

**CONSUMER ENGAGEMENT AND BRAND PERSONALITY IN THE IRISH
COSMETICS INDUSTRY WITH A FOCUS ON BPERFECT COSMETICS**

Research dissertation presented in partial fulfilment of the requirements

for the degree of

MSc International Business Management

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Dissertation Supervisor: Dr. Michael Cherry

Student Name: Femina Prakashchandra Chauhan

Date of submission: 6th September 2024

Candidate Declaration

Candidate Name: Femina Prakashchandra Chauhan

I certify that the dissertation entitled:

**CONSUMER ENGAGEMENT AND BRAND PERSONALITY IN THE IRISH
COSMETICS INDUSTRY WITH A FOCUS ON BPERFECT COSMETICS**

submitted for the degree of **MSc International Business Management** is the result of my own work and that where reference is made to the work of others, due acknowledgment is given.

Candidate signature:

Date:

Supervisor Name:

Supervisor signature:

Date:

Dedication

This dissertation is dedicated to my friends and family, who have provided unwavering support and encouragement throughout this academic journey. Your belief in my abilities and constant motivation have been pillars of strength. Thank you for being my constant source of inspiration and for all the sacrifices you have made. This achievement is as much yours as it is mine.

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Thank you

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Abstract

This study investigated the impact of brand personality on consumer engagement and loyalty within the Irish cosmetics industry, focusing on BPerfect Cosmetics. Drawing from Benali Amina's (2019) quantitative study on the Algerian market, this research applied Aaker's Brand Personality Framework to examine how brand traits—sincerity, excitement, competence, sophistication, and ruggedness—influenced consumer behaviour in Dublin. A structured survey was used to collect data from 100 respondents, and the data were analysed to explore the relationships between brand personality, consumer engagement, and loyalty.

The findings revealed that sophistication and competence were key drivers of consumer loyalty, while excitement significantly enhanced consumer engagement. Additionally, digital marketing played a crucial role in reinforcing these brand traits, further influencing consumer perceptions and behaviours. By aligning their strategies with specific personality traits, brands like BPerfect were able to foster deeper consumer relationships and long-term loyalty in a competitive market.

This study provided valuable insights for domestic brands in the Irish cosmetics sector, offering a framework to enhance brand strategies by leveraging these traits. The research contributed to a better understanding of how brand personality can be strategically utilized to improve consumer engagement and loyalty.

Keywords: Brand Personality, Consumer Engagement, Brand Loyalty, Cosmetics Industry, Irish Market, BPerfect Cosmetics, Digital Marketing, Consumer Behavior.

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1. Introduction

1.1 Background

Overview of the Cosmetics Market in Ireland

The cosmetics arena in Ireland is both a high-demand and competitive market, crowded with home-grown and global entities competing for nationwide consumer focus. Euromonitor International has forecasted that the Irish beauty and personal care market will be worth €1.8 billion by 2025, growing at a CAGR of 3.5 (Euromonitor International, 2023). This growth is largely attributed to the rising consumer base, increasing disposable incomes, and improving personal grooming and skincare awareness.

The cosmetics market in Ireland includes skin care, hair care, makeup, perfumes, and personal cleanliness. The skincare sector is the most significant segment, followed by haircare and makeup. Demand for Naturals & Organics—Consumer awareness of ingredients used in beauty products and their impact on the environment is increasing, which has led consumers to move towards natural and organic beauty solutions.

Key Players in the Industry and Market Dynamics

The market leaders in the Irish cosmetics market are mostly global cosmetics giants, as well as a few Irish challenger brands. Major global brands like L’Oreal, Estée Lauder, and Procter & Gamble have significant activities in Ireland. They are tapping on their global brand equity and extensive product offerings to grow share. Typically, these companies pour significant money into marketing and distribution channels, making their goods broadly available through various retail stores, including department stores, drugstores and online retailers.

However, home-grown brands such as BPerfect Cosmetics are doing much better by serving particular target customers and offering exclusive product values. Domestic brands can learn and apply local consumer preferences and trends better than global brands. Home-grown brands are built to cater better to what is most popular with the locals. Their focus is often on local produce, sustainable processes and bespoke customer service—all of which appeal to the Irish customer.

Market Properties of the Irish Cosmetics Industry Technological developments, consumer trends and regulatory factors shape the market dynamics in the cosmetics industry. When it comes to buying beauty products, e-commerce, in particular online sales, represents a larger and larger part of the game basket as more and more people choose to buy their makeup from home.

Influencers and beauty bloggers have a powerful influence on brand visibility and consumer decisions. These influencers use social platforms like Instagram or YouTube to set trends and create desire.

Another key factor that affects the behavior of the market is the regulatory policies that are in place within the nation. All the cosmetic products existing in the Irish cosmetics industry are to conform to the EU code of conduct for the safety, efficacy and the absence of side effects on health when in use. Such laws are high testing standards and mandatory record keeping and the regulatory framework that can prove daunting for smaller domestic brands but utterly destroy consumer safety and confidence.

Overview of BPerfect Cosmetics

Brief History and Evolution of BPerfect Cosmetics

BPerfect Cosmetics is an Irish brand that has exploded since its inception. It was established in 2013 by Brendan McDowell, the founder. The BPerfect brand was launched in 2013 with the first product, Brush on Lashes, which became an instant success with consumers. This incredible growth is supported by inventive product line-ups and an unwavering focus on customer satisfaction.

The first eye palette launched by BPerfect Cosmetics played a major role in defining the cosmetic scene and has become extremely popular with followers. The brand expanded its line of products and over the years began to introduce different beauty line-ups like eye shadow palettes, highlighters, foundation to brow products. It has been consistent in the provision of classic, quality goods in conformity with the inclinations of the targeted audience. One more example is the 'Carnival Palette' by BPerfect that was created in cooperation with the freelance makeup artist Stacey Marie and gained the popularity of some kind of 'cult' item among the makeup enthusiasts.

Market Positioning and Unique Selling Propositions

BPerfect Cosmetics - is a fun and forward-thinking brand for those who shop for makeup daily while still demanding quality at an accessible level. Its cruelty-free practices, high-quality ingredients and ability to keep up with market trends by releasing innovative products serve as some of the brand's unique selling propositions (USPs). A significant part of BPerfect's strategy

involves collaborating with influencers and makeup artists for marketing, which has greatly increased the brand's customer base and presence.

The marketing plan of the brand employs social media as a way of interacting with the audience and as a way of creating some hype for certain releases which involves the dropping of products. BPerfect has partnerships with major influencers and make-up artists who unanimously advertise it to their followers. This strategy has been deemed successful in the sense that it has helped create awareness and customer engagement with the brand. In conclusion, cosmetics industry is still a strong industry in Ireland where international giants compete with local Indigenous competitors. BPerfect Cosmetics is quite different because it enriches the list of traditional domestic brands and may also act as a successful model of how to develop the strategy of domestic brands in accordance with the results of the consumer research, new product development and marketing actions. Starting from being a single-product company to being a well-known company in the cosmetics industry, the development of the business illustrates its ability to adapt to survive and thrive in a competitive market.

This research explores the factors contributing to developing long-term, high-touch relationships within an Irish cosmetic business focusing on BPerfect Cosmetics. According to Sonchan (2023), brand personality is an idea that has many inferences attached to customers regarding their perception of their choice to be loyal to a brand. Assuming this as given, the paper examines the impact of brand personality traits on consumer perception, revenue, marketing, and costs. As proof of the unique contribution, the study offers insights into a more elaborate picture of tone branding and methods to leverage it to drive their competitive advantage in the cosmetics sector.

Therefore, this research will be conducted with the intention of providing new, valuable knowledge within the Irish cosmetic industry from a BPerfect Cosmetics perspective and how significant brand personality can influence consumer engagement and loyalty.

1.2 Research Problem

Competitive Nature of the Cosmetics Industry

Challenges Faced by Domestic Brands in a Competitive Market

Ireland's cosmetics market is as competitive as any other industry; bigger, more established international giants have effectively side-tracked domestic brands by making it difficult for them to claim a unique foothold. A key challenge lies in domestic brands needing more financial and marketing resources than MNCs. Global brands have large advertising and R&D budgets and decent distribution capabilities; they keep a good presence and top-of-mind share of the consumer.

Additionally, local brands can only partially enter national markets, holding back their growth. The shift in competition is driven by equally fast industry innovation. For domestic brands to remain relevant, they must consistently invest in product development and innovation, which is costly. For these brands, the high standards of cosmetic products in the European Union only further contribute to that layer of complexity and rack up costs.

Importance of Understanding Consumer Behaviour and Preferences

Domestic Brands must know consumer behaviour and tastes to win in this hyper-competitive space. Today, people are better informed and aware of the importance of buying products that fit with who they are. The savvy firms that keep a finger on the pulse and respond accordingly will be able to distinguish themselves from the rest of the PAC while creating a remarkable consumer experience population.

Domestic brands can tap into an understanding of consumer desires, allowing them to refine their marketing tactics, product ranges, and customer service to create a more idyllic commerce experience for their ideal customers. This helps build customised marketing campaigns that are well-tailored to each consumer and resonate well with them, thus helping them nurture a deeper association with the brand and improve its loyalty.

Need for Understanding Brand Personality

The Significance of Brand Personality in Consumer Decision-Making

Brand personality impacts the way consumers make purchasing decisions. It is the human face of your brand, something that consumers can connect with on a level. Aaker (1997) classifies brand personality as the five types of personalities a brand might adopt: sincerity, excitement, competence, sophistication and ruggedness. Brand personalities also shape the aspects of brands that consumers use to recognise and create a rapport with them, which means they affect what consumers buy.

For example, a brand associated with sincerity and trustworthiness would resonate well with consumers in search of reliability and authenticity, and an exciting, trendy brand may attract those looking for innovation or novelty. A consumer's level of brand preference and loyalty is strongly influenced by how well a brand's personality is in relation to that person's self-concept, and values.

How Brand Personality Influences Consumer Engagement and Loyalty

Brand personality is how we can attract consumers, but it is also a driving force behind sustaining engagement and loyalty. A clear brand personality creates emotional ties for consumers, driving greater engagement with the brand at different touch points - from social media to events to retail environments. Astonishingly, this emotional connection influences customer satisfaction and the loyalty of many buyers that they choose to shop again and/or refer the brand to other buyers.

A unique personality for their brand can also separate it from others in the market, making it more easily distinguishable and memorable. It can also boost brand advocacy and efficiency since it means that loyal customers will actively promote the brand to others and new potential customers from other backgrounds, broadening its impact. For brands, having a well-crafted brand personality can help foster deeper connections with their customers and give domestic ones an edge.

1.3 Research Purpose

Aim of the Study

The main objective of this study is to investigate how brand personality affects consumer engagement and loyalty toward BPerfect Cosmetics in Ireland's cosmetics industry. Brand

personality is if human characteristics were ascribed to a brand that might influence consumer perceptions and behaviours. The current study aspired to contribute an in-depth understanding of how factors such as brand personality could influence the formation, development, and sustainability of a consumer-brand relationship by examining how BPerfect Cosmetics' brand personality can relate to consumer engagement and loyalty.

The BPerfect Cosmetics case is especially pertinent, given its status as a home-grown brand that has established itself in an extremely competitive field. The study can examine the circumstances and measures of BPerfect, providing a useful reference for domestic brands in similar markets.

Importance of the Study

Contribution to Academic Knowledge

This study contributes to academic knowledge by providing insights into the influence that Brand personality has on consumer behaviour; However, previous research has shown that brand personality is important to consumer decision-making, so conducting more context-specific additional studies on the dynamics of these relationships given in each market and industry is necessary. This study is unique because it was the first to test a self-determination approach in an Irish cosmetics industry and BPerfect Cosmetics, contributing to a depth of understanding for future marketing and consumer behaviour research and theory-development.

Practical Implications

The study has practical implications for the Marketing managers of cosmetics brands that wish to launch efficient marketing strategies. By recognising the correlation between brand personality and the engagement and loyalty of consumers, brands can more effectively market their products closer to customers' hearts. The results of this research provide BPerfect Cosmetics with a view into how it may strengthen its brand personality and maintain repeat customers. On top of this, the success of these onshore guerrilla tactics can act as an example for other domestic brands looking to claw their way back into pole position with consumers.

1.4 Research Questions

Primary Research Question

What kinds of impressions do people have of the BPerfect Cosmetics brand, and what qualities do they think the company stands for?

This primary research question aims to uncover consumers' perceptions and associations with BPerfect Cosmetics. By understanding these impressions, the study can identify the key attributes that define the brand's personality and how these attributes influence consumer behaviour.

Secondary Research Questions

How much do customers' impressions of BPerfect Cosmetics' character shape their interactions with the company across different mediums of expression?

This question explores how consumers' perceptions of BPerfect's brand personality influence their interactions with the brand. It examines how these impressions affect consumer engagement across various platforms, including social media, retail environments, and customer service interactions. The goal is to understand the role of brand personality in shaping the nature and quality of consumer-brand interactions.

Is there a correlation between the Irish cosmetics industry and the devotion of BPerfect Cosmetics' customers to the brand?

This question aims to investigate whether the broader context of the Irish cosmetics industry impacts the loyalty and devotion of BPerfect's customers. By examining industry-specific factors such as market competition, consumer preferences, and regulatory environment, the study can identify how these external influences affect consumer loyalty to BPerfect Cosmetics.

When shopping for cosmetics in Ireland, how do customers' impressions of the BPerfect Cosmetics brand influence their preferences, levels of trust, and emotional ties to the brand?

The current study aims to understand the consequences of brand personality in BPerfect Cosmetics, including consumer preferences, trust and emotional connections. It seeks to know how perceptions of the brand impact buying decisions and retention. What makes the study unique is that it will investigate the underpinnings that drive emotional connection and trust, which are important for keeping customer loyalty in a competitive market.

Through the examination of the aforementioned research questions, this study intends to provide a more holistic insight into how brand personality impacts consumer engagement and loyalty, specifically in the Irish cosmetics industry.

1.5 Research Objectives

1. Determine the most critical aspects of the BPerfect Cosmetics brand personality that the Irish market's consumers perceive and evaluate their influence on brand perception.

Aaker's (1997) brand personality framework will be employed to address this objective. This Model identifies five dimensions of brand personality: sincerity, excitement, competence, sophistication, and ruggedness. These dimensions help understand how consumers perceive brand personality traits and their impact on brand perception.

2. Examine, using the theoretical lens of Aaker's brand personality theory, how the perceived brand personality of BPerfect Cosmetics impacts customer engagement and loyalty.

This objective will utilise the brand personality theory to explore its impact on customer engagement and loyalty. Previous studies have shown that brand personality significantly influences consumer behaviour and loyalty (Keller, 1993).

3. Analyse BPerfect Cosmetics' buying behaviour regarding customer participation, identify high-involvement and low-involvement behaviours and draw conclusions about the effects of these differences on marketing and sales.

This objective will draw on the Elaboration Likelihood Model (Petty & Cacioppo, 1986), differentiating between high and low-involvement consumer behaviours and their impact on decision-making processes.

4. Reveal how BPerfect Cosmetics clients see its brand identity, analyse consumer involvement, loyalty, and revenue growth determinants, and provide practical insights for establishing successful brand strategies.

This objective will be examined using the Customer-Based Brand Equity (CBBE) model (Keller, 1993), which focuses on how brand identity and consumer perceptions influence brand loyalty and business growth.

1.6 Significance of the Study Academic Contributions

- a) Enhancing the understanding of brand personality in the context of the cosmetics industry.

- b) Adding to the body of knowledge on consumer engagement and brand loyalty.

Practical Implications

- a) Providing actionable insights for BPerfect Cosmetics to strengthen its brand personality and consumer engagement.
- b) Offering recommendations for other cosmetics brands leveraging brand personality to improve customer loyalty and market positioning.

1.7 Structure of the Dissertation

Chapter Overview

Chapter 1: Introduction

This chapter introduces the research topic, provides the background of the Irish cosmetics industry, and specifically focuses on BPerfect Cosmetics. It outlines the research problem, purpose, questions, objectives, and significance of the study.

Chapter 2: Literature Review

This chapter will comprehensively review the existing literature on brand personality, consumer engagement, and loyalty. It will critically examine previous studies, theories, and models relevant to the research topic.

Chapter 3: Conceptual Framework

This chapter presents the conceptual framework guiding the research. It explains the key concepts, theories, and relationships that underpin the study, particularly focusing on Aaker's brand personality theory and other relevant models.

Chapter 4: Research Methodology

This chapter will detail the research design, methods, and procedures for collecting and analysing data. It will include discussions on the research paradigm, data collection instruments, sampling techniques, and ethical considerations.

