

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**THE EFFECT OF INFLUENCER MARKETING ON
CUSTOMER BRAND ENGAGEMENT AND BRAND LOYALTY
TOWARDS ASIA BEAUTY PALACE CO., LTD**

SAW JOHN MYO KYI

EMBA II-34

EMBA 20th BATCH (ONLINE)

MAY, 2025

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**THE EFFECT OF INFLUENCER MARKETING ON
CUSTOMER BRAND ENGAGEMENT AND BRAND LOYALTY
TOWARDS ASIA BEAUTY PALACE CO., LTD**

ACADEMIC YEAR (2023 – 2025)

Supervised By:

Dr. Than Thu Zar

Professor

Department of Management Studies

Yangon University of Economics

Submitted By:

Saw John Myo Kyi

EMBA II-34

EMBA 20th Batch (Online)

2023 – 2025

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**THE EFFECT OF INFLUENCER MARKETING ON
CUSTOMER BRAND ENGAGEMENT AND BRAND LOYALTY
TOWARDS ASIA BEAUTY PALACE CO., LTD**

This thesis is submitted to the Board of Examiners in partial fulfilment of the requirements for the degree of Master of Business Administration (MBA).

Supervised By:

Dr. Than Thu Zar

Professor

Department of Management Studies

Yangon University of Economics

Submitted By:

Saw John Myo Kyi

EMBA II-34

EMBA 20th Batch (Online)

2023 – 2025

ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Influencer Marketing on Customer Brand Engagement and Brand Loyalty towards Asia Beauty Palace Co., Ltd**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)

Dr. Tin Tin Htwe

Rector

Yangon University of Economics

(Supervisor)

(Examiner)

(Examiner)

(Examiner)

(Examiner)

(Examiner)

(Examiner)

MAY, 2025

ABSTRACT

The objectives of the study are to analyze the effect of influencer marketing on customer brand engagement, to examine the effect of customer brand engagement on brand loyalty and to analyze the moderating effect of brand trust on the relationship between customer brand engagement and brand loyalty towards Asia Beauty Palace Co., Ltd. Since the unknown population, sample size is 377 using Raosoft simple size calculator. Data are collected from 377 customers using structured questionnaires with a 5-point Likert scale. Primary data are collected from every third customer who sends a message via the company's Facebook Messenger platform during April 2025 by using systematic sampling method. Data are gathered through an online survey method. Secondary data are gathered from relevant academic literature, including textbooks, scholarly articles, reputable websites, international doctoral dissertations, and locally available MBA research papers. Descriptive statistics and regression analysis are used to analyze the data. The findings reveal that digital influencer and expert influencer have a positive significant effect on customer brand engagement. Customer brand engagement has positive and significant effect on brand trust. There is no moderating effect of brand trust on the relationship between customer brand engagement and brand loyalty. Based on these results, it is recommended that Asia Beauty Palace Co., Ltd should build its influencer marketing efforts, particularly by partnering with credible influencers and prioritizing authentic, high-quality content, to cultivate stronger customer brand engagement and ultimately boost customer loyalty.

ACKNOWLEDGEMENTS

First and foremost, I would like to respectfully express my sincere thanks and gratitude to Prof. Dr. Tin Tin Htwe, Rector of Yangon University of Economics, for her kind permission, for the opportunity to undertake this study as a partial fulfilment of the requirement for the Master of Business Administration (MBA) degree.

My deepest thanks to Professor Dr. Thin Nwe Oo, Head of Department of Management Studies and Programme Director of MBA Programme for her extensive and constructive suggestions, her supporting excellence guidance, kind supports, and comments to complete the thesis.

I am especially grateful to my supervisor, Professor Dr. Than Thu Zar, for her dedicated supervision, insightful advice, and essential guidance which greatly contributed to the successful completion of this research.

I would also like to extend my sincere thanks to Professor Dr. Hla Hla Mon, Professor Dr. Khin Thet Htwe, Professor Dr. Myint Myint May, Associate Professor Dr. Kay Thi Soe and Associate Professor Dr. May Win Kyaw from the Department of Management Studies, Yangon University of Economics, for their kind permission and support in allowing me to carry out this research.

I would like to express my sincere appreciation to all lecturers, my family members and friends for their kind support and encouragement. I am also grateful to my EMBA 20th (Online) batch colleagues, and all persons who provided valuable lecture notes, thoughtful comments, and continuous encouragement throughout the development of my thesis paper.

Finally, I would like to thank all the officials and employees of Asia Beauty Palace Co., Ltd. for their support and willing cooperation in facilitating this study.

TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF ABBREVIATIONS	vii
CHAPTER 1 INTRODUCTION	1
1.1 Rationale of the Study	4
1.2 Objectives of the Study	7
1.3 Scope and Method of the Study	8
1.4 Organization of the Study	8
CHAPTER 2 THEORETICAL BACKGROUND	9
2.1 Influencer Marketing	9
2.2 Customer Brand Engagement	13
2.3 Brand Trust	15
2.4 Brand Loyalty	16
2.5 Previous Studies	17
2.6 Conceptual Framework of the Study	20
CHAPTER 3 PROFILE AND INFLUENCER MARKETING PRACTICES OF ASIA BEAUTY PALACE CO., LTD	22
3.1 Profile of Asia Beauty Palace Co., Ltd	22
3.2 Influencer Marketing Practices of Asia Beauty Palace Co., Ltd.	26

3.3	Demographic Profile of the Respondents	29
3.4	Reliability Analysis	33
CHAPTER 4	ANALYSIS ON THE EFFECT OF INFLUENCER MARKETING ON CUSTOMER BRAND ENGAGEMENT AND BRAND LOYALTY TOWARDS ASIA BEARUTY PALACE CO., LTD	35
4.1	Customer Perception on Influencer Marketing, Customer Brand Engagement and Brand Loyalty	35
4.2	Analysis on the Effect of Influencer Marketing on Customer Brand Engagement	42
4.3	Analysis on the Effect of Customer Brand Engagement on Brand Loyalty	44
4.4	Analysis on the Moderating Effect of Brand Trust on the Relationship between Customer Brand Engagement and Brand Loyalty	46
CHAPTER 5	CONCLUSION	49
5.1	Findings and Discussions	49
5.2	Suggestions and Recommendations	52
5.3	Needs for Further Research	55
REFERENCES		
APPENDIX A		
APPENDIX B		
APPENDIX C		

LIST OF TABLES

Table No.	Particular	Page
Table (3.1)	Demographic Profile of the Respondents	30
Table (3.2)	Reliability Analysis of Variables	34
Table (4.1)	Digital Influencer	36
Table (4.2)	Celebrity Influencer	37
Table (4.3)	Expert Influencer	38
Table (4.4)	Customer Brand Engagement	39
Table (4.5)	Brand Trust	40
Table (4.6)	Brand loyalty	41
Table (4.7)	Effect of Influencer Marketing on Customer Brand Engagement	43
Table (4.8)	Effect of Customer Brand Engagement on Brand Loyalty	45
Table (4.9)	Moderating Effect of Brand Trust on the Relationship between Customer Brand Engagement and Brand Loyalty	47

LIST OF FIGURES

Figure No.	Particular	Page
Figure (2.1)	Conceptual Framework of Omani	18
Figure (2.2)	Conceptual Framework of Zaidun et al.	19
Figure (2.3)	Conceptual Framework of Alia & Alqudah	20
Figure (2.4)	Conceptual Framework of the Study	21
Figure (3.1)	Organization Chart of Asia Beauty Palace Co., Ltd	24

LIST OF ABBREVIATIONS

CBE	Customer Brand Engagement
eWOM	Electronic Word-of-Mouth
SEM	Structural Equation Modeling
SMEs	Small and Medium-Sized Enterprises
UV	Ultraviolet Radiation

CHAPTER 1

INTRODUCTION

Digital platforms are also developing over time, and digital devices are also widely used in the social environment. Influencers are also becoming more and more involved with consumers on digital platforms such as Facebook and Instagram. Marketers utilize digital platforms such as Facebook and Instagram, coupled with influencer collaborations, to cultivate consumer engagement and facilitate product showcasing.

Influencer marketing refers to a strategic approach in which brands collaborate with individuals who have a significant and engaged following on social media to promote products or services (Kapitan & Silvera, 2016). Influencer marketing is a social media strategy where brands collaborate with individuals (influencers) who have a significant online following to promote products, services, or campaigns, leveraging their credibility and audience reach for increased brand awareness and engagement.

Influencers are someone (or something) with the power to affect the buying habits or quantifiable actions of others by uploading some form of original often sponsored content to social media platforms like Instagram, Facebook, YouTube, Snapchat, TikTok or other online channels. Influencer marketing is when a brand enrolls influencers who have an established credibility and audience on social media platforms to discuss or mention the brand in a social media post. Influencer marketing emerges as a prominent force in contemporary marketing, leveraging the reach and persuasive power of individuals with a significant social media presence. These changes affect how consumers shop and search for information on what to purchase (Zimmerman & Kleefeld, 1977). This has forced marketers to change how they conduct their marketing activities across the world. Khamis et al. (2017) noted that traditional media like sponsored posts and pop-ups need to be incorporated with influencer marketing so that they can achieve expected optimal results in the fast-evolving digital marketplace. An influencer marketing includes: digital influencers, celebrity influencers and expert influencers (Omani, 2023).

Digital influencers are an individual who has cultivated a significant online presence and following across various social media platforms, such as Instagram, YouTube, TikTok, and Facebook, and leverages this presence to influence the opinions, attitudes, and behaviors of their audience (Freberg et al., 2011). They achieve this influence

through the consistent creation and dissemination of engaging content, often focused on specific niches such as fashion, beauty, travel, technology, or lifestyle. Digital influencers are characterized by their ability to build prosocial relationships with their followers, fostering a sense of trust and authenticity. This trust, coupled with their perceived expertise, allows them to effectively promote products, services, or ideas to their audience. The rise of digital influencers reflects the shifting media landscape, where consumers increasingly rely on social media for information, entertainment, and purchasing decisions.

Celebrity influencers are individuals who have attained a high level of public recognition and fame, often through achievements in fields such as entertainment, sports, or the arts, and who leverage this pre-existing fame to influence their audience online. (Bergkvist & Zhou, 2016). This allows them to command significant reach and engagement across various platforms. They utilize their online presence to connect with fans, promote products or services, and advocate for causes, often blurring the lines between personal brand building and commercial endorsements. The effectiveness of celebrity influencers stems from their perceived aspirational status, established credibility, and the prosocial relationships they foster with their fans. However, the authenticity and transparency of their endorsements are crucial factors in maintaining trust and influence with their audience.

Expert influencers are individuals who possess specialized knowledge, skills, or credentials within a specific field and leverage this expertise to influence the opinions and behaviors of their online audience (Deshbhag & Mohan, 2020). Their content typically focuses on providing valuable insights, analysis, and advice related to their area of expertise. This can include in-depth product reviews, tutorials, educational content, or thought leadership pieces. The trust they garner from their audience stems from their perceived knowledge and competence, making them particularly effective in influencing purchase decisions or shaping opinions within their domain.

Customer brand engagement (CBE) refers to the level of a customer's cognitive, emotional, and behavioral interaction with a specific brand. It extends beyond mere transactions, encompassing a customer's active participation in brand-related activities and their overall connection with the brand (Hollebeek, 2011). It encompasses the customer's proactive participation in brand-related activities and their connection with the brand, which can occur through various channels, such as social media, events, or brand communities. CBE signifies a deeper relationship between the customer and the brand, where the customer is not only consuming products or services but also engaging with the

brand on a more interactive level. This engagement is key in fostering long-term loyalty and advocacy, as it reflects the customer's emotional and psychological commitment to the brand (Hollebeek, 2011). CBE plays a critical role in enhancing brand perception and influencing consumer behavior in a competitive marketplace. Brand trust is the willingness of a consumer to rely on a brand to perform its stated function. It reflects a belief in the brand's competence, integrity, and benevolence (Chaudhuri & Holbrook, 2001). Consumers develop trust in a brand over time through positive experiences with its products or services, consistent messaging, and transparent communication. High levels of brand trust can lead to increased customer loyalty, positive word-of-mouth referrals, and greater resilience to negative information or competitor actions.

Brand trust refers to a consumer's confidence in a brand's reliability and integrity, reflecting the belief that the brand will deliver on its promises and act in the consumer's best interest (Delgado-Ballester et al., 2003). Brand trust is a crucial component in the development of lasting relationships between consumers and brands. It represents the consumer's confidence in a brand's ability to consistently deliver products or services that meet their expectations while acting with honesty and integrity. Brand trust reflects the belief that a brand will fulfill its promises and prioritize the best interests of its customers (Delgado-Ballester et al., 2003). When consumers trust a brand, they are more likely to demonstrate loyalty, engage positively with its marketing activities, and recommend it to others. Additionally, brand trust serves as a foundation for emotional attachment, influencing consumers to continue their relationship with the brand even in the presence of competing alternatives. As such, it not only shapes consumer behavior but also enhances brand credibility, reputation, and long-term business sustainability. In the context of influencer marketing and digital engagement, trust becomes even more vital, as consumers rely on both the credibility of the influencer and the integrity of the endorsed brand to guide their purchasing choices.

Brand loyalty is a complex concept that signifies a consumer's deeply rooted preference for a particular brand, leading to consistent purchase behavior and a strong sense of attachment (Oliver, 1999). It transcends mere repeat purchasing driven by habit or convenience, representing a more profound commitment and emotional connection. Loyal customers exhibit a favorable attitude towards the brand, encompassing positive perceptions, beliefs, and feelings. This favorable disposition motivates them to consistently choose the preferred brand over its competitors, even when faced with comparable

alternatives. It is more than simply repurchasing the same product out of habit or convenience; it signifies a deeper commitment and emotional connection to the brand. Brand loyalty is a valuable asset and it provides a stable customer base, reduces marketing costs, and strengthens competitive advantage.

Asia Beauty Palace is a prominent distributor of cosmetic products in Myanmar, specializing in the import and distribution of beauty brands sourced from Thailand. The company plays a vital role in the Myanmar cosmetics market by providing high-quality beauty products that cater to diverse consumer needs. Its product portfolio includes a wide range of makeup essentials, such as foundation, lipstick, and eye cosmetics, alongside skincare solutions like milk lotion and other personal care items. By offering internationally recognized brands, Asia Beauty Palace enhances the accessibility of premium cosmetics to Myanmar consumers, contributing to the development of the local beauty industry. The company's strategic focus on importing Thai cosmetic brands reflects the growing consumer demand for high-quality and trend-driven beauty products in Myanmar. Additionally, its distribution network ensures that these products are available across multiple retail channels, further strengthening its market presence. Asia Beauty Palace continues to position itself as a key player in the competitive beauty sector.

1.1 Rationale of the Study

The interplay of influencer marketing, customer brand engagement, brand trust, and brand loyalty within the Myanmar cosmetics industry represents a complex and dynamic relationship crucial for brand success. These four constructs are interconnected, with influencer marketing acting as a potential catalyst for driving CBE, which in turn fosters brand trust and ultimately cultivates brand loyalty.

Brand loyalty stems from its significant benefits for both consumers and businesses. For consumers, brand loyalty simplifies decision-making processes. In today's complex and information-saturated marketplace, consumers are constantly bombarded with choices. Loyalty to a particular brand reduces the cognitive burden of evaluating numerous options, allowing for more efficient and less stressful decision-making. Furthermore, brand loyalty can provide a sense of assurance and reduce risk. By consistently choosing a trusted brand, consumers minimize the uncertainty associated with trying new or unknown products, leading to greater confidence in their purchase decisions. Brand loyalty provides a crucial

competitive advantage. Loyal customers represent a stable revenue stream, less susceptible to competitor actions or market fluctuations. Moreover, loyal customers are less price-sensitive, willing to pay a premium for the brands they trust. This can lead to higher profit margins and greater financial stability. Brand loyalty also fosters positive word-of-mouth marketing. Satisfied customers become brand advocates, recommending their preferred brands to friends, family, and social networks. This organic form of promotion can be highly effective in attracting new customers and expanding market reach. Finally, loyal customers provide valuable feedback and insights. Their continued engagement with the brand offers opportunities for companies to gather data, understand evolving needs, and improve their offerings.

