



The Mediating Effects of Self-Concept in the Relationship of Brand Image and Purchasing Buying Behavior: The Case of a Skincare 13

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Abstract

This study aims to determine the effect of brand image on purchasing buying behavior of a skincare products for men. It proposes self-concept as a mediating variable and answers how brand image affects purchasing behavior. The participants of the study are the male users of the brand. To answer the research questions, this study used structural equation modeling. The results suggested that there is a positive relationship between brand image and purchasing buying behavior that is the higher the brand image the more likely that they will purchase the skincare for men brand. As a result, providing customers with more agency and focusing exclusively on meeting their needs will typically result in improved consumer behavior. The output revealed also a mediating effect of self-concept in the association between brand image and purchasing behavior

Keywords: *Brand image, self-concept, purchasing buying behavior*

INTRODUCTION

Individual consumer behavior has changed drastically over the past few decades. The world of business and marketing has changed owing to the influence of technology and the increasing availability of information brought about by globalization. Customers have been assured for decades that their creams, lotions, and potions will work as miracles and cure their skin problems. According to the market trend in the skincare business, many women and men research before purchasing skincare products. Due to the proliferation of the Internet and social media, consumers have become more knowledgeable and smarter. A recurring theme is the requirement for tools to aid customers in comprehending skincare businesses and the broader personal care sector. As a result of exposure to many brands, most women and men feel overwhelmed. Only if companies deliver the right message at the appropriate moment will they emerge, and ambitious current brands can generate sales from their consumers. Asian consumers are among the most demanding skincare.

In contrast to other industries, the beauty and personal care industry has expanded gradually, earning the moniker "recession-proof." According to market intelligence data compiled by Euromonitor International (2018), sales in Asia are likely to surpass \$150 billion by 2017. This trend is particularly evident in Asia, where sales are expected to surpass this amount by 2017. The Asian beauty and skincare industry has responded to this challenge, developing new products at a rate that would have been unimaginable a decade ago.

Given these circumstances, the Philippine skincare product market is considered to be a possibility for growth. This is a tremendous opportunity for Philippine cosmetics and personal care products, particularly in the areas of makeup, skincare, and fragrances. A "made in the Philippines" label, however, remains a significant competitive advantage for the majority of Filipino purchasers. It refers to things of superior quality and greater value than competitors in terms of quality and

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technology.

In the skincare industry, if an individual considers a certain brand useful and suitable for their needs, he will continue to purchase it. When it comes to purchasing, the brand image is crucial. Many brands continue to emerge because they try to provide important concepts about their goods and services to establish a favorable brand image in consumers' thoughts (Sallam,2014). To purchase items, consumers must recognize a particular brand, combine it with prior experience and knowledge, and acquire a brand that satisfies their needs and desires.

An individual's self-evaluation may influence his or her behavior. The more he values himself, the more organized and regular his purchasing behavior becomes. Self-concept enables a person to examine and view himself (Grubb & Grathwohl, 1967). Individuals differ, meaning that their views and behaviors regarding the significant aspects of their personalities vary. Self-congruency helps explain why customers are motivated to acquire products by stating that people prefer to purchase products that align with their self-concept.

This study examines the relationship between brand image and purchase behavior concerning skincare brands. Since the brand is brand-new in the market, it is essential to determine how to boost its appeal and utilization. In addition, it studies the role of self-concept as a mediator in the link between the two variables.

LITERATURE REVIEW

Brand Image

Meenaghan (1995) defines brand image as "product knowledge that enables consumers to recognize a particular brand." Blackwell, Miniard, & Engel (2005), brand image for customers has both concrete and intangible ties Bhat and Reddy (1998) state that brand image is an information prompt. According to Chu (2021), a customer's brand image consists of a unique set of mental connections with the brand's meaning and implicit promises. Everything influences how a target market perceives a brand or a business. Brand image has been identified as a crucial subject in marketing and consumer behavior research. Each client interacts daily with various goods and services. Thus, brand image largely determines brand distinctiveness. To build a clear brand image in the minds of customers, these firms compete to supply good thoughts regarding their goods and services. This suggests that a positive brand image is created when a customer has a positive opinion of a product or service quality (Sallam, 2014, citing Tan and others). In addition, Zhang argued that brand management required the creation of a brand image. This refers to defining all products and services by combining functional, symbolic, and experimental elements to create brand image. Zhang supported his position with studies demonstrating that brand image has been studied for decades owing to its significance in generating brand equity. He continued by stating that, if consumers are satisfied, they will provide an overall evaluation of the product or service. This information may help to analyze whether the notion of brand image can persuade a consumer to be driven simply by its brand identity (Zhang,2015). Branding's objective was to maintain the company's identity. To identify a brand, there must be an element of recognition and learning that translates into distinct customer behaviors (Morgan and Rego, 2009).