Chapter 5: Findings and Discussion

This chapter will present the research findings and analyse the data collected in relation to the research questions and objectives. It will include both qualitative and quantitative analyses.

Chapter 6: Conclusions and Recommendations

This chapter will summarise the key findings of the research, drawing conclusions based on the analysis. It will also provide practical recommendations for BPerfect Cosmetics and other brands and suggest areas for future research.

Chapter 7: References

This chapter will list all the references cited throughout the dissertation, following the Harvard citation style.

Chapter 8: Appendices

This chapter will include supplementary materials such as questionnaires, interview guides, and additional data that support the research.

2. Literature Review

2.1 Introduction

The rationale for writing this literature review is to gain a broad understanding of the extant literature on brand personality and consumer engagement. As outlined in this chapter, the focus is on key theories, concepts, and empirical studies related to the research questions and objectives; in addition, the gaps in the extant literature that the current study intends to fill are discussed.

Purpose of the Literature Review

The literature review aims to provide a clear understanding of the subject area that the research will cover.

To reiterate, the literature review plays several crucial roles in academic investigation. Firstly, it reveals the full picture of the literature on brand personality and consumer engagement, which are crucial to the present research. In this section, by recalling previous literature, it will be possible to gather the most significant works, as well as the theoretical advancements that trace the development of the identified notions.

Comprehensive Understanding of Existing Research

Brand personality is a concept widely defined by Aaker in 1997 as the set of human qualities attributed to the brand. This makes it one of the most important fields of study in marketing research as it affects perception and client trends. Different research has been done to establish the relationship between brand personality and consumer trust, loyalty, and commitment, hence brand equity and loyalty (Ahmad et al., 2021).

Consumer engagement, as distinct, relates to all consumers' activities and connections with brands and associated products, mostly in the digital realm. Engagement can vary from talking to the brand through social media accounts to becoming a member of devotees' groups. This interaction aids in developing consumer satisfaction and brand loyalty, which are critical components of consumer relationship management (Hollebeek et al., 2014; Razmus, 2021).

Identification of Key Theories and Concepts

Several theories act as the basis for analysing brand personality and consumer interaction. Aaker's Brand Personality Framework (1997) is a foundational theory that identifies five dimensions of brand personality: The ads depicted emotions such as sincerity, excitement, competence, sophistication and ruggedness. These dimensions assist marketers in gaining perceptions of how consumers view the brand and how brand impressions affect consumers' buying behaviour (Aaker, 1997).

The other notable theoretical advancement is derived from the research on consumer-brand relationships, which aims to understand how brand personality characteristics result in trust and bond with the brand, thereby enhancing brand value (Ahmad et al., 2021). Consumer engagement and its related concepts have also been thoroughly discussed, especially in social media and technology. Some authors defined consumer brand engagement as a concept that deals with the interactions between the consumer and the brand by providing a conceptual framework,

and they noted that social media is a suitable platform to support these interactions (Hollebeek et al., 2014).

Highlighting Gaps in the Literature

Surprisingly, research investigating brand personality and consumer responses revealed a research gap that needs to be filled. More research needs to be conducted on brand personality and how it influences consumers' behaviour; more so, the topic has not been widely explored within the cosmetics industry, especially in Irish brands like BPerfect Cosmetics. Further, most prior research on Consumer engagement has focused on the asynchronous type of engagement, while less attention has been paid to the possible asynchronous Concomitant engagement offline and its effects on consumer behaviour (Hollebeek et al., 2014; Razmus, 2021).

The third gap relates to insight into how brand personality impacts a consumer's interaction level within various demographic segments. Most of the research has been done under larger categories without focusing on particular market trends, like those governing the Irish cosmetics market (Dias and Cavalheiro, 2022).

Addressing the Research Gaps

The current study intends to fill these gaps by exploring brand personality effects on consumer engagement and loyalty in the Irish cosmetics industry using BPerfect Cosmetics Limited. Thus, this work will fill the existing gap in the literature regarding the dynamics of this particular market and offer more insight into the notions of brand personality and related consumer interactions.

Thus, this literature review will outline how and why the concept of brand personality impacts consumers' interactions and their decisions to remain loyal to a brand. As such, this chapter will establish a link between contemporary literature and the empirical research that is about to be launched for the given paper, adding that by analysing prior research findings and determining shortcomings, this chapter will pave the way for the subsequent empirical study, as it will posit the research on a firm theoretical base and respond to pivotal research questions.

2.2 Overview of Brand Personality

Definition and Importance of Brand Personality

Definition of Brand Personality According to Aaker's Theory

Brand personality, following Jennifer Aaker (1997), is understood as the human characteristics that are behaviourally linked to a brand. This conceptual framework enables brands to be anthropomorphised to be unique and associated with the company's image in the eyes of the consumer. Aaker's Brand Personality Framework identifies five key dimensions characterising brand personality: sincerity, enthusiasm, proficiency, sophistication, and ruggedness (Aaker, 1997). These dimensions assist in realising how brands could be endorsed similarly to human characters to enhance closeness with customers.

Significance of Brand Personality in Influencing Consumer Perceptions and Behaviours

Brand personality is an essential factor that, in one way or another, influences consumers' attitudes. It plays an important role in segmentation in a competitive world that helps brands get noticed and appeal to certain consumers. The human-like traits attributed to brands help consumers relate to them emotionally, fostering brand loyalty and trust (Freling & Forbes, 2005). When consumers perceive a brand's personality as aligning with their self-concept, they are more likely to form strong attachments and exhibit loyal behaviour towards the brand (Fournier, 1998).

Components of Brand Personality

Detailed Discussion of the Five Dimensions of Brand Personality

Aaker's Brand Personality Framework is composed of five dimensions, each representing a set of traits that describe a brand's character:

a) Sincerity

Brands that score high on sincerity are perceived as honest, wholesome, and genuine. They often convey traits such as down-to-earth, family-oriented, and cheerful. An example of a brand embodying sincerity is Johnson & Johnson, known for its commitment to family values and trustworthy products (Aaker, 1997).

b) Excitement

This dimension is characterised by daring, spirited, imaginative, and up-to-date traits. Brands perceived as exciting often appeal to consumers seeking adventure and novelty. Red Bull's association with extreme sports and high-energy events exemplifies the excitement dimension (Moura, 2021).

c) Competence

Competence involves being reliable, intelligent, and successful. Brands perceived as competent are often trusted for their expertise and efficiency. With its innovative technology and high-quality products, Apple is a prime example of a brand that embodies competence (Lowe, 2024).

d) Sophistication

Sophistication reflects traits such as elegance, refinement, and charm. Brands seen as sophisticated often target luxury markets and convey an upscale image. Louis Vuitton, known for its luxury fashion and accessories, is a quintessential sophisticated brand (Moura, 2021).

e) Ruggedness

This dimension is associated with toughness and outdoorsy characteristics. Brands that embody ruggedness are perceived as strong, durable, and adventurous. Jeep, with its robust vehicles designed for off-road adventures, is an example of a brand with a rugged personality (Aaker, 1997).

These dimensions provide a structured way to understand and communicate a brand's personality. By aligning brand strategies with these traits, companies can create a coherent and compelling brand identity that resonates with their target audience, fosters emotional engagement, and drives consumer loyalty (Aaker, 1997; Lowe, 2024).

2.3 Consumer Engagement and Loyalty

Concept of Consumer Engagement

Definitions and Models of Consumer Engagement

Consumer engagement is a multifaceted concept encompassing customers' cognitive, emotional, and behavioural investments in their interactions with a brand. According to Hollebeek et al. (2014), customer engagement is the extent of customers' mental, affective, and functional involvement with specific brand interactions. From this definition, it is clear that engagement is

something beyond a transactional activity where consumers are constantly interacting with the brand and in a constant bond with this brand (Hollebeek et al., 2014).

Several models have been proposed and established to describe and quantify the concepts of consumer engagement. One prominent Model is the Consumer Brand Engagement (CBE) model, which outlines three core dimensions: cognitive, emotional, and behavioural. Cognitive response refers to the extent of personal mental activity in consuming a given brand. Emotional engagement is the emotional attachment and the feelings towards the brand, while behavioural engagement covers buying, recommending, and engaging in brand-related groups (Brodie et al., 2011).

This involves factors such as marketing and communicating with consumers on personalised aspects, the use of information content in the consumption of cosmetics, and the creation of strong brands, which are all vital in the consumption of cosmetic products. While constructing effective messages and offers, personalised marketing considers the consumer information so the consumers can feel the companies' respect (Bishop, 2024). Games tutorials and user-generated information delivery to the consumer are effective since they offer value and elicit interaction from the latter (IdeaScale, 2023). Also, the concept of brand loyalty is supported by the formation of online and offline communities focused on specific brands (Bilro and Loureiro, 2020).

Impact of Consumer Engagement on Brand Loyalty

Relationship Between Consumer Engagement and Brand Loyalty

Marketers have explored the connection between consumers' interactions with a brand and their psychological bond with that brand. The level of consumer engagement is directly correlated with the tendency to engage in loyal behaviours, including repeat purchases and recommendations kind of loyalty is due to the formation of an emotional and psychological attachment resulting from positive and regular brand experiences (Hollebeek et al., 2014).

Mechanisms Through Which Engagement Leads to Loyalty

Several mechanisms explain how consumer engagement translates into brand loyalty:

1. **Emotional Connection:** Engagement fosters strong emotional bonds between consumers and brands. When consumers feel emotionally connected, they are more likely to remain loyal, as the brand becomes a part of their identity (Fournier, 1998).
2. **Perceived Value:** Engaged consumers perceive higher value in the brand's offerings due to their active involvement and interaction. This perceived value enhances satisfaction and loyalty (Kumar and Pansari, 2017).
3. **Trust and Commitment:** Consistent engagement builds trust and commitment. Consumers come to trust the brand's reliability and quality, reinforcing their loyalty over time (Brodie et al., 2011).
4. **Social Influence:** Engaged consumers often become brand advocates, influencing their social circles. This social influence can increase brand loyalty as new customers are drawn in by trusted recommendations (Harrigan et al., 2018).

In the cosmetics industry, these mechanisms are especially effective. Recommendation and influence marketing are effective in captivating consumer's emotional aspect and perceived value, thus enhancing consumer loyalty. Also, interactions with the brand community contribute to the trust and commitment necessary to foster loyalty (Bishop, 2024; Bilro and Loureiro, 2020).

2.4 Brand Personality and Consumer Behaviour Theoretical Frameworks

Aaker's Brand Personality Theory as Applied to the Cosmetics Industry

Jennifer Aaker's brand personality framework, introduced in 1997, provides a structured way to personify brands through five key dimensions: honesty for one, enthusiasm for the other, professionalism for the third, elegance for the fourth and finally, the strength of the fifth. This form of analysis has been used in many fields. It has directly reflected the role that various brands take in industries such as cosmetics, where consumers aim to identify with powerful and defining brand images (Aaker, 1997).

Thus, Aaker's Model is useful for differentiating the brands in the cosmetics industry as it focuses on the personality traits that can appeal to target consumers. For instance, the main goal of Dove will be sincerity, stressing its genuine 'real beauty,' whereas MAC Cosmetics will

amplify the feeling of excitement with its provocative 'makeup mac cosmetics.' These traits help the brands stand out and ensure consumers' engagement by building effective links with the brands, leading to loyalty (Moura, 2021; Lowe, 2024).

Other Relevant Theories and Models Linking Brand Personality to Consumer Behaviour

Besides Aaker's framework, there are other theories and models that associate brand personality with consumers. The first of these is the Consumer-Brand Relationship, formulated by Susan Fournier in 1998. According to this theory, consumers' relationships with brands are not different from those of interpersonal relationships based on the brand personality. This Model establishes the significance of commitment in replenishing the consumer's relationship motivation and enthusiasm (Fournier, 1998).

Another model that may be useful is the current Brand Resonance Model elaborated by Keller (2001), which stresses such a period of brand relationships' development as brand familiarity, brand image, brand association, and brand commitment. This Model shows how brand personality can impact consumers/brand relationships by building rich and unique brand associations (Keller, 2001).

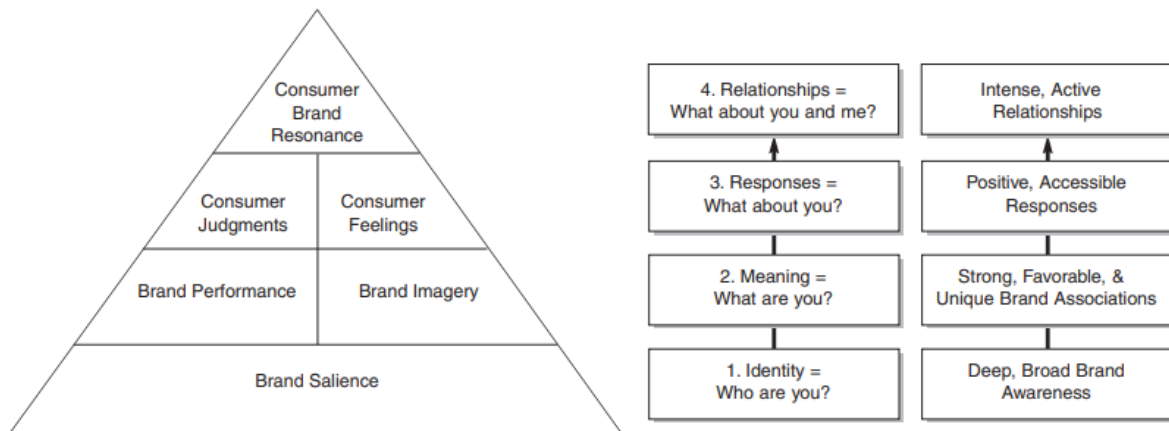


Figure 1. Consumer-based Brand Equity Pyramid – (Keller, 2001)

Empirical Studies on Brand Personality and Consumer Behaviour

Review of Studies Demonstrating How Brand Personality Affects Consumer Perceptions, Preferences, and Loyalty

According to the available literature, brand personality strongly influences consumers' perceptions, preferences and loyalty. For example, Freling and Forbes (2005) established that when brands have personalities, consumers' attractiveness increases, improving trust and loyalty. This is well explained by Freling & Forbes (2005), especially concerning cosmetics, where the consumer tends to identify with a certain brand based on the values and lifestyle the brand portrays.

In another study by Grohmann (2009), gender considerations of brand personality were examined. The results showed that both the masculine and the feminine characteristics in the brands were likely to affect the consumer's attitude differently; Grohmann (2009) argued that brands should try to align their personality traits with the profile of the audience, especially about gender and age, to achieve greater identification and loyalty.

Specific Examples of Research Findings Related to the Cosmetics Industry

In the cosmetics industry especially, several studies have established the effect of brand personality on purchasing behaviour. For instance, the study comparing the brand personality of L'Oreal and some of its competitors showed that personality traits like sophistication and competence strongly affected consumer trust and loyalty. Concerning the third research question, it was revealed that by perceiving L'Oreal as a luxurious brand, consumers' emotional connection towards the brand ultimately led to their preference towards using its products (Tong et al., 2018).

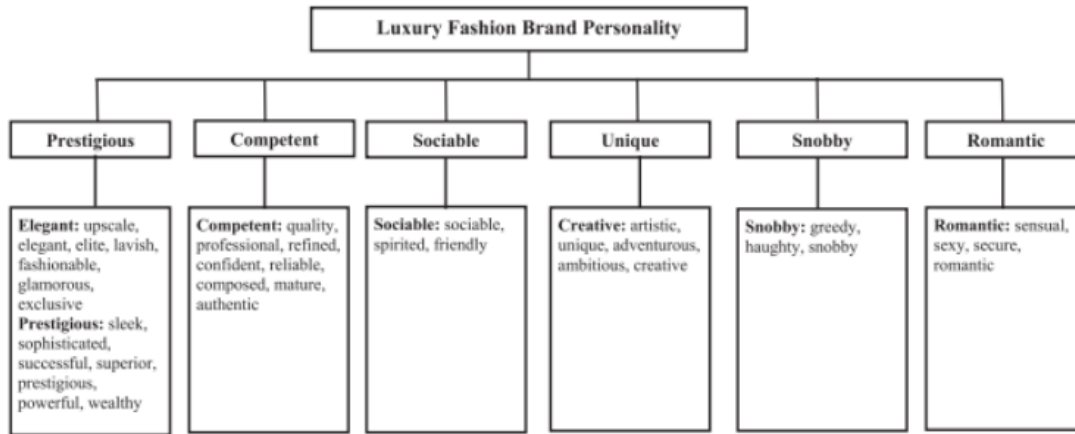


Figure 2. Luxury fashion brand personality dimensions and their facets – (Tong et al., 2018)

A similar poster focused on the Sephora brand and concluded that it was important for the brand to exhibit excitement and sophistication to appeal to the younger, fashionable target market. This was so because the brand focused on selling fashionable and quality products and ensuring an amazing shopping experience. This created brand loyalty and brand ambassadors among the brand's customers (Bilro&Loureiro, 2020).

