

Exploring Brand Equity's Influence on Repurchase Intention between Local and Global Cosmetic Brands: The Case of PROYA and L'Oréal Paris in China

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ABSTRACT

This article aims to examine the impact of four fundamental dimensions of brand equity—brand awareness, brand association, perceived quality, and brand loyalty—on repurchase intention. It also seeks to investigate the differences in these impacts between local and global cosmetic brands. Finally, it aims to identify the most influential brand equity dimension for each brand. Data were collected using an online survey of 390 Chinese consumers aged 18 to 59, representing Generations X, Y, and Z, all of whom had prior purchasing experience with both brands. A purposive sampling method was employed to ensure the relevance of the sample. SPSS was used to analyze the data, including reliability testing, correlation, and regression to test the relationships between variables. The findings show that brand loyalty is the strongest predictor of repurchase intention for L'Oréal Paris, highlighting the role of consumer attachment. Perceived quality is the primary driver of repurchase intention for PROYA, reflecting the importance of product performance. Additionally, the relative importance of brand equity dimensions, as conceptualized by Aaker (1991), differs between the global brand L'Oréal Paris and the local brand PROYA.

Keywords: Brand Equity, Repurchase Intention, Local and Global Brands, Consumer Behavior, Cosmetics Industry

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Introduction

Cosmetics are now a competitive and saturated market, and sustaining customer loyalty has become a difficult task to achieve. The ever-changing demands of consumers, as well as numerous competitors, do not make things easier in this regard. In addition, the level of competition in the global market tends to increase significantly in regard to cosmetic companies since global and local companies sell their goods simultaneously in order to attain market share in terms of reaching consumers' preferences in the global market. As consumers often find it difficult to differentiate between the effectiveness of competing products, building brand equity becomes more important in cosmetics. Aaker (1991) identified brand equity as including four core dimensions: brand awareness, associations, perceived quality, and brand loyalty. Together, these factors influence consumer cognitive and behavioral outcomes (Ebrahim et

al., 2016; Chinomona & Maziriri, 2017). This is especially the case within the beauty industry, where higher brand equity tends to be linked to higher levels of customer satisfaction and competitiveness.

The Chinese market for cosmetics represents a special case in this regard because of its high growth rate as well as cultural traits. Even as Chinese brands have increasingly gained acceptance among Chinese consumers, global brands are still considered a guarantee of superior quality, innovation, and modernity (He & Wang, 2015). The market was estimated at CNY 414.2 billion (approximately USD 58.2 billion) in 2023 and was expected to continue expanding rapidly, placing China as one of the largest cosmetic markets in the world (China Daily, 2024; China Briefing, 2024). In the Chinese cosmetic market, PROYA stands out for its cultural appeal, social media presence, and accessible pricing (Proya Cosmetics Co., Ltd., 2024; Lim, 2025), while L'Oréal Paris is reputable for its R&D capabilities and international prestige (Chailleedo, 2021). Although previous studies have found positive associations between brand equity and consumer behavior (Keller, 1993; Aaker, 1991; Yoo et al., 2000), there have been limited studies that empirically compare local and global cosmetic brands in the Chinese market.

To fill this identified gap, this research aims to examine empirically how Chinese cosmetic consumers' repurchasing decisions are influenced by the four components of brand equity: brand awareness, brand associations, perceived quality, and brand loyalty, between a local Chinese brand (PROYA) and a global brand (L'Oréal Paris). PROYA and L'Oréal Paris are among the most popular and highly ranked skincare brands in China, frequently appearing in industry rankings and demonstrating strong market performance, making them suitable examples for exploring brand equity in the Chinese cosmetics market (The Paper, 2024; Jiemian, 2024; Chinapp, 2026). This study adopts Aaker's (1991) brand equity framework to provide a more structured understanding of the relationship between brand equity and consumer repurchase behavior. Managerially, the findings are expected to offer useful implications for brand strategists who aim to improve consumer loyalty and competitiveness. For local brands, cultural identity and emotional connection can increase trust and loyalty towards the brand, while for global brands, successful localization and sustained innovation are essential for maintaining relevance. Overall, this study aims to fill the gap in existing studies and offer practical counsel in ensuring brand development in China's changing and highly competitive cosmetics market.