By using their experience with brand awareness, customers buy brands that meet their needs and desires. The three components of brand image are personality, perceived product attributes, and the advantages or consequences of using a brand. Using the outcomes of the factor analysis, Plummer provided empirical proof for his brand image component theory (Plummer, 1985). A brand may market itself to the world in several ways, including its product, packaging, name, and sale location. People perceive the brand through different glasses, depending on their experiences, perspectives, and misconceptions. Input and output are two components of brand

personality. Input refers to what corporations want consumers to think and feel, whereas output is what customers think and feel. As is well known, a brand can be described by three basic characteristics. First, brand personality enables customers to express themselves or their specific elements. This facilitates consumers' ability to distinguish themselves or fit with others. Because there is seldom anything intrinsic to a brand that makes it bright, exotic, or sophisticated, the aforementioned characteristics constitute brand personality, simply the outcome of marketing communications (Plummer, 1985). Additionally, the brand contributes to the development of brand values. It creates an image of a typical brand user that may be associated with the consumer's idealized image.

This concept invites customers to express themselves through the brand, particularly if they are in a similar circumstance and seek to portray a similar image or ideal self. Second, perceived product attributes pertain to goods' independently demonstrable benefits to buyers. Advantages include the apparent advertising and marketing strategies used to associate the brand with a motivation that influences brand attitude. A positive correlation between brand, perceived product attributes, and brand preference indicates that customers have a more favorable perception of a certain brand's product quality. Musanje (2012), Musanje (2012), Musanje (2012), Musanje (2012), Mulanje Moreover, it is believed that branded items have a greater possibility of being purchased because the characteristics of brand image enhance the customer's perception of quality. If a brand is of superior quality, consumers are more likely to buy it. This suggests that a person may select their characteristics. Finally, the benefits and consequences of using a brand may be objectively confirmed based on how the functional consequences of using a brand have internal effects on the individual utilizing the goods. (1985, Plummer) Consumers' judgments of a product's worth are determined by what they feel it can do for them (Keller, 1993 as cited by Musanje). This pertains to how consumers perceive product characteristics and brand personalities. These are the benefits consumers seek when purchasing a product, which may lead to customers' desired end states or objectives. (Musanje 2012, quoting Kotler) A company's brand image is its identity worldwide, which differentiates it from its rivals. A strong brand image also suggests that individuals are making promises or establishing connections with clients, resulting in enhanced customer loyalty and satisfaction. Brand image acts as a basis for recognizing and differentiating products and services and making people's lives easier and more convenient. This allows customers to recognize items based on the quality of the product and its association with the brand, resulting in more efficient shopping Oyza et al. (2015).

Self-Concept

According to Grubb and Grathwohl, prior studies emphasize the concept of the self as an object observed by the individual. Markus (1997) defined self-concept as a set of self-schemas that represent solid knowledge structures about the self and assist persons in making sense of their environment. For instance, Rosenberg (1979) defined self-concept as the totality of an individual's thoughts and feelings regarding himself or herself as an object. Rosenberg's approach was used in Mehta's study, "Using Self-Concept to Assess Advertising Effectiveness." According to these definitions, a person's self-concept is how they view or evaluate themselves. Individuals differ in their propensity towards particular self-schemas. This variation reflects changes in attitudes and behaviors toward items connected to certain schemas as well as the client's personality. These definitions are associated with various aspects of self-perception.

According to Schiffman and Kanuk (1994), a single-component perspective is contingent on the actual self, self-perception, and how one views which self is in reality. The true self is how consumers perceive themselves; the social self is how they believe others perceive them; and the

ideal self is how they wish others to perceive them. Self-congruency was incorporated into Rosenberg's definition to explain why people are motivated to purchase products that represent their self-concepts. Consumers frequently attempt to acquire items that align with their self-concepts and product attributes. If congruency is high, the buyer will want to use the product or brand for advertising (Barbin and Haris,2014). The assumption is that an individual analyzes things using himself or herself as a reference point, depending on what he has learned or experienced in the past. This is useful because it may be a factor in deciding how a brand constructs its image based on the self-concept of the product's target market. When self-congruency exists, buyers are more inclined to choose products with images that reflect their personality. (Toth,2014).

