

## Factor Influencing Consumers Preference in Klang Valley Market: A Study of Natural Personal Care Products

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**Abstract:** Several research studies have been conducted to investigate the factors that can influence the brand preference of consumers. However, there are very few studies that examine the factors that influence consumers' brand preference toward personal care products in the Klang Valley of Malaysia. This study was conducted to ascertain the factors that influence consumer brand preference for personal care products in Klang Valley to fill the void. This investigation included 3984 Klang Valley residents who had purchased and have a brand preference toward personal care products as a sample. Quantitative research was conducted by disseminating the devised questionnaire to the targeted number of participants online. 384 valid responses were collected from 450 distributed survey questionnaires and analyzed using SmartsPLS Software. The contribution of this current study will be the reference for marketers who are producing natural personal care products in setting the right strategy to create and maintain their brand preference among customers.

**Keywords:** *Brand preference, consumer, brand trust, brand experience, natural personal care*

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### 1. Introduction and Background

The term "cosmetic" encompasses a wide range of products that enhance an individual's appearance and promote personal hygiene. The burgeoning growth of the Malaysian cosmetics industry in recent years can be attributed to the increasing preoccupation among both genders with personal appearance. Indeed, the cosmetics industry within the nation has emerged as a burgeoning market with ample potential for expansion. The business is anticipated to experience substantial growth due to the introduction of novel products that align with evolving customer preferences. As a result of these circumstances, the outlook for the business appears highly promising. The study of consumer behavior encompasses a wide range of topics, including the examination of individuals' purchasing patterns, preferences, motivations for making purchases, and behaviors exhibited during the shopping process. Numerous factors can influence an individual's purchasing decisions, encompassing social, cultural, ethnic, personal, and economic considerations. To achieve success in their marketing endeavors, marketers must possess a comprehensive comprehension of the determinants that influence customer decision-making (Widiastuti, Sukesu, and Handayani, 2023; Ameen, Cheah, and Kumar, 2023). Understanding the dynamics of customer preferences over time necessitates the investigation of whether alterations are attributable to specific product attributes or a combination thereof. The factors influencing consumer preferences for personal care products remain ambiguous. The present study aims to investigate the factors influencing brand preference among individuals residing in the Klang Valley region of Malaysia in the context of personal care products.

### 2. Literature Review

**Brand preference:** Brand preference is one of the key elements in consumer brand connections. The ultimate goal in customer-brand relationships is brand preference (Chiu et al., 2017). A strong attachment to a brand is known as a brand preference. Brand preference is perceived as a "true affection, more than a feeling". Brand preference is "passionate and emotional feelings for a trading name". Brand preference has been rationalized as the strongest emotional link between a company and its customers. When consumers can relate to a brand as an individual that they can prefer just like they prefer someone else, brand preference can develop. An established brand must be able to convey to consumers that its products are of higher caliber. Original brands were distinctive marks given in one form or another by the owners of the company's product or service.

**Brand Trust:** Brand trust is the intrinsic factor of customers that help create a confidence level, and it aids in fulfilling customers' demands by providing matching goods and services (Adnan et. al., 2023; Lv, 2022). Consumers are influenced by brand trust when deciding what products to purchase. Brand trust is the willingness of consumers to believe in the brand at all risks because there is hope for the brand to give a positive value. It is a major contributor to the conception of brand preference for establishing a favorable customer-brand relationship (Ahmed et al., 2023). Customer-brand trust is a vital precursor for influencing customer-brand preference (Chavadi et al 2023). It flourishes customers' attitudes and behavior toward a particular brand to establish a loving bond with the brand (Vo, 2023; Khan, Hashim & WeiYing, 2023). So, the first hypothesis for this study is proposed as:

**H1:** Brand trust positively influences consumer-brand preference.

**Brand Experience:** Brand experience is a concept of consumers' perceptions. The brand experiences subjective, internal consumer responses (sensations, feelings, and cognition) and behavioral responses evoked by stimuli that are part of a brand's design, identity, packaging, communications, and environment (Singh & Singhal, 2023). Brand experience is composed of the customer's sensory, affective, behavioral and intellectual components for feeling an immersive experience through the brand (Widiastuti, Sukesi & Handayani, 2023; Ameen, Cheah & Kumar, 2022). Various research studies provide evidence that brand experience is responsible for brand preference. Brand experience develops an affective attachment between the brand and the customer. Therefore, the next hypothesis for the study is proposed as follows:

**H2:** Brand experience positively influences consumer-brand preference.

**Brand Self-expressiveness:** The brand acts as a symbol for the consumers which they associate with certain individuals (Boon, Fern & Chee, 2020). The symbolic aspect of the brand enables consumers to express themselves in society. Self-expressiveness of the brand is defined as, the customers' perception of the degree to which the specific brand enhances one's social self and/or reflects one's inner self (Faheema, Suresh & Sharma, 2022; Abd Aziz & Ngah, 2019). Consumers want to be a part of specific reference groups and they want to maintain their unique selves (Kamwendo & Maharaj, 2022; Lv, 2022; Ameen, Cheah & Kumar, 2022). The notion of self is categorized as social self, inner self, ideal self, and real self. The social self refers to the public image consumers want to attain by being a member of a reference group and the inner self refers to the personal satisfaction of the consumer (Kamwendo & Maharaj, 2022). The real self is the actual image of the consumer, while the ideal self is the image a consumer desires to have. Accordingly, the third hypothesis under this study is proposed as:

**H3:** Brand self-expressiveness positively influences consumer-brand preference.

**Brand Hedonism:** The hedonic aspect of the product is defined as, "the consumer's perception of the relative role of hedonic benefits offered by the product category". Perceived hedonic value is vital to a marketing strategy because the perceived value can influence consumers' beliefs, wants, and expectations of the products (Pambekti, Nugraha & Yusfiarto, 2023). Brand hedonism is related to the extent to which a brand is equipped with the 'fun, exciting, thrilling, and pleasurable' dimensions (Davis et al, 2019). A customer prefers a hedonic brand to experience the excitement through the brand (Kulshreshtha et al., 2019). The hedonic attributes of the brand pointed out that the hedonic abilities of the brand can generate higher emotional responses that lead to brand preference. Hedonic facets of customer-brand relationships are explicitly linked to brand preference. Zhang and Wang, (2023) provided insights about the hedonistic aspects of a brand positively influence brand preference (Helmi et al., 2023). Hence, the fourth hypothesis under this study is proposed as:

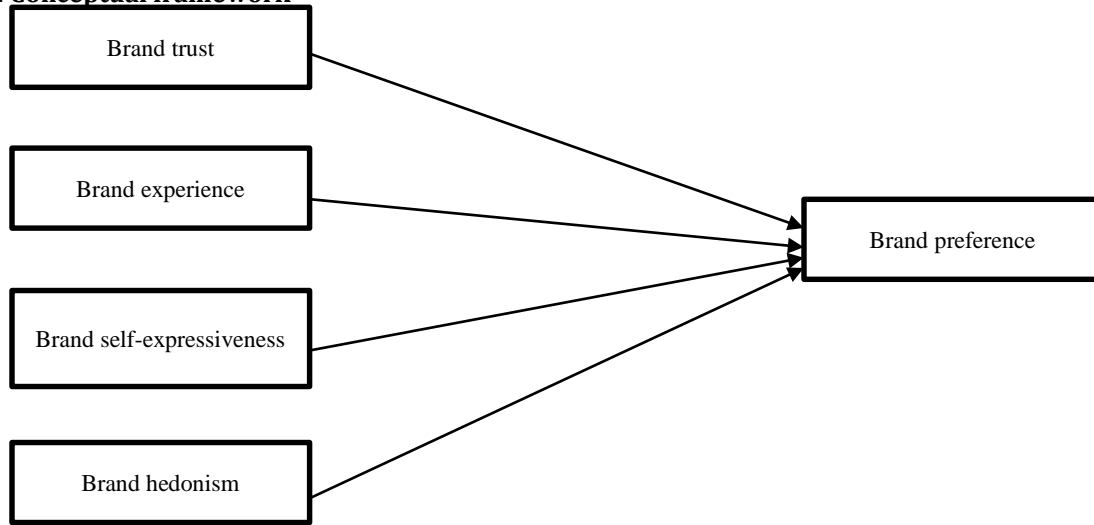
**H4:** Brand hedonism positively influences consumer-brand preference.