Brand trust, once established, acts as a powerful driver of brand loyalty. When consumers trust a brand, they are more likely to repurchase its products, recommend it to others, and remain loyal even in the face of competitive offerings or occasional negative experiences. In the cosmetics industry, where consumers often develop strong emotional connections with specific products and brands, trust is essential for fostering long-term relationships. Customers who trust a brand are more willing to overlook minor shortcomings and are less susceptible to competitor marketing efforts. This is especially important in the competitive Myanmar cosmetics market, where both local and international brands are vying for consumer attention. For consumers, brand trust serves as a crucial heuristic in decision-making. In today's complex marketplace, where information overload is prevalent, consumers often rely on trust as a shortcut to simplify choices and reduce perceived risk. Trusting a brand minimizes uncertainty and provides a sense of confidence in the purchase decision, especially for high-involvement products or services. Furthermore, brand trust fosters a sense of security and loyalty. Consumers are more likely to remain loyal to brands they trust, even when faced with attractive offers from competitors. This loyalty stems from a belief that the trusted brand consistently delivers on its promises and acts with integrity.

Customer brand engagement is a crucial precursor to building brand trust. As consumers interact with the brand through influencer-driven content, they develop a sense of familiarity and connection. Consistent positive experiences, facilitated by credible influencer endorsements, contribute to building trust in the brand's promises and product quality. Transparency and authenticity in influencer partnerships are paramount in this context. If consumers perceive an influencer's endorsement as genuine and unbiased, it

strengthens their trust in the brand. Conversely, inauthentic or overly promotional content can erode trust and negatively impact brand perception. In the Myanmar context, where social connections and word-of-mouth recommendations hold significant weight, the role of influencers in building trust is particularly pronounced.

Influencer marketing, particularly prevalent in the digital sphere, leverages the credibility and reach of individuals with established online followings to promote products and services. The interplay of influencer marketing, customer brand engagement, brand trust, and brand loyalty. Within the Myanmar cosmetics industry, influencers play a vital role in shaping consumer perceptions and purchase decisions. Their endorsements, reviews, and tutorials provide social proof and reduce perceived risk for consumers, especially in a market where trust in traditional advertising may be lower. Effective influencer marketing can significantly enhance CBE by generating interest, sparking conversations, and encouraging interaction with the brand's online presence. When influencers authentically engage with a brand and its products, their followers are more likely to emulate this behavior, leading to increased website traffic, social media engagement, and product trials.

Digital influencers play a pivotal role in modern marketing by leveraging their online presence to shape consumer perceptions and behaviors. Their ability to create authentic, relatable content fosters strong emotional connections with audiences, making them effective brand advocates. Through platforms like Facebook, Instagram, and TikTok, digital influencers amplify brand visibility, encourage interactive engagement, and enhance purchase intentions. Their perceived authenticity and frequent interactions contribute significantly to customer brand engagement and long-term brand loyalty in competitive markets.

Celebrity influencers play a pivotal role in shaping consumer perceptions through their high visibility, aspirational lifestyles, and public credibility. Their endorsements create strong emotional associations and enhance brand prestige by leveraging their fame and social influence. In marketing theory, the source attractiveness model highlights how celebrity attractiveness, familiarity, and likeability positively affect consumer attitudes. Consequently, celebrity partnerships help increase brand recall, foster aspirational value, and influence consumer purchase intentions within competitive markets.

Expert influencers hold substantial persuasive power in marketing due to their professional credibility and specialized knowledge. By offering informed, trustworthy advice on product quality, safety, and application, these influencers reduce consumer uncertainty and enhance brand credibility. Their endorsements, rooted in expertise, strengthen consumer trust and positively influence purchase decisions. In cosmetics marketing, expert influencers help bridge the gap between technical product details and consumer understanding, fostering deeper brand engagement and reinforcing long-term customer relationships.

Asia Beauty Palace Co., Ltd., as a leading distributor of Thai cosmetic brands in Myanmar, recognizes the strategic necessity of adopting influencer marketing to strengthen its market presence and customer relationships. In a digitally-driven consumer landscape, traditional marketing methods alone are insufficient to capture the attention of modern beauty consumers. Influencer marketing offers Asia Beauty Palace a dynamic channel to reach target audiences through trusted figures who resonate with consumer lifestyles, preferences, and aspirations. Through meaningful collaborations with digital, celebrity, and expert influencers, the brand can drive authentic product communication and stimulate customer brand engagement. Such engagement is vital for fostering interactive, two-way relationships that enhance emotional connection and encourage participation in brand communities. Simultaneously, by promoting transparency and credibility via expert endorsements and consistent influencer messaging, the company aims to build strong brand trust, which is particularly important in the beauty industry where quality and safety are key concerns. Ultimately, these practices are designed to nurture brand loyalty encouraging repeat purchases, positive word-of-mouth, and long-term consumer retention. Therefore, the integration of influencer marketing with strategies focused on engagement, trust, and loyalty forms a cohesive and sustainable branding approach for Asia Beauty Palace in Myanmar's competitive cosmetics market.

1.2 Objectives of the Study

The objectives of this study are;

1. To analyze the effect of influencer marketing on customer brand engagement at Asia Beauty Palace Co., Ltd,

2. To examine the effect of customer brand engagement on brand loyalty towards Asia Beauty Palace Co., Ltd and
3. To analyze the moderating effect of brand trust on the relationship between customer brand engagement and brand loyalty towards Asia Beauty Palace Co., Ltd.

1.3 Scope and Method of the Study

This study aims to analyze the influencer marketing, customer brand engagement, brand trust, and brand loyalty with respect to Amazing cosmetic products in Asia Beauty Palace Co., Ltd. The sample size for this study is 377 using Raosoft sample size calculator for unknown population. Primary data are collected from every third customer who sends a message via the company's Facebook Messenger platform during April 2025 by using systematic sampling method. Data are gathered through an online survey method. Complementing the primary data, secondary data are sourced from relevant academic literature, including textbooks, scholarly articles, reputable websites, international doctoral dissertations, and locally available MBA research papers accessible in libraries and online databases. Descriptive statistics and multiple regression analysis are used to analyze the data.

1.4 Organization of the Study

This study is organized into five chapters. Chapter one provides an introduction, outlining the rationale of the study, the objectives, the scope and method of the study, and the organization of the study. Chapter two presents a review of relevant theories and literature on influencer marketing, customer brand engagement, brand loyalty, and the role of influencers in shaping consumer behavior, including previous studies and the conceptual framework of the study. Chapter three examines the profile of Asia Beauty Palace Co., Ltd. and its influencer marketing practices, focusing on how the company collaborates with influencers to promote its products and build customer loyalty and the demographic profile of the respondents, and the reliability test. Chapter four analysis on the effect of influencer marketing on customer brand engagement and brand loyalty at Asia Beauty Palace Co., Ltd, including the moderating effects of brand trust on these relationships. Finally, chapter five concludes with a summary of the findings and discussions, suggestions and recommendations, and need for future research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter provides a comprehensive review of the key concepts and variables underpinning this study, specifically focusing on influencer marketing, customer brand engagement, brand trust, and brand loyalty. Relevant theories and prior empirical studies related to each variable are synthesized to construct a conceptual foundation for the research framework guiding this study. Conceptual framework is also described in this chapter.

2.1 Influencer Marketing

Influencer marketing is a strategic approach in digital marketing that involves collaborating with individuals who possess a strong online presence and credibility within a specific niche to promote products, services, or brands (Lou & Yuan, 2019). Rudd et al. (2012) described influencers as third parties who significantly influence consumer purchasing decisions and may be partially responsible for the content that drives these decisions. Pina et al. (2019) identified influencers as individuals who, akin to customers, directly affect the behaviors of their followers. They emphasize that influencers' impact can be assessed through characteristics such as the number of followers, the influencers they follow, and collaborations with other influencers, which help determine their likability and influence on consumers.

Influencer marketing has become a transformative approach in modern digital marketing, reshaping how brands interact with consumers in an increasingly connected and media-saturated environment. Influencers whether celebrities, digital content creators, or domain experts play a pivotal role in bridging the gap between brands and consumers by providing relatable, aspirational, and informative content (Smith, 2020). As brands seek to enhance customer engagement, build brand trust, and foster long-term loyalty.

Influencer marketing involves identifying, researching, and engaging influencers who spark high-impact conversations about a brand with their followers, thereby creating a connection with potential customers (Lou & Yuan, 2019). The effectiveness of influencer marketing is largely attributed to the high level of trust that influencers have cultivated with

their followers, with recommendations from these influencers serving as a form of validation for potential customers (Leung et al., 2022). As consumers become increasingly averse to traditional advertising, with marketing messages losing credibility (Brodie et al., 2019; Vivek et al., 2012), influencer marketing emerges as a valuable tool for unifying marketing, public relations, digital marketing, and social media strategies through engaging and relevant communication (Lou & Yuan, 2019; Gomez et al., 2019).

2.1.1 Digital Influencers

Digital influencers are individuals who have built a substantial online presence and following, primarily on social media platforms, and who can affect their audience's attitudes and behaviors through their content and endorsements (Campbell & Farrell, 2020). This growing influence has led firms to increasingly recognize social media as a strategic resource for advertising their brands and products, and for building strong relationships with users (Shiau et al., 2018). The recognition of this potential has attracted the attention of researchers and practitioners who focus on brand issues and social media platforms (Alalwan et al., 2017).

Social media has become an integral part of the firm's promotional mix, enabling brand-related electronic word-of-mouth (eWOM) through interactive practices such as online brand communities, influencer marketing, blogging, microblogging, and company-sponsored discussion boards (Childers et al., 2018). These mechanisms facilitate the sharing of product-related information with potential customers and enable companies to collaborate with influencers who promote their products to their following (Sokolova & Kefi, 2019). By engaging key influencers, firms can enhance customer interactions, add value, increase the impact of marketing actions, and generate substantial benefits (Ananda et al., 2016). The emergence of digital influencers has reshaped the relationship between companies and their target audiences through social media platforms and online networks, allowing for direct interaction with consumers. Digital influencers are often characterized by their professional or hobbyist approach to content production and promotion, structured relationships with advertisers, interconnectedness with their audience, and a desire to gain social visibility and prestige (Rocamora, 2018).

Digital influencers act as brand ambassadors, promoting brands to their followers. These influencers are typically compensated with free products, exposure, small sums of

money (Duffy, 2016; Scott, 2015), or sometimes expected to work for free, which allows brands to capitalize on the influencers' power of influence (Rocamora, 2018). Consequently, digital influencers are seen as a valuable tool for expanding the scope of brand-related information through eWOM. Their authenticity, expertise, and influence make them recognized as online opinion leaders (Childers et al., 2018; Li & Du, 2011; Uzunoğlu & Kip, 2014).

2.1.2 Celebrity Influencers

Celebrity influencers are well-known public figures, often from entertainment, sports, or media industries, who use their fame and popularity to endorse products or influence consumer behavior through social media platforms (Kamins, Brand, Hoeke, & Moe, 1989). Campbell and Farrell (2020) further elaborated that these influencers are particularly prominent in entertainment-related fields such as film, sports, music, and writing. Haenlein et al. (2020) expanded this definition by highlighting that celebrity influencers typically gained their initial popularity through traditional media before adopting social media platforms to engage followers and create content. These individuals play a pivotal role in influencing consumer preferences, enhancing brand awareness, and driving purchasing decisions due to their established public image and broad social influence (McCracken, 1989). By associating products with celebrities, brands can foster strong brand recall and favorable consumer perceptions, as audiences frequently attribute the qualities of the celebrity to the endorsed product (Kamins et al., 1989). Moreover, celebrity endorsements nurture admiration and aspiration, particularly among consumers who emotionally identify with the influencer's persona, thereby reinforcing positive attitudes toward the endorsed brand (Spry et al., 2011; Till & Busler, 2000).

The effectiveness of celebrity endorsements is predominantly influenced by three core attributes: trustworthiness, expertise, and attractiveness (Ohanian, 1990). Consumers tend to place trust in endorsements from celebrities they respect, increasing the perceived credibility of the promoted product (Silvera & Austad, 2004). Additionally, expertise or the perceived domain knowledge of the celebrity strengthens consumer confidence in the reliability and effectiveness of the endorsed product (Till & Shimp, 1998). The physical appeal, charisma, and relatability of the celebrity also significantly enhance consumer engagement, making audiences more inclined to prefer products associated with attractive

and charismatic figures (Kahle & Homer, 1985). As a result, companies strategically select celebrity endorsers who exemplify these attributes to maximize the effectiveness of their marketing strategies (Amos et al., 2008). Furthermore, the alignment between a celebrity's image and the brand's values is crucial in fostering authenticity and minimizing consumer skepticism, which enhances overall endorsement effectiveness (Erdem & Swait, 2004). Conversely, a mismatch between the celebrity and the brand image can reduce consumer trust and compromise the endorsement's effectiveness (Dwivedi et al., 2014; Misra & Beatty, 1990).

2.1.3 Expert Influencers

Expert influencers are individuals recognized for their deep knowledge, skills, or professional credentials in a specific domain, who use their authority to shape the opinions, attitudes, and behaviors of their followers (Jin, Muqaddam, & Ryu, 2019). These individuals, often recognized as key opinion leaders (KOLs), have cultivated significant online followings due to their authoritative content and the trust they have built with their audience (Brown & Hayes, 2008). In many cases, such as in the technology sector, endorsements from recognized experts carry more weight than traditional advertisements, as consumers perceive them to be more credible and objective (Kapitan & Silvera, 2016). Their influence is based on the authenticity and relevance of their content, making them indispensable assets for brands seeking to establish trust and authority.

Expert influencers provide high-quality, evidence-based content that showcases their knowledge and experience, fostering greater trust and engagement with their audience (Schouten et al., 2020). Brands increasingly collaborate with these influencers because their endorsements help enhance the reputation of a product or service, making it more likely that consumers will make informed purchasing decisions (Hwang & Jeong, 2016). The credibility of expert influencers is further amplified by the depth of their expertise, which significantly impacts consumer attitudes and behaviors. When expert influencers endorse a product, consumers perceive their recommendations as more reliable, reducing uncertainty and increasing the likelihood of purchase (Eisend, 2019). Consequently, expert influencers are seen as valuable partners for brands seeking to target consumers who prioritize authenticity and expertise in their purchasing decisions (Audrezet et al., 2020).

As the digital marketing landscape continues to evolve, expert influencers face increasing competition and pressure to innovate their content strategies (Hudders et al., 2021). To maintain their relevance, they must adapt to emerging technologies such as artificial intelligence (AI) and data analytics, which help optimize engagement and content personalization (Gross, 2024).

2.2 Customer Brand Engagement

Customer brand engagement refers to the level of involvement, emotional connection, and interaction that customers experience with a brand, extending beyond mere transactional exchanges to encompass active participation in brand-related activities and the development of strong, personal relationships with the brand (Brodie et al., 2013). CBE captures the consumer's commitment and investment in the brand, which can influence their attitudes, behaviors, and long-term loyalty. It is seen as a dynamic and multidimensional process that involves emotional, cognitive, and behavioral aspects of the consumer-brand interaction (Hollebeek et al., 2014). Companies that successfully engage their customers through meaningful interactions create lasting brand loyalty, advocacy, and a sense of community, ultimately contributing to brand equity and long-term success (Brodie et al., 2013). The concept is viewed as a dynamic and evolving interaction that can be characterized by three key dimensions: emotional, cognitive, and behavioral engagement (Hollebeek et al., 2014). These dimensions form the foundation of CBE, as they reflect the holistic experience of consumers with a brand. Customer brand engagement include; emotional engagement, cognitive engagement and behavioral engagement (Brodie et al., 2011; Vivek et al., 2012; Dessart et al., 2016).

