Exploring brand value and consumer purchase intention in Thailand's skincare industry

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Abstract

In the current competitive skincare market, understanding the psychological and emotional factors that influence consumer behavior is essential for building strong brands. This study investigates the impact of personal values and brand perception on brand value and purchase intention within Thailand's skincare industry. Employing a quantitative approach with 418 participants, the research utilized Partial Least Squares Structural Equation Modeling to test the proposed relationships. The findings indicated that both personal values and brand perception significantly affected brand value, which subsequently had a strong positive effect on purchase intention. Additionally, brand value was identified as a mediating factor in the relationships between personal values, brand perception, and purchase intention. These results highlight the importance of aligning brand strategies with consumers' personal values and perceptions to enhance brand equity and stimulate purchasing behavior. The study contributes to the theoretical framework of value-based branding and offers practical recommendations for marketers aiming to develop stronger, consumer-aligned skincare brands.

Keywords: Brand perception, Brand value, Personal value, Purchase intention, Skincare industry.

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1. Introduction

Skincare plays a vital role in personal care, focusing on skin health, appearance, and functionality. The global skincare industry has experienced consistent growth, driven by advancements in dermatology, increased consumer awareness, and evolving beauty trends [1, 2]. Products such as cleansers, moisturizers, sunscreens, treatments, and exfoliants cater to specific needs and skin types, supporting individualized skincare routines [3, 4].

In Thailand, the skincare industry is a dynamic and expanding sector, deeply rooted in cultural values related to beauty and self-care. The industry offers a combination of traditional remedies and modern innovations, with increasing demand driven by the influence of Korean beauty trends and online shopping. Recent data highlights strong revenue growth,

particularly in the face care segment, which is projected to reach $801.20 million by 2029 [5]. Additionally, natural skincare is gaining popularity, reflecting a rising interest in sustainability and eco-friendly products.

The Thai skincare market is expected to generate US$1,212.00 million in 2025, with a CAGR of 6.90% through 2029. While smaller in scale than the U.S. market, Thailand's steady growth and consumer engagement make it a promising area for further study.

This research focuses on three critical factors influencing consumer behavior in this industry: brand perception, brand value, and purchase intention. Skincare brands are not only evaluated for their efficacy but also for their emotional and symbolic value. Understanding how consumers perceive and derive value from skincare brands can offer strategic insights for businesses. By examining these variables, the study aims to provide a clearer picture of the psychological and branding mechanisms that drive purchasing decisions in Thailand's skincare industry.

1.2. Literature Gap and Research Questions

Although brand value, brand perception, and personal values have been widely studied in the context of consumer behavior, gaps remain in understanding their roles within specific industries such as skincare. Existing research often generalizes consumer behavior without accounting for the emotional and symbolic significance that skincare brands hold for consumers. Furthermore, while cultural and psychological factors are acknowledged, their influence on brand perception, personal value, and purchase intention in niche markets remains underexplored. Addressing these gaps can offer more targeted insights into consumer-brand relationships and inform effective branding strategies in the evolving skincare landscape.

To address these gaps, the study proposes the following research questions:

RQ1. How do brand perception and personal value influence brand value and purchase intention in the skincare industry?

RQ2. How does brand value shape consumer purchase intention in the context of skincare products?

RQ3. What role does brand value play in mediating the relationship between brand perception, personal value, and purchase intention?

1.3. Objective of the Study

- Investigate the direct effects of personal value, brand perception in shaping brand value and driving purchase decisions in the skincare industry.
- Examine how brand value influences purchase intention in the skincare industry.
- Explore the mediating effect of brand value on the relationships between brand perception, personal value, and purchase intention in the skincare industry.

1.4. Expected Benefits of the Study

This study will provide insights into how personal value and brand perception influence brand value and purchase intention in the skincare industry. The findings will help brands better understand consumer behavior, improve brand positioning, and develop strategies that align with consumers' values. Additionally, the research contributes to academic knowledge by highlighting the mediating role of brand value in shaping purchase decisions.

