

# Beautypreneurs brand, product attributes, and perceived brand image on purchase intention of colour cosmetic brands

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## Abstract

**Purpose:** The present study aims to investigate the relationship of beautypreneur brand and product attributes on purchase intention of colour cosmetic brands through perceived brand image

**Design/methodology/approach:** A simple random sampling technique and adapted the measurement items from previous scholars using 7-pointed Likert's scale. Five hundred and fifteen (515) samples were collected, and the data were analyzed using SmartPLS.

**Findings:** It was discovered that the beautypreneur brand, product attributes, perceived brand image, and purchase intention of colour cosmetic brands had direct and indirect significant relationship.

**Research limitations/implications:** The application of social cognitive theory in different marketing context has further extent the current literature particularly in the area of personal branding, and purchase intention.

**Practical implications:** Beautypreneur must develop a reputable personal brand image and establish the brand to attract customers towards buying their brand. In addition, product attributes are a principal predictor of purchase intention. Both well-known and lesser-known makeup brands' managers are advised to invest in product development, specifically product design and features. Trendy makeup products, authentic design, unique and a variety of alternatives can encourage intention to purchase.

**Originality/value:** The study will add value particularly in the conceptualization, and empirical evidence of beautypreneur brand, product attributes, and purchase intention of colour cosmetic brand.

**Keywords:** Purchase intention, beautypreneur brand, product attributes, perceived brand image, colour cosmetic brand, Social Cognitive Theory

## Introduction

Cosmetic market is one of the most significant markets due to global and local economic growth. The market consists of colour cosmetics, skincare, fragrances, personal care, and hair care. Throughout the years, the global cosmetic industry has been consistently resilient. Malaysia's revenue for cosmetics and personal care is expected to reach RM2.5 billion in 2023 (Statista.com). Malaysia has imported USD1.3 billion worth of beauty and personal care in 2019. However, the value of colour cosmetic in specific has experienced unprecedented downfall during the COVID-19 pandemic for the first time in history. Most countries imposed various regulations and guidelines to control situation, such as social distancing and face-covering requirements including Malaysia. The Malaysian government has imposed a series of Movement Control Orders (MCOs), with interstate travel prohibited and the nation placed under total lockdown (Ministry of Health Malaysia, 2019). Businesses, such as restaurants, retails, concert, and sport activities are not permitted to operate as another preventive measure. As a result, these affect businesses in most industries, including the cosmetic.

Unlike other categories of cosmetic market, color cosmetics is worsen compared to other categories such as personal care, hair care, body care, and skincare which has shown a slight recovery across Asia, as illustrated in Figure 1. However, Thailand has the highest decline rate of sales of colour cosmetic category (-30%), followed by Korea (-28%), China (-26%), Indonesia (-22%), and Taiwan (-21%). The least affected is Vietnam (-20%). If the situation continues, it will slow the overall recovery rate of the cosmetic industry in the future (Chow, 2020a). The disruptions caused by the pandemic have shifted the personal spending, accelerated trends, and presenting new challenges (Gerstell et al., 2020).

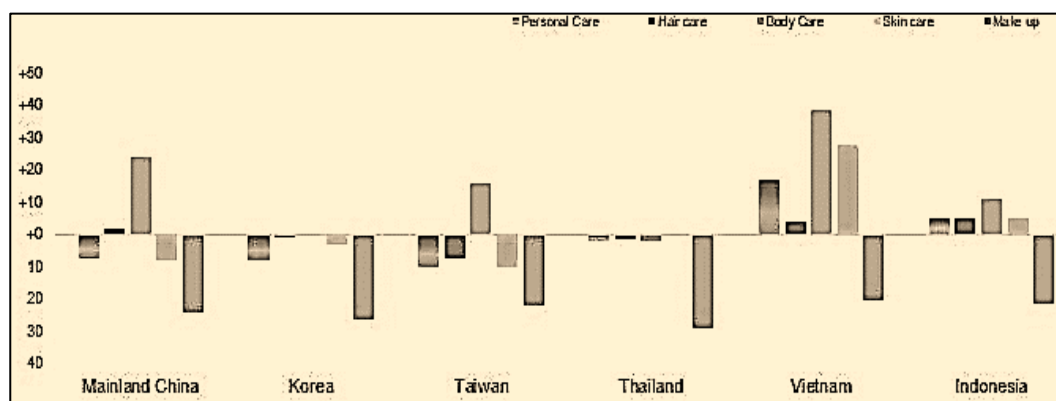


Figure 1 Cosmetic industry recovery (Sales %)  
Source: Chow (2020)