According to Kimmel (2015), customers' product and brand choices correlate with their self- concept and perception of the product. Many individual consumptions are based on a conceptual match between the consumer's self-concept and the product's image, attributes, or typical product users because consumers are obliged to act under their self-concept and communicate the desired image to others. Such preferences may originate from the consumer's impression that some brands reflect their self-image or from the consumer's opinion that certain brands portray an image that the customer desires. Dolliver (1995) asserted that humans have one basic motivation: the desire to realize their potential. According to him, an individual's behavior is determined by their perceptions of similarities and differences, which are constrained by their environment and self- image. When products and brands incorporate images with several symbolic interpretations, they are considered part of the environment. Customers place great importance on their sense of self, which leads them to utilize the things and brands they perceive as having aesthetic or symbolic value. Owing to the brand's symbolic importance, selective control, display, and use of these positive symbols may assist an individual in defining and enhancing his self-concept in the eyes of others. Therefore, a person's weight may be exploited to encourage them to consume more food to boost their self-esteem. Self-concept contributes to a consumer's attachment to a product or brand.

Consumer Buying Behavior

Consumer buying behavior motivates people to purchase goods or services. It refers to a consumer's thoughts, feelings, and actions before or during the purchase of a product, service, or concept. The concept of a buyer's behavior addresses the what, why, how, when, and where of any transaction. According to Kotler, consumer buying behavior refers to how individuals, groups, and organizations select, acquire, employ, and discard products, services, ideas, or experiences to satisfy consumer demand. (Shiau Pei Shih, Szuchiang Yu, and Hui Chin Tseng 2015, citing Kotler 2001) There are four basic types of purchasing behavior, each of which is dictated by the items a consumer wants to purchase.

First, difficult buying behavior is characterized by high engagement, which refers to an individual's acquisition of a high-value brand and extensive research before purchasing. Second, habitual buying behavior includes low levels of consumer engagement and brand distinctiveness. People use this activity when they buy something from habits such as daily newspapers, sugar, or salt. Finally, because the purchase is expensive or uncommon, dissonance purchasing behavior is typically characterized by a high degree of connection with the items. Finally, variety-seeking behavior is characterized by limited customer engagement. This is a location where individuals may enjoy shopping and try new items. Mitchell (2017), as cited by University College London. According to Kotler, internal variables, such as age, gender, income, occupation, education, family size, religion, race, generation, nation, and social class, may impact customers' purchase behavior.

The primary distinctions between client groups are customer requests, preferences, and

uses, which are typically impacted by demographic factors. (2015) Shiau Pei Shih, Szuchiang Yu, and Hui Chien Tseng cited Kotler. The purchasing choice process creates an image of a person considering the advantages and disadvantages of several products, brands, or services before selecting the one that fits a clearly defined demand at the lowest price. A client uses a five-step process consisting of (1) recognizing an issue, (2) looking for information, (3) analyzing buy options, (4) making a buying decision, and (5) post-purchase behavior. Issue recognition occurs when a buyer recognizes a problem or when external or internal factors are required. According to this study, the proportional degree of influence of information sources varies by product category and customer characteristics. Each piece of information influences the buying choice in a unique way. After gathering this knowledge, customers evaluate their purchase decisions by allocating the attribute characteristics to certain objects. Consumers' judgments of which product attributes are most significant and the weight they assign to each characteristic vary. This refers to the concept that a consumer prioritizes the characteristics that provide the desired benefits. A person then makes a purchase decision, followed by the ultimate purchase decision. Customers engage in post-purchase activities when they have queries regarding their purchase. It is well known that this is a common practice among consumers.

Brand Image and Purchasing Buying Behavior

In 1993, Keller invented the phrase 'customer-based brand equity' (CBBE) to explain the various responses to branding efforts from customers with varying degrees of brand comprehension. In other words, brand image and awareness are the basis and source of brand equity. According to Keller (1993), a positive brand image may be generated through marketing activities that link a brand's distinctive and strong brand connection with consumers' memories. Before clients respond positively to a branding endeavor, brand knowledge must be developed and understood. A company may spend less on brand growth while growing its revenue when it is a well-known brand. Following Keller (1993), Lassar et al. (1995) found that brand equity results from customers' faith in a brand. The greater consumers' confidence in a brand, the more likely they are to pay a premium price. Trust is based on five key factors: first, the brand's ability to perform as intended; second, the social image associated with purchasing or owning the brand; third, customers' recognition and emotional connection to the brand; fourth, the brand's value and functionality; and fifth, customers' trust in the brand. Netemeyer et al. (2004) concurred that brand equity substantially impacted customer response to a branding approach.