Research Objectives

1. To assess the impact of each brand equity dimension on repurchase intention for global and local cosmetic brands within the Chinese market.
2. To compare the influence of brand equity dimensions on repurchase intention between the local brand PROYA and the global brand L'Oréal Paris.
3. To identify which brand equity dimension most strongly predicts repurchase intention for each brand.

Literature Review and The Conceptual Framework

The conceptual framework of this study is based on Aaker's (1991) Brand Equity Model, which defines brand equity as a multidimensional construct that includes brand awareness, brand association, perceived quality, and brand loyalty. The study's conceptual framework is based on previous studies

(Keller, 1993; Zeithaml, 1988; Ebrahim et al., 2016; Chinomona & Maziriri, 2017), which defined these dimensions as the determinants of repurchase intention as a behavioral outcome that measures the likelihood of repurchasing a product. Brand awareness increases familiarity and decreases uncertainty (Keller, 1993), brand associations improve cognitive and emotional ties (Hsu et al., 2012), perceived quality increases satisfaction and trust (Zeithaml, 1988; Yoo et al., 2000), and brand loyalty represents commitment and repurchase behavior (Oliver, 1999). Moreover, the framework incorporates brand origin as a contextual factor, recognizing that local and global brands are perceived differently in terms of cultural relevance, quality, and prestige (Kapferer, 2008; He & Wang, 2015). Therefore, differences in brand origin may lead to variations in how these dimensions influence repurchase intention.

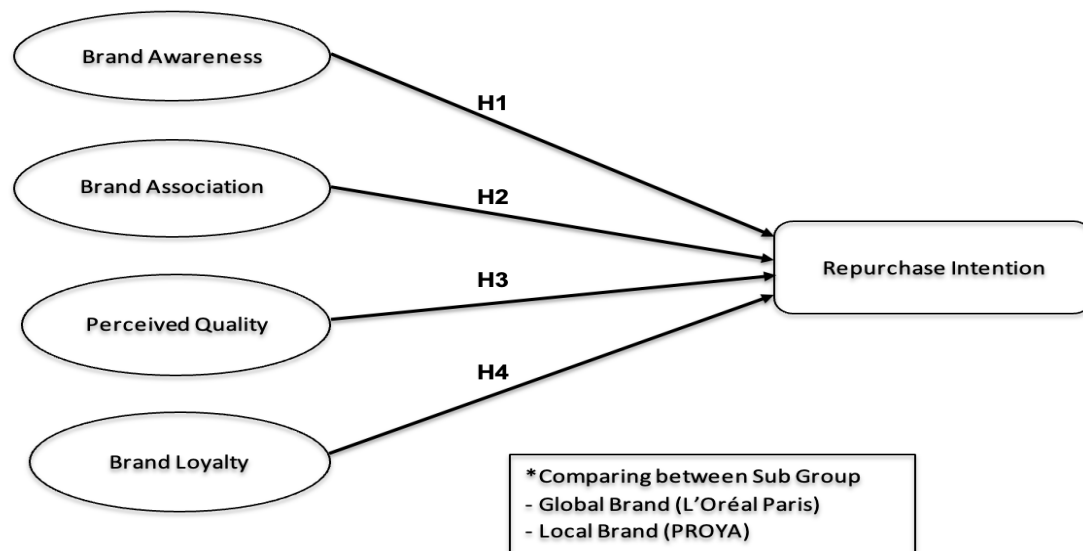


Figure 1 Conceptual framework model

H1: Brand awareness has a positive effect on repurchase intention.

H2: Brand associations have a positive effect on repurchase intention.