Scholars have discussed numerous studies involving purchase intention across various theoretical paradigm in the past two decades. Although purchase intention is a common area of study, it continues to be a relevant topic in the marketing field as it is versatile and dynamic (Alalwan et al., 2018; Sreen et al., 2018). Purchase intention is a broad topic, which involves various definitions and conceptualisations (Libaudière, 2016). Hence, purchase intention remains a relevant topic. Colour cosmetics are created to accommodate the styles and aesthetic beauty with better functionality (Greggianin et al., 2018). While scholars explore the impact of design and features of a cosmetic product influence consumer's purchase behaviour, restricted

empirical evidence supports the notion, which seems the study appears superficial (Sung, 2021). Customers are not only paying attention to the product attributes when searching for a product but may also consider other cues (Landwehr et al., 2012). One of the popular cues as contemporary marketing strategies involves developing brands that include real people, a phenomenon variously referred to as human branding. Scholars categorise human branding under three (3) dimensions such as personal branding, internal branding, and celebrity branding (celebrity, public figures, or businessman as brands) (Eagar & Dann, 2016). Initially, personal branding is used to be apply in the setting of human resource in finding the best candidate and seek ways to advance one's career (Speed et al., 2015). A rising number of international and local beautypreneurs of cosmetic brands are promoting their colour cosmetic businesses and establishing their branding and image. Instead of appointing celebrities, beauty models, or social media influencers as spokespersons, the beautypreneurs take those roles in online and offline platforms. An increasing number of beautypreneurs are building their own personal branding and image by gaining a strong social media presence, having access to high number of audiences on social media, and capitalizing it into their businesses (Lawal, 2020). This can be seen such as Kylie Jenner (Kylie Cosmetics), Siti Nurhaliza (SimplySiti), and Huda Kattan (Huda Beauty). Beautypreneurs are often linked as reliable sources and spokespersons as they understand their products and brands very well. However, biases and mistrust arise as their objectivity, trustworthiness, and honesty of their own brands are questionable. These issues affect the beautypreneur's personal brand and their product brand image. The question of whether the beautypreneur brand influences purchase intention remains unknown. Moreover, product mismatches between firms' and customers' objectives demands new outlooks, requiring products to become increasingly consumer oriented. How marketers can translate this problem into product-specific attributes is a question that remains unanswered as this approach seems to lose its strength or preference in product design and marketing. Hence, the present study aims to analyse the relationship of beautypreneur's brand and product attributes on purchase intention of colour cosmetic brands through perceived brand image in the local context.

## **Literature Review**

### ***Purchase intention***

In marketing, purchase intention is the possibility that a person performs a specific behaviour (Fishbein & Ajzen, 1975). Purchase intention is one of the most important and common variables used to predict customer actual behaviour (Haque et al., 2015). Although purchase intention is commonly discussed in the literature, the construct is relevant and able to predict buying behaviour of product (Sreen et al. 2018). Comparing between customers with intentions and the one without intention to purchase a product, the one with intention to buy often exhibit higher actual buying (Xiao et al., 2019). Scholars are frequently measured and use purchase intention as input for managerial decisions about new and existing products and services correlated and predicted future sales (Sreen et al., 2018). The study has conceptualised purchase intention as the likelihood of a customer's willingness to purchase and recommend others to purchase a specific colour cosmetic brand in the future (Lin & Chen, 2006). Beautypreneur brand and product attributes are the determinants of purchase intention of colour cosmetic brands in the present study.