2. Literature Review and Hypotheses Formulation

2.1. Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) theory, developed by Mehrabian and Russell [6] explains how external stimuli (S) influence internal psychological states (O), which in turn drive behavioral responses (R). This model is widely used in marketing and consumer behavior research to understand the decision-making process. In the skincare industry, the stimulus is represented by brand perception, which includes consumers' impressions of a brand's quality, trustworthiness, and emotional appeal. These perceptions shape how individuals internalize brand value, forming the organism in the model. Brand value reflects consumers' evaluations of a skincare brand's functional and symbolic attributes, such as product efficacy, emotional resonance, and alignment with personal care goals. A strong sense of brand value fosters trust, satisfaction, and emotional attachment. The response is the consumer's purchase intention. When brand perception positively influences brand value, it enhances the likelihood that consumers will intend to purchase the product. Factors like perceived product benefits (e.g., hydration, anti-aging) and brand credibility play a key role in this decision. Overall, the S-O-R framework helps explain how skincare consumers progress from perceiving brand attributes to forming internal value judgments, ultimately shaping their intention to buy.

2.2. Brand Perception

Brand perception refers to consumers' subjective evaluations of a brand's benefits and attributes, shaped by their experiences, beliefs, and expectations [7, 8]. It is a multidimensional construct encompassing brand experience, emotions, and trust, all of which significantly impact consumer behavior and loyalty [9, 10]. Emotional connection plays a central role in strengthening brand perception. Brands that evoke positive emotions promote deeper consumer engagement and learning, enhancing brand knowledge and trust [11]. This emotional alignment contributes to higher satisfaction and brand loyalty. A strong relationship also exists between brand perception and customer self-concept. When consumers perceive that a brand aligns with their identity and values, their preference and loyalty tend to increase [12]. Such alignment

reinforces emotional bonds and drives repeat purchasing behavior. Marketing activities, personal experiences, and social media interactions further shape brand perception. Positive engagements on digital platforms build trust and connection, while negative experiences can diminish perception [13].

2.3. Personal Value

Personal value refers to enduring beliefs that guide individuals' attitudes, judgments, and behaviors across life domains [14]. In consumer behavior, these values influence how people evaluate brands and make purchasing decisions. Schwartz [15] theory identifies ten universal values such as achievement, security, and self-direction, that vary in importance based on personal and cultural factors. Personal values act as internal standards through which consumers assess product relevance. When a brand aligns with a consumer's values, it enhances emotional connection, brand preference, and purchase intention [16]. These values are dynamic and context-sensitive, often activated by marketing messages that resonate with identity, empowerment, or ethical concerns [17]. Additionally, values play a key role in symbolic consumption, where brands help consumers express their identity and beliefs [18]. Understanding personal values enables marketers to build stronger, more authentic brand relationships grounded in shared meaning.

2.4. Brand Value

Brand value reflects the perceived worth of a brand in the minds of consumers and its ability to influence loyalty, repeat purchases, and profitability [19, 20]. It is shaped by perceived quality and differentiation, distinguishing a brand from competitors [21]. Brand value encompasses both utilitarian benefits, functional aspects like product performance, and hedonic benefits, which include emotional satisfaction and sensory pleasure [22]. Visual and symbolic elements such as logos, mascots, and slogans also shape brand perception, enhancing emotional engagement [23]. When consumers perceive a brand as delivering both functional value and emotional resonance, they are more likely to remain loyal and recommend the brand. Ultimately, brand value is a strategic asset that drives consumer behavior and competitive advantage, making it essential for companies to understand and nurture this multidimensional construct in brand management.

2.5. Purchase Intention

Purchase intention refers to a consumer's likelihood of buying a product or service, serving as a key predictor of actual purchasing behavior [24, 25]. Rooted in the Theory of Reasoned Action and extended by the Theory of Planned Behavior [26] it is shaped by attitudes, social norms, and perceived behavioral control. Positive evaluations of a product, social influence, and confidence in purchasing ability all strengthen purchase intention. Brand-related factors such as perceived quality, trust, emotional connection, and brand loyalty significantly impact purchase decisions [9]. In modern settings, online reviews and platform usability also affect consumers' intent, particularly in e-commerce [27]. Emotional attachment, including brand love, further enhances intention, especially in lifestyle and luxury categories [28]. Understanding these drivers helps marketers develop strategies that align with consumer expectations and ultimately influence buying behavior.