2.5 BPerfect Cosmetics: Case Study

Overview of BPerfect Cosmetics

Brief History and Market Position of BPerfect Cosmetics

BPerfect Cosmetics was launched in 2012 in Belfast by Brendan McDowell to design and develop unique and multipurpose beauty products. Thus, the brand was formed and quickly popularised, gaining its biggest shot when McDowell was featured on Ireland's Dragons' Den in 2017 and offered investment from two dragons. Within the last ten years, BPerfect's beauty products transformed from occupying a market stall to opening stores around Dublin and other cities. Among the brand's offerings are eyebrow kits, tanning lotions, eye palettes, and many others, which have made a loyal fan base of such celebrities as Neville and Charlotte Tilbury (BPerfect Cosmetics, 2024; Beavers, 2023).

Unique Aspects of BPerfect's Brand Personality

BPerfect Cosmetics stands out in the market through its unique brand personality traits of innovation, inclusivity, and boldness. The brand is known for its high-pigment, trend-setting products that appeal to makeup enthusiasts looking for vibrant and creative options.

Collaborations with well-known influencers and makeup artists, such as Stacey Marie and Ekin-Su Cülcüloğlu, have played a crucial role in shaping its identity. BPerfect's emphasis on inclusivity and accessibility, offering luxury-quality makeup at affordable prices, further enhances its appeal and fosters a strong connection with its diverse customer base (BPerfect Cosmetics, 2024; Dublin Gazette, 2022).

Comparative Analysis with Charlotte Tilbury

Overview of Charlotte Tilbury's Brand Personality and Market Position

Charlotte Tilbury, founded by the same name as a renowned makeup artist, is a luxury cosmetics brand with a significant presence in the global beauty market. The brand is defined by elegance and style, together with technological advancement. Most of the products produced by Charlotte Tilbury bear the hallmarks of Hollywood glamour and range as a brand that provides premium beauty solutions with desired results. Refocusing on the Model, the brand has long imagery of luxury; it is rather expensive and has backing from popular celebrities, which attracts the target audience in search of luxurious and glamorous makeup (Moura, 2021).

Comparative Analysis of BPerfect and Charlotte Tilbury in Terms of Brand Personality, Consumer Engagement, and Loyalty

When comparing BPerfect Cosmetics with Charlotte Tilbury, several key differences and similarities emerge in terms of brand personality, consumer engagement, and loyalty:

- **Brand Personality:** BPerfect is known for its bold, vibrant, and inclusive personality, appealing to a younger, trend-conscious audience. In contrast, Charlotte Tilbury exudes sophistication and glamour, targeting consumers who seek luxury and elegance in their beauty products.
- **Consumer Engagement:** They use social networks and collaborations with influencers to communicate with the audience. The engagement strategy involves bright and informative posts on social media like TikTok that address younger consumers. Charlotte Tilbury, on the other hand, developed a brilliant marketing tool and, partnering with Hollywood stars, built an elitist image of the brand.
- **Loyalty:** BPerfect's focus on affordability and inclusivity helps it build strong loyalty among a diverse customer base. The brand's approachable image and high-quality

products at accessible prices foster repeat purchases and brand advocacy. With its premium positioning, Charlotte Tilbury cultivates loyalty through exclusivity and high-quality, transformative products that meet the high standards of luxury beauty consumers.

Discussion of How the Different Brand Personalities Impact Consumer Behaviour and Market Success

It has already been discussed that the brand personalities of BPerfect and Charlotte Tilbury are quite different and they decide the behaviour of consumers towards the brands and their success in the markets. BPerfect's character is bold and diverse; hence, it appeals to the youthful market engaging in makeup with creativity and pocket-friendly prices. Using this strategy, the brand has many loyal customers, resulting in fast growth in a highly saturated market.

On the other hand, Charlotte Tilbury has a pound and classy personality that attracts consumers who want solutions to their beauty problems. Through the quality production of the brand's products and its association with luxury, the brand has established a very positive emotional appeal, which tends to elicit loyalty in consumers, thus allowing the brand to enjoy long and continued business success in the market.

Thus, BPerfect Cosmetics and Charlotte Tilbury brands remain successful in occupying specific positions within the cosmetics industry due to the differences in their brand personalities. While BPerfect's brand strategy encompasses innovation, inclusion and daring, Charlotte Tilbury positions itself as a glamorous cosmetics brand. This shows that across the various segments of the beauty market, consumers continue to be attracted to and engage with a range of different brand strategies.

2.6 Impact of Digital Marketing on Brand Personality and Consumer Engagement Role of Digital Marketing in Shaping Brand Personality

How Digital Marketing Strategies Influence Brand Personality

Digital marketing has revolutionised how brands communicate and engage with consumers, significantly shaping brand personality. Social media platforms, influencer marketing, and personalised digital campaigns are key strategies that help brands establish and maintain their unique identities.

In general, social networks play a significant role in the determination of brand personality. Businesses are also able to market themselves by frequently sharing content that is in-line with the established brand identity and tone. For instance, Kylie Cosmetics and YSL Beauty have certain shades and RGB tones representative of their brand's personality – fun and youthful for Kylie Cosmetics and opulent and classy for YSL Beauty (Influencer Marketing Hub, 2024).

Influencer marketing also plays a crucial role in shaping brand personality. Collaborating with influencers allows brands to leverage the influencer's personality and follower base, thereby enhancing their brand image. Studies have shown that the type of influencer and the nature of their content can significantly impact how consumers perceive the brand. For example, partnerships with authentic and relatable influencers can make a brand appear more trustworthy and approachable (Wang and Lee, 2021).

Examples of Successful Digital Marketing Campaigns in the Cosmetics Industry

Several cosmetics brands have executed highly successful digital marketing campaigns that have effectively shaped their brand personalities. One notable example is Fenty Beauty's launch campaign, which leveraged social media to highlight its inclusive range of foundation shades. The campaign featured diverse influencers and models, reinforcing Fenty Beauty's brand personality as inclusive and innovative (Gilliland, 2020).

Another example is Glossier, which uses user-generated content to create a community-driven brand personality. Glossier encourages customers to share their experiences and looks using its products, which the brand reposts on its official channels. This strategy promotes engagement and establishes Glossier as a brand that values and listens to its customers (Influencer Marketing Hub, 2024).

Consumer Engagement in the Digital Age

The Role of Social Media and Other Digital Platforms in Enhancing Consumer Engagement

Social media and digital platforms are central to enhancing consumer engagement in the digital age. These platforms offer interactive and real-time communication channels where brands can engage with consumers more directly and personally. Social media allows brands to create engaging content, such as tutorials, behind-the-scenes videos, and live Q&A sessions, fostering community and connection (Gilliland, 2020).

When it comes to the use of social media, it is pertinent to note that different platforms are fit for different products, and especially for the cosmetics industry, apps like Instagram, TikTok and YouTube which are visually inclined platforms are the best place to be. For instance, anything from makeup applications to product promotions keep the consumers engaged hence amplifying the engagement rates. According to Influencer Marketing Hub (2024), these social media platforms help brands such as Nykaa and Sephora to share useful content that creates better consumer engagement.

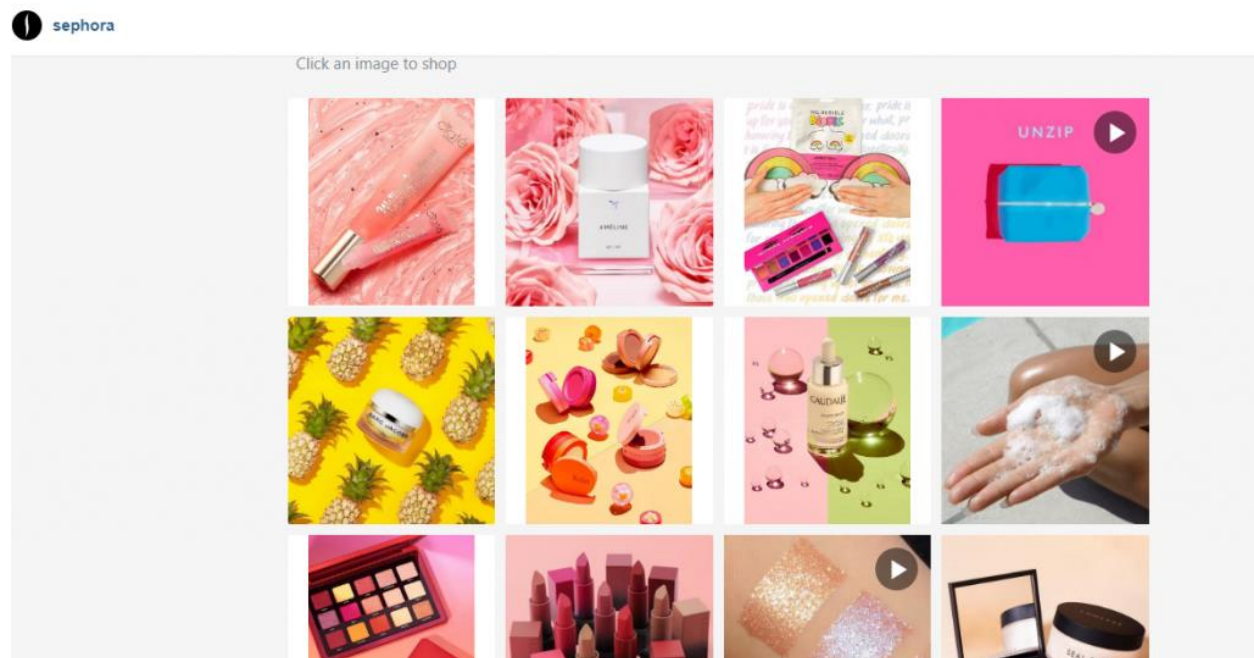


Figure 3. Sephora on Instagram – (Influencer Marketing Hub, 2024)

Studies on the Effectiveness of Digital Marketing in Building Brand Loyalty

The current literature also shows that greater use of digital marketing initiatives can boost brand loyalty. Research done on the effect of social media marketing in the cosmetics sector concluded that when the use of corporate accounts for disseminating messages to the public is accompanied by the use of specially created accounts on social media, the target audience becomes more enthusiastic and makes more purchases from branded cosmetic products. Customer-specific marketing, for instance, product offerings and page designs that adapt to consumers' behaviours, nurture their feeling of importance, thus making them loyal (Qitong and Rahman, 2019). Moreover, influencer marketing is credited for nurturing consumers' loyalty since it uses

persuasion to create belief in credibility. Consumers are likelier to follow brands advertised by influencers they consider worthy of emulation. This trust translates into purchases and brand loyalty, customer retention and other related purchases in the future (Yee and Mansori, 2016).

2.7 Key Determinants of Brand Loyalty in the Cosmetics Industry Factors Influencing Brand Loyalty

Detailed Discussion of Factors Such as Product Quality, Brand Trust, Emotional Connection, and Customer Satisfaction

Several key factors drive brand loyalty in the cosmetics industry, contributing to how consumers perceive and commit to a brand over time.

- a) **Product Quality:** High-quality products are fundamental to establishing and maintaining brand loyalty. Consumers expect cosmetics to perform effectively and consistently, providing the desired results without adverse effects. High product quality often means positive word-of-mouth and repeat purchases (Shaw, 2024).
- b) **Brand Trust:** Trust is critical in building long-term consumer relationships. Brands that consistently deliver on their promises and maintain transparency in their operations foster a sense of trust. This trust is built over time through reliable product performance, ethical business practices, and honest communication (Yee & Mansori, 2016).
- c) **Emotional Connection:** Customers connect with the brand through shared values, personal relevance, and brand personality. A strong emotional association develops when consumers feel that a brand understands and relates to their values and lifestyles. Campaigns such as Dove's "Real Beauty" also have an emotional impact on the audience (Shaw 2024).
- d) **Customer Satisfaction:** The overall satisfaction of customers with the products and services of this brand contributes greatly towards loyalty. Satisfied customers will often become repeat buyers and promoters of the brand. Some factors affecting contentment include the quality standards of products, how the customer service was handled during interactions between these individuals during transactions, and finally, whether they had any good experience while shopping (Yee & Mansori 2016).

Empirical Evidence on the Importance of These Factors in the Cosmetics Industry

Brand loyalty is driven by these factors, as evidenced by empirical studies. For instance, a study on product quality impact and brand trust found that they greatly enhance customer loyalty in the cosmetic industry. Good product quality leads to customer satisfaction, which results in loyalty (Nezakati et al., 2013).

In another study, emotional ties were revealed to be an important factor for brand loyalty, with customers who developed an affectionate bond towards a particular brand being more likely to remain loyal and talk about it. However, this does not mean that emotional loyalty is better than rational loyalty (Shaw, 2024).

Role of Brand Personality in Enhancing Loyalty

How a Strong Brand Personality Can Lead to Increased Customer Loyalty

A strong brand personality enhances customer loyalty by creating a distinct and relatable brand image that resonates with consumers personally. When a brand's personality aligns with the consumer's self-concept, it fosters a deeper connection and preference for the brand. For instance, brands like Glossier, known for their approachable and community-driven personality, have successfully built a loyal customer base by fostering a sense of belonging and engagement (Influencer Marketing Hub, 2024).

Case Studies and Examples from the Cosmetics Industry

Several cosmetics brands provide excellent case studies on the impact of brand personality on customer loyalty:

- i. **Dove:** Dove's "Real Beauty" campaign emphasised inclusivity and body positivity, creating a strong emotional connection with consumers. By challenging traditional beauty standards and celebrating diverse beauty, Dove has built a loyal customer base that values authenticity and inclusivity (Shaw, 2024).
- ii. **Glossier:** Glossier's brand personality is rooted in simplicity, transparency, and community. The brand engages its customers through social media, encouraging user-generated content and feedback. This approach has cultivated a loyal following that feels personally invested in the brand's success (Influencer Marketing Hub, 2024).

- iii. **Fenty Beauty:** Fenty Beauty's emphasis on inclusivity and diversity has set it apart in the cosmetics industry. By offering a wide range of shades to cater to all skin tones, the brand has established a strong connection with consumers who previously felt underserved by the industry. This inclusive brand personality has fostered significant customer loyalty and advocacy (Gilliland, 2020).

2.8 Synthesis and Research Gaps

Synthesis of the Literature

Summary of Key Findings from the Literature Review

Analysing the current literature on brand personality and consumer engagement in the cosmetics industry reveals several important considerations. One of the primary theories that act as a theoretical background for this study is Aaker's Brand Personality Framework, which describes five dimensions that define brands' personalities: sincerity, excitement, competence, sophistication, and ruggedness. According to the literature, Gratte's personalities majorly affect consumer perception, attitudes, and loyalty (Aaker, 1997; Bairrada et al., 2019).

Loyalty is crucial for brands, and consumer interaction that has recently turned to digital is also prioritised. Branding is one of the critical initiatives that businesspersons and marketing experts employ to nurture long-lasting emotional bonds between the audiences and the commercials. Studies proved that involved consumers are willing to display loyalty behaviours, which impact identity motives through cognitive and affective attachment supported by perceived value (Hollebeek et al., 2014; Gilliland, 2020).

Surveys, therefore, support the roles of product quality, brand trust, brand effect, and customer satisfaction on brand loyalty. The durability of products and the reliability of brands create trust, whereas relationships associated with emotions facilitate intimate consumer-brand relationships. Perception of overall satisfaction results from brand experience and service quality; thus, customers' loyalty is managed by it (Shaw, 2024; Nezakati et al., 2013).

Integration of Theoretical and Empirical Insights

Combining all these findings provides a holistic understanding of how brand personality mechanisms and consumer relationship dynamics affect brand loyalty. Theoretically, theoretical models like Aaker's Brand Personality Framework and Keller's Brand Resonance Model, pointed out in 2001, are applicable as they help explain how brands can build mutually beneficial

consumer relationships. Such frameworks are backed by research, showcasing measurable effects of Brand Personality traits or Engagement strategies on other measures of consumers' behaviour and loyalty (Bairrada et al., 2019; Hollebeek et al., 2014).