### ***Beautypreneur brand***

Beautypreneur is a term derived from the word beauty and entrepreneur. It refers to an entrepreneur who engage in beauty and cosmetic business. The present study conceptualizes beautypreneur brand like Andreini, Fetscherin, and Zarantonello (2020) as leadership,

performance, and personality of a beautypreneur. The preconcept seems well-fitted with the study. Leadership is the qualities possessed by a CEO (or founder) of a makeup brand with a natural persuasion of unique traits such as taking challenges, making initiatives to excel in business, and rewarding performing employees (Andreini, Fetscherin & Zarantonello 2020). Performance refers to the CEO's (our founder's) evaluative performance criteria perceived by customers, such as a successful, business-minded, and ambitious person (Andreini, Fetscherin & Zarantonello, 2020). Personality conceptualises as the set of characteristics such as has clean records, integrity, and a well-balanced personality like Andreini, Fetscherin and Zarantonello (2020). Studies highlighted the association of leader and importance of leadership toward company's success and the financial community and other stakeholders. Stakeholders see companies reflect their leaders (Gaines-Ross, 2003). In another context of human branding, Lawal (2020) refers to celebrity branding's performance as their engagement with customers or stakeholders based on their i) works, ii) achievements, and iii) talent. The literature often highlighted associate personality as indicator of a great personal brand. One of the most prominent models of personality is The Big Five-Factor Model which identified as extraversion, emotional stability, Openness (for experience), and Conscientiousness. Aaker (1996) conceptualises five dimensions of brand personality related to human five-factor model, namely competence, excitement, ruggedness, sincerity, and sophistication. With the presence of one's personality, it enables the customer to distinguish, recognize, and assurance in the brand (Speed et al., 2015). Customers are interested to personalities that match them as they can see their reflection of their actual self, or an inspiration to be (Guthrie & Kim, 2009).

Limited studies have use the term beautypreneur brand, however, the present study reviews literature that have similar nature of terms, such as personal brand, leader brands, influencer brand, and human brand. Numerous academic and industry articles have highlighted the importance of personal branding in building corporate branding, reputation, and overall business performance (Platzer, 2020), especially in an oversaturated marketplace with unlimited options (Erskine, 2017). Personal branding is an excellent solution for future's business strategy in establishing a distinctive brand in the mind of the customers over competitors. Erskine (2017) states in an article published in Forbes.com that the public may be interested in businesses and their success stories. Still, the connections that they attracted to, not mainly the corporate brand. Human brands are possible to create emotional attachment, and establish the relationship with customers(Thomson, 2006).

### ***Product attributes***

Various terminologies are used to describe product attributes. Existing scholars use the term 'cues' to describe product attributes (Luis et al., 2019; Xiao et al., 2019; Yan et al., 2019) while other scholars use 'attributes' (Enneking et al., 2007; Rahman et al., 2020; Steenkamp, 1986). The term cues are dichotomised into several genres such as functional and aesthetic, product-related and production-related, intrinsic and extrinsic, tangible and intangible, objective and subjective, psychic and physical, or sustainable and non-sustainable (Enneking et al., 2007; Jacoby et al., 1971; Northen, 2000; Rahman et al., 2020). The most notable are product attributes, product-related attributes (Rahman et al., 2020), product factor (Hussin et al., 2013), intrinsic or extrinsic, visual cues or visual appeal (Chung et al., 2006; Degeratu et al., 2000; Enneking et al., 2007; Johnson & Wells, 2011; Symmank, 2018; Thamaraiselvan et al., 2017), quality cues (Northen, 2000), sensory search attributes (Degeratu et al., 2000). The concepts and terms of products have been developed and can be used independently or as one. Different product attributes are applied differently depending on whether it is seen as a unidimensional or multidimensional concept. Ennew and Binks (1999) define attributes as "anything that can