Emotional engagement refers to the affective connection that consumers form with a brand. It is driven by positive feelings such as joy, pride, or excitement that arise from brand interactions (Brodie et al., 2013). Emotional engagement has been shown to influence consumers' attitudes toward the brand, increasing brand loyalty and enhancing the likelihood of repeat purchase behavior (Huang & Benyoucef, 2013). Consumers who feel emotionally connected to a brand are more likely to develop strong, positive associations with it, which can influence their overall perception of the brand's value (Bowden, 2009). This emotional connection is often facilitated by a brand's ability to align with the

consumer's personal values and identity, making the brand more meaningful and resonant in their lives (Keller, 2003).

Cognitive engagement involves the mental effort and attention that consumers invest in a brand. It includes the processing of information, evaluation, and critical thinking about brand messages, which ultimately shape their perceptions of the brand (Van Doorn et al., 2010). Cognitive engagement is often triggered by content that challenges consumers' thoughts, provides new insights, or educates them about a brand (Hollebeek, 2011). For instance, brands that provide educational content, innovative product features, or problem-solving capabilities are more likely to foster cognitive engagement. This type of engagement can lead to a deeper understanding of the brand's benefits, thus influencing consumers' attitudes and encouraging them to form more informed decisions (Fournier, 1998).

Behavioral engagement refers to the active actions or behaviors that consumers exhibit as a result of their emotional and cognitive engagement with the brand (Hollebeek et al., 2014). This can include behaviors such as purchasing products, sharing content on social media, participating in brand communities, or recommending the brand to others. Behavioral engagement reflects the consumer's commitment to the brand and is considered a strong indicator of brand loyalty (Sashi, 2012). Engaged consumers often engage in brand advocacy, spreading positive word-of-mouth (eWOM) and participating in co-creation activities, which further strengthens the brand-consumer relationship (Brodie et al., 2013). Behavioral engagement not only leads to increased brand sales but also fosters long-term brand equity by nurturing a community of loyal brand advocates (Vivek et al., 2014).

Customer brand engagement also plays a pivotal role in value co-creation, as engaged consumers actively contribute to brand development through feedback, content creation, and innovation (Vargo & Lusch, 2008). Involving consumers in co-creative processes strengthens their sense of ownership and commitment to the brand, fostering higher levels of trust and satisfaction (Prahalad & Ramaswamy, 2004). Crowdsourcing initiatives, open innovation platforms, and brand communities serve as effective channels for facilitating consumer participation in value creation (Ranjan & Read, 2016). Organizations that embrace co-creation as a strategic approach not only enhance consumer engagement but also gain valuable insights that drive product and service innovation (Jaakkola & Alexander, 2014). By positioning consumers as active collaborators, brands can establish stronger relational ties and cultivate a sense of shared purpose.

2.3 Brand Trust

Brand trust refers to a consumer's willingness to rely on a brand based on the belief that the brand will fulfill its promises, act in the consumer's best interest, and behave reliably and ethically in all interactions (Chaudhuri & Holbrook, 2001). It is a key component in building strong brand relationships, as trust reduces perceived risk, increases customer satisfaction, and fosters long-term loyalty (Delgado-Ballester et al., 2003). Brand trust develops over time through consistent positive experiences, transparent communication, and the perceived competence and integrity of the brand (Morgan & Hunt, 1994).

Brand trust is a fundamental construct in marketing literature and a critical factor in building and maintaining long-term relationships between consumers and brands. It is defined as the willingness of a consumer to rely on a brand's ability to deliver on its promises, consistently meet expectations, and behave responsibly in the interest of the consumer (Chaudhuri & Holbrook, 2001). This trust is built upon a foundation of credibility, integrity, and reliability, all of which contribute to the perception that a brand is dependable and worthy of consumer loyalty. When consumers perceive a brand as trustworthy, they are more likely to engage in repeated purchases, advocate for the brand, and exhibit resilience during periods of brand crisis or failure. Thus, brand trust serves not only as a determinant of customer satisfaction but also as a protective factor that strengthens brand equity and consumer commitment over time (Delgado-Ballester et al., 2003).

According to Morgan and Hunt (1994), trust is a central component of successful relational exchanges, whereby both parties' brand and consumer mutually commit to a long-term association based on shared values and mutual benefit. Trust reduces uncertainty and perceived risk in consumer decision-making, especially in contexts where product evaluation prior to purchase is difficult, such as with high-involvement or experience goods. When consumers trust a brand, they are more likely to forgive minor transgressions, believe in the brand's goodwill, and feel secure in their brand choices (Lau & Lee, 1999). This psychological security enhances the perceived value of the brand and contributes to emotional bonding, which is essential for sustaining customer loyalty and positive word-of-mouth.

Trust is indicating that even when consumers perceive a product as high quality, their commitment to the brand is largely driven by the degree of trust they place in it (Rios & Riquelme, 2008). Moreover, in the digital era where consumers have access to a vast amount of brand information and alternatives, trust becomes even more crucial. Online environments often lack the tactile and sensory cues available in traditional shopping contexts, making it essential for brands to establish trust through transparent communication, consistent performance, and positive customer reviews (Kim et al., 2008).

2.4 Brand Loyalty

Brand loyalty refers to a deeply held commitment to repurchase or continue patronizing a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior (Kotler & Keller, 2016). It reflects a consumer's psychological attachment and repeated purchasing behavior toward a brand, which often results in sustained profitability and competitive advantage for firms. Brand loyalty encompasses both behavioral components such as repeated purchases and attitudinal components such as emotional attachment, trust, and favorable brand evaluations (Dick & Basu, 1994).

Brand loyalty is a crucial concept in marketing that refers to a consumer's consistent preference for one brand over others, resulting in repeated purchases and a positive attitude toward the brand over time. It is often defined as the degree to which a consumer is committed to a specific brand and is resistant to switching despite the availability of alternatives or competitive marketing actions (Oliver, 1999). Brand loyalty is a multidimensional construct that encompasses both behavioral and attitudinal components (Dick & Basu, 1994). Behavioral loyalty is reflected in the repeated purchase or use of a brand, while attitudinal loyalty pertains to the emotional and cognitive attachment that a consumer develops toward a brand, which fosters a sense of trust, satisfaction, and preference (Chaudhuri & Holbrook, 2001). Understanding and cultivating brand loyalty is essential for organizations, as it is a critical driver of long-term success, customer retention, and profitability.

The importance of brand loyalty in marketing cannot be overstated. Loyal customers tend to engage in positive word-of-mouth, often acting as brand advocates and recommending the brand to others (Chaudhuri & Holbrook, 2001). This advocacy is

valuable for companies as it can generate new customers without incurring significant marketing costs. Furthermore, brand loyalty can result in lower price sensitivity, meaning that loyal customers are more likely to continue purchasing even when prices increase or when competitors introduce new products (Jacoby & Chestnut, 1978). Brand loyalty also helps organizations build a more predictable revenue stream, as loyal customers are less likely to churn, thus reducing the costs associated with customer acquisition (Reichheld & Sasser, 1990). Moreover, loyal customers contribute to a company's market share stability, which is crucial for sustaining a competitive advantage in a dynamic marketplace.

The formation of brand loyalty is influenced by several factors, including customer satisfaction, trust, brand experiences, and emotional connections with the brand (Aaker, 1997). When consumers perceive a brand as reliable and high-quality, they are more likely to develop a sense of trust and, subsequently, loyalty (Chaudhuri & Holbrook, 2001). Emotional connections play an important role in fostering loyalty, as consumers often form strong bonds with brands that align with their values, interests, or self-image (Thomson et al., 2005). Social media and online communities have become instrumental in facilitating these interactions, providing brands with an opportunity to connect with consumers on a deeper level by fostering a sense of belonging and community (Hudson et al., 2016).

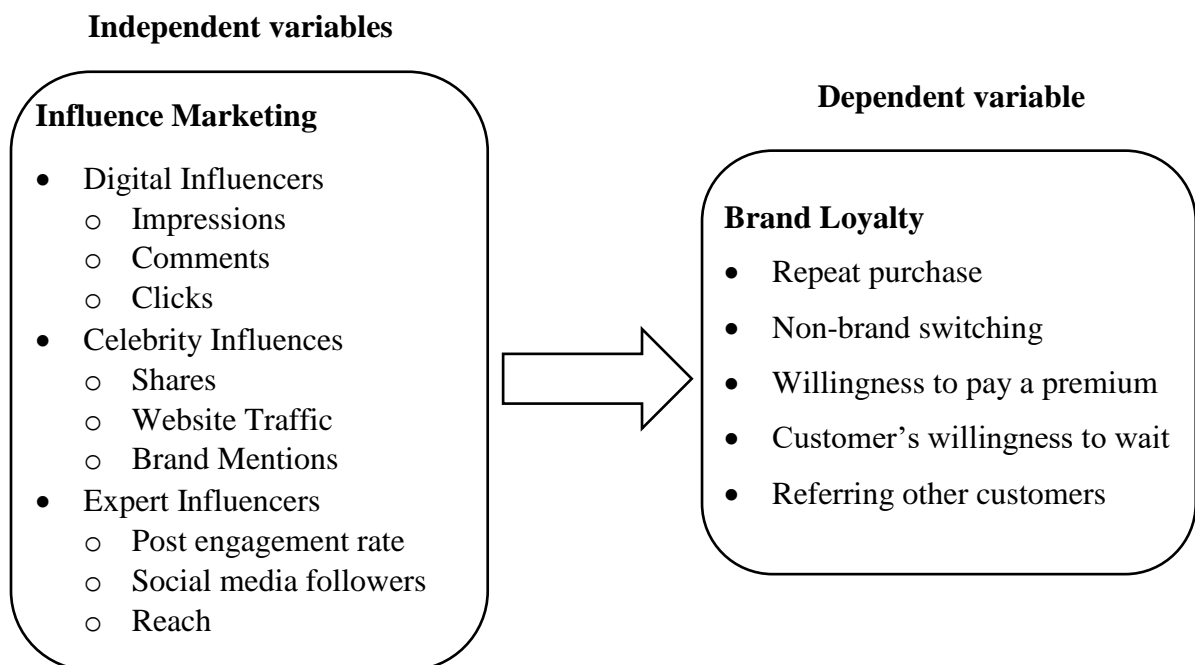
2.5 Previous Studies

In this study, a conceptual framework is developed after analyzing and studying the existing literature on the topic. The framework explores the effect of influencer marketing on brand equity, with a focus on brand awareness and customer brand engagement. To develop the conceptual framework, the study draws on insights from three previous papers from foreign universities, examining the impact of influencer marketing strategies on various marketing outcomes. By analyzing these studies, the framework was designed to investigate how influencer marketing influences brand awareness, customer engagement, and ultimately, brand equity. The framework serves as a guide to understanding the relationships between these constructs and the role of influencer marketing in enhancing brand perceptions and customer loyalty.

Omani (2023) investigated the effect of influencer marketing on brand loyalty among Small and Medium Enterprises in Nairobi City County. The primary objective was to examine how influencer marketing influences brand loyalty within small and medium-

sized enterprises (SMEs) in Nairobi. Specifically, the research aimed to understand the relationship between influencer marketing practices and the development of brand loyalty among consumers of SMEs. The study sought to establish whether leveraging influencer marketing, through collaboration with social media influencers, could effectively foster deeper emotional and cognitive connections with consumers, ultimately leading to greater brand loyalty. This was particularly important as SMEs increasingly turn to digital platforms and influencer collaborations to compete with larger corporations, which typically have larger marketing budgets. A total sample of 200 respondents were drawn from the top 100 small and medium enterprises using purposive sampling technique. Conceptual framework of Omani (2023) is shown in Figure (2.1).

Figure (2.1) Conceptual Framework of Omani



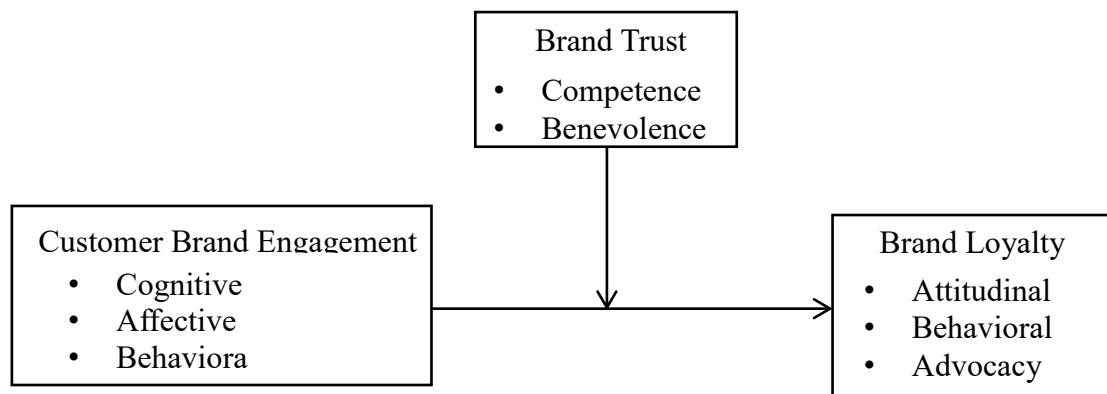
Source: Omani (2023)

Omani (2023) highlighted several critical insights regarding the impact of influencer marketing on brand loyalty. First, it was discovered that the credibility and trustworthiness of the influencer played a significant role in shaping consumer perceptions and their loyalty toward the brand. Consumers were more likely to develop a strong sense of loyalty to brands when they felt that the influencer's endorsement was authentic and aligned with their own values. Additionally, the study found that both emotional and cognitive engagement with the brand increased significantly when SMEs employed influencers who were perceived as experts in their respective fields, leading to higher levels

of brand commitment among their followers. Furthermore, the research underscored the importance of the influencer's ability to create relatable and engaging content, which fostered a sense of community and personal connection between the brand and the consumer. Consequently, SMEs that effectively harnessed the power of influencer marketing experienced stronger brand loyalty, which translated into repeat business and positive word-of-mouth among their consumer base.

Zaidun et al. (2020) explored the intricate relationship between customer brand engagement (CBE) and brand loyalty, with a particular focus on the moderating role of brand trust. The study aimed to establish how brand trust could influence or alter the strength of the relationship between the emotional, cognitive, and behavioral dimensions of CBE and the subsequent development of brand loyalty. The authors sought to deepen the understanding of how brand trust functions as a critical factor that may enhance or weaken the connection between active consumer engagement with a brand and their long-term loyalty to it. This investigation was timely, as the modern marketplace is increasingly shaped by consumer engagement strategies, and trust has become a cornerstone in cultivating lasting brand relationships. They collected data from 279 respondents through an online survey and analyzed the data using SmartPLS, a structural equation modeling (SEM) tool. Conceptual framework of Zaidun et al. (2020) is shown in Figure (2.3).

Figure (2.2) Conceptual Framework of Zaidun et al.