H3: Perceived quality has a positive effect on repurchase intention.

H4: Brand loyalty has a positive effect on repurchase intention.

Research Methodology

This study adopted a quantitative cross-sectional research design to examine the effect of brand equity dimensions, including brand awareness, brand association, perceived quality, and brand loyalty, on repurchase intentions in the cosmetics industry. These dimensions will be compared between global brand (L'Oréal Paris) and local brand (PROYA). The quantitative method provides a means for objective measurement and hypothesis testing, and is therefore particularly suitable for analyzing consumer behavior based on the framework proposed by Aaker (1991).

1. Population and Sample

The targeted population included Chinese consumers aged 18–59 from generations X, Y, and Z, and who have used both PROYA and L'Oréal Paris. A non-probability purposive sampling method was adopted. To ensure that all participants met the necessary requirements, online screening questions were

implemented at the beginning of the survey. Only respondents who confirmed their age (18–59 years old) and verified their prior purchasing experience with both PROYA and L'Oréal Paris were allowed to proceed to the main questionnaire; otherwise, the survey was automatically terminated. *The sample came from first-tier cities (Beijing, Shanghai, Guangzhou, Shenzhen) because these cities have the most developed cosmetic markets and strongest brand competition between local and global brands. New first-tier cities (Tianjin, Chongqing, Hangzhou) were also included to reflect growing consumer segments. An 'Others' category was added for broader geographic diversity, though not analyzed separately.*

Based on Cochran's (1977) sample size formula, the minimum required sample was approximately 384. In addition, following the methodological recommendation of Bujang (2022), survey-based research should ideally have 300 or more respondents for reliable results. Additionally, a priori power analysis following Cohen (1988) indicated a minimum sample size of 84 ($f^2 = 0.15$, $\alpha = 0.05$, power = 0.80, 4 predictors). Therefore, 400 responses were initially collected, but after data screening, the final valid sample consisted of 390 responses used for analysis, with a slight imbalance between the two brands.

2. Research Instrument

The data were collected using a self-administered structured questionnaire, consisting of 3 sections. The first section consisted of screening questions that confirmed participants have been using the two brands, and their preferred brand. The second section contained questions on respondents' demographic profiles. The third section was structured to consist of five constructs: brand awareness, brand association, perceived quality, brand loyalty, and repurchase intention. Measurement items were adapted from prior studies, with six items initially assigned to each construct. Following scale refinement during the revision process, four items per construct were retained for the final analysis. The items for four brand equity dimensions were adapted from Aaker (1991), while repurchase intention was measured using items from Hellier et al. (2003). Each construct was measured using 5-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5) (Likert, 1932).

3. Validation of Research Instruments

The validity and reliability of the measurement scales were assessed using established approaches. Measurement items were adapted from Aaker (1991) and Hellier et al. (2003), supporting content validity. To further ensure the appropriateness of the instrument in the research context, the questionnaire was reviewed by an academic expert in marketing, who also served as the research supervisor. Minor refinements were made based on the feedback to enhance clarity and face validity. A pilot test ($n = 19$) was conducted prior to the main survey, with Cronbach's alpha values ranging from 0.90 to 0.98, indicating acceptable internal consistency considering the small sample size. After scale refinement, the revised measurement scales retained four items for each construct. In the revised main study, Cronbach's alpha values ranged from 0.91 to 0.92, exceeding the recommended threshold of 0.70 (Nunnally, 1978).

4. Data Collection Procedure

The survey was conducted online via the Wenjuanxing platform, which is often used to conduct academic surveys in China. Screening questions were included at the beginning of the survey to ensure that respondents had prior experience with both PROYA and L'Oréal Paris and met the study criteria.