be offered to the market for acquisition, use or consume to satisfy a need or want”. Hawes and Baker (1994) define attributes as “the features or specific descriptive aspects of a marketing strategy that represent the customers’ evaluation criteria in selecting particular goods or services”. Recent scholars have also begun exploring how important design and features comparative to other product attributes (Sung, 2021; Tavares et al., 2021)). A feature refers to dimensions, source ingredients, services, structures, performance, components, and so on (Crawford & Di Benedetto, 2010). Moon et al. (2014) define features as the usefulness of a product to customers. Therefore, based on the definitions in the literature, the current study conceptualises features as valuable characteristics such as its variety, trendy, distinctive, and suitability that customers are seeking in the selected colour cosmetic brand compared to other competing brands (Alhedhaif et al., 2016). Most scholars refer to design as packaging design in colour cosmetic/cosmetic settings (Pradhan, 2020; Sung, 2021; Topoyan & Bulut, 2008). Style can be defined as the lines distinguishing one form or shape from another (Marshall et al., 2004). The present study conceptualises design/ style as a function of aesthetics. The pleasure is appealing, likable, unique, and originality derived from seeing the product rather than the product's utility (Koschate-fischer et al., 2012).

### ***Perceived brand image***

Brexendorf et al. (2015) regarded brand image as the brand associations in customer reminiscence where it contains the representative meaning that relates to the specific characteristics. Also, it is a brand’s mental picture linked to a set of perceptions (Padgett & Allen, 1997). The present study conceptualise perceived brand image within the realms of the organism since perception involves cognitive networks where it conceptualises as an image associating with a brand in people’s perception, including its reliability, attractiveness, social status symbol, and reputation (Lien et al., 2015). The scholars applied a similar conceptualisation of the construct as Keller (1993) and Vázquez et al. (2002). By referring to the brand association, it can link to diverse contexts such as attributes and associations of companies, products, services of a brand (Aaker & Biel 2013).

### ***Underpinning theory***

Social Cognitive Theory has its origins in Bandura and McClelland (1977). Initially, the theory is established in social psychology. However, marketing journals are hardly referencing the theory (Dellande, Gilly & Graham, 2004; White, MacDonnell & Dahl, 2011). Three (3) fundamental concepts of Bandura’s SCT; i) Observational learning, ii) Triadic reciprocal determinism, and iii) Self-efficacy. The theory improves a social component. Research has supported the role of human brand and purchase intention in various settings. For instance, Tanner, Maher and Fraser (2013) suggest that celebrity role models can influence individualities and spread the notion that customers can ‘buy’ happiness via material products. Usually, influential celebrity brands are used form customer preferences in the fashion industry. The research applies SCT theory in sports celebrities from customers’ buying preferences and intentions further than their specific sporting capability (Gountas et al., 2012). In the study, the theory explain that customers are prone to buy colour cosmetic brand when the beautypreneur has a strong brand and unique product attributes and established consumers’ perception of the brand image. Leadership, performance, and personality are the multi-dimension of beautypreneur brand, whereas product attributes consist of product design, and features.

### **Hypothesis Development**



***Beautypreneur brand and purchase intention***

In the literature, scholars stated human branding has a higher chance to induce customer purchase intentions only if the human brand is strong (Seo et al., 2012). In another study has discovered that negative rumours about an organisation's leader will unfavourably affect a public's behavioural intentions including purchase intentions (Sohn, Weaver Lariscy & Tinkham 2009). Chae and Lee (2013) reduce the customers' cognitive effort as they depend on heuristics that will lead to a satisfying decision and sometimes their decisions making is impulsive (Chae & Lee, 2013). In a case of online celebrity branding, strong associations between online celebrity brand and customers' purchase intentions. Products recommended by online celebrities are likely purchased by loyal followers as it will decrease the perceived risks of online purchasing. Similarly, in an airline setting, quality, personality, and outward characteristics of CEO brand significantly affect behavioural intention (Jang & Kim, 2016). Based on the evidence in the literature, it is fair to conclude the following hypothesis:

**H1: Beautypreneur brand has a significant relationship on purchase intention.**

***Product attributes and purchase intention***

Scholars have proven that product attributes had positive effects on purchase intention. More recent research assessed customer liking and purchase intention as fundamentally based on attributes (Delgado et al., 2013). For instance, Sung (2021) examines cosmetic container design and customer purchasing intention, particularly product design, shapes, and materials. Packaging design elements are one of the most essential for the customers' purchase intention. Those significant components such as the background image, design, colour, material, and font style are the most standard and critical visual elements considered when buying cosmetic products. Also, Kobayashi and Benassi (2015) analyse the impact of packaging characteristics on purchase intention. Similarly, attributes like breathable, quick-dry, lightweight, waterproof, and durable cosmetics or colour cosmetic products are essential (Yin & Mansori, 2016). Based on literature reviews, clear indications suggested the relationship between product attributes and purchase intention. Based on the evidence in the literature, it is fair to conclude the following hypothesis:

**H2: Product attributes have significant relationship on purchase intention.**

***Beautypreneur brand, perceived brand image, and purchase intention***

Personal brand influences companies' brands and reduce uncertainty (McDonald, Khanna & Cavich 2015; Rule & Ambady 2008; Rindova et al. 2006). Some studies of the personal brand (such as celebrity CEO, social media influencers) have proven to have a significant direct relationship on purchase intention (Jang & Kim, 2016; Liu et al., 2020; Ohanian, 1991; Power & Whelan, 2005, 2006; Russell & Rasolofoaarison, 2017). The present study proposes that customers' assessment of the beautypreneur's leadership, personality, and performance enhance purchase intention. It is essential to examine whether the perceived brand image can strengthen the relationship or weaken it. Therefore, it is fair to propose the following hypothesis of indirect relationship between beautypreneur brand, perceived brand image and purchase intention as follows:

**H3: Perceived brand image mediates the relationship between beautypreneur brand and purchase intention**

***Product attributes, perceived brand image, and purchase intention***

Existing scholars support the notion that product attributes have a significant influence on purchase intention. For instance, Chitturi et al. (2010) discover that hedonic product attributes significantly influence customer preference when supported by a strong brand. Product attributes show consistent results of being a predictor to purchase intention (Khraim, 2011; Sudirjo et al., 2020). Positive perception of brand image would emerge after evaluation of the product attributes of colour cosmetic brands. As such, the customers' purchase intention of colour cosmetic brands would be heightened. Scholars recognise the influence of perceived brand image as a mediator whereby the product features formed a brand perception, which becomes an element of preference (Enneking, Neumann & Henneberg, 2007; Nellikunnel et al. 2015; Sugandhi & Vashistha, 2017;). Ann, Chen and Liu (2018) provides a detail evaluation by combining the product attributes with the mediator of brand image and its synergy on purchase intention. Hur, Lim and Lyu (2020) stated the brand perception is indirect effect between product design and search behaviour as the result of the study was insignificant. Based on the evidence in the literature, it is fair to conclude the following hypothesis:

**H4: Perceived brand image mediates the relationship between product attributes and purchase intention**

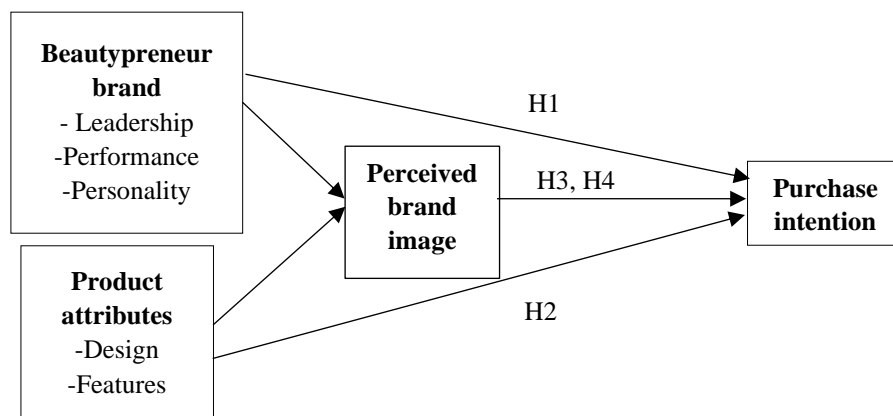


Figure 2. Conceptual framework

## Methods

### *Population and Sample, Sampling and Data Collection Procedure*

The population of the study is Facebook's group members of The Power of Colour cosmetic and total population of the group is 405,115 members (as of September 2020). The researchers select the closed Facebook's group due to several reasons. First, consists of Malaysian individual accounts. Second, it has the highest number of members that share a common interest (colour cosmetic or colour cosmetic products). Third, it does not focus on a specific colour cosmetic or cosmetic brands. The targeted population is aged between 18 to 25 years old, consisting of 202,515 Facebook members in the group. The group was targeted due to massive spending on color cosmetics compared to other age group. In 2018, Mintel published statistics on makeup spending by age and country. It shows that youngsters are prone to makeup activity than the rest of the other groups (Mintel, 2018). It can be presumed that the targeted age group have a higher take-up rate because they are highly concerned on their appearance and pressured to have a certain look and beauty standard. Makeup activity has a meaningful control in temporarily boosting self-esteem, self-confidence, and personality (Cash et al., 1989). Hence, they are willing to spend extra money on makeup products and brands than the

other age categories. The minimum sample size for one million population (1,000,000) is 384 samples (Krejcie & Morgan 1970). The present study distributed seven hundred (700) samples. 538 responses were returned. However, only 515 responses can be used for the study. The survey was conducted through an online survey that was administered to Facebook users. The study targeted Facebook it is because Facebook are among the highest active users as compared to other platforms (Statista, 2022).

### ***Instrument development and scale***

The present study has four constructs: product attributes, beautypreneur brand, perceived brand image and purchase intention. For purchase intention, the current study has adapted a measurement from Lin and Chen (2006). After adapted the measurement from the scholars, the items are i) I will buy the colour cosmetic brand, and ii) I will recommend others to buy the colour cosmetic brand. The items used by the scholars were inspired by Dodds et al. (1991) and Klein et al. (1998). Product attributes have two (2) dimensions namely product design and styles, and product features, the present study adapted the measurements from Koschate-fischer et al. (2012) for design and style, and Alhedhaif et al. (2016) for features. The scholars were inspired by Roth and Romeo's studies (Roth & Romeo, 1992) and Dahl et al. (1999). The adapted items for design and style were 'I find that the design and style of the colour cosmetic brand is appealing, likeable, unique, original'. For product features' dimension, the adapted items were 'I find the colour cosmetic brand has variety of features, suitable features, distinctive features as compared to others, and trendy features'. To measure beautypreneur brand, the current study has adapted the items from the work of (Andreini et al., 2020). The scholars examined CEO's personality, performance, and leadership dimensions in predicting purchase intention. However, in the context of the present study, beautypreneur's leadership were measured using these adapted items; 'I find that the beautypreneur likes challenges, taking initiatives to excel in business, and to reward his/her performed employees'. For performance, the adapted items were 'I find that the beautypreneur is successful, business-minded, and ambitious'. Lastly, for beautypreneur' personality, the adapted items were 'I find that the beautypreneur has clean records, integrity, and a well-balanced personality'. For perceived brand image, the present study adapted the measurement from (Lien et al., 2015). The adapted items were 'I think the brand is reliable, attractive, pleasing, has a social status symbol, and a good reputation'. The present study used 7- point Likert's scale which indicate as 1- strongly disagree, 2- disagree, 3- slightly disagree, 4- neutral, 5-slightly agree, 6- agree, and 7-strongly agree. 7-points Likert's scale is used.

## **Findings**

### ***Demographic Profile***

A total of 515 respondents participated in this study comprised 84 males and 431 females. 265 respondents are reported single status, and 250 respondents were married. Furthermore, the respondent's occupation was found as private (150), government sector (177), self-employed (21), 153 as student and 14 stated as others.

### ***Measurement model assessment***

Prior proceeding with the hypotheses testing, the convergent and discriminant validity are assessed. These tests are to establish both validity as they are not supposed to be related to each other. In the study the convergent validity was accessed by three criteria: (i) composite reliability (CR), (ii) average variance extracted (AVE) and (iii) outer loadings. The CR values surpassed 0.9, besides, the value of AVE was above 0.5 and the loading were above 0.6.



Therefore, the result found that all items are followed with the rule of thumb by (Hair et al., 2010). Fornell-Larcker is used to assess the discriminant validity. Table 1 showed that the square root values are higher than of the off-diagonal cross off other constructs indicating all other constructs achieve the minimum discriminant results.

