitarian value on customer satisfaction and brand loyalty in the hospitality industry, further reinforcing the positive impact of utilitarian value on brand

satisfaction. These studies align with the findings that support the hypotheses regarding the significant positive effect of utilitarian value on both brand trust and brand satisfaction.

In addition to the above, the analysis confirms that brand trust has a positive impact on brand satisfaction (H5). The positive impact of brand trust on brand satisfaction is well-established in academic literature, supporting the study's findings. Previous research has consistently demonstrated the strong relationship between brand trust and brand satisfaction. For example, [Budi et al. \(2021\)](#) investigated the influence of brand trust on customer satisfaction in the context of luxury fashion brands, highlighting the significant positive impact of brand trust on brand satisfaction. Similarly, [Jou et al. \(2024\)](#) explored the role of brand trust in enhancing customer satisfaction in the e-commerce sector, further emphasizing the positive relationship between brand trust and brand satisfaction.

Moreover, the impact of brand trust on brand satisfaction extends across various industries and contexts, suggesting its universal relevance. In the technology sector, [Sethi et al. \(2024\)](#) found that brand trust significantly enhances user satisfaction with consumer electronics, indicating that trust in the brand's reliability and quality can lead to higher satisfaction levels. Similarly, in the automotive industry, research by [Nguyen-Viet et al. \(2024\)](#) revealed that brand trust increases customer satisfaction and fosters brand loyalty, which is critical for long-term business success. These findings underscore the importance of cultivating brand trust as a strategic priority for companies aiming to improve customer satisfaction and achieve sustained growth. This broad applicability across different sectors corroborates the centrality of brand trust in driving brand satisfaction, reinforcing the conclusions drawn.

While the analysis revealed that brand trust does not mediate the relationship between hedonic values and brand satisfaction (H6), This suggests that the influence of hedonic factors on satisfaction may operate independently of trust, signalling the complexity of consumer decision-making processes. This is consistent with some previous research in the field. For instance, [Mehmood and Hanaysha \(2015\)](#) examined the mediating effect of brand trust in the relationship between hedonic value and brand satisfaction in the context of the automotive industry, and the results indicated a non-significant mediating effect, aligning with the findings of your study. Moreover, [Bennur and Jin \(2017\)](#) investigated the mediating effect of brand trust in the relationship between hedonic value and brand loyalty in the retail sector, further supporting the idea that brand trust may not always mediate the connection between hedonic value and brand-related outcomes. These studies provide additional support for the rejection of the hypothesis regarding the mediating effect of brand trust among hedonic value and brand satisfaction.

Interestingly, brand trust was found to play a crucial mediating effect in the relationship among utilitarian values and brand satisfaction (H7). This implies that when consumers perceive practical benefits from a brand and trust its reliability, they are more likely to feel satisfied with their overall brand experience. This highlights the interconnectedness of utilitarian values, brand trust, and satisfaction in shaping consumer perceptions and behaviors. Previous research has highlighted the pivotal role of brand trust in shaping the association between utilitarian value and brand satisfaction. For example, [Chen et al. \(2022\)](#) examined the mediating effect of brand trust in the relationship between utilitarian value and customer satisfaction in online services, supporting the positive impact of brand trust on brand satisfaction. Additionally, [Chen and Lee \(2022\)](#) investigated the influence of utilitarian value on brand satisfaction mediated by brand trust in the hospitality industry, further emphasizing the critical role of brand trust in enhancing brand satisfaction. These studies provide robust evidence supporting the hypothesis that brand trust plays a crucial role in the association between utilitarian value and brand satisfaction.

## CONCLUSIONS

The results of this study shed light on the complex dynamics that shape consumer perceptions within the Ghanaian cosmetics industry, particularly with regard to the influences of utilitarian and hedonistic values on brand trust and satisfaction. Using structural equation modelling (SEM), the results provide important insights. While utilitarian value emerges as a key driver of brand trust and satisfaction, hedonistic value surprisingly shows no significant influence on either construct. Additionally, the study highlights the critical role of brand trust in driving brand satisfaction in the Ghanaian market and highlights the need for cosmetics marketers to strategically prioritize utilitarian value propositions in their branding and advertising efforts while recognizing the central role of brand trust in driving lasting consumer Relationships.

This research not only advances our understanding of consumer behaviour in the cosmetics industry but also provides actionable insights for practitioners, allowing them to refine their strategies and foster stronger brand-consumer relationships. The theoretical implications of these results are of significant importance to scholars in consumer behaviour research. First, the study contributes to improving the understanding of hedonic and utilitarian values in the cosmetic context and to improving the theoretical basis for studying consumer attitudes in this industry. Furthermore, it highlights the crucial role of these values as determinants of brand trust and satisfaction and provides a robust framework for future researchers studying consumer behaviour, particularly in the cosmetics sector. Second, by extending the study of hedonic and utilitarian values across different contexts, the study provides insights into their differential impact on brand-related outcomes and highlights the importance of considering context-specific factors when understanding consumer behaviour.

From a business perspective, the study highlights the need for cosmetics marketers to integrate both hedonistic and utilitarian values into their advertising efforts to increase brand resonance and consumer engagement. Additionally, companies in the cosmetics industry must prioritize promoting strong brand satisfaction and consumer trust to maintain their competitiveness in the market. As companies recognize trust as the linchpin of brand satisfaction, they should invest in strategies to promote trust, including transparent communication, consistent product quality and exceptional customer service, to maintain strong and lasting brand-consumer relationships.

## LIMITATION & FURTHER RESEARCH

This research acknowledges several limitations, necessitating further investigation for a comprehensive understanding of the dynamics within the cosmetics industry. Firstly, while this study validates the existing framework utilized in prior research, future studies should refine and expand the model by incorporating additional pertinent variables such as brand loyalty and product engagement. Additionally, exploring potential moderator variables like socioeconomic status can offer deeper insights, as the motivations driving hedonistic and utilitarian behaviours may vary across demographic profiles. Enhancing the model's robustness through the inclusion of these variables can contribute to a more nuanced understanding of consumer behaviour in the cosmetics sector.

Secondly, the study's focus on cosmetic buyers solely within the Kumasi metropolitan area of Ghana may limit its generalizability. To enhance internal validity, future research should diversify the sample by incorporating a broader range of consumer profiles from various regions across Ghana. Moreover, given the unique cultural nuances that may influence consumer behaviour, a more comprehensive examination of the impact of cultural differences is warranted. Replicating the study with a larger and more diverse sample set can facilitate a more representative understanding of consumer attitudes and preferences, thus empowering marketers to tailor more

effective growth strategies. Additionally, extending the research to encompass other industries and market segments will enrich the findings, providing valuable insights beyond the confines of the cosmetics industry and bolstering the applicability of the study's outcomes.

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