Specifically, respondents were asked: (1) prior use of both brands, (2) current brand still using, and (3) brand to answer about. To reach respondents in different regions, the link to the survey was widely distributed through most popular Chinese social networks, including WeChat and Xiaohongshu (also known as Rednote). Participation in this survey was completely voluntary. Participants were informed that the information would be used for purely academic purposes and that all data remained anonymous. Before interpretation of the results, the questionnaire structure was statistically checked to ensure that its reliability and validity were validated.

5. Data Analysis

All statistical analyses were performed using the IBM SPSS software. After removing incomplete and invalid responses, there were 390 valid questionnaires, with the proportions of users of PROYA and L'Oréal Paris being comparable. Descriptive statistics (mean and standard deviation) were used to summarize demographic characteristics and the five core constructs. Pearson correlation was conducted to explore the initial relationship between variables. Multiple regression analysis, with repurchase intention as the dependent variable, was performed to test hypotheses H1–H4. Additional multicollinearity diagnostics and scale refinement procedures were conducted to improve model stability.

Research Results

The research study found that:

Table 1 Demographic Profile of Respondents

N=390		
Category	Frequency	Percentage (%)
Brand Preference		
L'Oréal Paris	202	52.0
PROYA	188	48.0
Gender		
Female	250	64.1
Male	140	35.9
Age Group		
18–27	192	49.2
28–43	147	37.7
44–59	51	13.1
Education Level		
High school or below	41	10.5
Bachelor's	208	53.3
Master's or above	141	36.2
Occupation		
Government Official /State Enterprise Employee	54	13.8
Private Company Employee	126	32.3
Freelancer / Self-employed Individual	86	22.1

Table 1 Demographic Profile of Respondents (continued)

N=390		
Category	Frequency	Percentage (%)
Occupation continued		
Business Owner	66	16.9
Student	36	9.2
Unemployment	22	5.6
Monthly Income (in CNY)		
Less than ¥3000	25	6.4
¥3000 - ¥5999	75	19.2
¥6000 - ¥9999	113	29.0
¥10000 - ¥14999	116	29.7
¥15000 or more	61	15.6
Place of Residence		
Beijing	38	9.7
Shanghai	37	9.5
Guangzhou	29	7.4
Shenzhen	52	13.3
Tianjin	39	10.0
Chongqing	56	14.4
Hangzhou	28	7.2
Others	111	28.5

Table 1 summarizes the respondents' demographic characteristics. Brand preference is relatively balanced, with 52.0% favoring L'Oréal Paris and 48.0% PROYA. The sample consists of 64.1% females and 35.9% males. Most respondents are aged 18–27 (49.2%) or 28–43 (37.7%), corresponding to Generation Z and Millennials, while a smaller proportion belongs to Generation X (13.1%), indicating a concentration of younger consumers that may influence the findings. Overall, respondents report relatively high education levels and moderate income, suggesting adequate purchasing capacity. They are mainly drawn from major cities, indicating some geographic diversity but with a likely urban bias.

Descriptive Statistics:

Respondents evaluated both PROYA and L'Oréal Paris positively across all constructs, with mean scores exceeding 4.0. For L'Oréal Paris, mean values ranged from $M = 4.27$ (repurchase intention) to $M = 4.29$ (brand loyalty), with standard deviations between $SD = 0.80$ and $SD = 0.82$, indicating slightly higher variation in responses.

For PROYA, mean values ranged from $M = 4.25$ (repurchase intention) to $M = 4.29$ (brand association), with standard deviations between $SD = 0.74$ and $SD = 0.77$, showing more consistent responses among participants. Overall, both brands are evaluated positively, with L'Oréal Paris showing slightly higher variability in responses, while PROYA shows more homogeneous evaluations across constructs.

1. To assess the impact of each brand equity dimension on repurchase intention for global and local cosmetic brands within the Chinese market

Table 2 Model Fit Summary for L'Oréal Paris and PROYA.