Table 1. Fornell-Larcker Criterion

Construct	Beauty-preneur branding	Design	Fea- tures	Leader- ship	Per- ceived brand image	Perfor- mance	Per- sona- lity	Pro- duct attri- butes	Pur- chase inten- tion
Beauty-preneur branding	0.799								
Design	0.542	0.851							
Features	0.522	0.721	0.756						
Leader-ship	0.882	0.509	0.500	0.881					
Perceived brand image	0.662	0.636	0.598	0.579	0.844				
Performance	0.905	0.489	0.461	0.719	0.567	0.921			
Personality	0.873	0.445	0.429	0.642	0.616	0.678	0.899		
Product attributes	0.587	0.946	0.908	0.548	0.670	0.517	0.475	0.767	
Purchase intention	0.477	0.52	0.519	0.431	0.701	0.389	0.449	0.561	0.934

### Structural model assessment

The structural model was measured with one-tailed test type. Figure 2 below revealed the result of the hypothesised structural model test with estimated path coefficients. Based on the result, beautypreneur brand has insignificant relationship on purchase intention 0.346 ( $p=0.729$ ).

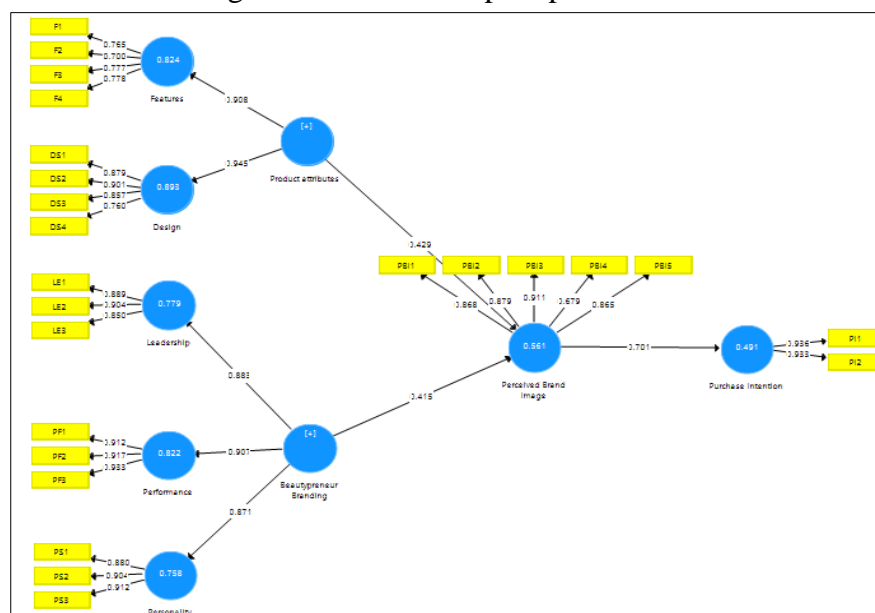


Figure 2 Path coefficient

Moreover, the relationship between product attributes and purchase intention is significant with the result of t-statistics of 2.151 ( $p=0.032^{**}$ ). Therefore, for direct effect, only H2 is supported.

Table 2 shows the summary of the hypotheses testing. The results indicated that all the hypotheses were significant, except H1.

### ***Mediation Analysis***

Based on the researchers understanding, limited study has measured perceived brand image as a mediator in the relationship between product attributes, beautypreneur brand and purchase intention. Thus, the present study measured the loops between H3 and H4 for mediating effects. The bootstrapping approach was used to measure the mediating effect followed by Preacher and Hayes (2008). The result indicated that the relationship between beautypreneur brand, perceived brand image, and purchase intention is significant with the t-statistic of 7.079 ( $p=0.000$ ). Therefore, H3 is supported. In addition, the result shows that a significant value between product attributes, perceived brand image, and purchase intention with the t statistic of 7.011 ( $p=0.000$ ). Thus, H4 is supported. Table 2 below revealed the summary of the direct and indirect hypotheses result.