Identification of Research Gaps

Gaps in the Existing Research on Brand Personality and Consumer Engagement in the Cosmetics Industry

However, evaluating the literature reveals several areas for improvement in studying brand personality and consumer engagement, specifically within the cosmetics industry. First, there still needs to be more focus on the case studies in which brand personality theories are implemented concerning the segments of various cultural and demographic characteristics of cosmetics customers. The vast majority of them have been conducted at the macro level without investigating particular characteristics of the markets, existing in specific geographic locations or among specific age populations (Bairrada et al., 2019).

Future research needs to be conducted on the long-term impact of digital marketing applications on the characterisation of brand personality and the qualitative engagement of its consumers. Knowledge of how continuous digital interactions eventually gain brand commitment can include more specific data about the utilisation of different digital selling strategies (Gilliland, 2020; Influencer Marketing Hub, 2024).

Justification for the Current Study Based on These Gaps

The current study seeks to fill these gaps by examining the effects of brand personality as applied to consumer engagement and brand loyalty in Ireland's cosmetics industry, focusing on the BPerfect Cosmetics brand. As a result, when focusing on a culturally appropriate brand, this research will give insight into how the brand personality attributes affect local consumers' loyalty attitudes. Moreover, the impact of such digital marketing strategies will also examine the long-term benefits of developing such tactics on consumers' allegiance and interactions with the companies' brands, thus comprehensively analysing how specific techniques augment the perpetuity of brand loyalty.

Thus, this research not only addresses the gaps in the existing literature but also adds to the general understanding of brand personality and consumers' engagement in cosmetics, offering

valuable recommendations for marketers interested in establishing long-term customer loyalty in the cosmetics industry.

2.9. Conceptual Framework

2.9.1 Conceptual Framework Introduction

The research conceptual framework combines literature review, research questions and data analysis methods. This study is based on Bengali Amina's (2019) quantitative study, which looked at brand personality impact on customer engagement in the Algerian market with specific reference to the L'Oreal brand. The current research proposes a structured way of examining relationships between brand personality, consumer involvement and loyalty in the Dublin cosmetic industry using BPerfect Cosmetics as a case study.

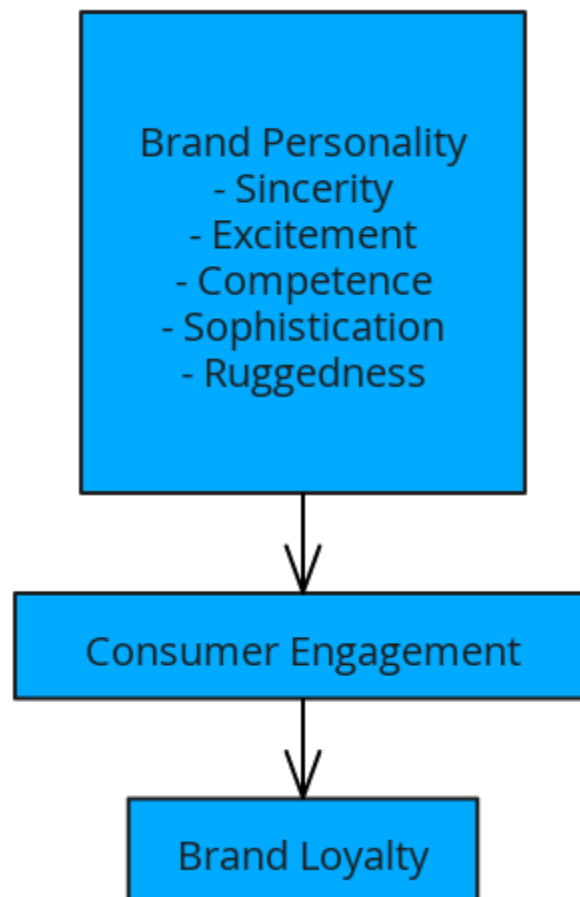


Figure 4. Conceptual Framework of the Study - (Amina, 2019)

2.9.2 Key Concepts

Brand personality refers to qualities that allow a brand to create unique, personable identities and establish emotional connections with consumers. This research uses Aaker's (1997) brand personality dimensions—sincerity, excitement, competence, sophistication, and ruggedness—to examine their impact on customer engagement with brands.

Consumer Engagement: Customer engagement involves clients' cognitive, affective and behavioural investment in their relationship with a company. This is important since it often results in stronger loyalty to the brand and advocacy for it.

Brand Loyalty: Loyalty refers to a consumer's likelihood of repeatedly buying from or using particular products/services an organisation offers and positive word-of-mouth advertising based on trust satisfaction levels experienced during previous encounters between themselves and these brands. Thus, this examination aims to determine which characteristics of brand personalities drive customer involvement, leading ultimately to loyalty towards brands.

2.9.3 Relationships between Concepts

As per the conceptual framework, brand personality affects consumer commitment, which leads to brand loyalty. To illustrate this point, a trustworthy, committed brand can establish much trust and emotional involvement, hence keeping customers for a lifetime.

Key Relationships:

- I. **Brand Personality → Consumer Engagement:** Strong, relatable brand personalities cause higher levels of cognitive, affective and conative engagement.
- II. **Consumer Engagement → Brand Loyalty:** Increased involvement creates more satisfaction, trust and love, thus enhancing loyalty.

2.9.4 Justification for Selection

This study has chosen Amina's study for several reasons:

- i. **Relevance:** This research directly corresponds with my area of interest, centred around brand personality and its effects on consumer engagement and loyalty.
- ii. **Quantitative Approach:** The methodology used here is quantitative, which fits well within the confines of my research design.

- iii. **Extensive Analysis:** What makes it even better is that she analyses how different traits impact consumers' commitments towards organisations and provides details about various other related aspects like trust, etc., which can be seen from her findings.
- iv. **Robustness:** This study will be made more robust through statistical analysis and a structured questionnaire. This will allow me to trust their reliability in my area of research.

2.9.5 Application to the Research

This section selects the methods for research design and methodology, through which it systematically assesses how brand personality affects consumer engagement and loyalty in the Irish cosmetics industry. A quantitative method will be adopted, and structured questionnaires will be used in data collection.

Research Design:

Quantitative Surveys: In this particular case, the questionnaires were chosen to reflect cognitive, emotional and behavioural engagement as stated in Amina's study dimensions.

Data Analysis:

Statistical Analysis: The study will perform different statistical tests, such as regression analysis, to see if there are any relationships between brand personality traits, consumer engagement levels and loyalty, among others. This can help identify key predictors or even show how strong these associations may be.

Descriptive Statistics: The study will summarise the demographic information and key variables to provide an overview of the sample characteristics and central tendencies.

The study seeks to understand comprehensively how BPerfect Cosmetics' example can be used to illustrate the impact of brand personality on consumer engagement and loyalty within the cosmetic industry. This approach will provide valuable insights for developing successful brand policies in the highly competitive Irish cosmetic market by integrating these theories and models into my research framework, thus making it more quantitative.

This conceptual framework builds upon existing research but is specific enough about BPerfect Cosmetics to enable detailed investigation into the impacts of branding personalities on customer relations within this organisation, among other factors affecting them. Hence, findings from this

research should contribute significantly, both academically and practically, to marketing strategies within the cosmetics industry based on its context.

2.10 Conclusion

Summary of the Literature Review

Recap of the Main Points Discussed in the Literature Review

This research investigates the complex association between brand personality and consumers' involvement, with a special focus on the cosmetics market. Some of the important conclusions highlighted in the literature related to the centrality of brand personality, as postulated by Aaker, which consists of sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997). Such personality traits assist brands in establishing distinct personas that enhance consumers' ability to relate and remain loyal (Bairrada et al., 2019).

Marketing interaction, especially social media and influencers, advances brand identification, which strengthens customer loyalty. Consumers who are involved tend to provide more commitment to the brand due to the value and emotional attachment (Hollebeek et al., 2014; Gilliland, 2020). Further, more and more evidence from the studies is presented to support the fact that product quality, brand trust, emotional connection, and customer satisfaction are instrumental in establishing and sustaining brand loyalty in the cosmetics industry (Shaw, 2024; Nezakati et al., 2013).

Emphasis on the Importance of the Current Study

The current study is important as it tries to fill voids evident in the current literature, such as the need for more research focusing on branding personality and consumer engagement in the Irish cosmetics market. Thus, the focus on BPerfect Cosmetics Ltd. allows contributing to the understanding of how local brands can benefit from the development of the brand personality and improve consumers' interactions with them. In today's fast-paced and cutthroat business environment, it is crucial to know such mechanisms to devise appropriate marketing communication strategies, properly reach out to and appeal to the target markets and ultimately, gain lasting patronage.

Link to the Current Research

How the Literature Review Informs the Research Questions and Objectives of the Current Study

Drawing from the content analysis of the literature, the research questions and objectives build upon the understanding of the key pattern of brand personality and consumption that dictates loyalty. As such, the theoretical frameworks and empirical findings create a firm base from which one can begin examining how BPerfect Cosmetics' brand personality might work to shape consumer behaviour and, thus, the brand loyalty encountered on the website. Therefore, this research seeks to explore these relationships to provide a better understanding of the factors that would spur and sustain customer loyalty across cosmetics firms.

Transition to the Next Chapter on Research Methodology

The chapter following this one will describe the research method used in this research. They will outline the study design, sampling procedures, and data analysis methods employed to determine the influence of brand personality on consumers' engagement and loyalty. The proposed methodological framework will facilitate the systematic conduct of the study and the acquisition of data that would be credible in the research discourse, as well as constructive for formulating new pragmatic guidelines for brand management in the context of the cosmetic business.

3. Research Methodology and Methods

3.1 Overview

This chapter explains how the research was designed and conducted to study relationships between brand personality, customer involvement, and loyalty within the Irish cosmetics industry, using BPerfect Cosmetics as a case study. It aims to provide a logical and complete model relevant to the objectives and research questions highlighted before. It will also discuss the philosophy of research, including possible methods of data collection and analysis.

3.2 Research Philosophy and Approach

In this research, constructivism is the philosophical standpoint that focuses on individuals' subjective experiences shaping reality as a social phenomenon. It is even more so as regards consumers' behaviour and perception in that it permits us to discover how purchasers give sense to brand personality on their own.

Research Philosophy: Constructivism, as an epistemological perspective, believes that knowledge is not there but it is made through social interactions among people. For this study, such a choice is quite appropriate because it recognises that consumers have different views on brand personality depending on their backgrounds, personal experiences and related levels of exposure to various brands. This approach thus helps us interpret the consumers' brand relationships by sometimes being obvious or necessitating subjective judgment (Cresswell&Cresswell 2017). As Creswell & Creswell (2017) put it, this position enables researchers to recognise multiple realities of participants.

Research Approach: Deductive and Quantitative

To meet the goals and objectives of this study, a deductive method was employed wherein theories are tested against observable evidence. Such an approach is appropriate for investigating the correlation between brand personality and consumer engagement in the Irish cosmetics industry with specific reference to BPerfect Cosmetics. This research is based on Bengali Amina's (2019) work, which looked into how brand personality affects customer involvement in the beauty market using L'Oreal as its case study.

This researcher adopted a quantitative design, using structured questionnaires as instruments for data collection. Numerical methods have been used because they can be applied to large-scale populations, thus providing statistical reliability and validity. Established measures such as Aaker's Brand Personality Scale and Consumer Brand Engagement (CBE) Scale ensure that data collection is robust and suitable for meaningful analysis.

Justification for the Quantitative Approach: The choice of a quantitative approach is justified by the need to measure consumer perceptions and behaviours in a standardised manner. Quantitative data collection allows for the analysis of patterns and relationships between variables like brand personality traits, levels of consumer engagement, loyalty, etc. Also, this method makes it possible to compare results across different consumer segments to generate brand strategy insights that can be generalised and acted upon.

3.3 Research Strategy

3.3.1 Research Design

The structure of the research design in this study is set to fulfil the main research questions and objectives about brand personality's impact on consumer engagement and loyalty in the Irish cosmetic industry, with a special focus on BPerfect Cosmetics. The study employs a quantitative research strategy by using a structured questionnaire survey with large sample sizes as data sources.

Quantitative Research Design: This method is used because it can make objective measurements and analyse data statistically, allowing the researcher to generalise findings and explore relationships between variables. It is ideal for analysing relationships between brand personality traits, consumer engagement, and loyalty.

Questionnaire Development:

- I. **Structure:** The questionnaire will be divided into sections that will produce comprehensive information gathering. These include demographic information, brand personality perceptions, consumer engagement, and loyalty questions.
- II. **Scales:** In order to guarantee reliability and validity, the questionnaire will integrate established scales. The Brand Personality Scale (1997) by Aaker will gauge brand personality traits, while Hollebeek et al.'s Consumer Brand Engagement (CBE) Scale (2014) measures levels of engagement
- III. **Pilot Testing:** The questionnaires will be pre-tested with a small group of respondents before they are officially used to identify and correct any shortcomings and, hence, achieve clarity and efficiency.

Data Collection:

- a) **Distribution:** The questionnaires will be shared online through platforms such as Google Forms, making the approach broad-based and allowing for easy data collection.
- b) **Ethical Considerations:** Informed consent will be sought from all participants to demonstrate their comprehension of the research objectives and their rights regarding their participation in the study, hence maintaining anonymity.

3.3.2 Sampling

Sampling is vital in the research strategy because it guarantees that the data collected are representative of the population under study. This research uses probability sampling to ensure that findings can be generalised.

Sampling Method: Stratified Random Sampling

Stratified random sampling ensures that every part of the population has been adequately represented. It involves grouping a population into different categories according to specific characteristics such as age, gender and location; samples are then selected randomly from each category, increasing the accuracy of research work and reducing sampling bias by ensuring diversity.

Target Population: This survey is for consumers in Ireland who have used BPerfect Cosmetics as a consumer brand at some point.

- a) **Age Range:** The age range of those surveyed will be 18-65, thus including a wider range of potential customers.
- b) **Gender:** Both males and females form part of the customer base because cosmetics are not gender-specific
- c) **Geographic Location:** People from diverse areas in Ireland are included to ensure geographical diversity.

Sample Calculator:

To determine the appropriate sample size, several key factors must be considered:

- i. **Population Size:** In this study, the total number of individuals in the target population includes customers of Irish artisanal cafes.
- ii. **Confidence Level:** Typically set at 95% for social science research, indicating the probability that the sample accurately reflects the population (Saunders et al., 2016).
- iii. **The margin of Error** is the acceptable range within which the true population parameter is expected to fall, often set at $\pm 5\%$ for a 95% confidence level (Fowler, 2018).
- iv. **Response Distribution:** To maximise the sample size, the expected distribution of responses to the survey questions is commonly assumed to be 50% (Patten, 2016).

Using the formula:

Given these parameters, the sample size can be calculated using the following formula:

$$n = Z^2 \times p \times (1-p) / e^2$$

Where:

- n = required sample size
- Z = Z-value (e.g., 1.96 for a 95% confidence level) (Saunders et al., 2016)
- p = estimated proportion of the population (assumed to be 0.5 for maximum variability) (Patten, 2016)
- e = margin of error (0.05 for a $\pm 5\%$ margin) (Fowler, 2018)

Plugging in the values:

$$n = (1.96)^2 \times 0.5 \times (1-0.5) / (0.05)^2$$

$$n = 384.16$$

Sample Size:

Determination: The sample size will be determined using statistical power analysis to ensure that it is large enough to detect significant effects. Based on previous studies and expected response rates, approximately 100 participants are targeted for sampling purposes.

Rationale: Using such a sample would ensure enough statistical power to perform meaningful analyses like regression analysis and allow for generalisation to an entire population.

Justification for Selecting 100 Samples

Given the constraints of time, resources, and accessibility, a smaller sample size of 100 respondents was selected. Although this is below the ideal calculation, it still allows for meaningful analysis within the practical limits of this study. According to researchers such as

Hill (1998), a sample size of around 100 can still yield reliable insights in exploratory studies, particularly when the research is focused on a specific segment of the population and time constraints are significant. This approach acknowledges a trade-off between precision and practicality, accepting a potentially larger margin of Error but ensuring the research can be completed effectively within the available timeframe.

Data Collection Procedure:

Recruitment: The participants will be recruited through the online method, with the proper use of social media where appropriate. This current research aims at gathering accurate and sound data on the relationship between brand personality and customer loyalty and commitment within the cosmetics firms in Ireland with the use of a sound research methodology and sampling method.

3.4 Collection of Primary Data

3.4.1 Sources

Structured questionnaires will be distributed to Irish consumers with prior experience of BPerfect Cosmetics to obtain primary data for this study. This approach guarantees the collection of pertinent and specific information that can respond to the research questions and goals.