A previous study demonstrated that brand management helps organizations protect their image, and that a strong brand has a substantial market share. Client (AMA, 2015) is an important category in brand management because it represents a product's actual or potential customer. A brand may be successful if the brand management system is professional and there are loyal and satisfied customers/consumers due to associated marketing activities. A variety of factors combine in intricate ways to influence customer behavior. Companies can determine the measures necessary to meet customers' needs if they better understand their perspectives (Shende, 2014). Owing to current global conditions, the market is becoming oversaturated with products, resulting in the extinction of brand loyalty. Companies that cultivate customer loyalty may avoid these circumstances. Therefore, the value proposition of the offered brands must correspond to customer values and desires.

RESEARCH METHOD

Participants of the Study

The study respondents were selected using convenience sampling and skincare consumers.

Three hundred male respondents responded to the survey. Google Forms was used to gather virtual data.

Research Instrument

The research instrument used in this research was a questionnaire. The first part was the demographic profile of the respondents. The next part included questions related to the effect of Brand Image and Self-Concept on Consumer Purchasing Behavior when buying from a skincare brand. This instrument allowed the researcher to measure and gauge the existence and strength of the relationships between variables. The questionnaire used in this study was adapted from the study of Musanje, "The Brand Image, Self-Concept and Consumer Purchasing Behaviors in the Ugandan Petroleum Industry."

Data Analysis

The proposed structural model of the relationship between brand image and consumer buying behavior was evaluated for applicability using a predictive-correlational approach. The parameter estimates of the proposed model were derived using partial least-squares structural equation modeling (PLS-SEM).

Ethical Considerations

All the subjects had moral and legal rights, making ethical issues crucial for scientific research. For this study, the researchers ensured that they talked with the participants directly, did not invade their privacy without their consent, did not harm their sentiments, and accurately represented all information they acquired. In addition, the participants received a consent letter that outlined the essential features of this analysis and what was expected of both the participant and the researchers.

FINDINGS AND DISCUSSION

PLS-SEM was used to investigate the association between brand image, self-concept, and customer-purchasing behavior. In PLS-SEM, the evaluation of the route model is divided into two sections (Hulland 1999). In the first step, the measurement model was assessed. This stage evaluated the reliability and validity of the variables. The second part assesses the structural model, which examines the hypothesized relationships between the variables (Hulland, 1999; Dimaunahan & Amora, 2016).

Indicators of Model Fit and Quality

The coefficients of model fit and quality indices of the structural equation model are listed in Table 1. ACCORDING TO the OVERALL RESULTS, the SEM estimates are within the permissible range.

Table 1. Model Fit and Quality Indices of SEM

Model fit and Quality Indices	Coefficients
APC	0.474, $p < 0.001$
ARS	0.452, $p < 0.001$
CARS	0.450, $p < 0.001$
AVIV	1.517
AFVIF	2.034
Tenenhaus GoF	0.501

The p-values of the average path coefficient (APC), average R-squared (ARS), average block VIF (AVIF), and average full collinearity VIF (AFVIF) indices must be less than or equal to 3.3 for

the model to be declared acceptable. (Kock, 2017). Tenenhaus goodness-of-fit (GoF), an indicator of the model's explanatory capacity (Kock, 2017), was classified as small if it was equal to or larger than 0.1, medium if it was equal to or greater than 0.25, and large if it was equal to or greater than 0.36. Wetzels, Odekerken-Schroder, and van Oppen (2009) and Kock (2017). The GoF is the product of the average commonality index and the square root of the average relative score (Tenenhaus, Vinzi, Chatelin, & Lauro, 2005). As indicated in Table 1, the fit and quality indices of the model were within acceptable limits.