**Price of the brand:** Consumers expect at the time of making a purchase decision from the selection of car models to satisfy their quality, brand image, performance, price, sales, and after-sales quality criteria. The majority of consumers only care about price (Halim, 2023; Pramukti & Hendayana, 2023). The price of a brand influences both the consumer purchasing decision and the sales margin (Kleih, Lehberger & Sparke, 2023; Hidayah et. al., 2023). The price of the product is the amount that purchasers are expected to pay. There are two prevalent categories of product prices on the market. When a product has a high price on the market, its brand image is the most important factor. Some products have reduced brand prices, which is a beneficial strategy for brands and consumers who rely on the brand's previous price value (Jung, Lee & Chung, 2023). Different price levels for different products influence consumer behaviors because the brand's price

determines the consumer's perception of the brand.

**H5:** the price of the brand positively influences consumer brand preference.

**Figure 1: Conceptual framework**



### 3. Methodology

The research was executed by implementing a structured questionnaire. The survey will be divided into three sections. For Section A, the respondents need to answer the screening question, the respondent can be a consumer who purchases personal care products. Section B, Section C, Section D, Section E and Section F consist of four independent variables Brand Trust, Brand Experience, Brand Self-expressiveness, Brand Hedonism and price of the brand. In Section G includes a dependent variable called brand love, which customers who buy personal care products use to decide whether they intend to purchase a product. Finally, in Section H the respondents will answer for their demographic profile. The researcher acquired from the designated malls and supermarkets using sample or census surveys. The sample design is a simple random sampling in Selangor targeted consumers who used personal care products. A total number of 450 questionnaires have been distributed and 384 are valid to be used in this study. The data collected from the questionnaire have been analyzed by using SmartPLS Software.

### 4. Results

In evaluating models, even though PLS-SEM simultaneously estimates the measurement model and the structural model, we followed the procedure (Hulland, 1999). The analysis and interpretation of the estimated model occurred in two stages: first, the reliability and evaluation of the measurement model, and then, the testing of the structural model. We assessed the item reliability, convergent validity, and discriminant validity to validate the study measurement model (Hair et al. 2014). The individual item dependabilities were first evaluated using the indicator's loadings on its latent variables. As recommended by Gotz et al (2009), the loadings of all individual item reliability on their respective latent variables are greater than 0.7, indicating a high degree of individual item reliability. Using composite reliability, each of the latent constructs' construct reliability was calculated. Cronchbach's composite reliability for all constructs exceeded the level of 0.7 recommended by Gotz et al, 2009), indicating that all constructs have good reliability. Consequently, the discriminant validity of our data is assured by passing this evaluation as presented in Table 1.

**Table 1: CR Value**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>
BRAND PREFERENCE	0.717	0.860	0.724
EXPERIENCE	0.746	0.865	0.720
HEDONISM	0.756	0.842	0.721
PRICE	0.612	0.922	0.821
SELF EXPRESSIVE	0.767	0.934	0.879
TRUST	0.763	0.895	0.836

To evaluate the convergent validity of the model's reflective block, Fornell and Larcker (1981) suggest using an average variance extracted (AVE) greater than 0.5. A value of AVE less than 0.5 is insufficient because the increased variance is due to error variance and not indicator variance (Gotz et al, 2009). Table 2 demonstrates that all latent constructs meet the prescribed minimum level of 0.5. Therefore, it was determined that all latent constructs were sound and satisfactorily valid. According to the research on PLS-SEM (Fornell and Larcker, 1981; (Gotz et al, 2009), the average variance extracted (AVE) is also useful for assessing discriminant validity. If the square roots of the AVEs of the latent variables are greater than the correlations among the latent variables, discriminant validity is established (Chin, 1998; Fornell & Larcker, 1981; (Gotz et al, 2009). The findings in Table 2, demonstrate that the data also passed this test, ensuring their discriminant validity.