	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
L'Oréal Paris	1	0.964	0.929	0.927	0.222
PROYA	1	0.939	0.881	0.879	0.267

The regression models show a strong fit for both L'Oréal Paris and PROYA. The independent variables explain a substantial proportion of the variation in repurchase intention for both brands ($R^2 = 92.9\%$ and 88.1%). Compared with PROYA, the L'Oréal Paris model showed a slightly higher explanatory power. Overall, the findings suggest that brand equity dimensions are effective predictors of repurchase intention in the Chinese cosmetic market.

Table 3 Result of the regression analysis for L'Oréal Paris

Model			Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
			B	Std. Error	Beta			Tolerance	VIF
L'Oréal Paris	1	(Constant)	-0.087	0.088		-0.991	0.323		
		BrandAwareness	0.232	0.064	0.230	3.616	0.000***	0.089	11.18
		BrandAssociation	0.206	0.063	0.200	3.258	0.001**	0.096	10.46
		PerceivedQuality	0.125	0.058	0.121	2.167	0.031*	0.116	8.62
		BrandLoyalty	0.454	0.062	0.438	7.283	0.000***	0.100	10.01

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Table 4 Result of the regression analysis for PROYA

Model			Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
			B	Std. Error	Beta			Tolerance	VIF
PROYA	1	(Constant)	0.046	0.117		0.394	0.694		
		BrandAwareness	0.262	0.070	0.266	3.743	0.000***	0.128	7.81
		BrandAssociation	0.002	0.079	0.002	0.030	0.976	0.111	9.02
		PerceivedQuality	0.471	0.076	0.463	6.184	0.000***	0.116	8.64
		BrandLoyalty	0.246	0.072	0.238	3.415	0.001**	0.133	7.51

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

The influence of dimensions of brand equity on repurchase intention was analyzed separately using regression analysis, for both L'Oréal Paris and PROYA.

For L'Oréal Paris, Brand Loyalty is the strongest predictor of repurchase intention, followed by Brand Association and Brand Awareness, while Perceived Quality has the weakest but still significant effect.

For PROYA, Perceived Quality emerges as the most important factor influencing repurchase intention, followed by Brand Awareness and Brand Loyalty, all of which are statistically significant. However, Brand Association is not significant in this case.

Regarding multicollinearity, tolerance and VIF values were examined. Tolerance values are consistently low across both models, and VIF values exceed commonly used thresholds in the literature (typically 5 or 10). This is not unexpected given the conceptual relatedness among brand equity dimensions (Aaker, 1991). In such contexts, VIF cut-offs are better viewed as flexible guidelines rather than strict thresholds (O'Brien, 2007; Tabachnick & Fidell, 2013). Both models demonstrate high explanatory power ($R^2 = 0.88$ to 0.93), along with strong measurement reliability (Cronbach's $\alpha = 0.91$ – 0.92) and an adequate sample size ($N = 390$). These factors support the robustness of the estimates, although some multicollinearity due to conceptual overlap may remain (Grewal et al., 2004). The coefficients show consistent direction and magnitude, indicating stable and theoretically interpretable results (Mason & Perreault, 1991; Hair et al., 2019).

2. To compare whether and how these impacts differ significantly between the local brand PROYA and the global brand L'Oréal Paris.

The results indicate that the contribution of brand equity dimensions varies across the two brands.

Brand awareness appears to play a more prominent role for PROYA, whereas its influence is less pronounced for L'Oréal Paris. In contrast, brand association is only significant for L'Oréal Paris and does not contribute meaningfully to PROYA. Differences are also evident between perceived quality and brand loyalty. Perceived quality emerges as the strongest factor for PROYA, but shows a weaker but still significant effect for L'Oréal Paris. By contrast, brand loyalty stands out as the leading predictor for L'Oréal Paris, while remaining significant but less dominant for PROYA.

3. To identify which brand equity dimension most strongly predicts repurchase intention for each brand.

For L'Oréal Paris, brand loyalty ($\beta = 0.438$, $p < 0.001$) emerges as the foremost determinant, indicating that the strength of the relationship between the customer and the brand has a significant bearing on repurchase intention. The other dimensions remain significant, although to a lesser extent.