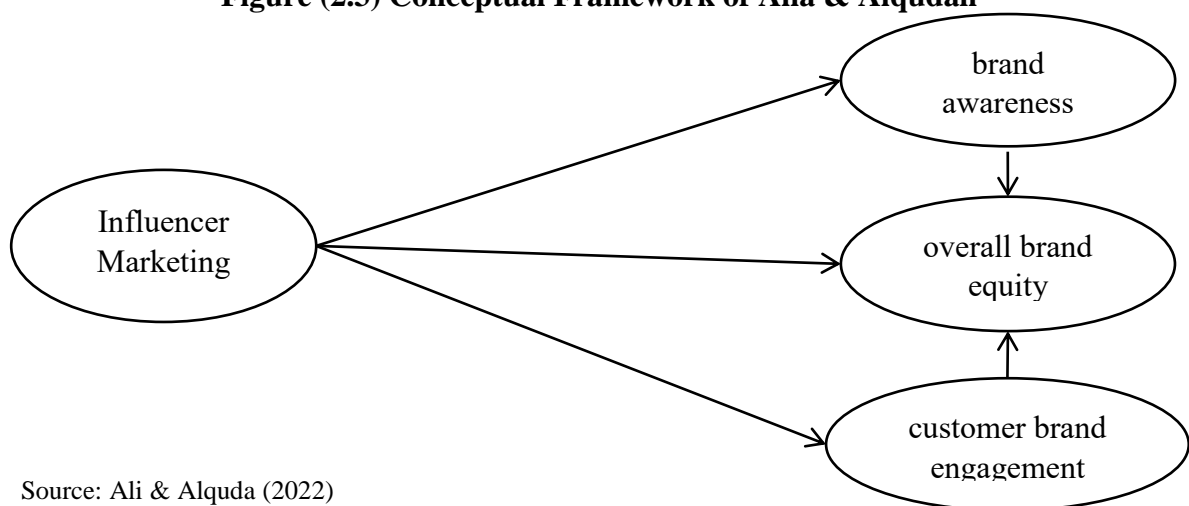
Source: Zaidun et al. (2020)

Zaidun et al. (2020) revealed that brand trust played a pivotal moderating role in the relationship between customer brand engagement and brand loyalty. The authors emphasized that high levels of brand trust significantly strengthen the positive effects of CBE on brand loyalty, as consumers are more likely to commit to a brand when they trust it. Trust acted as a buffer, ensuring that the emotional and cognitive engagement experienced by customers translates into strong behavioral loyalty. In contrast, low brand

trust weakens the link between engagement and loyalty, as consumers may remain skeptical or indifferent, despite their active participation with the brand. The review suggested that brands aiming to foster loyalty must focus on building and maintaining trust, as it is crucial for ensuring that engagement efforts yield the desired long-term outcomes. Additionally, the findings highlighted the complexity of consumer-brand relationships in the digital age, where engagement and trust must be carefully managed to ensure sustained loyalty.

In the study of Alia and Alqudah (2023), the primary objective was to examine the impact of influencer marketing on brand equity, particularly focusing on the mediating roles of brand awareness and customer brand engagement. The authors aimed to understand how influencer marketing campaigns can enhance a brand’s equity by influencing two key components: brand awareness and customer engagement. By analyzing how influencer partnerships contribute to consumers' recognition of the brand and their emotional, cognitive, and behavioral interactions with it, the study sought to provide insights into the strategic value of influencer marketing in building long-term brand value. The survey method was employed to conduct this research, and data is collected from 300 respondents. The proposed hypotheses were tested using structural equation modeling. Conceptual framework of Alia and Alqudah (2020) is shown in Figure (2.3).

Figure (2.3) Conceptual Framework of Alia & Alqudah



Source: Ali & Alquda (2022)

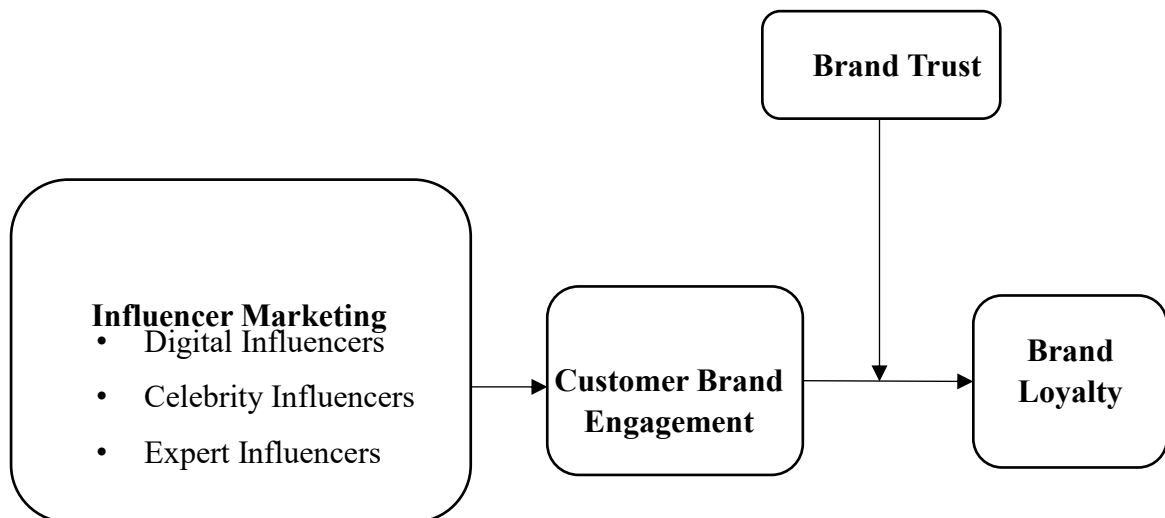
Ali and Alquda (2022) concluded that influencer marketing had a significant impact on brand equity, with brand awareness and customer brand engagement acting as key mediators. The results highlighted that influencer marketing is particularly effective in boosting brand awareness, as influencers’ broad reach and credibility make them highly effective in introducing brands to new audiences and reinforcing brand recognition. Furthermore, the increased awareness generated by influencers also positively influenced

customer brand engagement, as consumers became more likely to interact with the brand across various touchpoints, including social media and online platforms. The findings underscored the importance of leveraging influencer marketing to create a synergistic relationship between brand awareness and customer engagement, which, in turn, contributes to the overall enhancement of brand equity. The study emphasized the need for brands to strategically collaborate with influencers who align with their values and target audiences to maximize the benefits of these marketing efforts.

2.6 Conceptual Framework of the Study

This study focuses on influencer marketing, customer brand engagement, brand trust, and brand loyalty. Based on the previous studies, the conceptual framework of this study is developed as shown in Figure (2.4).

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation (2025)

According to Figure (2.4), influencer marketing such as digital influencers, celebrity influencers and expert influencers are used as independent variable based on Omani (2023). Influencer marketing is independent variable and customer brand engagement is dependent variable based on Ali and Alquda (2022). Customer brand engagement is independent variable, brand trust is moderation variable and brand loyalty is dependent variable based on Zaidun et al. (2020).

CHAPTER 3

PROFILE AND INFLUENCER MARKETING PRACTICES OF ASIA BEAUTY PALACE CO., LTD

This chapter presents the company profile and influencer marketing practices of Asia Beauty Palace Co., Ltd. It provides an overview of the company's background, including its organization structure. The chapter also explores influencer marketing practices of Aisa Beauty Palace Co., Ltd. Demographic profiles and reliability test are also described.

3.1 Profile of Asia Beauty Palace Co., Ltd

Asia Beauty Palace Co., Ltd., a company founded in 2005, operates in the beauty and personal care industry with a strong commitment to providing high-quality cosmetic products that enhance the natural beauty of consumers. The company initially entered the market by importing and distributing the renowned Cute Press brand from Thailand. Cute Press was widely appreciated for its gentle, skin-friendly formulations and its ability to meet the expectations of customers seeking effective yet mild beauty solutions. Recognizing the dynamic nature of consumer preferences and the growing demand for innovative cosmetic products in Myanmar's market, Asia Beauty Palace Co., Ltd. strategically reevaluated its brand positioning. In response to these market changes, the company made a significant organizational decision in 2015 to transition from Cute Press to the launch of its proprietary brand, AMAZING. This brand repositioning marked a transformative phase in Asia Beauty Palace Co., Ltd.'s business strategy, aligning its offerings with evolving market trends while strengthening its competitive presence within the Myanmar cosmetics sector.

Today, Asia Beauty Palace Co., Ltd. has built a robust distribution network across Myanmar and actively engages with its customer base through both traditional retail channels and modern digital platforms. In particular, the company has embraced influencer marketing and social media engagement as vital components of its branding strategy. This approach not only enhances brand visibility but also reinforces consumer trust and loyalty. With a clear vision and a customer-centric approach, Asia Beauty Palace Co., Ltd.

continues to lead innovation in Myanmar’s beauty industry. The company’s ongoing success is a testament to its commitment to quality, affordability, and accessibility principles that remain at the heart of the AMAZING brand.

3.1.1 Vision and Mission of Asia Beauty Palace Co., Ltd

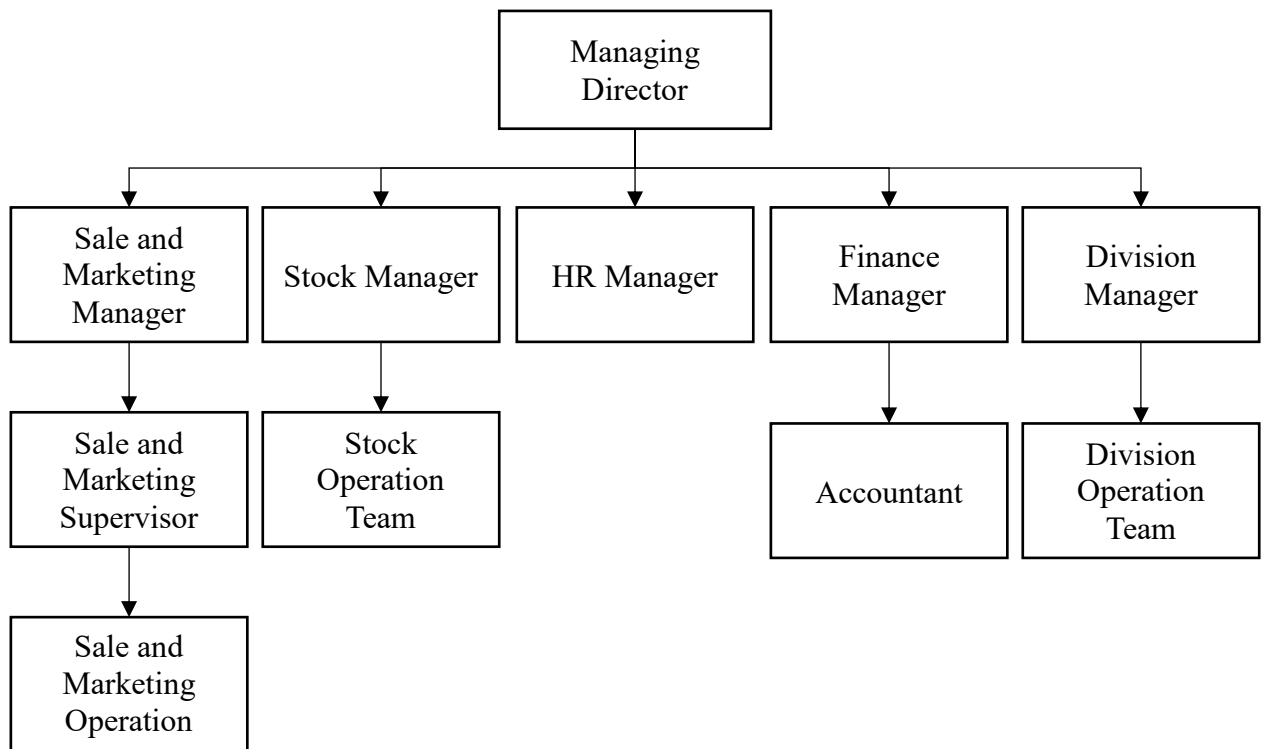
The vision of the Asia Beauty Palace Co., Ltd is to become a leading provider of high-quality, essential beauty products that are accessible and affordable for a broad spectrum of consumers. The brand aspires to empower individuals by enhancing their natural beauty and promoting personal confidence through cosmetics developed with international-standard formulations, premium raw materials, and advanced manufacturing practices. By prioritizing product efficacy, simplicity, and inclusivity, AMAZING envisions establishing itself as a trusted and valued name in the regional and international beauty industry.

The mission of the Asia Beauty Palace Co., Ltd is to deliver a curated range of essential beauty products that uphold superior quality while remaining affordable and accessible to the general public. This mission is accomplished through the strategic integration of world-class cosmetic formulations, carefully selected raw materials, and modern production technologies. The brand is committed to offering products characterized by simplicity, functionality, and effectiveness, ensuring they meet the diverse beauty needs of consumers. Furthermore, Asia Beauty Palace Co., Ltd is dedicated to fostering customer satisfaction and well-being by helping individuals feel more beautiful, confident, and content in their everyday lives.

3.1.2 Organization Structure of Asia Beauty Palace Co., Ltd

This organizational chart illustrates the formal structure of Asia Beauty Palace Co., Ltd., delineating the reporting relationships and departmental divisions within the company. The organization chart is shown in Figure (3.1).

Figure (3.1) Organization Chart of Asia Beauty Palace Co., Ltd



Source: Asia Beauty Palace Co., Ltd (2025)

At the apex of the hierarchy is the managing director, who holds ultimate authority and provides overall strategic direction. Reporting directly to the managing director are several functional heads: the sale and marketing manager, the stock manager, the HR manager, the finance manager, and the division manager. The sale and marketing manager oversees the sales and marketing functions, with a sale and marketing supervisor reporting to this role, who in turn manages the sale and marketing operation team. The stock manager is responsible for inventory and logistics, with the stock operation team reporting directly to them. The HR manager leads the human resources function, overseeing recruitment, employee relations, training and development, compensation and benefits, and overall personnel management. Supporting the HR manager is the HR operation team, which assists in implementing HR policies, maintaining employee records, and managing administrative tasks related to staff welfare and organizational culture. Within the finance department, the finance manager is supported by an accountant. The division manager appears to head a specific business unit or operational area, with a dedicated division operation team reporting to this position. This structure reflects a functional departmentalization with clear lines of authority and responsibility, typical of a company

organizing its operations around specialized areas and potentially distinct business divisions.

3.1.3 Product of Asia Beauty Palace Co., Ltd.

Asia Beauty Palace Co., Ltd., through its flagship company brand, provides a wide variety of high-quality and affordable beauty products designed to meet the everyday needs of consumers in Myanmar. The company's product offerings span several key categories, including skincare, makeup, personal care and hair care.

1. Skincare

Amazing moisture milk creamy facial foam is specifically formulated for gentle cleansing and the removal of excess facial oil, promoting a clean, refreshed, and supple complexion. This formulation is enhanced with Vitamin E, Elder Flower Extract, and Cucumber Extract. Amazing moisture milk clarifying tonic, developed to provide gentle yet thorough cleansing and exfoliation of dead skin cells, resulting in clean, refreshed, and supple facial skin. Its composition includes Witch Hazel Extract, Elder Flower Extract, and Horsetail Extract. Amazing moisture milk plus sunscreen, a moisture lotion meticulously formulated with natural extracts from Oryzanol, Wheat Germ Oil, and Corn Oil to restore and sustain the skin's moisture equilibrium. Oryzanol serves as a natural sunscreen, offering protection against sunburn and various environmental stressors. Both Wheat Germ Oil and Corn Oil are notable for their rich content of vitamins that contribute significant nourishment to the skin.

2. Make Up

Amazing pressed powder, a soft and delicate formulation enriched with Vitamin E for skin nourishment and Titanium Dioxide to provide protection against UV radiation. Amazing liquid foundation plus vitamin e presents an oil-free liquid foundation designed to deliver a natural and flawless finish. This foundation is fortified with Vitamin E to assist in maintaining the skin's moisture level and mitigating premature aging. Furthermore, the Amazing loose face powder plus vitamin e aims to enhance the skin's natural complexion, contributing to a healthy and youthful radiance. It offers sheer, porcelain-smooth, and

natural coverage while imparting moisture to the skin via Vitamin E. The powder exhibits a velvety soft and smooth texture, formulated with ultra-fine particles intended to absorb excess oil and optimize light-scattering and reflection properties, thereby contributing to extended makeup wear and appearance throughout the day. Amazing Lipstick, which provides moisturization for the lips through the inclusion of Vitamins E and Phytosteryl.

3. Personal Care

The "Amazing sweet musk" collection features a range of body care products unified by a light, sweet, and sensuously fragranced profile. The body lotion variant is specifically formulated for gentle moisturization, intended to maintain the skin's suppleness and smoothness while imparting a pleasant fragrance. The deodorant within this range is a light, sweet, and sensuously fragranced product designed to provide extended freshness and a sense of confidence. Completing the set is the body spray, which is also characterized by the same light, sweet, and sensuous fragrance.