**Table 2: Fornell and Lacker (1981) criterion**

	<b>BRAND PREFERENCE</b>	<b>EXPERIENCE</b>	<b>HEDONISM</b>	<b>PRICE</b>	<b>SELF EXPRESSIVE</b>	<b>TRUST</b>
BRAND PREFERENCE	0.706					
EXPERIENCE	0.686	0.715				
HEDONISM	0.716	0.894	0.776			
PRICE	0.878	0.757	0.803	0.822		
SELF EXPRESSIVE	0.863	0.780	0.784	0.883	0.829	
TRUST	0.858	0.849	0.873	0.903	0.888	0.773

**Table 3: Heterotrait-monotrait ratio (HTMT)**

	<b>BRAND PREFERENCE</b>	<b>EXPERIENCE</b>	<b>HEDONISM</b>	<b>PRICE</b>	<b>SELF EXPRESSIVE</b>	<b>TRUST</b>
BRAND PREFERENCE	0.702					
EXPERIENCE	0.684	0.768				
HEDONISM	0.820	0.785	0.779			
PRICE	0.813	0.726	0.671	0.747		
SELF EXPRESSIVE	0.850	0.074	0.671	0.614	0.710	
TRUST						

According to (Henseler et al., 2015), the "Heterotrait-Monotrait ratio (HTMT)" of correlations must be evaluated for discriminant validity. HTMT readings must be <0.85. The current result for the current research as presented in Table 3, all the item scores <0.850 with the score from 0.702 to 0.779 indicate that validation of discriminant validity has been proven, and the model is trustworthy for further processing.

**Table 4: Hypothesis Result**

			Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
TRUST	->	BRAND	0.374	0.374	0.084	4.441	0.000
PREFERENCE							
EXPERIENCE	->	BRAND	-0.111	-0.108	0.060	1.834	0.067
PREFERENCE							
SELF	EXPRESSIVE	->	0.336	0.334	0.061	5.518	0.000
BRAND	PREFERENCE						
HEDONISM	->	BRAND	-0.106	-0.102	0.059	1.815	0.070
PREFERENCE							
PRICE	->	BRAND	0.412	0.409	0.068	6.101	0.000
PREFERENCE							

Hypothesis 1 proposed consumer trust has a significant relationship with brand preference. As presented in Table 4, the result shows ( $\beta=0.374$ ,  $t=4.441$ ,  $p=0.000$ ) which is significant where trust toward the brand has a significant relationship with personal care brand preference among the consumers in Selangor. Hypothesis 2 proposed that consumer experience has a significant relationship with brand preference. The result show ( $\beta=-0.111$ ,  $t=1.834$ ,  $p=0.067$ ) which indicate insignificant result where consumer experience toward the brand didn't have a relationship with brand preferences. In addition, self-expression has a significant relationship with brand preferences with the score ( $\beta=-0.106$ ,  $t=5.518$ ,  $p=0.000$ ) which indicates that hypothesis 3 is supported. For consumer hedonism, it shows an insignificant result with the score ( $\beta=0.412$ ,  $t=1.815$ ,  $p=0.070$ ) which indicates that hypothesis 4 is not supported. Finally, the price of the brand of personal care product has a significant relationship with brand preference with the score ( $\beta=0.412$ ,  $t=6.101$ ,  $p=0.000$ ).