In the case of PROYA, perceived quality ($\beta = 0.463$, $p < 0.001$) becomes the primary factor, suggesting that evaluations of product performance play a central role in shaping repurchase intention. While the remaining dimensions are still significant, they assume a more subsidiary role.

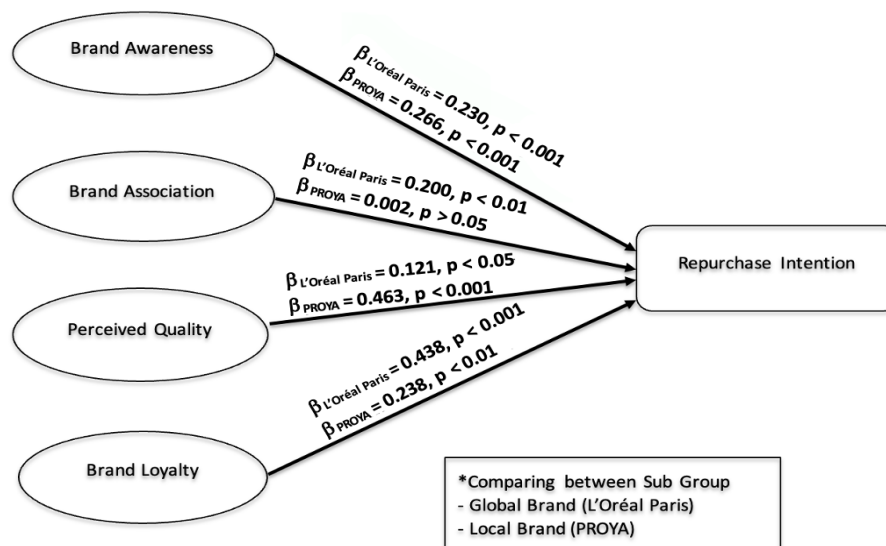


Figure 2 Tested research model with standardized coefficients (β) and significance levels

Discussions

This study further supports the importance of brand equity in determining repurchase intention, while also revealing some important differences between global brands and local brands. The study's findings are consistent with Aaker's (1991) framework and its empirical validations (Keller, 1993; Yoo & Donthu, 2001), confirming that brand-related perceptions still have a significant influence on consumer behavior.

The results indicate that brand awareness has a significant and positive impact on repurchase intention for both brands. However, the effect appears slightly stronger for PROYA. This reflects its role in improving cognitive accessibility and lowering perceived risk during decision-making (Keller, 1993; Percy & Rossiter, 1992). In competitive markets, brand awareness acts as a heuristic that helps consumers make decisions more easily (Netemeyer et al., 2004; Tong & Hawley, 2009). The stronger influence for PROYA indicates that local brands rely on brand awareness to enter consumers' consideration sets. This is in line with previous studies that highlighted brand awareness's positive influence on recall and repurchase intention (Huang & Sarigöllü, 2012; Ebrahim et al., 2016).

The findings indicated that brand association is a significant predictor of repurchase intention for L'Oréal Paris, but not for PROYA. The difference between the two findings could be explained by the differences in positioning and accumulated meaning of the two brands. Global brands like L'Oréal Paris have well-established symbolic, emotional, and experiential associations, which impact consumers' perceptions and behaviors (Keller, 1993; Aaker, 1991). These associations are important differentiators and lead to a higher perceived value (Arai et al., 2014; Bauer et al., 2008). The result of the study on L'Oréal Paris is consistent with prior research indicating that positive and unique brand associations are positively related to repurchase intention (Faircloth et al., 2001; Yoo & Donthu, 2001; Vo Minh et al., 2022).

However, the non-significant finding for PROYA implies that brand associations may not have sufficiently developed and differentiated to impact behavioral outcomes. This supports the case that the effectiveness of brand associations is contingent upon the level of development and positioning of the brand (Hollebeek, 2011; Dwivedi, 2015). This study also contributes to the extension of previous research

by emphasizing that, for local brands, functional attributes may be prioritized over symbolic meanings in developing repurchase intentions.