4. Hair Care

This hair care line includes Amazing hair care cuticle hair treatment UV protection, a cuticle hair treatment gel formulated with UV protection properties. This product aids in repairing hair cells to enhance hair strength and health, providing defense against sun-induced damage. Additionally, the range features Amazing intensive treatment wax, an intensive treatment enriched with Sunflower Seed Extract, Wheat Germ, and Pro Vitamin B5. This wax is designed to nourish hair from the root to the tip, contribute to repair, and offer protection from UV rays, resulting in soft, healthy, and shiny hair fibers.

3.2 Influencer Marketing Practices of Asia Beauty Palace Co., Ltd.

Asia Beauty Palace Co., Ltd. has embraced influencer marketing as a core component of its promotional strategy to foster deeper customer engagement, enhance brand awareness, and build loyalty among Myanmar's beauty-conscious consumers. Recognizing the increasing influence of social media on consumer decision-making, the company actively utilizes various types of influencers—digital influencers, celebrity

influencers, and expert influencers—to promote its products and values in a dynamic and competitive beauty market.

3.2.1 Digital Influencers

Digital influencers play a pivotal role in Asia Beauty Palace Co., Ltd.’s marketing approach, particularly in reaching younger demographics who spend significant time on social platforms such as Facebook, Instagram, and TikTok. These influencers, often micro-influencers with a strong and loyal following within specific beauty and lifestyle niches, collaborate with the company by creating authentic, user-generated content that resonates with the target audience. They post makeup tutorials, skincare routines, product reviews, and transformation videos using the company’s products. This type of content not only provides a visual demonstration of product quality and efficacy but also sparks online conversations and encourages electronic word-of-mouth (eWOM). Through frequent giveaways, unboxing videos, and product recommendations, these influencers help humanize the brand and create a more personal connection between the company and its customers. Digital influencers are selected based on their engagement rates, audience relevance, and ability to create visually appealing and informative content that aligns with the brand’s image.

3.2.2 Celebrity Influencers

Celebrity influencers are also a vital part of the company’s influencer marketing mix. These are individuals with high public visibility who have gained fame through entertainment industries such as television, music, or film. Asia Beauty Palace Co., Ltd. partners with well-known Myanmar celebrities, including popular actresses, models, and singers, to act as brand ambassadors. These celebrities often appear in commercial campaigns, launch events, and social media promotions where they endorse specific products. Their massive follower bases and aspirational lifestyles create strong brand recall and aspirational value. When a celebrity known for glamour and beauty endorses a product, it lends credibility and prestige to the brand. This form of association also enhances brand positioning and appeals to consumers who identify with or admire the celebrity’s image and style. Through television commercials, magazine ads, and short-form video endorsements, celebrities help establish an emotional connection with consumers, boosting brand trust and purchase intention.

3.2.3 Expert Influencers

Expert influencers are another strategic element used by Asia Beauty Palace Co., Ltd., especially to enhance the brand’s credibility and effectively communicate the technical aspects of its products. These influencers often include dermatologists, professional makeup artists, beauty consultants, and content creators with formal knowledge or certifications in skincare and cosmetics. They provide in-depth reviews, compare products, and offer expert guidance on selecting the right items based on skin types or beauty needs. When launching new skincare products or foundations, the company collaborates with expert influencers to produce detailed explanatory content such as skincare advice videos, beauty blog posts, and live Q&A sessions on Facebook. These experts share honest opinions, break down ingredients, and offer practical usage tips, providing valuable and reliable recommendations to customers. Their insights not only educate consumers but also reduce hesitation in purchase decisions by increasing confidence in product safety and effectiveness.

Moreover, Asia Beauty Palace Co., Ltd. ensures that its influencer collaborations reflect Myanmar’s cultural diversity and various beauty ideals. Influencers from different ethnic backgrounds, age groups, and skin tones are often chosen to demonstrate the brand’s inclusivity. This strategy helps the company appeal to a broader audience and reinforce the message that beauty is for everyone. Additionally, the company closely monitors and evaluates influencer performance using metrics such as engagement rates, click-throughs, follower growth, and user-generated content. By analyzing this data, they refine their influencer partnerships to focus on those who deliver the highest value and authentic engagement.

To maintain consistency and message alignment, the company provides its influencers with clear brand guidelines while allowing them creative freedom to express their personality and connect authentically with their followers. Campaigns are often themed to align influencer content with seasonal promotions or new product launches — with concepts such as “Everyday Beauty,” “Flawless Skin,” or “Confidence in Every Shade.” Influencers are also invited to exclusive brand events and product preview sessions, enabling them to share behind-the-scenes experiences that strengthen the brand narrative.

The integrated use of digital, celebrity, and expert influencers has positioned Asia Beauty Palace Co., Ltd. as a relatable, trusted, and aspirational beauty company among Myanmar consumers. By leveraging the unique strengths of each influencer category, the company executes a multi-layered marketing strategy that combines emotional appeal with credibility and extensive audience reach. This influencer marketing approach not only drives short-term sales and engagement but also fosters long-term brand loyalty and consumer trust. As digital consumption continues to rise in Myanmar, the strategic role of influencers within the company's marketing ecosystem is expected to expand further, contributing to innovation and deeper, more meaningful consumer relationships.

3.3 Demographic Profile of the Respondents

The demographic profile of the respondents forms the foundation for understanding the intricate composition and nuanced characteristics inherent within the sample population under study. By meticulously examining a range of demographic factors including gender, age, educational attainment, occupation, monthly income, and marital status, researchers can gather invaluable insights into the multifaceted perspectives and varied experiences encapsulated within the dataset. The inclusion of a total of 377 individuals within the respondent pool further enriches the depth and breadth of the analysis, offering a diverse array of voices and viewpoints representative of the company's broad customer base. Each respondent's unique demographic profile contributes a distinct layer of insight, painting a holistic portrait of the overarching demographic landscape surrounding the clientele of Asia Beauty Palace Co., Ltd.

Table (3.1) Demographic Profile of the Respondents

Sr. No.	Profile of Respondents	Description	Number of Respondents	Percentage
1	Gender	Male	143	62.1
		Female	234	37.9
2	Age (years)	26-35	131	34.9
		36-45	188	49.9
		45-55	39	10.3
		55 and above	19	5.0
3	Educational	Bachelor Degree	162	43.0
		Doctorate	28	7.4
		High School or Below	83	22.0
		Master Degree	104	27.6
4	Occupation	Company Staff	284	75.3
		Freelance	7	1.9
		Government Staff	56	14.9
		Self-Employee	30	8.0
5	Monthly Income (Kyats)	300,001 - 600,000	139	36.9
		600,001 - 900,000	36	9.5
		900,001 - 1,200,000	39	10.3
		1,200,001 - 1,500,000	24	6.4
		1,500,000 and Above	139	36.9
6	Marital Status	Divorced	6	1.6
		Married	241	63.9
		Single	123	32.6
		Widowed	7	1.9
		Total	377	100.0

Source: Survey Data (2025)

This analysis presents a demographic profile of the 377 individuals who participated as respondents in a study related to Asia Beauty Palace Co., Ltd. Understanding the characteristics of this respondent group is crucial for the company to tailor its strategies in areas such as marketing, product development, and customer relationship management. The profile examines key demographic variables including

gender, age, educational attainment, occupation, monthly income, and marital status, providing a quantitative overview of the surveyed population.

The gender distribution among the respondents indicates a notable skew towards male participants. Out of the total 377 respondents, 234 identified as male, constituting 62.1% of the sample, while female respondents numbered 143, representing 37.9%. This distribution is somewhat atypical for studies directly targeting beauty product consumers, which often feature a higher proportion of female respondents. The relatively high percentage of male participants in this dataset warrants further investigation to determine whether it reflects a significant male customer base for Asia Beauty Palace Co., Ltd., or whether the sampling method inadvertently captured a larger male demographic. For the company, this finding raises the potential importance of expanding male grooming and beauty product lines or refining marketing communications to better resonate with male audiences.

Age demographic reveal a strong concentration in the middle-aged working population. The largest age cohort falls within the 36-45 years range, comprising 188 respondents or 49.9% of the sample. The next significant group is the 26-35 years category, with 131 respondents (34.7%). Together, these two groups represent 84.6% of the total respondents, indicating that the majority of individuals surveyed are between the ages of 26 and 45. Smaller proportions were reported for the 45-55 years group with 39 respondents (10.3%) and those aged 55 years and above, who made up 5.0% (19 respondents). This age profile indicates that Asia Beauty Palace Co., Ltd.'s current or potential customer base predominantly comprises working-age adults, likely established in their careers with greater disposable income. Marketing efforts and product development strategies should thus consider the specific preferences and lifestyle needs of this age bracket, which may include anti-aging solutions, skincare maintenance, and convenience-focused products.

The educational attainment of respondents indicates a well-educated sample. The majority of respondents held a Bachelor's degree, totaling 162 individuals and representing 43% of the sample. This was followed by 104 respondents (27.6%) with a Master's degree, while 28 respondents (7.4%) held a Doctorate. Respondents with a High School education or below numbered 83, comprising 22% of the sample. The high level of educational attainment among participants indicates a consumer population that is likely digitally literate, informed, and discerning in their product choices. This demographic characteristic could significantly influence their evaluation of product information, responsiveness to

sophisticated marketing messages, and preference for brands that emphasize transparency, product efficacy, and scientifically backed formulations.

An analysis of occupation revealed that the majority of respondents (75.3%, 284 individuals) were employed as company staff. Government staff accounted for 14.9% (56 respondents), while self-employed individuals made up 8.0% (30 respondents). Freelancers represented the smallest occupational category at 1.9% (7 respondents). This occupational distribution shows a strong representation from the professional and corporate workforce, which may shape both the purchasing power and the consumption behavior patterns relevant to beauty and personal care products.

In terms of monthly income, the largest proportion of respondents (36.9%, 139 individuals) fell within the 300,001 to 600,000 Kyats bracket. This was followed by 600,001 to 900,000 Kyats, comprising 36 respondents or 9.5%. The next group included those earning 900,001 to 1,200,000 Kyats, with 39 respondents making up 10.3% of the sample. Additionally, 24 respondents (6.4%) reported a monthly income between 1,200,001 to 1,500,000 Kyats. Lastly, 139 respondents, accounting for 36.9%, earned 1,500,000 Kyats and above. This diverse income distribution indicates that Asia Beauty Palace Co., Ltd interacts with a customer base spanning a relatively wide economic spectrum, with substantial representation from both middle-income and high-income segments. The company's product portfolio and pricing strategy could therefore be designed to cater to these different income groups, offering both affordable essentials and premium luxury items to address varying purchasing capacities.

Marital status demographics showed that a majority of the respondents were married, with 241 individuals representing 63.9% of the sample. Single respondents comprised 32.6% (123 individuals), while smaller groups of divorced and widowed individuals accounted for 1.6% (6 respondents) and 1.9% (7 respondents) respectively. The high proportion of married respondents might indicate certain lifestyle patterns, such as family-oriented purchasing behavior, prioritization of value for money, or product selection based on household preferences. On the other hand, the significant proportion of single individuals represents an important segment, potentially characterized by more disposable income and consumption patterns focused on personal care, grooming, and social presentation.

The demographic profile of the 377 respondents associated with Asia Beauty Palace Co., Ltd. provides valuable insights into the characteristics of this specific population. The data points to a respondent base that is predominantly male, concentrated in the 26-45 years age range, possesses a relatively high level of education, exhibits a diverse income distribution with significant representation in both middle and upper-income brackets, and is largely married. These findings indicate that Asia Beauty Palace Co., Ltd. is engaging with a varied yet segmented audience. Understanding these demographic nuances is essential for the company to refine its marketing strategies, develop product lines aligned with customer profiles, and enhance engagement initiatives aimed at fostering long-term brand loyalty and sustained market growth.

3.4 Reliability Analysis

To assess the internal consistency and reliability of the measurement scales used in this study, a Cronbach's Alpha reliability analysis was conducted. Cronbach's Alpha is one of the most widely used measures of reliability, representing the extent to which items within a construct are correlated to one another, thus ensuring the consistency of the scale (Tavakol & Dennick, 2011). Although the customer brand engagement category recorded a slightly lower Cronbach's alpha value of 0.688, it is still considered marginally acceptable. According to Hair et al. (2014), in exploratory research, particularly during the early phases of scale development, reliability coefficients with values of 0.60 or higher may be deemed acceptable. It is important to recognize, however, that these thresholds serve as general guidelines, and the acceptable level of reliability may vary depending on the specific context and objectives of the study. The results of the reliability analysis are summarized in Table (3.2) below.

Table (3.2) Reliability Analysis of Variables

Sr. No.	Variables	Cronbach's Alpha	No. of Items	Interpretation
1	Digital Influencer	0.757	5	Acceptable
2	Celebrity Influencer	0.842	5	Acceptable
3	Expert Influencer	0.864	5	Acceptable
4	Customer Brand Engagement	0.688	8	Acceptable
5	Brand Trust	0.804	8	Acceptable
6	Brand Loyalty	0.842	8	Acceptable

Source: Survey Data (2025)

As indicated in Table (3.2), the Cronbach's Alpha values ranged from 0.689 to 0.864, it is indicating that all the variable are acceptable at internal consistency. Therefore, the analysis can be made for this study.

CHAPTER 4

ANALYSIS ON THE EFFECT OF INFLUENCER MARKETING ON CUSTOMER BRAND ENGAGEMENT AND BRAND LOYALTY TOWARDS ASIA BEARUTY PALACE CO., LTD

This study examines the effect of influencer marketing on customer brand engagement and brand loyalty within the context of Asia Beauty Palace Co., Ltd in Myanmar. Primary data for this research are systematically collected with the well-structured questionnaires utilizing an online survey method. The online questionnaires are directed towards a sample of 377 customers of Asia Beauty Palace Co., Ltd located in Myanmar. This chapter focuses on the analysis of findings concerning the effect of influencer marketing on customer brand engagement and brand loyalty.

4.1 Customer Perception on Influencer Marketing, Customer Brand Engagement and Brand Loyalty

In this part, descriptive statistics are used to analyze the respondents' perception on influencer marketing, customer brand engagement, and brand loyalty in relation to Asia Beauty Palace Co., Ltd. Measure of central tendency (mean value) of the independent variable (influencer marketing) and dependent variables (customer brand engagement and brand loyalty) are described. This section describes the analysis of influencer marketing, customer brand engagement and brand loyalty for Asia Beauty Palace Co., Ltd in Myanmar.

Based on the framework provided by Best (1977), the interpretation of mean scores for the 5-point Likert scale utilized in this study is as follows:

Scores ranging from 1.00 to 1.80 are interpreted as strongly disagree.

Scores ranging from 1.81 to 2.60 are interpreted as disagree.

Scores ranging from 2.61 to 3.40 are interpreted as neither agree nor disagree.

Scores ranging from 3.41 to 4.20 are interpreted as agree.

Scores ranging from 4.21 to 5.00 are interpreted as strongly agree.

4.1.1 Influencer Marketing

This study specifically examines the influencer marketing, namely digital influencers, celebrity influencers, and expert influencers. To assess customer perception on these factors, five survey questions are developed for each influencer type. All questions utilized a five-point Likert scale with response options ranging from "Strongly Agree" to "Strongly Disagree."

1. Digital Influencers

To investigate customer perception on the digital influencers by Asia Beauty Palace Co., Ltd, it is measured by five items. The mean values for each statement are described in the following Table (4.1).