Table 2 The summary of the path analysis

H	Path	T-Statistics	P-values	Results
H1	Beautypreneur brand → Purchase intention	0.346	0.729	Not supported
H2	Product attributes → Purchase intention	2.151	0.032**	Supported
H3	Beautypreneur brand → Perceived brand image → Purchase intention	7.079	0.000***	Supported
H4	Product attributes → Perceived brand image → Purchase intention	7.011	0.000***	Supported

### ***Discussion and Conclusion***

The study aims to study the relationship of beautypreneur brand, product attributes, perceived brand image, and purchase intention. The study showed that beautypreneur brand and product attributes are significantly related to social cognitive theory which promoted purchase intention. Several findings are as follows. First, it is discovered that the relationship between beautypreneur brand and purchase intention is significant. The result is consistent with previous scholars (Chae & Lee 2013; Seo, Chae & Lee 2012). The results indicate that leadership, performance, and personality of beautypreneur brand has a significant influence on purchase intention. The dimensions of leadership, personality, and performance play major roles in beautypreneur brand. Therefore, beautypreneurs need to strengthen their personal brand image by developing good leadership, personality, and performance. Promoting beautypreneurs own brands won't have negative effect to beautypreneur personal brand. Second, product attributes have a significant influence on purchase intention. The result is supported by the previous scholars (Delgado et al., 2013). The results indicated that the colour cosmetic packaging's design and styles should be appealing, likeable, unique, and original. Their product features must be variety, distinctive, suitable, and trendy too to stand out from other competitors. With the integration of customer perception of the colour cosmetic's brand, beautypreneur brand, and product attributes have improved the relationship on purchase intention.

### ***Theoretical Implications***

First, the study improves the knowledge of beautypreneur brand and consumer's purchase intention. Previous scholars have studied the influence of human brand such as politician, CEOs, leaders, celebrities, and social influencers towards purchase intention. However, beautypreneur or founders' brand inadequately reflected in previous personal branding research. Thus, from this perspective, this study enriches and deepens the application of social cognitive theory in new marketing environment.

Second, although the term of beautypreneur has rarely been used, but the concept of human brand has been extensively discussed in the literature. Most of the studies on the influence mechanism of human brand on purchase intention were from the perspectives of organizational behaviour. This study introduces social cognitive theory and perspective into marketing research domain. This study examines the roles of social learning process (external interaction process and internal psychological process) in the association between beautypreneur brand, product attributes, and purchase intention.

Third, the application of social cognitive theory in the context of product attributes and purchase intention has offered a new understanding as the dimensions of product attributes; product design/style, and features. A considerable gap exists in the literature and within the scope of product-related dimensions (Sung, 2021).

### ***Practical Implications***

Practical significance of the study as follows. First, brand alliances of beautypreneur brand can be capitalised with the help of perceived brand image to stimulate purchase intention. A positive image of the beautypreneur brand can enhance customer perception of the colour cosmetic brand. A brand image is formed about how a beautypreneur or founder acts in leadership, personality, and personal performance evaluated by customers or the public. Therefore, beautypreneur must develop a reputable brand image and establish the brand to attract customers towards buying their brand. In addition, product attributes are a principal predictor of purchase intention. Both well-known and lesser-known makeup brands' managers are advised to invest in product development, specifically product design and features. Trendy makeup products, authentic design, unique and a variety of alternatives would encourage intention to purchase. Integrating features and design/style and brand-related information in marketing campaigns can maximise purchase intention.

### ***Limitations and Suggestions for Future Research***

The limitation of the study is the data collected during the pandemic of COVID-19 and at that time, the buying pattern for colour cosmetic brands were declining. Most of the existing or potential customers were in the state of work-from-home mode, home quarantine, and obeying the government announcement of the movement control order. The spending power was decreasing due to the escalating number of unemployment rate, and salary reduction. As a result, the customers had less intention to purchase colour cosmetic. Therefore, the results of the study were indirectly affected. Acknowledging this limitation, the study offers opportunities for future research. First, future research urges to compare the present study during the pandemic and after the pandemic. Future research is able to observe the difference of customer pattern of intention in the similar setting. Also, future research can focus on product attributes of certain colour cosmetic products. For instance, customers' preference of product attributes for compact powder or lipsticks.

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