Perceived quality shows a weaker but still significant impact on repurchase intention for L'Oréal Paris, suggesting that consumers may not rely heavily on quality evaluations when making repeat purchases of an established global brand, where quality is often taken for granted. As a result, it may play a limited role in differentiating repurchase decisions and instead act as a basic expectation (Zeithaml, 1988). In contrast, perceived quality emerges as an important driver for PROYA, reflecting the need for local brands to build credibility, where quality perceptions help reduce uncertainty and strengthen consumer confidence (Yoo et al., 2000; Gallart-Camahort et al., 2023).

The findings show that brand loyalty has a positive and significant impact on repurchase intention for both brands. The effect appears more pronounced for L'Oréal Paris, which may reflect its longer presence in the market and stronger brand attachment built over time. In other words, consumers who are loyal to L'Oréal Paris are more likely to continue purchasing the brand, as familiarity and trust have already been established. For PROYA, brand loyalty also plays a significant role, but it may still be developing as consumers build their experience with the brand. Overall, this suggests that brand loyalty functions as a stable driver of repurchase intention, as consumers are more likely to continue purchasing the same brand (Oliver, 1999; Chaudhuri & Holbrook, 2001) and are less likely to switch to alternatives (Kim & Lee, 2011).

Originality and Body of Knowledge

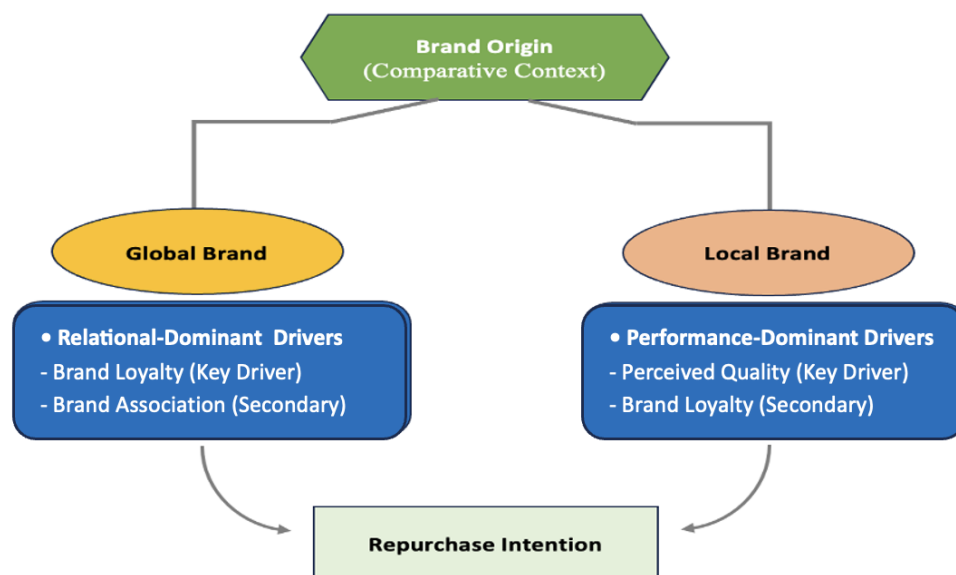


Figure 3 A Context-Dependent Brand Equity Pathways Model: Global vs. Local Brands

This study advances the understanding of the role of brand equity dimensions in shaping repurchase intention by proposing a context-dependent pathways perspective for different brand origins. In particular, this research extends existing brand equity theories of Aaker (1991) by demonstrating that

these dimensions do not operate uniformly, but are related through differentiated pathways for global or local brands.