Table (4.1) Digital Influencers

Sr. No.	Description	Mean	Std. Deviation
1	Creating engaged content that captures interest and keeps customers	4.14	0.40
2	Providing reliable information that influences customers perception of a brand	4.04	0.51
3	Helping customer discover new products and brands	4.04	0.64
4	Making recommendations more convincing by digital influencers' personal stories and experiences with a brand	4.04	0.55
5	Making feel more connected to the brands by digital influencers' interactions with their followers	3.95	0.57
	Overall Mean	4.04	

Source: Survey Data (2025)

Table (4.1) presents the mean scores concerning customers' perceptions on digital influencers of Asia Beauty Palace Co., Ltd. Since the mean scores lie between 3.41 and

4.20, most of the respondents agree digital influencers of Asia Beauty Palace Co., Ltd. Respondents agree on the importance of engaging and interesting content in maintaining their ongoing interest in digital influencers. The results reflect a consistent perception for influencers' credibility, product discovery facilitation, and storytelling effectiveness. The customers of Asia Beauty Palace Co., Ltd generally agree that digital influencers play an important and favorable role in capturing interest, providing reliable information, and influencing brand perceptions.

2. Celebrity Influencers

To investigate customer perception on the celebrity influencers by Asia Beauty Palace Co., Ltd, it is measured by five items. The mean values for each statement are described in the following Table (4.2)

Table (4.2) Celebrity Influencers

Sr. No.	Description	Mean	Std. Deviation
1	Making more interested in certain products/ services by Celebrity influencers' endorsements	4.33	0.54
2	Making more likely to pay attention to customer recommendation by Celebrity influencers popularity	4.31	0.54
3	Making the brand seem more desirable by Celebrity influencers' association with a brand	4.16	0.60
4	Depending on the expertise in the industry of the brand promoted by celebrity influencers	4.14	0.73
5	Updating on activities by celebrity influencers	3.82	0.82
	Overall Mean	4.15	

Source: Survey Data (2025)

Table (4.2) presents the mean scores concerning customers' perceptions on celebrity influencers of Asia Beauty Palace Co., Ltd. Since the mean scores including overall mean except two statements lie between 3.41 and 4.20, most of the respondents agree celebrity influencers of Asia Beauty Palace Co., Ltd.

Making more interested in certain products/services and making more likely to pay attention to customer recommendation lie between 4.21 and 5.0, most of the respondents strongly agree celebrity influencers of Asia Beauty Palace Co., Ltd. Respondents strongly agree that endorsements from celebrity influencers significantly enhance their interest in the promoted products or services. The customers of Asia Beauty Palace Co., Ltd generally hold favorable perceptions of celebrity influencers, particularly regarding on increasing product or service interest and influencing engagement with brands associated with Asia Beauty Palace Co., Ltd.

3. Expert Influencers

To investigate customer perception on the expert influencers by Asia Beauty Palace Co., Ltd, it is measured by five items. The mean values for each statement are described in the following Table (4.3)

Table (4.3) Expert Influencers

Sr. No.	Description	Mean	Std. Deviation
1	Providing reliable information that enhances customer confidence in a brand's value	3.96	0.61
2	Creating a sense of authority that influences customer loyalty to the brand	4.08	0.61
3	Being enhanced by expert influencers, leading to increased brand loyalty	3.87	0.51
4	Making more informed decisions about brand loyalty by Expert influencers' deep knowledge of the product category	4.12	0.46
5	Perceiving brand authenticity, as influenced by expert influencers, enhances brand loyalty	4.05	0.56
	Overall Mean	4.02	

Source: Survey Data (2025)

Table (4.3) describes the mean scores concerning customers perceptions on celebrity influencers of Asia Beauty Palace Co., Ltd. Since the mean scores lie between 3.41 and 4.20, most of the respondents agree expert influencer of Asia Beauty Palace Co., Ltd. The customers generally perceive expert influencers as credible and authoritative sources who provide reliable information, enhance product understanding, and influence brand perceptions. Respondents also acknowledges that expert influencers contribute to building brand authenticity and play a valuable role in strengthening their brand loyalty. These results highlight the importance of expert influencers in shaping positive customer attitudes and fostering brand loyalty for Asia Beauty Palace Co., Ltd.

4.1.2 Customer Brand Engagement

To examine the customer perception on customer brand engagement of Asia Beauty Palace Co., Ltd, it is measured by eight items. The mean values for each statement are described in the following Table (4.4)

Table (4.4) Customer Brand Engagement

Sr. No.	Description	Mean	Std. Deviation
1	Frequently discussing this brand with friends and family	3.59	0.85
2	Emotionally connecting to this brand	3.69	1.06
3	Participating in brand-related events or activities	3.29	1.01
4	Sharing content related to this brand on social media	3.55	0.90
5	Feeling a sense of belonging when interacting with this brand	3.93	0.82
6	Following this brand's updates on social media platforms	3.73	0.87
7	Engaging with this brand's content is met with enthusiasm	3.70	1.02
8	Being perceived as understanding consumer needs and preferences	3.82	0.85
	Overall Mean	3.66	

Source: Survey Data (2025)

Table (4.4) presents the mean scores regarding customers' perceptions on customer brand engagement of Asia Beauty Palace Co., Ltd. Since the mean scores lie between 3.41 and 4.20, it is indicating that most respondents agree with the engagement with the brand. The customers generally exhibit engagement behaviors, such as discussing the brand with others, following brand updates on social media, and feeling emotionally connected to the brand. Respondents also acknowledges the importance of participating in brand-related activities, sharing content, and experiencing a sense of belonging when interacting with the brand. The customers of Asia Beauty Palace Co., Ltd maintain a moderate to high level of brand engagement, which plays a key role in fostering stronger brand relationships and customer loyalty.

4.1.3 Brand Trust

To examine the customer perception on brand trust of Asia Beauty Palace Co., Ltd, it is measured by eight items. The mean values for each statement are described in the following Table (4.5)

Table (4.5) Brand Trust

Sr. No.	Description	Mean	Std. Deviation
1	Being believed to deliver on its promises	3.72	0.93
2	Offering the quality of products/services	4.06	0.68
3	Meeting consistently consumer expectations	3.72	1.17
4	Being trusted to act in consumers' best interests	4.06	0.81
5	Being maintained by this brand in its communications	4.07	0.61
6	Considering authentic this brand's offering	3.85	0.85
7	Having consistently proven by this brand over time.	3.95	0.90
8	Providing a sense of security in interactions with this brand	3.98	0.79
	Overall Mean	3.93	

Source: Survey Data (2025)

Table (4.5) presents the mean scores concerning customers' perceptions on brand trust of Asia Beauty Palace Co., Ltd. Since the mean scores lie between 3.41 and 4.20, it is indicating that most respondents agree with the trust in the brand. The customers generally have confidence in the brand's ability to deliver on its promises, maintain transparency, and offer reliable, high-quality products and services. Respondents also express trust in the brand's authenticity and its commitment to acting in customers' best interests. The customers of Asia Beauty Palace Co., Ltd hold a moderately high level of brand trust, which plays a significant role in strengthening customer relationships and promoting long-term brand loyalty.

4.1.4 Brand Loyalty

To examine the customer perceptions on brand loyalty of Asia Beauty Palace Co., Ltd, it is measured by eight items. The mean values for each statement are described in the following Table (4.6)

Table (4.6) Brand Loyalty

Sr. No.	Description	Mean	Std. Deviation
1	This brand is consistently chosen over competitors	3.78	0.86
2	A willingness to pay a premium for this brand	3.62	1.08
3	A strong emotional attachment to this brand is evident	3.69	1.00
4	Continued purchase from this brand is observed even when alternatives are available	3.80	0.81
5	Promotions or deals from this brand are actively sought out	3.69	0.97
6	Brand switching is less likely due to established loyalty	3.80	0.74
7	Association with this brand is a source of pride	3.66	0.82
8	This brand is often recommended to others	4.02	0.59
	Overall Mean	3.76	

Source: Survey Data (2025)

Table (4.6) presents the mean scores concerning customers perceptions on brand trust of Asia Beauty Palace Co., Ltd. Since the mean scores lie between 3.41 and 4.20, it is indicating that most respondents agree with the loyalty to the brand. The customers generally exhibit loyalty behaviors, such as consistently choosing the brand over competitors, continuing to purchase from the brand even when alternatives are available, and recommending the brand to others. Respondents also acknowledges their willingness to pay more for the brand's products or services and strong attachment to the brand. The customers of Asia Beauty Palace Co., Ltd exhibit a moderate to high level of brand loyalty, resistance to switching, and active promotion of the brand to others.

4.2 Analysis on the Effect of Influencer Marketing on Customer Brand Engagement

Regression analysis comprises a set of statistical methods employed for estimating the relationships among variables. When the focus is on the relationship between a dependent variable and one or more independent variables, these methods involve various techniques for modeling and analyzing multiple variables. More specifically, regression analysis facilitates the understanding of how the mean or expected value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are constant.

This study, the independent variables are the influencer marketing types, namely digital influencers, celebrity influencers, and expert influencers and the dependent variable is customer brand engagement.

Table (4.7) Effect of Influencer Marketing on Customer Brand Engagement

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-.153	.217		-.704	.482	
Digital Influencers	.634** *	.068	.479	9.393	.000	1.802
Celebrity Influencers	-.026	.051	-.026	-.505	.614	1.851
Expert Influencers	.344** *	.056	.302	6.089	.000	1.696
R	.679					
R square	.461					
Adjusted R Square	.457					
F value	106.305***					
Sig.	.000					

Source: Survey Data (2025)

*** Significant at 1%, ** Significant at 5%, *Significant at 10% Level

According to the result shown in Table (4.7), R Square is 0.461 and Adjusted R Square is 0.457. This model can explain 45.7 % about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 99% level. Both of digital influencer and expert influencer are significant at 99% level. All VIF values are also less than 10 so there is no multicollinearity problem. It means that there is no auto-correlation among the independent variables. The Standardized Coefficient (Beta) shows that all two variables have positive relationship with customer brand engagement (dependent variable) of this study. Digital influencers and expert influencers were identified as the most significant contributors to customer brand engagement at Asia Beauty Palace Co., Ltd.

The coefficient value of Digital Influencers has a significant and positive effect on customer brand engagement, as indicated by the p-value (0.000) at a 1% significance level. The effective use of digital influencers such as beauty bloggers, lifestyle content creators,

and social media personalities helps foster deeper consumer interaction, emotional connection, and active participation with the brand across social platforms. The unstandardized coefficient ($B = 0.634$) indicates that improvements in digital influencer marketing strategies are positively related to customer brand engagement. This finding suggests that increasing collaborations with digital influencers who demonstrate strong audience engagement and authenticity can significantly enhance customer involvement, content sharing, and interaction with the brand.

The coefficient value of Expert Influencers has a significant and positive effect on customer brand engagement, as indicated by the p-value (0.000) at a 1% significance level. The strategic use of expert influencers such as dermatologists, professional makeup artists, and certified beauty consultants enhances consumer trust, credibility, and informed interaction with the brand by delivering reliable advice and in-depth product insights. The unstandardized coefficient ($B = 0.344$) indicates that improvements in expert influencer marketing strategies are positively associated with customer brand engagement. This finding suggests that increasing collaborations with expert influencers who provide authoritative, educational, and trustworthy content can effectively strengthen customer interaction, product confidence, and engagement with the brand.

Digital and expert influencers to customer brand engagement is crucial, as this engagement has been found to be a strong predictor of brand loyalty. The initial attraction and sustained interaction fostered by engaging digital content and the trust and perceived value built through expert endorsements collectively enhance the customer's relationship with Asia Beauty Palace Co., Ltd. This increased engagement serves as a vital pathway towards cultivating a loyal customer base, highlighting that investing in the perceived influence and content quality of digital and expert influencers is essential for nurturing strong customer relationships and ultimately driving brand loyalty. Asia Beauty Palace Co., Ltd to allocate its influencer marketing budget more effectively towards strategies that have demonstrated a significant effect on the desired outcome of customer brand engagement.

4.3 Analysis on the effect of Customer Brand Engagement on Brand Loyalty

Simple liner regression analysis comprises a set of statistical methods employed for estimating the relationships among variables. When the focus is on the relationship between a dependent variable and one independent variable, these methods involve various

techniques for modeling and analyzing multiple variables. More specifically, regression analysis facilitates the understanding of how the mean or expected value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are constant. This study, the independent variables is customer brand engagement and the dependent variable is brand loyalty.

Table (4.8) Effect of Customer Brand Engagement on Brand Loyalty

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.606	.156		3.881	.000	
Customer Brand Engagement	.854***	.042	.725	20.368	.000	1.000
R	.725					
R square	.525					
Adjusted R Square	.524					
F value	414.839***					
Sig.	.000					

Source: Survey Data (2025)

*** Significant at 1%, ** Significant at 5%, *Significant at 10% Level

According to the result shown in Table (4.8), R Square is 0.525 and Adjusted R Square is 0.524. This model can explain 52.4 % about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 99% level. Customer brand engagement is significant at 99% level. Customer brand engagement on brand loyalty has expected positive sign and highly significant coefficient value at 99% level because significant value is 0.000. VIF value is also less than 10 so there is no multicollinearity problem. It means that there is no auto-correlation among the independent variables.

Customer brand engagement plays an essential role in developing robust customer relationships for organizations like Asia Beauty Palace Co., Ltd. Recognizing this, customer brand engagement is considered a pivotal factor for cultivating brand loyalty. A

primary approach to fostering and sustaining brand loyalty is by consistently enhancing customer brand engagement in ways that resonate with and exceed customer expectations. This involves providing valuable interactions, creating a sense of community, and offering content and experiences that go beyond mere product transactions, thereby deepening the customer's connection with the brand. Asia Beauty Palace Co., Ltd implements strategies to elevate customer brand engagement. Therefore, based on the findings, it is evident that the more customers are engaged with Asia Beauty Palace Co., Ltd, the higher their brand loyalty to the brand becomes.

4.4 Analysis on the Moderating Effect of Brand Trust on the Relationship between Customer Brand Engagement and Brand Loyalty

This study, which investigates brand loyalty, the independent variables included the perceived characteristics of customer brand engagement, and the dependent variable was brand loyalty. Furthermore, an analysis was conducted to examine the moderating effect of brand trust on the relationship between customer brand engagement and brand loyalty.

Table (4.9) Moderating Effect of Brand Trust on the Relationship between Customer Brand Engagement and Brand Loyalty

Variable	Model 1				Model 2			
	Unstand ardized Coefficie nts		Standa rdized Coeffic ients		Unstand ardized Coefficie nts		Standardi zed Coefficien ts	
	B	Std. Err or	Beta	Sig	B	Std. Err or	Beta	Sig.
(Constant)	-.200	.139		.150	.461	.689		.503
Customer Brand Engagem ent	.462***	.044	.392	.000	.264	.207	.224	.202
Brand Trust	.573***	.041	.524	.000	.415**	.166	.380	.013
CBE*BT					.047	.048	.284	.327
R	.830				.831			
R square	.690				.690			
Adjusted R square	.688				.688			
R square change	.690				.001			
F value	415.717***				277.268***			
Sig.	.000				0.327			

Source: Survey Data (2025)

*** Significant at 1%, ** Significant at 5%, *Significant at 10% Level

Based on the hierarchical multiple regression analysis presented in the Table (4.9), customer brand engagement and brand trust were examined as predictors of a dependent variable brand loyalty.

In the first model (Model 1), customer brand engagement and brand trust were entered as independent variables. This model demonstrated a strong collective ability to predict the dependent variable, with a multiple correlation coefficient of $R = 0.830$. The R Square value was 0.690, indicating that customer brand engagement and brand trust together explained a substantial 69.0% of the variance in the dependent variable. This represents a large effect size, highlighting the considerable importance of these two factors. The overall model is highly statistically significant ($F(2, \text{error df}) = 415.717, p < 0.001$). Examining the individual predictors in Model 1, both customer brand engagement ($B =$

0.462, $p < 0.001$, $\beta = 0.392$) and brand trust ($B = 0.573$, $p < 0.001$, $\beta = 0.524$) were significant positive predictors. brand trust ($Beta = 0.524$) exhibited a slightly stronger unique positive contribution to predicting the dependent variable compared to Customer Brand Engagement ($Beta = 0.392$) when they are considered together in this model. These findings indicate that both greater customer engagement and higher brand trust independently lead to increases in the dependent variable brand loyalty.