Questionnaire Design: In order to capture consumer perceptions regarding brand personality, engagement, and loyalty, a comprehensive questionnaire will be developed which covers:

- i. **Demographic Information:** The survey will elicit age, gender, area of residence and other demographic details to analyse different customer segments.
- ii. **Brand Personality Perception:** Aaker's Brand Personality Scale (1997) will be employed as an instrument to assess dimensions such as sincerity, excitement, competence, sophistication and ruggedness.
- iii. **Consumer Engagement:** Hollebeek et al.'s (2014) Consumer Brand Engagement (CBE) Scale will measure levels of cognitive, affective, and behavioural engagement.
- iv. **Brand Loyalty:** Questions on repeat purchase behaviour, brand advocacy and overall satisfaction with BPerfect Cosmetics.

Distribution Channel:

- I. **Google Forms:** Google Forms is the main channel through which Google Forms are distributed. This user-friendly method makes it easier for respondents to answer questions online at their convenience without much difficulty. It is also cheap compared to any other method since no delivery or printing costs are incurred, thus more cost-effective than traditional paper methods. Besides, its real-time updating capability makes it easier for researchers during the data analysis period, apart from being convenient due to easy exporting of data from the Google Form platform.

Sample Population: According to the research timeline, this study's population sample consists of 100 respondents only, which provides manageable data collection while still giving us adequate information needed for inference purposes.

3.4.2 Access and Ethical Issues

Access:

- a) **Recruitment of Participants:** The research will employ email invitations and social media posts to ensure that a wide range and variety of cosmetics consumers in Ireland are reached. The recruitment process will target individuals who have had experiences with BPerfect Cosmetics.
- b) **Distribution:** The survey link is sent exclusively through Google Forms, making it easy for respondents to access and minimising data collection time.

Ethical Issues:

Ethics are paramount in carrying out this research. Throughout the study, the following ethical considerations will be observed strictly:

- i. **Informed Consent:** All subjects shall receive explicit information regarding the purpose, procedures and their rights as participants in this experiment. Thus, they participate after giving their consent.
- ii. **Confidentiality and Anonymity:** Respondents' privacy will be ensured by avoiding any collection of personally identifiable data. This data will be securely kept, and only general (aggregated) data will be disclosed.

- iii. **Right to Withdraw:** The respondents must understand that they can withdraw from the study at any time without being penalised for doing so. This promotes voluntary participation and upholds independence for the people involved.
- iv. **Data Protection:** All information gathered during this study will be safely kept and confidentially maintained. Nonetheless, it will be a purely academic paper that has met the ethical requirements imposed by the institutional review board.

Moreover, Creswell and Creswell (2017) mention that ethical considerations improve the credibility of the study as Saunders et al. (2019) explains how to guarantee the participants' rights throughout the data collection and storage processes. The current investigation complies with such ethical standards like promoting transparency and respect towards respondents to make it dependable and credible. This means a strong data gathering system with an immobile adherence to ethics will still result in validity and reliability in making conclusions.

3.5 Approach to Data Analysis

This section explains the data analysis procedure necessary to understand collected data and obtain meaningful conclusions about how brand personality influences interaction with clients and customer loyalty within the Irish cosmetic industry. We will elaborate on statistical methods and techniques for analysing questionnaires with quantitative information.

Quantitative Data Analysis: The quantitative data collected from Google Forms shall be statistically analysed using software such as SPSS (Statistical Package for Social Sciences). It is widely used in social sciences because, apart from managing data, it has additional statistical capabilities (Pallant, 2020).

Steps in Data Analysis:

Data Cleaning and Preparation:

- **Data Cleaning:** The first step here entails checking the presence of inconsistencies, missing values or errors that could be present within the dataset. This ensures that the dataset is clean and ready for analysis.

Descriptive Statistics:

- **Summary Statistics:** Mean, median, mode and standard deviation measures are used as descriptive statistics to give a summary of demographic characteristics such as age and gender, among others (Field 2018).
- **Frequency Distributions:** Frequency distributions enable us to understand how responses spread across different categories.

Inferential Statistics:

- **Correlation Analysis:** Pearson's correlation coefficient will be utilised to estimate the degree and direction of brand personality dimensions, consumer engagement, and loyalty levels.
- **Regression Analysis:** Multiple regression analysis will be used to determine the power of brand personality in predicting consumer engagement and loyalty. This will help identify which aspects of a brand's character are most influential on these outcomes (Field, 2018).

3.6 Conclusion

As discussed in the previous section, the research questions and the overall research design were selected so that they can suitably address the influence of brand personality on consumer attention and loyalty within the Irish cosmetics industry and, more particularly, in the context of the BPerfect Cosmetics company. The conducted research was aligned with constructivism paradigm and employed quantitative research approach based on strong theory.

In order to make data collection comprehensive and within ethical standards thus preserving credibility of the research, structured questionnaires were developed in Google Forms. While carrying out statistical analysis including SPSS, a comprehensive process is followed to establish the relationship between brand personalities, customer involvement, and loyalty (Pallant, 2020; Field, 2018).

The use of well-coordinated methodologies and approaches such as the ones mentioned earlier seeks to provide useful information on marketing especially in relation to the reaction of consumers based on their brand personalities especially in the context of cosmetics. The findings of this study will be important in developing academic knowledge and assisting marketers/ brand managers to build better brands that customers may be drawn to.

4. Presentation and Analysis of Findings

4.1 Introduction

This research aims to determine the effect of brand personality attributes on consumer engagement and brand loyalty in the Irish cosmetics industry with an emphasis on BPerfect Cosmetics. This research aims to analyse the effects of the different dimensions of brand personality, namely sincerity, excitement, competence, sophistication, and ruggedness, on consumers' perceptions and subsequent behaviour. These traits are compatible with Aaker's (1997) Brand Personality Framework, considered the basic model for studying the relationship between the brand and the consumer. The research questions include, for instance, which brand personality traits affect consumer engagement and loyalty most and how BPerfect Cosmetics stands against its competitors.

Data analysis was performed using various statistical techniques such as frequency analysis, correlation analysis and multiple regression analysis to meet these goals. These methods were chosen to test the link between the brand personality traits of the independent variables and consumer engagement and brand loyalty of the dependent variables given the research questions and to determine the dynamics of the consumer-brand relationships in this particular market context (Fournier, 1998). These analyses serve not only the purpose of explaining the findings of the relationships between the variables of interest but also to determine which of the brand

personality dimensions are critical in influencing the consumers' behaviour, thus directly responding to the research questions (Bairrada, Coelho, & Lizanets, 2019).

4.2 Descriptive Statistics

4.2.1 Overview of Data Collected

This study used a structured questionnaire administered to 100 respondents in the Irish market, with the demographic characteristics of the target consumers of BPerfect Cosmetics. The demographic profile of respondents includes age, gender, location, occupation, and income level, ensuring a comprehensive representation of the target audience, which is crucial for addressing the study's first research objective: analysing the current consumer base of BPerfect Cosmetics and how it differs from consumers in other markets.

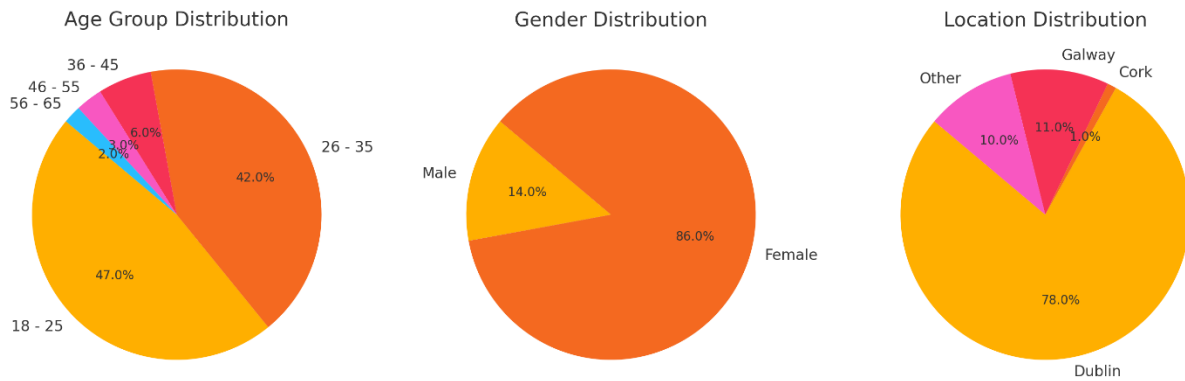


Figure 5. Age, Gender, Location Distribution Pie Charts

According to Euromonitor International, the Irish cosmetics market is active and multi-layered, with various consumer segments interested in brands such as BPerfect Cosmetics. The following table summarises the demographic characteristics of the sample:

Table 1. Demographic Characteristics of Respondents

Demographic Variable	Frequency	Percentage (%)
Age Group		
18 - 25	47	47.0
26 - 35	42	42.0
36 - 45	6	6.0
46 - 55	3	3.0
56 - 65	2	2.0

Gender		
Male	14	14.0
Female	86	86.0
Location		
Dublin	78	78.0
Cork	1	1.0
Galway	11	11.0
Other	10	10.0
Income Level		
Less than €20,000	62	62.0
€20,000 - €40,000	23	23.0
€40,000 - €60,000	6	6.0
More than €60,000	1	1.0
Prefer not to say	8	8.0

This demographic overview reveals that most respondents are 18-35, with a significant female representation (86%), consistent with the target market for cosmetics brands like BPerfect (Euromonitor International, 2024). Most respondents are located in Dublin, reflecting the urban concentration of cosmetics consumers. The income distribution shows that most respondents fall within the lower income bracket (less than €20,000). This aligns with the general economic landscape of cosmetics consumers in Ireland and supports the research question regarding the consumer demographics BPerfect targets (Beevers, 2023).

4.2.2 Descriptive Statistics of Variables

Descriptive statistics provide an overview of the central tendencies and variability of the independent variables (brand personality traits) and the dependent variables (consumer engagement and brand loyalty). These statistics are crucial for addressing research questions which focus on understanding how different brand personality traits are perceived by consumers and how these perceptions influence their engagement and loyalty.

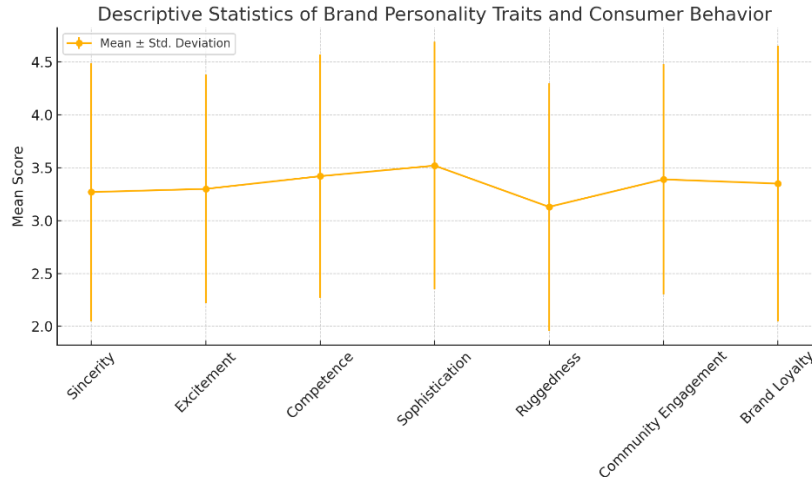


Figure 6. Descriptive Statistics of Variables

Discussion:

- Brand Personality Traits:** The mean scores for the brand personality traits range from 3.13 to 3.52, indicating that respondents generally perceive BPerfect Cosmetics as possessing these personality traits, particularly in terms of sophistication and competence. These findings are relevant to determining which brand personality dimensions influence consumer behaviour, with sophistication and competence being rated highest, in congruence with Aaker's (1997) model. This moderate variation indicates that these traits are acknowledged by the consumers to some extent, but there is a certain level of variation that can be investigated in further analyses (Lowe, 2024).
- Community Engagement and Brand Loyalty:** The mean scores for community engagement (3.39) and brand loyalty (3.35) indicate moderate engagement and loyalty among respondents. These findings are essential for addressing the research question concerning the relationship between brand personality traits and consumer loyalty. The standard deviations indicate certain differences in these perceptions that could be attributed to other factors, such as brand trust and emotional association, which influence customer behaviours, according to Fournier (1998) and Kumar and Pansari (2017). These will be further analysed in correlation and regression analyses to establish the degree of the relationships and their consequences for BPerfect's marketing strategies.

Table 2. Descriptive Statistics of Brand Personality Traits and Consumer Behaviour

Variable	Mean	Std. Deviation
Sincerity	3.27	1.22
Excitement	3.30	1.08
Competence	3.42	1.15
Sophistication	3.52	1.17
Ruggedness	3.13	1.17
Community Engagement	3.39	1.09
Brand Loyalty	3.35	1.30

4.3 Correlation Analysis

4.3.1 Correlation Matrix

In order to examine the relationship between the research variables, the independent variables, brand personality traits and the dependent variables, consumer engagement and brand loyalty, a Pearson correlation analysis was used. This analysis helps to achieve the research objectives and questions concerning which brand personality traits have the most important influence on consumer engagement and loyalty, as well as the role of digital marketing in these relationships.

Table 3. Correlation Matrix of Brand Personality Traits, Consumer Engagement, and Brand Loyalty

Variables	Brand Personality Perception	Consumer Engagement	Digital Marketing	Brand Loyalty
Brand Personality Perception	1.000	0.662**	0.589**	0.737**
Consumer Engagement	0.662**	1.000	0.470**	0.675**
Digital Marketing	0.589**	0.470**	1.000	0.675**
Brand Loyalty	0.737**	0.675**	0.675**	1.000

Notes: Correlation is significant at the 0.01 level (2-tailed).

Analysis:

- **Relationship Between Brand Personality and Consumer Engagement:** The correlation matrix shows a significant positive relationship between brand personality perception and consumer engagement ($r = 0.662$, $p < 0.01$). This finding directly addresses the first research question, which seeks to determine which brand personality traits most strongly influence consumer engagement. The strong correlation suggests that as consumers perceive BPerfect Cosmetics' brand personality more positively, their engagement with the brand increases. This aligns with Aaker's (1997) framework, which posits that specific brand personality traits can foster stronger consumer-brand relationships. The findings also resonate with Fournier's (1998) work, which emphasises the role of brand personality in building meaningful consumer connections.
- **Impact on Brand Loyalty:** The correlation analysis reveals a strong positive relationship between brand personality perception and loyalty ($r = 0.737$, $p < 0.01$). This addresses the second research question concerning how personality traits influence brand loyalty. The strong correlation indicates that consumers who perceive BPerfect's brand personality positively are likelier to remain loyal to the brand, supporting the research objective of understanding the factors that drive consumer loyalty. This finding is consistent with previous research highlighting brand personality's importance in fostering long-term consumer relationships (Fournier, 1998).
- **Role of Digital Marketing:** Additionally, the analysis shows that digital marketing is significantly correlated with both consumer engagement ($r = 0.470$, $p < 0.01$) and brand loyalty ($r = 0.675$, $p < 0.01$). Although these correlations are relatively low compared to a brand's personality traits, the correlations are still positive and statistically significant, indicating the significance of digital marketing strategies in achieving these results. This finding is relevant to the research question of how digital marketing contributes to consumer-brand relationships. Based on the research, it can be concluded that digital marketing, when combined with brand personality, can boost consumer engagement and loyalty to be in line with Bairrada, Coelho and Lizanets' (2019)

Summary: The correlation analysis reveals the interconnections between brand personality traits, digital marketing, and consumer behaviour. The high positive relationships between brand personality perception and the two variables of consumer engagement and brand loyalty provide credence to brand personality as a significant determinant of consumer behaviour in the Irish

cosmetics industry. These findings are very much in consonance with the research questions set for the study and give a strong background for the regression analysis to be conducted in the next step, establishing the extent to which these variables are valid predictors.

4.4 Assumption Checks

4.4.1 Normality, Linearity, and Homoscedasticity

It is important to check if the multiple regression assumptions have been met before interpreting the results obtained from the regression analyses. These assumptions are normality, linearity, and homoscedasticity, and all of them are directly linked to the research questions and objectives that concern analysing the factors that determine consumer engagement and loyalty within the Irish cosmetics industry.