**Discussion:** The augmentation of consumers' brand preferences can be notably influenced by their exposure to personal care products. The occurrence of favorable encounters between consumers and a specific brand of personal care products engenders a heightened propensity for subsequent repurchase behavior and the dissemination of positive recommendations to others. The discerning consumer base places significant importance on personal care products that offer concrete advantages (Widiastuti, Sukesu, and Handayani, 2023; Ameen, Cheah, and Kumar, 2022). When a brand consistently fulfills the demands and expectations of consumers through the provision of products of superior quality, it shall cultivate a favorable reputation and augment brand preference. Moreover, it is worth noting that personal care commodities imbued with captivating aromas and opulent consistencies, including but not limited to moisturizers, conditioners, and body cleansers, possess the potential to augment the sensory encounter and vice versa, as elucidated by Adnan et al. (2023) and Lather & Singh (2023). If a product fails to meet the aforementioned expectations or falls short of delivering the promised benefits, it is likely that customer dissatisfaction will ensue, potentially resulting in a decline in brand preference. The occurrence of unfavorable product efficacy encounters has the potential to diminish consumer confidence and undermine the trust placed in a particular brand. The impact of thoughtful and aesthetically pleasing packaging on the consumer's perception of a personal care product is a subject worthy of scholarly consideration. According to the findings of (Susilo, 2023), it has been observed that the utilization of visually appealing designs, packaging that serves a functional purpose, and succinct descriptions outlining the key attributes of a product can significantly contribute to the enhancement of the overall consumer experience, thereby resulting in a lasting impact. The adverse consequences of personal care product packaging that exhibits leakage, substandard quality, or a flawed design can significantly undermine the holistic consumer experience.

The concerns may be linked to a perceived deficiency in meticulousness or subpar quality management, resulting in a decline in consumer favoritism towards the brand. Consumers can foster a sense of trust and reliance in brands that exhibit a steadfast commitment to transparency, wherein they prefer unambiguous and precise details about their product compositions and safety prerequisites. Through the cultivation of brand confidence, transparency engenders a heightened proclivity towards the brand among consumers who are actively seeking alternatives that prioritize safety and sustainability (Singh & Singhal, 2023; Susilo, 2023). By placing these factors at the forefront of their strategies and consistently providing exceptional consumer

experiences, personal care brands can foster robust brand preference, enhance customer loyalty, and attain a competitive edge within the market.

The utilization of personal care products that facilitate the manifestation of individuality among consumers has the potential to augment their inclination toward a particular brand. When individuals employ personal care products as a means of self-expression, they cultivate a more profound emotional affiliation with the brand, thereby engendering a heightened inclination. The utilization of personal hygiene products serves as a means for individuals to manifest their unique identities and preferences, as posited by Boon, Fern, and Chee (2020). The references cited in the provided text include the works of Abd Aziz and Ngah (2019) as well as Faheema, Suresh, and Sharma (2022). These references are repeated multiple times in the given sequence. Consumers often exhibit a proclivity for selecting personal care products based on their values, encompassing a range of factors such as sustainability, adherence to cruelty-free practices, utilization of natural ingredients, and various other ethical considerations. When a brand effectively mirrors the values held by consumers and enables the realization of their desired way of life, a profound sense of collective identity is fostered, thereby engendering a notable increase in brand preference. The phenomenon can be attributed to the capacity of personal hygiene products to elicit emotional responses and foster a state of enhanced psychological and physical welfare. The establishment of a robust emotional connection between brands and their target consumers can be achieved through a comprehensive understanding of the emotional needs of the latter, coupled with the creation of products that effectively elicit positive emotions or cater to specific concerns such as self-care, relaxation, and confidence (Kamwendo & Maharaj, 2022).

The establishment of an emotional bond between consumers and a brand has the potential to heighten brand preference, as individuals actively seek out products that evoke feelings of happiness and contentment. The utilization of a distinct brand of personal hygiene products may serve as an indicator of one's affiliation with a specific social group or community. The elevation of consumers' brand preference occurs when they perceive a congruence between their brand preference and the values or preferences held by their ideal social circle. The selection of a particular brand of personal care products by individuals can be attributed to their inclination toward social acceptance and validation (Ronka et al., 2023). Personal care brands possess the potential to establish profound connections, fortify brand preference, and foster enduring customer loyalty through the astute recognition and strategic exploitation of consumers' inherent yearning for self-expression. Within the realm of the personal care industry, the capacity to provide consumers with products that enable them to articulate their distinct identities and values holds significant influence as a determinant of brand preference.