In the second step (Model 2), the interaction term between customer brand engagement and brand trust (CBE*BT) was added to Model 1 to test for moderation. The inclusion of this interaction term resulted in a very small and statistically non-significant increase in the variance explained (R Square Change = 0.001, $p = 0.327$). The interaction term itself was not statistically significant ($B = 0.047$, $p = 0.327$, $\beta = 0.284$). This finding is crucial as it indicates that brand trust does not have a moderating effect on the relationship between customer brand engagement and the dependent variable, and vice versa. In other words, the strength of the relationship between engagement and the outcome variable does not significantly depend on the level of trust, nor does the strength of the relationship between trust and the outcome variable depend on the level of engagement, within this model. While the main effects of customer brand engagement ($p = 0.202$) and Brand Trust ($p = 0.013$) in Model 2 represent conditional effects when the other variable is zero, given the non-significant interaction, the significant main effects observed in Model 1 are generally considered the more robust representation of their average direct relationships with the dependent variable.

The regression analysis reveals that customer brand engagement and brand trust are significant independent positive predictors of the dependent variable brand loyalty, and they collectively explain a large proportion of its variance. A key finding indicates that brand trust has no moderating effect on the relationship between customer brand engagement and brand loyalty.

CHAPTER 5

CONCLUSION

This chapter is organized with findings and discussions, and suggestions and recommendations derived from the study. This chapter also includes suggestions for further research needs relevant to Asia Beauty Palace Co., Ltd.

5.1 Findings and Discussions

This study intended to analyze the effect of influencer marketing on customer brand engagement and brand loyalty at Asia Beauty Palace Co., Ltd. The objectives of this study are to analyze the effect of influencer marketing on customer brand engagement at Asia Beauty Palace Co., Ltd, specifically digital influencers, celebrity influencers, and expert influencers, affect customer brand engagement, to examine the effect of customer brand engagement on brand loyalty at Asia Beauty Palace Co., Ltd and to analyze the moderating effect of brand trust on the relationship between customer brand engagement and brand loyalty at Asia Beauty Palace Co., Ltd. To measure the influencer marketing, customer brand engagement, and brand loyalty, structured questionnaires were used, consisting of four sections including respondents' demographic information, customer perceptions of different types of influencers, their engagement level with the brand, and their loyalty towards Asia Beauty Palace Co., Ltd.

The findings indicate that most of the respondents are female and mainly aged between 36 and 45 years. Regarding educational status, the majority of respondents are Bachelor's degree holders and working as company staff. Concerning family income per month, it was shown that most of the respondents have an income of either 1,500,000 Kyats and above or between 300,000 and 600,000 Kyats. In terms of marital status, the majority of the respondents are married. These demographic findings provide valuable insights for Asia Beauty Palace Co., Ltd. to better tailor its product offerings, pricing strategies, and marketing campaigns to the preferences, lifestyle, and spending power of its primary customer segment.

In the analysis of influencer marketing, the study focuses on three distinct types of influencers: digital, celebrity, and expert influencers brand loyalty. Based on the research

of customer perception towards these influencer categories, the study indicates that respondents generally agree towards digital influencers, expert influencers and celebrity influencers. Among these influencer types, customers exhibited the agree perception and response towards digital influencers. To be more precise, respondents of Asia Beauty Palace Co., Ltd. have high perceptions of digital influencers regarding their social media presence, relatable content, and interactive communication with followers. Respondents also reported agree perceptions of expert influencers' credibility, expertise in beauty and skincare, and ability to provide trustworthy advice about cosmetic products. The respondents displayed relatively agree towards celebrity influencers, especially regarding their genuine connection with the brand and influence over actual purchase decisions.

The mean value of digital influencer marketing indicates that respondents generally agree the company's use of digital influencers positively. This suggests that Asia Beauty Palace Co., Ltd. has effectively leveraged digital influencers such as beauty bloggers, lifestyle content creators, and social media personalities to enhance brand awareness and connect with consumers on popular platforms like Facebook, Instagram, and TikTok. The high mean score reflects that these influencers are seen as relatable and authentic, creating user-generated content such as makeup tutorials and product reviews that resonate well with the target audience. Their engagement helps humanize the brand and foster a personal connection with consumers, ultimately contributing to increased product interest and favorable brand perception.

The mean value for celebrity influencers reveals that respondents agree and strongly agree the celebrity endorsements in influencing their brand perception. Asia Beauty Palace Co., Ltd.'s collaboration with well-known Myanmar actresses, singers, and models as brand ambassadors has generated a strong aspirational appeal among consumers. The high mean score illustrates that respondents strongly agree these celebrity influencers as credible and stylish figures whose endorsement adds prestige and emotional value to the brand. Through commercial campaigns, product launches, and social media promotions, these celebrity influencers contribute to increased brand recall and consumer trust, strengthening the brand's positioning in the competitive cosmetics market.

The mean value of expert influencer marketing suggests that respondents agree expert influencers as a highly credible and informative source of product recommendations. Asia Beauty Palace Co., Ltd. strategically partners with dermatologists, certified beauty consultants, and professional makeup artists to enhance brand credibility by delivering

detailed, expert-backed insights about skincare and cosmetic products. The consistently mean score reflects that consumers value the professional knowledge, ingredient explanations, and personalized beauty tips offered by these experts. Their involvement not only educates the audience but also reduces purchase hesitancy by increasing consumer confidence in the brand's product safety and effectiveness.

The mean value for customer brand engagement indicates that respondents agree with the brand's content and campaigns. This demonstrates that Asia Beauty Palace Co., Ltd. has successfully created interactive and participatory marketing initiatives that encourage consumers to interact with its content, such as participating in giveaways, commenting on product reviews, or sharing personal beauty experiences online. The mean score suggests that these engagement activities foster a sense of community and brand connection, making consumers feel personally involved with the brand. This proactive consumer participation enhances emotional ties and strengthens long-term brand relationships.

The mean value of brand loyalty reflects that respondents agree loyalty toward Asia Beauty Palace Co., Ltd.'s products. This implies that consumers are not only satisfied with the brand offerings but are also likely to repurchase and recommend the products to others. The consistently mean score highlights the effectiveness of the company's integrated influencer marketing strategy in fostering trust, satisfaction, and emotional connection, all of which contribute to enduring brand loyalty. Loyal customers are more inclined to remain committed to the brand despite competitive alternatives, ensuring sustainable business performance in Myanmar's growing cosmetics market.

The mean value for brand trust shows that respondents generally agree that they trust the products and values represented by Asia Beauty Palace Co., Ltd. The high mean score reflects that the brand is perceived as reliable, credible, and consistent in delivering quality skincare and cosmetic products. Respondents acknowledge that their trust in the brand has been cultivated through authentic marketing strategies, influencer endorsements, and positive personal experiences with the brand's products. This trust forms a strong foundation for customer loyalty and long-term brand preference.

According to the multiple regression analysis results, it is finding that the respondents, digital influencers has positive and significant effect on customer brand engagement. Expert influencers also significant effects on customer brand engagement

This study also highlights the effect of customer brand engagement on brand loyalty. The analysis reveals that customer brand engagement has a significant positive effect on brand loyalty. Customer brand engagement, which involves emotional, cognitive, and behavioral investment in the brand, fosters higher levels of brand loyalty, which includes intentions to repurchase, recommend, and support the brand.

Additionally, brand trust is found to be a significant independent variable of brand loyalty. However, the moderating analysis shows that the interaction between customer brand engagement and brand trust do not have a statistically significant moderating effect on brand loyalty. This mean that while both customer engagement and brand trust independently contribute to brand loyalty, the strength of their relationship with loyalty is additive rather than interactive.

Asia Beauty Palace Co., Ltd can increase customer engagement through effective digital and expert influencer, the higher brand loyalty it can cultivate among its customers. Marketing efforts, therefore prioritize collaborations with relatable digital content creators and credible beauty experts, as these influencer types have the greatest impact on customer brand engagement. Additionally, initiatives aimed at strengthening customer trust and consistently delivering positive brand experiences, further enhance customer loyalty, encouraging repeat purchases, positive word-of-mouth recommendations, and long-term brand advocacy.

5.2 Suggestions and Recommendations

Based on the findings of this study regarding the effect of influencer marketing on customer brand engagement and brand loyalty at Asia Beauty Palace Co., Ltd., several key suggestions and recommendations are forwarded to strategically enhance these crucial customer relationship outcomes. The research clearly demonstrated significant positive relationships between specific types of influencer marketing and customer brand engagement, alongside a strong predictive power of both customer brand engagement and brand trust on brand loyalty. Consequently, Asia Beauty Palace Co., Ltd. should strategically leverage these empirically supported relationships to cultivate and strengthen its loyal customer base.

The study results indicate that digital influencers and expert influencers are positive significant effect on customer brand engagement, whereas celebrity influencers were not

found to have a significant effect in this context. Therefore, it is recommended that management at Asia Beauty Palace Co., Ltd. should prioritize and increase investment in collaborations with digital and expert influencers.

Based on the findings, it is recommended that Asia Beauty Palace Co., Ltd. should strengthen collaborations with digital influencers by focusing on authentic, engaging content such as product reviews, tutorials, and interactive campaigns that actively involve the audience. Additionally, collaborations with expert influencers such as dermatologists and professional beauty consultants should be expanded to provide credible, expert-backed information that builds customer trust and product confidence. As there is no significant effect from celebrity influencers, the company should reconsider its current celebrity endorsement strategies, either refining alignment with brand values or integrating these endorsements within broader, influencer-led digital campaigns to enhance their overall impact on customer engagement.

Furthermore, the research establishes a strong positive relationship between customer brand engagement and brand loyalty, indicating that increased engagement levels are highly likely to translate into enhanced brand loyalty. Accordingly, Asia Beauty Palace Co., Ltd. should implement dedicated strategies aimed at fostering deeper and more meaningful customer brand engagement across all customer touchpoints. Such initiatives could encompass developing more interactive content on social media platforms, creating value-driven loyalty programs that reward active participation, implementing personalized communication strategies, and building online or offline communities that facilitate customer interaction and a sense of belonging. Additionally, the study indicate that brand trust has a positive significant effect on brand loyalty. Asia Beauty Palace Co., Ltd. should maintain the levels of brand trust among its customers. This involves the consistent delivery of high-quality products, maintaining transparent communication regarding product ingredients and business practices, upholding ethical standards, and providing reliable, responsive, and supportive customer service. While the study does not find a significant moderating effect between customer brand engagement and brand trust on brand loyalty, the independent positive contributions of both factors underscore their combined importance in fostering a robust and loyal customer base.

To effectively enhance customer brand engagement and cultivate brand loyalty, Asia Beauty Palace Co., Ltd. should strategically focus its influencer marketing efforts on leveraging the strengths of Digital and Expert influencers. At the same time, the company

should prioritize direct initiatives aimed at increasing overall customer brand engagement and strengthening brand trust. These findings collectively emphasize that a strategic approach integrating targeted influencer collaborations with broader efforts to build engagement and trust is paramount for nurturing lasting customer loyalty within the competitive beauty market.

Based on the study's findings, it is recommended that the management of Asia Beauty Palace Co., Ltd. strategically reassess and enhance its influencer marketing approach to ensure greater alignment with consumer preferences and market dynamics. At the same time, efforts should be made to strengthen direct relationships with customers through personalized engagement initiatives, interactive campaigns, and consistent brand communication to foster deeper brand loyalty and sustained consumer trust.

By doing so, the company will be well-positioned to retain its existing customers, attract new segments, and maintain a sustainable competitive advantage through enhanced customer loyalty.

5.3 Needs for Further Research

This research offers important perspectives on the influence of influencer marketing on customer brand engagement and brand loyalty. To enhance the generalizability of the findings, future research should be conducted across multiple beauty brands within the Myanmar market or in comparable emerging economies. Additionally, increasing the sample size and ensuring a more diverse representation of customers would offer a broader and more reliable understanding of consumer behaviors influenced by different types of influencers.

The findings of this study demonstrate that digital influencers and expert influencers play a positive significant effect in fostering customer brand engagement at Asia Beauty Palace Co., Ltd. Respondents consistently indicated levels of engagement when exposed to content generated by relatable digital influencers and credible expert figures, such as dermatologists and beauty consultants. In contrast, celebrity influencers did not have positive significant relationship with brand engagement. Furthermore, the results show a positive significant effect between brand engagement and brand loyalty, indicating that when consumers feel connected and involved with the brand, their likelihood of repeat purchases and long-term commitment increases. These outcomes underscore the strategic value of collaborating with influencers who can offer authenticity, trustworthiness, and informative content. For companies operating in the Myanmar cosmetics sector, such influencer marketing strategies serve as effective tools for cultivating meaningful consumer relationships and reinforcing brand loyalty.

REFERENCE

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347–356.
- Abidin, C. (2016). “Aren’t these just young, rich women doing vain things online?”: Influencer selfies as subversive frivolity. *Social Media + Society*, 2(2), 1–17.
- Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2017). Social media in marketing: A review and analysis of the literature. *International Journal of Information Management*, 37(3), 315–330.
- Ali, M., & Alquda, G. (2022). Mobile payment adoption in the time of the COVID-19 pandemic. *Electronic Commerce Research*. Advance online publication.
- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), 209–234.
- Ananda, D. M., Dwyer, M., & Singh, J. (2016). The influence of social media on brand trust and loyalty: Evidence from the Indian context. *International Journal of Marketing*, 23(4), 297–314.
- Audrezet, A., de Kerviler, G., & Moulard, J. (2020). Influence of perceived authenticity on consumer attitudes towards influencer endorsements. *Journal of Business Research*, 119, 15–27.
- Best, A., & Andreasen, A. R. (1977). Consumer response to unsatisfactory purchases: A survey of perceiving defects, voicing complaints, and obtaining redress. *Law & Society Review*, 11(4), 701–742.
- Bowden, J. L.-H. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74.
- Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: A literature review and research agenda. *International Journal of Advertising*, 35(4), 642–663.
- Brodie, R. J., Fehrer, J. A., Jaakkola, E., & Conduit, J. (2019). Actor engagement in networks: Defining the conceptual domain. *Journal of Service Research*, 22(2), 173–188.

- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research, 14*(3), 252–271.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of business research, 66*(1), 105-114.
- Brown, D., & Hayes, N. (2008). *Influencer marketing: Who really influences your customers?* Routledge.
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons, 63*(4), 469–479.
- Campbell, C., & Farrell, S. (2020). Digital influencers and their impact on consumer behavior. *Journal of Digital Marketing, 13*(1), 45-56.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing, 65*(2), 81–93.
- Childers, T. L., Lemon, K. N., & Hoy, M. G. (2018). Consumer-brand relationships in the age of social media. *Journal of the Academy of Marketing Science, 46*(3), 415-428.
- Deshbhag, R., & Mohan, R. (2020). Impact of social media influencers on consumer purchase intention: A study of cosmetic products. *Studies in Indian Place Names, 40*(60), 3650–3661.
- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does brand trust matter to brand equity? *Journal of Product & Brand Management, 14*(3), 187–196.
- Delgado-Ballester, E., Munuera-Alemán, J. L., & Yagüe-Guillén, M. J. (2003). Development and validation of a brand trust scale. *International Journal of Market Research, 45*(1), 35–54.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016). Capturing consumer engagement: Duality, dimensionality and measurement. *Journal of Marketing Management, 32* (5–6), 399–423.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science, 22*(2), 99–113.