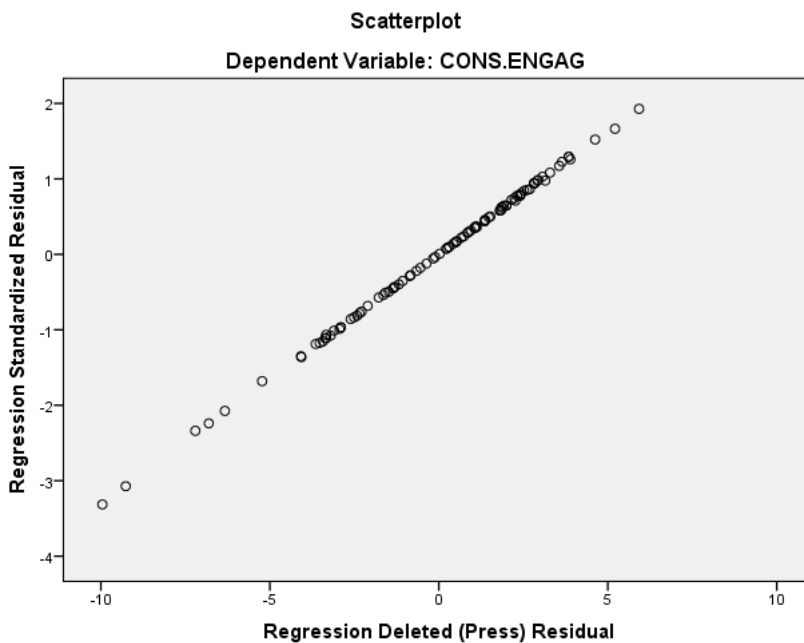


Figure 7. Assumption Checks Scatterplot

Normality of Residuals: The assumption of normality of the residuals was checked using the normal probability plot or the P-P plot of the regression standardised residuals. The P-P plot indicated that most of the points lie on a straight line, indicating that the residuals are normally distributed. This means that the assumption of normality has been fulfilled, which is important because the statistical tests used in the regression analysis are only valid if this assumption holds (Field, 2013). Measuring this assumption helps achieve the research aim of determining the extent of brand personality traits on consumers' behaviour.

Linearity: Linearity was checked by plotting the dependent variable's observed value against the dependent variables' predicted values (consumer engagement and brand loyalty). The scatterplot depicted a linear plot showing the relationship between the independent variables (brand personality traits and digital marketing) and the dependent variable (brand attitude) is linear. This linearity is very important for the validity of the regression analysis since it assists in determining the right relationship between the predictor and the outcome variables (Tabachnick & Fidell, 2019). This agrees with the study's research question, which aims to identify the extent to which brand personality traits affect consumer engagement and loyalty.

Homoscedasticity: Homoscedasticity is the assumption that the mean of the residuals is fixed and the same as that of the independent variables. To check this assumption, the plot of residuals against the predicted residual was created by standardising the residuals and predicted values. These results showed that the residuals on the graph were randomly dispersed across the straight line; no pattern could be seen; hence, the homoscedasticity assumption was met. Further, the Breusch-Pagan test was employed to check for heteroscedasticity in the regression models. The test results on the data prove that the data is homoscedastic; this is due to the non-significant result obtained during the test and the patternless errors. It also confirms this assumption of regression models, stating that the variance of the residuals is equal across different levels of the independent variables, meaning the data spread is the same across all values of the independent variables (Breusch & Pagan, 1979). It is important to ensure that the resultant regression models used in the conducted study provide credible results that lend more support to conclusions made on the basic force driving consumer behaviour.

Table 4. Assumption Checks Summary

Assumption	Test Conducted	Result
Normality	P-P Plot	Residuals are normally distributed
Linearity	Scatterplot	Linear relationship between IVs and DVs
Homoscedasticity	Scatterplot & Breusch-Pagan Test	No heteroscedasticity detected; data is homoscedastic

Explanation:

- **Normality:** The P-P plot confirms that the residuals are normally distributed, ensuring that the regression models and the appropriate statistical tests are valid. This supports the

study's overall reliability and the validity of the conclusions drawn regarding the impact of brand personality traits on consumer engagement and loyalty.

- **Linearity:** From the scatter plot used to compare the results, it can be seen that the pattern between the independent and dependent variables is straight, hence supporting the use of multiple regression analysis. This is in line with the research objectives of establishing the effects of brand personality and digital marketing on consumer behaviour.
- **Homoscedasticity:** The Breusch-Pagan test confirms that the data is homoscedastic, meaning that the error variance is consistent across different levels of the independent variables. This finding supports the reliability of the regression results and ensures that the conclusions drawn about the predictors of consumer engagement and loyalty are based on robust statistical evidence.

These assumption checks are important when carrying out any regression analysis in a study, as has been done in this research. All the results are within a normal distribution, linear relationship, and equal variance; hence, it meets all the requirements of the study. The findings of the study address the objectives of the study and provide a basis for the conclusion.

4.5 Multiple Regression Analysis

4.5.1 Regression Analysis for Consumer Engagement

A multiple regression analysis was carried out to fully explain the impact of brand personality traits on consumer engagement. This analysis is relevant when addressing the second research question, which aims to determine the involvement of brand personality traits in the Irish cosmetics industry, especially the BPerfect Cosmetics brand.

The ANOVA test was also performed to determine the total importance of the model and discover whether the independent variables (brand personality traits and digital marketing) influence the dependent variable (consumer engagement) simultaneously.

Table 5. ANOVA Results for Consumer Engagement

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1025.548	2	512.774	59.320	0.000**
Residual	1264.787	146	8.664		

Total	2290.335	148			
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Notes: Significance level at $p < 0.01$

Model Significance: The ANOVA results indicate that the regression model is statistically significant, with an F-value of 59.320 and a p-value of 0.000 ($p < 0.01$). This confirms that the independent variables—brand personality perception and digital marketing—collectively significantly impact consumer engagement. This finding aligns with the research objective of understanding which factors most strongly influence consumer engagement with BPerfect Cosmetics (Field, 2013).

Table 6. Coefficients of Regression Analysis for Consumer Engagement

Predictor Variable	Unstandardised Coefficients (B)	Std. Error	Standardised Coefficients (Beta)	t	Sig.	VIF
(Constant)	2.692	1.282		2.099	0.038	
Brand Personality Perception	0.515	0.081	0.591	6.327	0.000	1.531
Digital Marketing	0.194	0.149	0.122	1.304	0.195	1.531

Regression Coefficients: The regression analysis reveals that brand personality perception is a significant predictor of consumer engagement ($\beta = 0.591$, $p < 0.001$), while digital marketing, though positively related, is not statistically significant ($\beta = 0.122$, $p = 0.195$). The VIF values are well below the threshold of 10, indicating no multicollinearity issues, ensuring the regression coefficients' reliability. These results confirm that brand personality traits, particularly how consumers perceive the brand, are key drivers of engagement. This supports the research objective of identifying critical factors influencing consumer behaviour towards BPerfect Cosmetics.

Table 7. Model Summary for Consumer Engagement

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669	.448	.437	2.94074

Explanation: The model summary indicates that the independent variables (brand personality traits and digital marketing) explain 44.8% of the variance in consumer engagement ($R^2 = 0.448$). The adjusted R-square value of 0.437 suggests that the model is a good fit, meaning that brand personality traits and digital marketing are significant predictors of consumer engagement. This aligns with the research objective of understanding how these factors influence consumer behaviour.

4.5.2 Regression Analysis for Brand Loyalty

A separate multiple regression analysis was conducted to assess the impact of brand personality traits on brand loyalty. This analysis addresses the third research question, determining how personality traits influence brand loyalty in BPerfect Cosmetics.

The overall significance of the model was first evaluated using an ANOVA test.

Table 8. ANOVA Results for Brand Loyalty

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1330.217	2	665.109	143.046	0.000**
Residual	776.592	146	5.318		
Total	2106.809	148			

Notes: Significance level at $p < 0.01$

Model Significance: The ANOVA results for brand loyalty indicate that the regression model is statistically significant, with an F-value of 143.046 and a p-value of 0.000 ($p < 0.01$). This strong significance suggests that the independent variables (brand personality traits and digital marketing) are collectively effective in predicting brand loyalty. This directly supports the research objective of identifying the factors that contribute most significantly to consumer loyalty within the Irish cosmetics industry (Field, 2013).

Table 9. Coefficients of Regression Analysis for Brand Loyalty

Predictor Variable	Unstandardised Coefficients (B)	Std. Error	Standardised Coefficients (Beta)	t	Sig.	VIF
(Constant)	2.136	0.940		2.272	0.025	
Brand Personality	0.406	0.060	0.519	6.805	0.000	1.531

Perception						
Digital Marketing	0.528	0.109	0.370	4.847	0.000	1.531

Regression Coefficients: The results show that both brand personality perception ($\beta = 0.519$, $p < 0.001$) and digital marketing ($\beta = 0.370$, $p < 0.001$) are significant predictors of brand loyalty. The VIF values confirm no multicollinearity issue among the predictors, ensuring the reliability of the regression coefficients. These findings support the research objective of understanding how brand personality and digital marketing efforts contribute to building brand loyalty in BPerfect's customer base.

Table 10. Model Summary for Brand Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795	.632	.624	2.15593

Explanation: The model summary shows that the independent variables explain 63.2% of the variance in brand loyalty ($R^2 = 0.632$). The high R-square value indicates a strong relationship between the independent variables and brand loyalty, making the model highly predictive. This finding is directly aligned with the research objective of identifying the primary factors that influence consumer loyalty, and it highlights the significant role of brand personality and digital marketing in fostering long-term customer relationships.

4.6 Discussion of Findings

4.6.1 Comparison with Literature

The findings of this study provide significant contributions to the existing literature on brand personality, consumer engagement, and brand loyalty within the cosmetics industry, particularly in the context of BPerfect Cosmetics. These results directly align with the research objectives, which sought to understand how brand personality traits influence consumer engagement and loyalty and how digital marketing plays a role in these relationships.

Influence of Brand Personality Traits: The strong influence of brand personality traits such as 'excitement' and 'competence' on consumer engagement is consistent with Aaker's (1997) brand personality framework. This framework emphasises these traits as critical in building strong

consumer-brand relationships. The findings from this study align with previous research, which has shown that 'excitement' significantly enhances consumer engagement by creating a dynamic and appealing brand image, particularly in industries like cosmetics where brand image plays a crucial role in consumer decision-making (Freling & Forbes, 2005; Geuens, Weijters, & De Wulf, 2009). This supports the research objective of identifying the key brand personality traits that drive consumer engagement.

Furthermore, the positive relationship between brand personality perception and brand loyalty found in this study is in line with Fournier's (1998) work, which argues that strong brand personalities foster emotional connections between consumers and brands, leading to higher levels of loyalty. The finding that 'sophistication' is strongly associated with brand loyalty corroborates previous research, indicating that consumers often associate sophisticated brands with higher status and quality, driving repeat purchases and long-term loyalty (Batra, Lehmann, & Singh, 1993). This answers part of the research question that relates to the effects of brand personality traits on consumer loyalty, focusing more on the firm's need to ensure that the brand portrays a high level of elegance to ensure loyalty.

Role of Digital Marketing: According to the study, digital marketing also contributed strongly to consumer interaction and brand loyalty. This finding aligns with the contemporary literature advocating for Digital Consumer Engagement, adding that digital marketing is crucial in nurturing and sustaining customer relations in the contemporary world marketing environments (Kumar & Pansari, 2017). The synchronisation of digital marketing communication with brand personality dimensions enhances the impact on consumer behaviour, indicating a complementary relationship that is gaining attention in the current marketing literature (Brodie et al., 2013). This helps achieve the research objective of assessing the impact of digital marketing on the consumer-brand bond.

4.6.2 Implications of Findings

Therefore, the implications of these findings are far-reaching for BPerfect Cosmetics and the rest of the cosmetics industry. The findings imply that BPerfect Cosmetics needs to sustain and systematically build on the personality dimension to increase consumer involvement, key aspects being excitement and competence. This recommendation is consistent with the study's goal of offering practical recommendations for enhancing brand strategy according to consumer beliefs and actions.

Strategic Focus on Brand Personality: Due to the high association between brand personality traits and consumer loyalty, BPerfect must ensure that these are communicated well in the organisation. For instance, the promotion strategy should remind consumers that the company and its products are exciting and competent. Hence, good content appealing to the youth should be used to increase the levels of interaction and repurchase (Keller, 2003). This recommendation fits perfectly with the research objectives of improving brand loyalty through better brand personality messaging.

Enhancing Digital Marketing: The high dependency of customers on digital marketing also indicates that BPerfect should follow and enhance its digital marketing tools. This could involve using tools such as social networking sites to engage the clients in other activities that complement the brand's personality traits. Furthermore, marketing strategies that utilise consumer data can effectively incorporate personalised messaging into the content and thus enhance the brand-consumer bond (Brodie et al., 2013). This is relevant to the research question on extending digital marketing with brand personality to boost engagement and customer loyalty.

Industry Implications: From a larger perspective of the cosmetics industry, these findings clearly emphasise having a clear and well-represented brand personality to influence positive consumer attitudes and repeated purchases. Overall, those brands that manage to incorporate their personality traits into the communication tools should expect improved consumer ties and performance in the consumer market. This is especially important in a competitive industry whereby identification through emotional branding can act as a competitive edge (Kapferer, 2012). This helps in addressing the research objective of offering information that extends beyond BPerfect to contribute to understanding brand strategy in the cosmetics sector.

Table 11. Practical Implications for BPerfect Cosmetics

Focus Area	Strategic Recommendation
Brand Personality	Emphasise 'excitement' and 'competence' in marketing
Digital Marketing	Invest in data-driven, personalised digital campaigns
Consumer Engagement	Create content that resonates with youthful audiences
Brand Loyalty	Foster emotional connections through consistent branding

Conclusion: This study provides valuable insights into the role of brand personality and digital marketing in shaping consumer behaviour in the cosmetics industry. For BPerfect Cosmetics, the findings suggest a clear path forward in strategic marketing efforts, emphasising maintaining and enhancing brand personality traits that resonate with consumers. These insights help BPerfect refine its marketing strategies and offer broader lessons for the cosmetics industry on the importance of brand personality and digital marketing in building consumer engagement and loyalty.

5. Conclusions and Recommendations

5.1 Summary of Research Findings

This study aimed to explore the influence of brand personality traits on consumer engagement and loyalty within the Irish cosmetics industry, specifically focusing on BPerfect Cosmetics. The research questions were designed to investigate the relationships between various brand personality traits, such as excitement, competence, and sophistication, and how these traits impact consumer behaviour.

5.1.1 Overview of Research Questions and Key Findings

Primary Research Question: What kinds of impressions do people have of the BPerfect Cosmetics brand, and what qualities do they think the company stands for?

Summary of Findings: The study established that consumers significantly perceive the brand personality traits of 'excitement' and 'sophistication'. These traits influence the initial and ongoing consumer engagement with BPerfect Cosmetics, affirming their role in shaping brand impressions within the Irish cosmetics market. The findings highlight how these traits attract consumer attention and facilitate a positive first impression, which is crucial for sustained engagement (Aaker, 1997; Freling & Forbes, 2005).

Secondary Research Questions:

- 1. How much do customers' impressions of BPerfect Cosmetics' character shape their interactions with the company across different mediums of expression?**

Summary of Findings: Impressions of 'excitement' significantly enhance consumer interactions across various platforms, including social media and in-store experiences, indicating that a dynamic brand personality fosters stronger consumer-brand interactions (Batra et al., 1993).

- 2. Is there a correlation between the Irish cosmetics industry and the devotion of BPerfect Cosmetics' customers to the brand?**

Summary of Findings: 'sophistication' and 'competence' traits strongly correlate with customer loyalty. Consumers who view BPerfect as a sophisticated and competent brand

are likelier to exhibit loyalty, suggesting that these traits are integral to maintaining long-term consumer relationships in the rapidly evolving cosmetics sector (Fournier, 1998).

3. **When shopping for cosmetics in Ireland, how do customers' impressions of the BPerfect Cosmetics brand influence their preferences, levels of trust, and emotional ties to the brand?**

Summary of Findings: Sophistication and competence influence consumer trust and emotional connections, impacting purchasing decisions and loyalty. These findings underscore the importance of brand personality in fostering deeper emotional ties and trust between consumers and BPerfect Cosmetics (Kumar & Pansari, 2017; Brodie et al., 2013).

5.1.2 Research Objectives and Findings

The research enhanced an understanding of how brand personality constructs influence brand identification and loyalty amongst Irish cosmetics consumers, particularly concerning BPerfect Cosmetics. The preliminary results suggested that such characteristics as 'sophistication and excitement' are arguably the most critical factors that define consumers' perception and interaction. These traits relate well to the Irish consumers' perception of the brand as dynamic and elegant, which is supported by Aaker (1997), who suggested that brand personality influences the consumer's perception and behaviours.