The impact of hedonism on brand preference manifests itself across diverse domains, yet its influence on brand preference for personal care products appears to be constrained. This limitation stems from the rationale that individuals' selection of personal care products is primarily driven by their utilitarian merits, encompassing aspects such as skincare efficacy, hygiene maintenance, and targeted therapeutic benefits. The findings of Pambekti, Nugraha, and Yusfiarto (2023) suggest that although hedonic experiences have the potential to augment overall satisfaction with a product, consumers tend to prioritize the product's efficacy and appropriateness to their requirements. According to the research conducted by Pambekti, Nugraha, and Yusfiarto (2023), it is observed that functional characteristics tend to outweigh hedonic ones in the process of selecting personal care products. The utilization of personal care products is a common occurrence in daily routines, wherein the emphasis lies predominantly on their utilitarian and efficacious attributes, rather than solely catering to pleasurable experiences.

The prioritization of usability, efficiency, and efficacy by consumers is crucial for attaining desired outcomes, as evidenced by the scholarly works of Zhang and Wang (2023) and Helmi et al. (2023). Notwithstanding the verity that the augmentation of overall satisfaction can be attributed to a pleasurable sensory encounter, it is not necessarily the principal factor influencing the predilection for personal care products. The variability of consumer preferences in the realm of personal care has been observed to be substantial, as noted by Zhang and Wang in their seminal work published in 2023. The appreciation for various aspects of products can vary among individuals. For instance, Helmi et al. (2023) have noted that some individuals prioritize functionality, simplicity, or specific functional benefits. On the other hand, some prioritize hedonic experiences and exhibit a preference for luxurious or indulgent products. The potential influence of hedonic attributes on brand preference within the realm of personal care products may be constrained due to the wide-ranging nature of

consumer preferences (Halim, 2023; Helmi et al., 2023). While hedonism may retain a certain degree of relevance within the realm of the personal care industry, it is plausible to assert that its influence is poised to be comparatively less pronounced when juxtaposed with the salience of functional attributes, pricing dynamics, accessibility considerations, and the reputation of established brands. In the realm of personal care product selection, it is imperative to recognize that hedonic experiences, while significant, do not function as the exclusive determinant of brand preference. Instead, they assume a supplementary role in the decision-making process.

The development of brand preference is significantly influenced by consumer confidence in personal care products. When there exists a sense of trust between consumers and a brand, it tends to influence their decision-making process, resulting in a higher likelihood of selecting the brand's products over those offered by competing entities. The establishment of consumer trust is contingent upon the consistent security and reliability of personal care products. The demonstration of a brand's commitment to consumer safety can be observed through various aspects, including research, quality control, and compliance with regulatory standards (Adnan et al., 2023; Lv, 2022). When consumers hold the belief that a brand's products possess the capability to effectively attain the desired outcomes while avoiding any potential negative consequences, their inclination to choose and exhibit preference towards said brand is heightened. Singh and Singhal (2023) have previously published works that are relevant to the topic at hand. The level of consumer trust in personal care brands is positively correlated with the extent to which these brands offer transparent disclosure regarding the constituents of their products.

There is a growing apprehension among consumers regarding the potential risks associated with allergens and chemicals. To cultivate the trust of consumers who prioritize the safety of ingredients, brands must adopt certain strategies. These strategies include transparently disclosing the complete list of ingredients, refraining from incorporating hazardous substances and providing comprehensive explanations regarding the purpose and advantages associated with each ingredient. Furthermore, it is worth noting that brands that possess independent certifications or endorsements from esteemed organizations have the potential to enhance consumer confidence (Vo, 2023; Khan, Hashim, & WeiYing, 2023). The presence of organic, cruelty-free, and eco-friendly certifications serves as a testament to a company's unwavering dedication to upholding ethical principles in both its business operations and the quality of its products. The aforementioned certifications are widely regarded as markers of a brand's reliability, thereby resulting in a heightened inclination towards the brand. Moreover, personal care brands that uphold coherence and transparency in their promotional discourse, encompassing the employment of precise product assertions and the abstention from misleading content, engender a sense of confidence among consumers (Susilo, 2023). The establishment of a perception among consumers that a brand exhibits transparency, honesty, and alignment with their values engenders a profound sense of trust and loyalty (Lv, 2022; Ameen, Cheah, and Kumar, 2022).