- Duffy, B. E. (2016). "Having it all": The digital influencer as a modern-day entrepreneur. *Feminist Media Studies*, 16(5), 741-757.
- Duffy, B. E., & Hund, E. (2015). "Having it all": The digital influencer as a modern-day entrepreneur. *Feminist Media Studies*, 16(5), 741-757.
- Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2014). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management*, 24(5), 449-461.
- Eisend, M. (2019). The influence of expert influencers on consumer decision making. *Journal of Marketing Research*, 56(6), 1068-1079.
- Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191-198.
- Feng, J., Chen, X., & Kong, D. (2021). The role of expert influencers in shaping consumer behavior in digital marketing. *Journal of Digital Marketing*, 38(4), 365-376.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343-353.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90-92.
- Gomez, P., Fernandes, M., & Perez, L. (2019). Influencer marketing: The impact of social media influencers on consumer behavior. *Journal of Digital Marketing*, 14(2), 92-107.
- Gross, E. C. (2024). Virtual Influencers in the Context of Artificial Intelligence: An Overview of the Emerging Literature. *Bulletin of the Transilvania University of Braşov, Series VII: Social Sciences and Law*, 17(2), 291-304.
- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the new era of influencer marketing: How to be successful on Instagram, TikTok, & Co. *California Management Review*, 63(1), 5-25.
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (7th ed.). Pearson Education.

- Hajli, M. N., Shanmugam, M., Papagiannidis, S., Zahay, D., & Richard, M. (2017). Exploring the drivers of customer participation in online brand communities. *Journal of Business Research*, 70, 252-261.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7–8), 785–807.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Customer brand engagement in social media. *Journal of Interactive Marketing*, 28(2), 149-165.
- Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, 12(4), 246-259.
- Hudders, L., De Jans, S., & De Veirman, M. (2021). The rise of expert influencers in digital marketing. *Journal of Advertising*, 50(3), 265-278.
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and consumer behavior. *International Journal of Research in Marketing*, 33(1), 21-33.
- Hwang, Y., & Jeong, S. (2016). The role of expert influencers in digital marketing. *Journal of Advertising*, 45(4), 453-467.
- Jaakkola, E., & Alexander, M. (2014). The role of customer engagement behavior in value co-creation: A service system perspective. *Journal of Service Research*, 17(3), 247–261.
- Jacoby, J., & Chestnut, R. W. (1978). *Brand loyalty: Measurement and management*. John Wiley & Sons. Chapter 5 (p. 101–122)
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567–579.
- Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of Consumer Research*, 11(4), 954–961.
- Kamins, M. A., Brand, M. J., Hoeke, S. A., & Moe, J. C. (1989). Two-sided versus one-sided celebrity endorsements: The impact on advertising effectiveness and credibility. *Journal of Advertising*, 18(2), 4–10.

- Kapitan, S., & Silvera, D. (2016). Expert endorsements versus celebrity endorsements: The power of knowledge in shaping consumer behavior. *Journal of Consumer Marketing*, 33(4), 249-260.
- Kapitan, S., & Silvera, D. H. (2016). From digital media influencers to celebrity endorsers: Attributions drive endorser effectiveness. *Marketing Letters*, 27(3), 553–567.
- Kapoor, K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Social media marketing: A literature review and research directions. *International Journal of Information Management*, 43, 120-130.
- Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (2nd ed.). Prentice Hall.
- Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, ‘micro-celebrity’ and the rise of social media influencers. *Celebrity Studies*, 8(2), 191–208.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (16th ed.). Pearson Education Limited.
- Kozinets, R. V., de Valck, K., Wojnicki, A. C., & Wilner, S. J. (2023). Social influence in the digital age: A meta-analytic review of influencer marketing effectiveness. *Journal of Interactive Marketing*, 62, 26–48.
- Lau, G. T., & Lee, S. H. (1999). Consumers' trust in a brand and the link to brand loyalty. *Journal of Market-Focused Management*, 4(4), 341–370.
- Leung, X. Y., Bai, B., & Stahura, K. A. (2022). Social media influencers and consumer behavior: Exploring the role of trust in influencer marketing. *International Journal of Hospitality Management*, 67, 91-102.
- Li, H., & Du, J. (2011). Influencers and opinion leaders in social networks. *Social Media Review*, 5(1), 48-59.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73.

- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310–321.
- Misra, S., & Beatty, S. E. (1990). Celebrity spokesperson and brand congruence: An assessment of recall and affect. *Journal of Business Research*, 21(2), 159–173.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.
- Oliver, R. L. (1999). Whence consumer loyalty. *Journal of marketing*, 63(4_suppl1), 33-44.
- Omani, M. (2023). The evolving landscape of influencer marketing: Typologies and strategic implications. *Journal of Digital Marketing Research*, 5(1), 45–63.
- Pedroni, M. (2016). Digital influencers and the changing nature of social media marketing. *Social Media Studies*, 12(3), 25-40.
- Pina, J. M., Rejón-Guardia, F., & Heras-Rosas, S. (2019). The role of influencers in shaping consumer behavior: Insights from social media. *Journal of Business Research*, 116, 431-445.
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14.
- Ranjan, K. R., & Read, S. (2016). Value co-creation: Concept and measurement. *Journal of the Academy of Marketing Science*, 44(3), 290–315.
- Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: Quality comes to services. *Harvard Business Review*, 68(5), 105-111.
- Rios, R. E., & Riquelme, H. E. (2008). Brand equity for online companies. *Marketing Intelligence & Planning*, 26(7), 719–742.
- Rocamora, A. (2018). Digital influencers: New ways of marketing in the age of social media. *Fashion Theory*, 22(2), 161-184.

- Rudd, J. M., Greenley, G. E., Beatson, A. T., & Lings, I. N. (2012). Strategic planning and performance: Extending the debate. *Journal of Business Research*, 65(2), 217–223.
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(10), 1970-1984.
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). The effectiveness of influencer marketing: A review of the literature. *Journal of Marketing Research*, 57(2), 223-237.
- Scott, D. M. (2015). *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly* (5th ed.). John Wiley & Sons.
- Shiau, W., Dwivedi, Y. K., & Weerakkody, V. (2018). The role of social media in the development of customer brand relationships. *European Journal of Marketing*, 52(5), 1022-1047.
- Silvera, D. H., & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of Marketing*, 38(11/12), 1509–1526.
- Smith, J. K. (2020). *The digital marketing handbook: Strategies for the modern era*. Marketing Press.
- Sokolova, K., & Kefi, H. (2019). The role of influencer marketing in building brand loyalty: A theoretical approach. *Journal of Marketing Theory and Practice*, 27(4), 359-372.
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), 882–909.
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2, 53–55.
- Thomson, M., MacInnis, D. J., & Park, W. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology*, 15(1), 77-91.
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29(3), 1–13.

- Till, B. D., & Shimp, T. A. (1998). Endorsers in advertising: The case of negative celebrity information. *Journal of Advertising*, 27(1), 67–82.
- Uzunoglu, E., & Kip, S. (2014). Influencer marketing: A review and research agenda. *Journal of Marketing Theory and Practice*, 22(1), 31-45.
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., & Pick, D. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253-266.
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10.
- Vargo, S. L., Maglio, P. P., & Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. *European Management Journal*, 26(3), 145–152.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122-146.
- Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A generalized multidimensional scale for measuring customer engagement. *Journal of Marketing Theory and Practice*, 22(4), 401–420
- Zaidun, A. A., Zaidi, S. S., & Zaidi, S. A. H. (2020). Factors influencing consumer acceptance of mobile payment during the COVID-19 pandemic & usage continuance intent: A quantitative study. *Emerging Science Journal*, 4(6), 1–12
- Zimmerman, A., & Kleefeld, J. (1977). Consumer information search: Extending the theory. *Journal of Consumer Research*, 4(1), 50–59.

APPENDICES

APPENDIX A

(Questionnaires)

Questionnaires for Influencer Marketing of Asia Beauty Palace Co., Ltd

Dear Participant,

This survey questionnaire is to use for the research paper “the effect of influencer marketing on customer brand engagement and brand loyalty of Asia Beauty Palace co., Ltd” to submit as a partial fulfillment of Master of Business Administration (MBA) Degree in the Department of Management Studies, Yangon University of Economics. All of the data will be strongly kept confidential. I am grateful upon your participation.

Sincerely,

Saw John Myo Kyi

EMBA II – 34

EMBA 20th Batch(online)

Section A:

Demographic Information

Please mark (√) the one that matches to your situation.

1. Gender

- Male
- Female
- Other

2. Age

- 18-25 years
- 26-35 years
- 36-45 years
- 45-55 years
- 55 years and above

3. Educational

- High School or Below
- Bachelor degree
- Master Degree
- Doctorate
- Other

4. Occupation

- Student
- Company Staff
- Government Staff
- Self- Employee
- Unemployed

Other

5. Monthly Income

≤ 300,000

300,001-600,000

600,000-900,000

900,001-1,200,000

1,200,001-1,500,000

1,500,001 and Above

6. Material Status

Single

Married

Divorced

Widowed

Other

Section (B)

Influencer Marketing

Please select the appropriate box to indicate the extent to which you " Agree" to "Disagree" with each statement. The item scales are five-point Likert type scales with “1=Strongly Disagree, 2= disagree, 3 neutral, 4= agree, 5=strongly agree”:

Sr. No.	Statement	1	2	3	4	5
Digital Influencer						
1	Digital influencers create engaging content that captures my interest and keeps me following them.					
2	Digital influencers provide reliable information that influences my perception of a brand.					
3	Digital influencers help me discover new products and brands that I would not have considered otherwise.					
4	Digital influencers' personal stories and experiences with a brand make their recommendations more convincing.					
5	Digital influencers’ interactions with their followers make me feel more connected to the brands they promote.					

Celebrity Influencers						
1	Celebrity influencers' endorsements make me more interested in certain products/services.					
2	Celebrity influencers’ popularity makes me more likely to pay attention to their brand recommendations.					
3	Celebrity influencers’ association with a brand makes the brand seem more desirable to me.					
4	Celebrity influencers’ credibility depends on their expertise in the industry of the brand they promote.					
5	I follow celebrity influencers on social media to stay updated on their activities.					

Expert Influencers						
1	Expert influencers provide reliable information that enhances my confidence in a brand's value.					
2	Expert influencers create a sense of authority that influences my loyalty to the brands they endorse.					
3	Expert influencers increase my understanding of the products, which influences my loyalty to the brand.					
4	Expert influencers' deep knowledge of the product category helps me make more informed decisions about brand loyalty.					
5	Expert influencers influence my perception of a brand's authenticity, which strengthens my loyalty.					

Section (C)

Customer Brand Engagement

Please select the appropriate box to indicate the extent to which you " Agree" to "Disagree" with each statement. The item scales are five-point Likert type scales with "1=Strongly Disagree, 2= disagree, 3 neutral, 4= agree, 5=strongly agree":

Customer Brand Engagement						
1	I frequently discuss this brand with my friends and family					
2	I feel emotionally connected to this brand.					
3	I participate in brand-related events or activities.					
4	I share content related to this brand on social media.					
5	I feel a sense of belonging when interacting with this brand.					
6	I follow this brand's updates on social media platforms.					
7	I am enthusiastic about engaging with this brand's content.					
8	I feel that this brand understands my needs and preferences.					

Section (D)

Brand Trust

Please select the appropriate box to indicate the extent to which you " Agree" to "Disagree" with each statement. The item scales are five-point Likert type scales with “1=Strongly Disagree, 2= disagree, 3 neutral, 4= agree, 5=strongly agree”:

Brand Trust						
1	I believe this brand delivers on its promises.					
2	I feel confident in the quality of products/services offered by this brand.					
3	This brand is reliable in meeting my expectations.					
4	I trust this brand to act in my best interest.					
5	This brand maintains transparency in its communications.					
6	I have faith in the authenticity of this brand's offerings.					
7	This brand has consistently proven to be trustworthy over time.					
8	I feel secure in my interactions with this brand.					

Section (E)

Brand Loyalty

Please select the appropriate box to indicate the extent to which you " Agree" to "Disagree" with each statement. The item scales are five-point Likert type scales with “1=Strongly Disagree, 2= disagree, 3 neutral, 4= agree, 5=strongly agree”:

Brand Loyalty						
1	I consistently choose this brand over competitors.					
2	I am willing to pay more for products/services from this brand.					
3	I feel a strong attachment to this brand.					
4	I continue to purchase from this brand even when alternatives are available.					
5	I actively seek out promotions or deals from this brand.					
6	I am less likely to switch to another brand due to my loyalty.					

7	I feel proud to be associated with this brand.					
8	I often recommend this brand to others.					

APPENDIX B

STATISTICAL OUTPUT

Regression Analysis Result for Effect of Influencer Marketing on Customer Brand Engagement Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.679 ^a	.461	.457	.37533	.461	106.305	3	373	.000	2.196

a. Predictors: (Constant), Expert Influencer, Digital Influencer, Celebrity Influencer

b. Dependent Variable: Customer Brand Engagement

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	44.926	3	14.975	106.305	.000 ^b
Residual	52.546	373	.141		
Total	97.472	376			

a. Dependent Variable: Customer Brand Engagement

b. Predictors: (Constant), Expert Influencer, Digital Influencer, Celebrity Influencer

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.153	.217		-.704	.482		
DigitalInfluencer	.634	.068	.479	9.393	.000	.555	1.802
CelebrityInfluencer	-.026	.051	-.026	-.505	.614	.540	1.851
ExpertInfluencer	.344	.056	.302	6.089	.000	.589	1.696

a. Dependent Variable: Customer Brand Engagement

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Brand Engagement	3.6860	.50915	377
Digital Influencer	4.0430	.38476	377
Celebrity Influencer	4.1496	.51355	377
Expert Influencer	4.0159	.44621	377

**Regression Analysis Result for Effect of Customer Brand Engagement on Brand Loyalty
Model Summary**

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.725 ^a	.525	.524	.41417	.525	414.839	1	375	.000	1.891

a. Predictors: (Constant), Customer Brand Engagement

b. Dependent Variable: Brand Loyalty

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	71.162	1	71.162	414.839	.000 ^b
1 Residual	64.328	375	.172		
Total	135.489	376			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Customer Brand Engagement

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.606	.156		3.881	.000		
	Cutomer Brand Engagement	.854	.042	.725	20.368	.000	1.000	1.000

a. Dependent Variable: Brand Loyalty

Descriptive Statistics

	Mean	Std. Deviation	N
Brand Loyalty	3.7553	.60029	377
Customer Brand Engagement	3.6860	.50915	377

Regression Analysis Result for the Moderating Effect of Brand Trust on the Relationship between Customer Brand Engagement and Brand Loyalty Model Summary

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.830 ^a	.690	.688	.33533	.690	415.462	2	374	.000	
2	.831 ^b	.690	.688	.33535	.001	.962	1	373	.327	2.278

a. Predictors: (Constant), Brand Trust, Customer Brand Engagement

b. Predictors: (Constant), Brand Trust, Customer Brand Engagement, Interaction

c. Dependent Variable: Brand Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.434	2	46.717	415.462	.000 ^b
	Residual	42.055	374	.112		
	Total	135.489	376			
2	Regression	93.543	3	31.181	277.268	.000 ^c
	Residual	41.947	373	.112		
	Total	135.489	376			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Brand Trust, Customer Brand Engagement

c. Predictors: (Constant), Brand Trust, Customer Brand Engagement, Interaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.200	.139		-1.444	.150		
Customer Brand Engagement	.462	.044	.392	10.526	.000	.598	1.673
Brand Trust	.573	.041	.524	14.074	.000	.598	1.673
2 (Constant)	.461	.689		.670	.503		
Customer Brand Engagement	.264	.207	.224	1.278	.202	.027	37.041
Brand Trust	.415	.166	.380	2.502	.013	.036	27.778
Interaction	.047	.048	.284	.981	.327	.010	101.014

a. Dependent Variable: Brand Loyalty

Descriptive Statistics

	Mean	Std. Deviation	N
Brand Loyalty	3.7553	.60029	377
Customer Brand Engagement	3.6860	.50915	377
Brand Trust	3.9310	.54962	377
Interaction	14.6668	3.63194	377

APPENDIX C



What margin of error can you accept? 5% is a common choice	<input type="text" value="5"/> %
What confidence level do you need? Typical choices are 90%, 95%, or 99%	<input type="text" value="95"/> %
What is the population size? If you don't know, use 20000	<input type="text" value="20000"/>
What is the response distribution? Leave this as 50%	<input type="text" value="50"/> %
Your recommended sample size is	377