In addition, Pearson correlation and regression analyses were performed to reveal a more detailed relationship between these traits and consumer behaviour. The study indicates that "excitement" and "sophistication" had a positive effect on consumer interest and commitment, which provides empirical evidence for Aaker's brand personality theory and the Keller (1993) study. Not only did these traits help attract consumers, but they also helped retain them, thereby stressing the role of these traits in developing a bond with the brand.

Additionally, the analysis extended to consumers' buying behaviours, revealing that high-involvement behaviours were particularly pronounced in consumers driven by the excitement trait. This observation suggests that the brand's dynamic personality traits significantly contribute to deeper consumer involvement and positive marketing outcomes, supported by the Elaboration Likelihood Model (Petty & Cacioppo, 1986). This model's application helped delineate the

cognitive processes behind consumer decisions, emphasising brand personality's role in fostering high-involvement purchasing behaviours and sustained consumer loyalty.

All these results together answer the study's research objectives, thus providing important information about the strategic application of brand personality in marketing. The data supports the theoretical concept of brand personality effects and offers practical implications for practitioners intending to boost the effectiveness of brand personality traits for attracting and retaining consumer attention and affinity.

5.2 Theoretical Implications

This research contributes to the broader understanding of brand personality theory and its application in the cosmetics industry.

5.2.1 Contribution to Brand Personality Theory

In extending Aaker's (1997) brand personality framework, the findings of this study therefore strengthen the notion within the Irish cosmetics industry. Labelling consumer activation as 'excited' and 'sophisticated' aligns with Aaker who postulated the effect of specific brand personality dimensions on the consumer's attitude and response. In addition, the present study extends Aaker's framework by supporting 'competence' as another factor of brand conversion contributing to brand loyalty, which might be crucial for the cosmetics industry than what has been realized within the literature (Fournier, 1998; Geuens et al. , 2009). As such, this contribution proves the relevance of the concept of brand personality in the contemporary marketing environment, especially in the contexts of markets where such brands have to be distinguished.

5.3 Practical Implications

The practical implications of this study offer valuable insights for BPerfect Cosmetics and the broader cosmetics industry.

5.3.1 Recommendations for BPerfect Cosmetics

Based on the findings, several actionable recommendations can be made for BPerfect Cosmetics to enhance its brand strategy:

- I. **Enhance Brand Excitement and Sophistication:** BPerfect should aim to promote excitement and sophistication in its current branding strategies. This could include designing

promotions that emphasise the brand's popularity, uniqueness and glamour, which should appeal to the targeted youth (public) image consumers (Keller, 2003).

- II. **Leverage Digital Marketing:** The study established the role of digital marketing in enhancing the relationship between brand personality and consumer behaviour. BPerfect must focus on the distinct brand attributes it has promoted and created through digital media marketing initiatives. Sharing such features on social media networks as captivating and communicative content will enhance consumer involvement and brand identification (Brodie et al., 2013).
- III. **Focus on Competence in Brand Messaging:** Since competence is closely related to brand loyalty, BPerfect must ensure that its brand communications reflect competence. This could, therefore, involve showing customers that the brand has the best solution to their product needs, that it can produce superior-quality cosmetics and that it is a reliable provider of cosmetics (Fournier, 1998).

5.3.2 Broader Implications for the Cosmetics Industry

The findings of this study also have broader implications for other brands in the cosmetics industry:

- I. **Emphasise Key Brand Personality Traits:** Other cosmetics brands can also learn that there is a virtue in emphasising brands' characteristics appealing to the audience. Specifically, excitement and competence are two areas in which brands could better position themselves to connect emotionally with consumers and, therefore, gain a high degree of consumer engagement and loyalty (Kapferer, 2012).
- II. **Integrate Digital Marketing with Brand Personality:** Digital marketing can undoubtedly play an important role in amplifying the impacts of brand personality traits. Companies should ensure that they align their digital marketing techniques with their brand identity for a better and more appealing brand personality. The approach is likely to get a large coverage and Consumers' Supposition (Kumar &Pansari, 2017).
- III. **Adaptation to Market Trends:** This shows that cosmetics brands' brand personality traits should be updated from time to time to suit consumers' changing preferences. If brands' brand strategies are consistent with the attributes and expectations of present-day patrons,

brands are capable of sustaining their competitive advantage alongside the industry's growth (Kapferer, 2012).

Table 5.1: Practical Implications for BPerfect Cosmetics

Table 12. Practical Implications for BPerfect Cosmetics

Focus Area	Strategic Recommendation
Brand Personality	Emphasise 'excitement' and 'competence' in marketing
Digital Marketing	Invest in data-driven, personalised digital campaigns
Consumer Engagement	Create content that resonates with youthful audiences
Brand Loyalty	Foster emotional connections through consistent branding

Conclusion

In conclusion, this study offers useful insight into applying brand personality and digital marketing within the framework of cosmetics industry consumers. Thus, the conclusion for BPerfect Cosmetics indicates clear directions in strategic marketing with a special focus on the issues connected with a personality that should be maintained and developed from a further perspective. Some of the key underlying trends for the cosmetics industry explored in the case facilitate the development of recommendations for brand strategy, specifically concerning brand personality and digital marketing to enhance consumers' engagement and brand loyalty.

5.4 Limitations of the Study

5.4.1 Discussing the Limitations

Despite this study's contribution to enhancing understanding of the branding strategies of Irish cosmetics companies and ways of engaging consumers through characterisation and digital marketing, it has the following limitations.

Sample Size and Geographic Focus: One of the primary limitations of this study is the relatively small sample size, which was limited to 100 respondents within Ireland. Despite the implications of these findings for BPerfect Cosmetics and possibly other cosmetics brands in Ireland, the analysis only attained the market level for Ireland; hence, a geographical generalisation of the results may only be accurate in some parts of Ireland or other countries altogether. Consumer behaviour may differ across cultures, and this conclusion may only partially be translated into other countries, especially Ireland (Bryman, 2016).

Cross-Sectional Design: Another weakness that deserves to be mentioned is that the given study is cross-sectional. The data was collected cross-sectionally, which means it was collected at a single point in time, and as such, no conclusions could be made regarding changes in consumer perceptions and behaviours over time. Longitudinal research may add more understanding of brand personality characteristics' impact on consumer relationships and patronage in the long run (Creswell & Creswell, 2017).

Scope of Brand Personality Traits: The study involved specific brand personality dimensions identified by Aaker (1997): excitement, competence and sophistication. Nevertheless, brand personality is an extensive concept that might encompass other characteristics not discussed in this work. Future research could focus on increasing the number of traits to be analysed, as there can be other traits that are important in other situations or occupations.

Measurement Tools: The last and final drawback is that most of the studies employed self-administered questionnaires, which in turn pose a social desirability bias and inaccuracies. Despite the attempts to increase the reliability and validity of the survey instrument, the respondents' self-reports should be considered when analysing the results (Podsakoff et al., 2003).

5.5 Recommendations for Future Research

5.5.1 Suggestions for Further Study

Based on the limitations and findings of this study, several recommendations for future research can be proposed:

Longitudinal Studies: To overcome the cross-sectional research design, future researchers should consider using a longitudinal research design to establish whether brand personality traits influence consumer engagement loyalty in the long run. This would give more knowledge on developing these relations and the consequences of brand personality (Ployhart & Vandenberg, 2010).

Cultural and Geographic Diversity: For further research prospects, it would be important to investigate how brand personality traits influence consumers in various cultural and geographical environments. Generalising the study to regions other than Ireland could also indicate whether the observed relationship between brand personality, consumer engagement and loyalty might be impacted by cultural factors or not (Hofstede, 2001).

Exploration of Additional Brand Personality Traits: Further investigation in the area could extend the range of identified brand personality traits than research in the present investigation. For further research, one could investigate other traits involving sincerity, ruggedness, etc., and see how brand personality affects the consumer's actions across different industries (Azoulay & Kapferer, 2003).

Alternative Research Methods: Future research could also employ a mixed-methods design, where surveys would be complemented with face-to-face interviews or focus groups to overcome the aforementioned limitations of self-report bias. This could offer thicker data and a definite understanding of the consumer's attitude and behaviour (Tashakkori and Teddlie, 2010).

5.6 Conclusion

5.6.1 Final Thoughts

This study has highlighted the critical role of brand personality traits in influencing consumer engagement and loyalty within the Irish cosmetics industry, specifically focusing on BPerfect Cosmetics. By examining the impact of traits such as excitement, competence, and sophistication, this research contributes to the existing literature on brand personality. It offers valuable insights for academics and practitioners.

The findings underscore the importance of strategically developing and communicating brand personality traits to enhance consumer engagement and foster brand loyalty. For BPerfect Cosmetics, the study provides actionable recommendations for leveraging these traits in their marketing efforts. Additionally, the broader implications for the cosmetics industry suggest that other brands can benefit from integrating brand personality with digital marketing strategies to build stronger consumer relationships.

In conclusion, while the study has limitations, it offers a solid foundation for future research and practical applications. The insights gained here advance our understanding of brand personality in the cosmetics industry and provide a roadmap for brands seeking to strengthen their market position through effective brand management.

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Appendices

Appendix A – Questionnaire Sample

Questionnaire for Thesis: Consumer Engagement and Brand Personality in the Irish Cosmetics Industry with a Focus on BPerfect Cosmetics

Introduction:

Dear Participant,

Thank you for taking the time to participate in this survey. This study aims to investigate how brand personality affects consumer engagement and loyalty in the Irish cosmetics industry, focusing on BPerfect Cosmetics. Your responses will remain anonymous and confidential. The survey should take approximately 10 minutes to complete. By proceeding, you consent to participate in this study.

Section 1: Demographic Information

1. Age:

- 18-25**
- 26-35**
- 36-45**
- 46-55**
- 56-65**

2. Gender:

- Male**
- Female**
- Other**

3. Location:

- Dublin**
- Cork**
- Galway**
- Limerick**
- Other (please specify) _____**

4. Occupation:

- Student**
- Employed**
- Self-employed**
- Unemployed**
- Retired**

5. Income Level:

- Less than €20,000**
- €20,000 - €40,000**

- €40,000 - €60,000
- €60,000 - €80,000
- More than €80,000

6. How often do you purchase cosmetics?

- Monthly
- Every 2-3 months
- Every 6 months
- Yearly
- Less than yearly

.....

Section 2: Brand Personality Perception

Using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), please indicate how much you agree with the following statements about BPerfect Cosmetics.

1. BPerfect Cosmetics is sincere (honest, wholesome).
2. BPerfect Cosmetics is exciting (daring, spirited).
3. BPerfect Cosmetics is competent (reliable, intelligent).
4. BPerfect Cosmetics is sophisticated (elegant, prestigious).
5. BPerfect Cosmetics is rugged (outdoorsy, tough).

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Section 3: Consumer Engagement

Using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), please indicate how much you agree with the following statements about your engagement with BPerfect Cosmetics.

1. I feel emotionally connected to BPerfect Cosmetics.
2. I often think about BPerfect Cosmetics when I am not using its products.
3. I engage with BPerfect Cosmetics on social media.
4. I participate in discussions or forums about BPerfect Cosmetics.
5. I feel a sense of community with other BPerfect Cosmetics users.

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Section 4: Brand Loyalty

Using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), please indicate how much you agree with the following statements about your loyalty to BPerfect Cosmetics.

1. I frequently purchase products from BPerfect Cosmetics.
 2. I would recommend BPerfect Cosmetics to my friends and family.
 3. I am likely to continue buying BPerfect Cosmetics products in the future.
 4. I prefer BPerfect Cosmetics over other brands.
 5. I trust BPerfect Cosmetics to provide high-quality products.
-

Section 5: Purchasing Behavior

1. How did you first hear about BPerfect Cosmetics?
 - Social Media
 - Friends/Family
 - Advertising
 - In-store
 - Other (please specify) _____
2. What influences your decision to purchase BPerfect Cosmetics products? (Select all that apply)
 - Product quality
 - Price
 - Brand reputation
 - Recommendations from others
 - Brand personality
 - Advertising/Promotions
3. How would you rate your overall satisfaction with BPerfect Cosmetics products? (1 = Very Dissatisfied, 5 = Very Satisfied)
 - 1
 - 2
 - 3

4

5

4. How likely are you to try new products from BPerfect Cosmetics? (1 = Very Unlikely, 5 = Very Likely)

1

2

3

4

5

.....

Thank you for your participation!

Appendix B – SPSS Tests Images

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role	
10	BP4	Numeric	8	2	BPerfect Cosm...	{1.00, STR...	None	8	Right	Scale	Input
11	BP5	Numeric	8	2	BPerfect Cosm...	{1.00, STR...	None	8	Right	Scale	Input
12	CE1	Numeric	8	2	I feel emotionall...	{1.00, <STD...	None	8	Right	Scale	Input
13	CE2	Numeric	8	2	I feel					Scale	Input
14	CE3	Numeric	8	2	I feel					Scale	Input
15	CE4	Numeric	8	2	I feel					Scale	Input
16	BL1	Numeric	8	2	I feel					Scale	Input
17	BL2	Numeric	8	2	I feel					Scale	Input
18	BL3	Numeric	8	2	I feel					Scale	Input
19	BL4	Numeric	8	2	I feel					Scale	Input
20	DGSM1	Numeric	8	2	How often do you...					Scale	Input
21	DGSM2	Numeric	8	2	How often do you...					Scale	Input
22	DGSM3	Numeric	8	2	How often do you...					Scale	Input
23	BRAND PR...	Numeric	8	2						Nominal	Input
24	CONS.ENG...	Numeric	8	2						Nominal	Input
25	BRAND LO...	Numeric	8	2						Nominal	Input
26	DIG MARK...	Numeric	8	2						Nominal	Input
27	PRE_1	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
28	RES_1	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
29	PRE_2	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
30	RES_2	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
31	PRE_3	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input

Data View Variable View

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role	
10	BP4	Numeric	8	2	BPerfect Cosm...	{1.00, STR...	None	8	Right	Scale	Input
11	BP5	Numeric	8	2	BPerfect Cosm...	{1.00, STR...	None	8	Right	Scale	Input
12	CE1	Numeric	8	2	I feel emotionall...	{1.00, <STD...	None	8	Right	Scale	Input
13	CE2	Numeric	8	2	I feel					Scale	Input
14	CE3	Numeric	8	2	I feel					Scale	Input
15	CE4	Numeric	8	2	I feel					Scale	Input
16	BL1	Numeric	8	2	I feel					Scale	Input
17	BL2	Numeric	8	2	I feel					Scale	Input
18	BL3	Numeric	8	2	I feel					Scale	Input
19	BL4	Numeric	8	2	I feel					Scale	Input
20	DGSM1	Numeric	8	2	How often do you...					Scale	Input
21	DGSM2	Numeric	8	2	How often do you...					Scale	Input
22	DGSM3	Numeric	8	2	How often do you...					Scale	Input
23	BRAND PR...	Numeric	8	2						Nominal	Input
24	CONS.ENG...	Numeric	8	2						Nominal	Input
25	BRAND LO...	Numeric	8	2						Nominal	Input
26	DIG MARK...	Numeric	8	2						Nominal	Input
27	PRE_1	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
28	RES_1	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
29	PRE_2	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
30	RES_2	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
31	PRE_3	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
10	BP4	Numeric	8	2							Input
11	BP5	Numeric	8	2							Input
12	CE1	Numeric	8	2							Input
13	CE2	Numeric	8	2							Input
14	CE3	Numeric	8	2							Input
15	CE4	Numeric	8	2							Input
16	BL1	Numeric	8	2							Input
17	BL2	Numeric	8	2							Input
18	BL3	Numeric	8	2							Input
19	BL4	Numeric	8	2							Input
20	DGSM1	Numeric	8	2							Input
21	DGSM2	Numeric	8	2							Input
22	DGSM3	Numeric	8	2							Input
23	BRAND PR...	Numeric	8	2							Input
24	CONS ENG...	Numeric	8	2							Input
25	BRAND LO...	Numeric	8	2							Input
26	DIG MARK...	Numeric	8	2							Input
27	PRE_1	Numeric	11	5							Input
28	RES_1	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
29	PRE_2	Numeric	11	5							Input
30	RES_2	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
31	PRE_3	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input

Linear Regression

Dependent: CONS ENGAG

Independent(s): BRAND PR.PERC, DIG.MARKETING

Method: Enter

Linear Regression: Statistics

Regression Coefficients: Model fit, R squared change, Estimates, Confidence intervals, Descriptives, Part and partial correlations, Collinearity diagnostics