Reliability and Validity Measurements

Table 2. Item Loadings, AVE, and Reliability of the Variables

Construct	Item Loading	AVE	CR	CA
I can mention several products provided by this company.	0.659			
My brand is different from others.	0.622	0.570		
My brand is my first choice when it comes to buying skincare products.	0.718		0.929	0.915
My brand stands for good quality.	0.826			
I can recommend this brand to a friend.	0.822			
The company's brand is appealing.	0.817			
I am satisfied with the products offered by this brand.	0.810			
The company logo symbolizes quality.	0.797			
I read magazines, newspapers, online newsletters or articles to discover news about this brand.	0.679			
I can only trust my skincare needs with the products of this brand.	0.767			
<i>Self Concept</i>				
My brand allows me to be considered outstanding in whatever I do.	0.689			
When purchasing skin care products, I am more demanding and careful than my friends are.	0.648			
I have fun when I am trying out skincare products.	0.622			
When purchasing skincare products, I always prefer buying brands my friends already use.	0.648			
Before I buy skincare products, I always ask for feedback and comments from my friends.	0.562	0.541	0.927	0.912
To feel that I am part of the group, I always try to act as my friends do.	0.690			
I think associating with this brand says a lot about me.	0.834			
Purchasing from this brand symbolizes a bond with friends and family.	0.805			
People associated with this brand are people I want to emulate.	0.858			
Being part of this brand symbolizes what I stand for.	0.838			
This brand stands for a particular way of life.	0.823			
<i>Consumer Purchasing Behavior</i>				
Even if the prices are slightly higher, I will still buy from this brand.	0.777			
I am extremely loyal to the products of this brand.	0.828			
I get fully satisfied when I use the products of this brand.	0.868	0.557	0.881	0.837

I purchase skincare products regardless of the brand.	0.630
I always think before buying skincare products.	0.673
My Social status influences the decision I make when purchasing skincare products.	0.667

Reliability and validity tests (convergent and discriminant, respectively) were conducted to evaluate the measurement model. The evaluation of construct dependability enables the study of a reflective item or collection of reflective items regarding the construct for which it is intended to test (Straub, Boudreau, & Gefen, 2004; Roldan & Sanchez-Franco, 2012). Composite reliability and Cronbach's alpha are typically employed to measure dependability (Kock 2017). The composite reliability (CR) and Cronbach's alpha (CA) scores must be at least 0.70, indicate high dependability. (Nunnally & Bernstein, 1994). As shown in Table 2, the construct dependability condition was met by the variables brand image, self-concept, and consumer purchasing behavior.

In contrast, convergent validity analyzes the quality of a research instrument's questions or statements. This indicates that the participants comprehended each construct's objects or question statements, as intended by their designers (Kock, 2017). For convergent validity, the p-values for each item must be less than or equal to 0.05, and the loadings must be greater than or equal to 0.5. (Kock, 2017). Item loading is the relationship between an item and its structure (Kock, 2017). All item loadings in Table 2 are statistically significant and exceed the 0.5 thresholds.

Additionally, the average variance extracted (AVE) quantifies the variation in each construct retrieved from its constituents compared to the measurement error variance (Amora et al., 2016). Each latent variable had an AVE greater than the suggested validity criterion of 0.5. (Fornell & Larcker, 1981). It was established that the AVE coefficients are correct.

Table 3 Square Roots of AVE Coefficients and Correlation Coefficients

	Brand Image	Attitude	Consumer Buying Behavior
Brand Image	0.755		
Self-Concept	0.589	0.736	
Consumer Buying Behavior	0.689	0.615	0.746

Diagonal elements are the square root of the AVE of the construct, whereas off-diagonal elements are the correlations between constructs.

Table 3 depicts the correlations between the variables using the square roots of the AVE coefficients to assess the discriminant validity of the instrument. Regarding discriminant validity, whether the questionnaire respondents interpreted the statements linked with each latent variable was established. Moreover, it guarantees that claims about a single variable, for example, do not contradict assertions about other variables (Kock 2017). The square root of the AVEs should be greater than that of any correlation between variables (Fornell & Larcker, 1981). Based on these results, it can be concluded that the study's measures possessed discriminant validity.