Based on the findings presented in Table 4, it can be inferred that the pricing of personal care products holds considerable influence over consumers' brand preferences. Notwithstanding the recognition that brand preference is influenced by a multitude of factors beyond price, it remains undeniable that price exerts a significant impact on consumer behavior and brand preference. The degree of price sensitivity among consumers exhibits variability. The potential impact of price on consumer behavior is a topic of considerable interest and research within the field of marketing. It has been widely recognized that price can play a significant role in shaping consumers' purchasing decisions, particularly when it comes to specific products or categories. If a personal care product exhibits a significantly elevated price point in comparison to analogous products within the market, consumers who prioritize price considerations may opt for a more economical alternative, consequently exerting an influence on their inclination toward a particular brand (Halim, 2023; Pramukti & Hendayana, 2023). The cumulative nature of expenses related to personal hygiene products has been noted in recent literature (Halim, 2023; Pramukti & Hendayana, 2023). According to the scholarly work by Lather and Singh (2023), it is evident that... The impact of a brand's product affordability on consumers' inclination to engage in repeat purchases and exhibit brand loyalty is a significant factor to consider. A brand that offers products at a price-effective price point has the potential to attract a broader spectrum of consumers.

The willingness of consumers to allocate a higher monetary value towards products that are perceived to possess superior quality or prestige is a well-documented phenomenon in the literature (Kleih, Lehberger, &

Sparke, 2023; Halim, 2023; Pramukti & Hendayana, 2023). However, it is important to note that consumers also maintain the expectation of receiving commensurate value in exchange for their monetary expenditure. If the price of a personal care item exceeds its corresponding benefits or perceived value, potential buyers may be deterred from acquiring the said brand, consequently leading to a decline in brand preference. Furthermore, it is worth noting that the personal care industry operates within a highly competitive landscape, characterized by the presence of multiple firms that provide similar products (Hidayah et al., 2023). The impact of price competitiveness on brand market share and consumer preference is a significant area of study. The attainment of a competitive advantage over rival brands can be achieved by those brands that effectively achieve a harmonious equilibrium between price and value (Brina & Suriyok, 2023; Hidayah et al., 2023). The impact of price on brand preference exhibits variability contingent upon the individual consumer and the specific product category under consideration. However, it is imperative to acknowledge that price assumes a fundamental role in the context of personal care brands. To cultivate and sustain brand preference within a highly competitive market, it is imperative for brands to effectively navigate the intricate interplay between pricing strategies, product quality, and the holistic consumer experience (Jung, Lee, & Chung, 2023). In conjunction with pricing, various factors including the effectiveness of the product, its safety profile, marketing endeavors, customer support, and the reputation of the brand collectively exert a substantial influence on the formation of brand preference.

**Managerial Implications and Recommendations:** This research can enrich the concept of brand preference should be built with a good marketing mix and add positive attitudes and consumer satisfaction. Furthermore, a better understanding of what constitutes brand preference in this area can prove to be quite useful for producers, marketers, and suppliers who are interested in doing this brand preference area. The practical implication of this research can be a reference for marketers who are producing natural personal care products. It is recommended that further study examine any other possible factors that can be the new predictor of brand preference.

## 5. Conclusion

A comprehensive comprehension of the factors that contribute to brand preference in this domain can be highly advantageous for producers, marketers, and suppliers aiming to enhance the consumption of natural products. The practical implication of this research is that it can serve as a valuable resource for marketers involved in the production of natural personal care products. It provides insights that can assist them in formulating effective strategies and cultivating consumer loyalty towards their beloved natural personal care products. One primary suggestion for future researchers is to consider increasing the sample size of respondents to enhance the statistical power and generalizability of the findings. Additionally, expanding the geographical scope of the study by including more diverse locations can provide a more comprehensive understanding of brand preference and enable researchers to explore variations in consumer behavior across different states or regions. Furthermore, future studies should explore other potential determinants of brand preference.

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