For global brands, the findings indicate a relational-dominant pathway in which brand loyalty serves as the primary driver, supported by brand association. This may reflect the established credibility of global brands, where perceived quality is often assumed rather than actively reassessed (Zeithaml, 1988). As a result, consumers rely more on accumulated experiences such as trust and familiarity, broadly consistent with Keller (1993), while brand association mainly reinforces loyalty.

In contrast, local brands show a performance-dominant pathway, with perceived quality as the key driver and brand loyalty as a supporting factor. Under greater uncertainty and less familiarity with the brand's products, consumers place stronger emphasis on quality evaluation (Yoo et al., 2000). In this context, perceived quality acts as an important signal that helps reduce perceived risk and build purchase confidence, while brand loyalty reflects developing attachment that reinforces repeat behavior.

Furthermore, this research contributes to the body of knowledge by conceptualizing brand equity as a configuration of context-dependent drivers rather than a static construct. The dimensions are organized into distinct pathways with varying levels of importance, indicating that repurchase intention is shaped not only by the presence of these dimensions but also by their relative priority across different brand contexts.

Conclusions

The objectives of this study were addressed by examining how different dimensions of brand equity influence repurchase intention and how these effects vary between a global brand (L'Oréal Paris) and a local brand (PROYA) in the Chinese cosmetics market. The findings indicate that:

For L'Oréal Paris, brand loyalty stands out as the strongest predictor, while perceived quality shows a weaker but still significant effect. This suggests that, once a brand has established credibility, consumers rely less on repeated quality evaluation, as past experience and trust become sufficient to sustain repurchase behavior.

For PROYA, perceived quality is strongest predictor, followed by brand loyalty, which also remains significant, whereas brand association is not significant. This indicates that when a brand is still consolidating its position, consumers depend more on tangible performance cues to reduce uncertainty and support their purchase decisions.

Taken together, these findings suggest that the drivers of repurchase intention vary by brand context. For established global brands, decisions rely more on prior experience and trust, whereas for local brands, they are more strongly driven by product performance.

Recommendations

1. Recommendation from Findings

1.1 Develop Brand Loyalty for Global Brands: As brand loyalty is the strongest predictor of repurchase intention for L'Oréal Paris, managers should strengthen loyalty through consistent omnichannel experiences, personalized engagement, and reliable after-sales service. These efforts reinforce trust and help sustain repurchase intention over time.

1.2 Enhance Perceived Quality for Local Brands: For PROYA, perceived quality is the main driver of repurchase intention. Managers should improve product performance through continuous testing, ingredient transparency, and clear effectiveness communication to reduce uncertainty and support repeat purchasing decisions.

1.3 Align Strategies with Consumer Decision Mechanisms: Managers should tailor strategies by emphasizing relationship-building for global brands and product performance for local brands, aligning with how consumers form repurchase intention and subsequently make repurchase decisions.

2. Recommendation for Future Research

2.1 Age-based heterogeneity: Future research should examine potential differences across age groups. Subgroup analysis was not conducted due to the small sample size in the oldest group (44–59, $n = 51$). More balanced samples are needed to enable meaningful age-based comparisons.

2.2 Moderating role of brand origin: Future research could further investigate the moderating role of brand origin (global vs. local) in the relationship between brand equity dimensions and repurchase intention. Although this study identifies differences between the two brand types, it does not statistically test brand origin as a moderator. Incorporating this analysis could provide deeper explanatory insight.

2.3 Mediating mechanisms: Future research should further examine how brand equity influences repurchase intention by incorporating variables such as brand trust, customer satisfaction, and consumer nationalism as mediators. These factors may help explain the process through which consumers develop stronger purchase intentions, particularly in different brand and cultural contexts.

2.4 Longitudinal research design: A longitudinal research design is encouraged to capture how brand equity perceptions and repurchase intention evolve over time, particularly as consumers gain more experience with different brands.

2.5 Boundary conditions: Future research could extend this research to other product categories and cultural settings to examine the applicability of Aaker's (1991) brand equity model beyond the Chinese cosmetics industry.

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