Mediation Model Results**Table 4.** Mediation Results

Hypotheses	B	P-value	SE	f ²
H1. Brand Image → Consumer Buying Behavior	0.51	<0.001	0.038	0.359
H2. Brand Image → Self Concept	0.59	<0.001	0.038	0.348
H3. Self-Concept → Consumer Buying Behavior	0.32	<0.001	0.039	0.196

Table 4 presents the model for the substantial mediating impact test. Significant relationships existed between self-concept and consumer purchasing behavior ($B=0.32$, $p<0.01$), brand image and consumer purchasing behavior ($B=0.59$, $p<0.01$), and brand image and consumer purchasing behavior ($B=0.51$, $p<0.01$). Table 5 presents the parameter estimates for the mediation model. Data analysis revealed that brand image affects consumer purchasing behavior ($B=0.51$, $p<0.001$). The positive route coefficient illustrates how the presence of brand image affects customers' purchase decisions. The association between brand image and client purchasing behavior was significant (Cohen's $f^2 = 0.359$). This conclusion lends credence to H1. Brand image considerably impacted self-perception ($B=0.59$, $p<0.001$). The positive route coefficient indicates that brand perception improves self-perception. Size was considerably affected by the link between brand image and self- concept (Cohen's $f^2=0.348$).

Therefore, H2 was supported. Self-perception substantially affected consumer purchase behavior ($B=0.32$, $p<0.001$). A positive path coefficient indicates that a positive self-concept encourages consumer purchasing behavior. Cohen's $f^2 = 0.196$ suggests that the channel between self-perception and customer purchasing behavior is somewhat influential. Therefore, H3 is supported.

The results of this study are in agreement with the previous literature. The image and awareness of a brand serves as the foundation for the primary contributors to brand equity. According to Keller (1993), a favorable brand image may be created by marketing actions that link the distinctive and powerful brand connection with the memories of customers. The cultivation and comprehension of brand knowledge are prerequisites for eliciting a favorable reaction from customers in response to a branding initiative. If a firm already has a well-known brand, it may be able to reduce the amount of money it spends on brand-building while still seeing an increase in income. Following Keller (1993), Lassar et al. (1995) believe that customers' faith in a brand is the primary contributor to brand equity. When customers have a higher level of trust in a brand, they are willing to pay a higher price for that brand.

Moreover, according to the findings of a study conducted by Kimmel (2015), consumers self-concept and impression of a product are correlated with their product and brand preferences. Since consumers are obligated to act in accordance with their self-concept and communicate the desired image to others, many individual consumptions are based on a conceptual match between the consumer's self-concept and the product's image, attributes, or typical product users. This conceptual match is also known as consumer persona. Such preferences may develop from the consumer's belief that particular brands represent their self-image or from the consumer's perception that certain brands convey an image that the customer aspires to possess. Both these factors might play a role in the formation of such preferences.

CONCLUSIONS

The direct relationship between Brand Image and Consumer Purchasing Behavior reveals that consumers purchase from brands in which they are confident. Therefore, management should focus on brand image, since skincare enthusiasts would purchase any product from their trusted brand. Similarly, Self-Concept and Consumer Purchasing Behavior are closely intertwined. Therefore, empowering customers and concentrating only on their requirements will frequently enhance consumer behavior. The data from 300 respondents revealed the concealed characteristics and demographics of those who purchased certain skincare products. If a company understands that these are the people it serves, it may create new products that suit its skincare needs and consumption propensities. In addition, consumer segments that were less profitable than others were evaluated. In this instance, proper profiling might assist businesses in understanding why some groups do not purchase as many products as others. In addition, when a consumer's Brand Image of a specific product improves, the consumer's behavior towards that brand improves. In addition, as a consumer's self-concept improves, the likelihood of acquiring a product that improves his or her physical attributes increases.

LIMITATION & FURTHER RESEARCH

This study focused on exploring the overall effect of brand image and self-concept on the consumer purchasing behavior of men aged 18 years and above when purchasing the chosen brand for the skincare industry. This study was limited to men using products from the selected brand residing in Ilocos Norte.

This study stressed the critical nature of generating actionable insights from the data. When data are used correctly, it enables individuals to make educated decisions, follow guided procedures, and run effective campaigns. In this situation, the data from 300 respondents were significant in eliciting information about the hidden characteristics and demographics of individuals who purchased specific skincare products, such as Noah. A Market Share Analysis may also determine how these items compete in the market. Therefore, this research may be able to dive into a micro-level conversation for each product.

Individuals should be able to harness information, much more so now in the digital era, and with the right skills and tools, data may be the most valuable resource in an organization. Researchers strongly suggest that this study be embraced and enhanced by resolving its weaknesses and broadening its coverage. The following areas are considered expanding your target market beyond Ilocos Province and applying the conceptual framework to different sectors.

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