Level(%): 95

Residuals: Durbin-Watson, Casewise diagnostics, Outliers outside: 3 standard deviations, All cases

OK Paste Reset Cancel Help

Data View Variable View

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
10	BP4	Numeric	8	2							Input
11	BP5	Numeric	8	2							Input
12	CE1	Numeric	8	2							Input
13	CE2	Numeric	8	2							Input
14	CE3	Numeric	8	2							Input
15	CE4	Numeric	8	2							Input
16	BL1	Numeric	8	2							Input
17	BL2	Numeric	8	2							Input
18	BL3	Numeric	8	2							Input
19	BL4	Numeric	8	2							Input
20	DGSM1	Numeric	8	2							Input
21	DGSM2	Numeric	8	2							Input
22	DGSM3	Numeric	8	2							Input
23	BRAND PR...	Numeric	8	2							Input
24	CONS ENG...	Numeric	8	2							Input
25	BRAND LO...	Numeric	8	2							Input
26	DIG MARK...	Numeric	8	2							Input
27	PRE_1	Numeric	11	5							Input
28	RES_1	Numeric	11	5							Input
29	PRE_2	Numeric	11	5							Input
30	RES_2	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input
31	PRE_3	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale	Input

Linear Regression

Linear Regression: Plots

DEPENDENT

Scatter 1 of 1

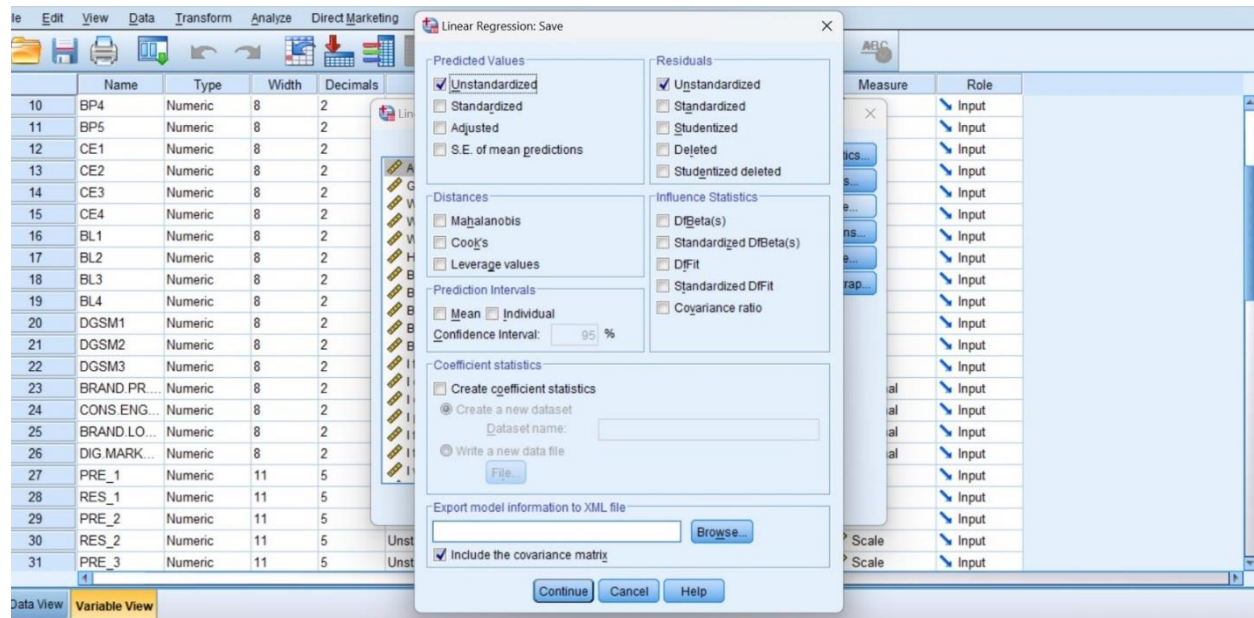
Y: *ZRESID

X: *DRESID

Standardized Residual Plots: Histogram, Normal probability plot

Produce all partial plots

OK Paste Reset Cancel Help



Appendix C – SPSS Result Tables

Statistics

		AGE	GENDER	WHAT IS LOCATION	WHAT IS OCCUPATION	WHAT IS INCOME LEVEL
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25	47	47.0	47.0	47.0
	26 - 35	42	42.0	42.0	89.0
	36 - 45	6	6.0	6.0	95.0
	46 - 55	3	3.0	3.0	98.0
	56-65	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	14	14.0	14.0	14.0
	FEMALE	86	86.0	86.0	100.0
	Total	100	100.0	100.0	

WHAT IS LOCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DUBLIN	78	78.0	78.0	78.0
	CORK	1	1.0	1.0	79.0
	GALWAY	11	11.0	11.0	90.0
	OTHER	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

WHAT IS LOCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DUBLIN	78	78.0	78.0	78.0
	CORK	1	1.0	1.0	79.0
	GALWAY	11	11.0	11.0	90.0
	OTHER	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

WHAT IS INCOME LEVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than €20,000	62	62.0	62.0	62.0
	€20,000 - €40,000	23	23.0	23.0	85.0
	€40,000 - €60,000	6	6.0	6.0	91.0
	More than €60,000	1	1.0	1.0	92.0
	Prefer not to say	8	8.0	8.0	100.0
Total		100	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AGE	100	1.00	5.00	1.7100	.86801
GENDER	100	1.00	2.00	1.8600	.34874
WHAT IS LOCATION	100	1.00	4.00	1.5300	1.03918
WHAT IS OCCUPATION	100	1.00	3.00	1.5200	.62732
WHAT IS INCOME LEVEL	100	1.00	5.00	1.7000	1.16775
Valid N (listwise)	100				

CONSUMER ENGAGEMENT IS DV:

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.669 ^a	.448	.437		2.94074

a. Predictors: (Constant), DIG.MARKETING, BRAND.PR.PERC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	681.337	2	340.668	39.393	.000 ^b
	Residual	838.853	97	8.648		
	Total	1520.190	99			

a. Dependent Variable: CONS.ENGAG

b. Predictors: (Constant), DIG.MARKETING, BRAND.PR.PERC

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1	(Constant)	2.692	1.282		2.099	.038		
	BRAND.PR.PERC	.515	.081	.591	6.327	.000	.653	1.531
	DIG.MARKETING	.194	.149	.122	1.304	.195	.653	1.531

a. Dependent Variable: CONS.ENGAG

There is no multicollinearity as the value of VIF is less than 10.

BRAND LOYALTY IS DV:

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	DIG.MARKETING, BRAND.PR.PERC ^b		Enter

a. Dependent Variable: BRAND.LOYALTY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.795 ^a	.632	.624		2.15593

a. Predictors: (Constant), DIG.MARKETING, BRAND.PR.PERC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	773.179	2	386.590	83.172	.000 ^b
	Residual	450.861	97	4.648		
	Total	1224.040	99			

a. Dependent Variable: BRAND.LOYALTY

b. Predictors: (Constant), DIG.MARKETING, BRAND.PR.PERC

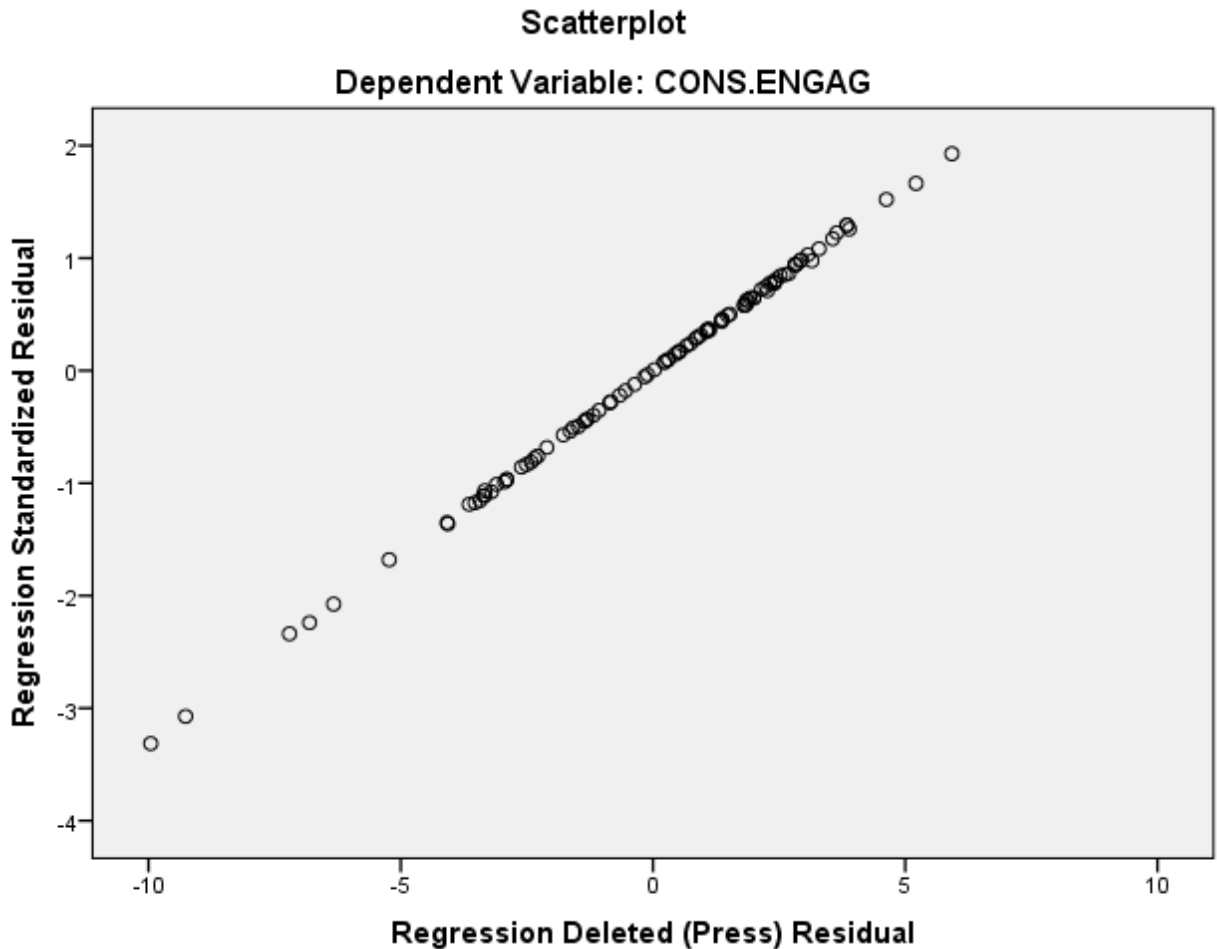
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.136	.940		2.272	.025		
	BRAND.PR.PERC	.406	.060	.519	6.805	.000	.653	1.531

DIG.MARKETING	.528	.109	.370	4.847	.000	.653	1.531
---------------	------	------	------	-------	------	------	-------

a. Dependent Variable: BRAND.LOYALTY

Heteroscedasticity, Breusch-Pagan test:



Pearson Correlation Coefficient Test: Bivariate test: to check whether the correlation is positive or negative.

Consumer engagement is dependent variable:

Correlations

	BRAND.PR.PE RC	CONS.ENGAG	DIG.MARKETIN G
--	-------------------	------------	-------------------

BRAND.PR.PERC	Pearson Correlation	1	.662**	.589**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
CONS.ENGAG	Pearson Correlation	.662**	1	.470**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
DIG.MARKETING	Pearson Correlation	.589**	.470**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Result is significant as the value of Sig. (2-tailed) is less than 0.05

Brand loyalty is dependent variable:

Correlations

		BRAND.PR.PE RC	DIG.MARKETIN G	BRAND.LOYAL TY
BRAND.PR.PERC	Pearson Correlation	1	.589**	.737**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
DIG.MARKETING	Pearson Correlation	.589**	1	.675**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
BRAND.LOYALTY	Pearson Correlation	.737**	.675**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix C - Ethics Plain Language Statement

PLAIN LANGUAGE STATEMENT

I. Introduction to the Research Study

Research Study Title: Consumer Engagement and Brand Personality in the Irish Cosmetics Industry:
A Comparative Study with a Focus on BPerfect Cosmetics

University: Griffith College, Graduate Business School.

Principal Investigator: Dr Garrett Ryan.

Researcher Name: Femina Prakashchandra Chauhan

Email: chauhanfeni07@gmail.com

II. Details of what involvement in the Research Study will require

This project involves taking part in a questionnaire-based quantitative survey. The survey will seek to gather information on your perceptions and interactions with BPerfect Cosmetics, focusing on brand personality, customer engagement, and loyalty. I estimate the survey will take no longer than 30 minutes to complete.

III. Potential risks to participants from involvement in the Research Study (if greater than that encountered in everyday life)

I do not anticipate any risk to participants as a result of participation in this Research Study.

IV. Benefits (direct or indirect) to participants from involvement in the Research Study

The objective of this Research Study is to gain new knowledge that will enable understanding the impact of brand personality on customer engagement and loyalty within the Irish cosmetics industry. This study may therefore be of benefit to you by providing you with the opportunity to contribute to the body of knowledge on brand personality and consumer behavior, so that you and society may benefit.

V. Advice as to arrangements to be made to protect the confidentiality of data, including that confidentiality of information provided is subject to legal limitations

Every effort is made to ensure the confidentiality of the participant. Participant names will not be recorded as all participants will be assigned a code. Where used, survey data will be downloaded to a password-controlled computer, and survey results are held within password-controlled documents. Participant biographical details and mention of other persons will be omitted in the final report. Confidentiality of information provided is subject to legal limitations.

VI. Advice as to whether or not data is to be destroyed after a minimum period

Survey data will be destroyed on the successful completion of this master's degree in full compliance with GDPR regulations.

VII. Statement that involvement in the Research Study is voluntary

Involvement in this Research Study is voluntary. Participants who decide to take part may withdraw from the Research Study at any point. There will be no penalty for withdrawing before all stages of the Research Study are complete.

If participants have concerns about this study and wish to contact an independent person, please contact:

DrGarrett Ryan
Graduate Business School
Research Committee
Griffith College
South Circular Road, Dublin 8, Ireland

Phone: + 353 1 416 3324

Email: garrett.ryan@griffith.ie

Appendix D - Informed Consent Form

INFORMED CONSENT FORM

1. Research Study Title: Consumer Engagement and Brand Personality in the Irish Cosmetics Industry: A Comparative Study with a Focus on BPerfect Cosmetics

University: Griffith College, Graduate Business School.

Principal Investigator: Dr Garrett Ryan.

Researcher Name: Femina Prakashchandra Chauhan

Email: chauhanfeni07@gmail.com

II. Clarification of the purpose of the research

The aim of this research is to evaluate the impact of brand personality on customer engagement and loyalty within the Irish cosmetics industry, focusing on BPerfect Cosmetics. This study will investigate how brand personality traits are perceived by consumers and the factors influencing their engagement and loyalty. The research will add to the academic understanding of consumer behavior in the cosmetics industry.

III. Confirmation of particular requirements as highlighted in the Plain Language Statement

Participant – please complete the following (Circle Yes or No for each question)

- | | |
|--|--------|
| Have you read or had read to you the Plain Language Statement | Yes/No |
| Do you understand the information provided? | Yes/No |
| Have you had an opportunity to ask questions and discuss this study? | Yes/No |
| Have you received satisfactory answers to all your questions? | Yes/No |
| Are you aware that interviews will be audiotaped? | Yes/No |

IV. Confirmation that involvement in the Research Study is voluntary

Involvement in this Research Study is voluntary. Participants who decide to take part may withdraw from the Research Study at any point. There will be no penalty for withdrawing before all stages of the Research Study are complete

V. Advice as to arrangements to be made to protect confidentiality of data, including that confidentiality of information provided is subject to legal limitations

Every effort is made to ensure the confidentiality of the participant. Participant names will not be recorded as all participants will be assigned a code. Where used, survey data will be downloaded to a password-controlled computer, and survey results are held within password-controlled documents. Participant biographical details and mention of other persons will be omitted in the final report. Confidentiality of information provided is subject to legal limitations.

DO NOT COMPLETE THIS SECTION. YOUR RESEARCH PARTICIPANT SIGNS THIS.

VI. Participant Signature:

I have read and understood the information in this form. My questions and concerns have been answered by the researcher, and I have a copy of this consent form. Therefore, I consent to take part in this research project

Participants Signature: _____

Name in Block Capitals: _____

Witness: _____

Date: _____