2.6. Hypothesis Development

2.6.1. The Relationship Between Brand Perception and Brand Value

Brand perception significantly contributes to brand value by shaping how consumers evaluate quality, emotional appeal, and social relevance. Steffl et al. [29] found that green branding strategies enhance perceived value through psychological mechanisms such as scarcity and sustainability positioning. In B2B contexts, Zhang and He [30] emphasized that value co-creation among stakeholders strengthens brand perception and improves brand performance. Koubaa [31] highlighted the role of country of origin and cultural factors in shaping brand image, which influences brand value across markets. In the luxury sector, Hennigs et al. [32] identified financial, functional, and social perceptions as key drivers of brand strength. Social media further amplifies these effects by enabling emotional connections and consumer engagement. Collectively, these studies demonstrate that positive brand perception, whether through sustainability, cultural alignment, or storytelling, directly enhances brand value, reinforcing its role as a strategic asset in competitive markets. Based on this rationale, the following hypothesis is proposed:

H_1: *Brand perception positively influences brand value.*

2.6.2. The Relationship Between Personal Value and Brand Value

Personal value significantly influences how consumers assess brand value by shaping their perceptions, preferences, and emotional connections. Schwartz [15] defines personal values as guiding principles that influence attitudes and behavior across contexts. When a brand aligns with a consumer's core values such as self-expression, social responsibility, or achievement, it becomes more meaningful and valuable in the consumer's eyes [33]. This alignment enhances emotional attachment, trust, and brand evaluation. Gao et al. [16] found that consumers are more likely to perceive high brand value when the brand reflects their personal beliefs and lifestyle. Similarly, Ladhari et al. [17] observed that value-driven consumers, especially among younger generations, prioritize brands that reflect their identity and ethics. Therefore, personal values not only influence consumer-brand relationships but also serve as a psychological foundation for enhancing perceived brand value. Based on this rationale, the second hypothesis is proposed:

H_2: *Personal value positively influences brand value.*

2.6.3. The Relationship Between Brand Value and Purchase Intention

Brand value plays a pivotal role in shaping consumer purchase intention by linking perceived benefits with behavioral responses. Studies show that higher perceived brand value, whether functional, experiential, or symbolic, leads to stronger purchase intentions across various markets [28, 34, 35]. In the luxury sector, brand value enhances willingness to purchase, repurchase, and pay premium prices [36, 37]. Similarly, in the golf equipment market, product quality and brand perception drive loyalty and purchase decisions, underscoring the need to align brand value with consumer expectations. Additional research confirms that perceived quality, brand name, and emotional connection significantly influence purchase behavior [38, 39]. These findings highlight brand value as a critical determinant of purchase intention, reinforcing its role in consumer decision-making and strategic brand management. Accordingly, the following hypothesis is proposed:

H_3: *Brand value positively influences purchase intention.*

2.6.4. The Mediating Role of Brand Value

The relationship between brand perception and purchase intention is heavily mediated by brand value. Li and Nan [13] highlighted the role of brand love and emotional polarity in online reviews, showing how positive brand perception enhances brand value, which in turn drives purchase intentions. Similarly, Ko et al. [36] emphasized that luxury brand perception, encompassing functional, experiential, and symbolic dimensions, contributes to higher brand value, leading to stronger purchase intentions. This connection explains why consumers with favorable brand perceptions are willing to pay premium prices, recommend brands, and remain loyal, even amidst competitive alternatives. Nuzula and Wahyudi [40] further highlighted how brand value mediates the relationship between brand perception and purchase intention in luxury marketing. Social media engagement and perceived prestige elevate brand perception, which strengthens brand value and influences consumer decisions. These findings underscore the vital role of brand value as a mediator in translating brand perception into actionable purchase intentions.

Brand value serves as a crucial mediator linking personal values to purchase intention. When consumers perceive a brand as aligning with their personal values, such as sustainability, self-expression, or social status, it enhances the perceived value of the brand, which in turn increases their intention to purchase [16]. Personal values provide internal standards that shape emotional attachment and meaning, which are transferred to brand evaluations. Yadav and Pathak [33]. Chattalas and Shukla [41] argue that value-congruent branding fosters stronger emotional resonance, resulting in higher brand value and greater purchase likelihood. Moreover, Ko et al. [36] suggests that brand value captures the consumer's overall assessment of functional, emotional, and symbolic benefits, thereby acting as a bridge between internal motivations and behavioral outcomes. This mediating role highlights the importance of value-based branding in driving purchase decisions.

Accordingly, the following hypotheses are proposed:

H_4: *Brand value mediates the relationship between brand perception and purchase intention.*

H_5: *Brand value mediates the relationship between personal value and purchase intention.*
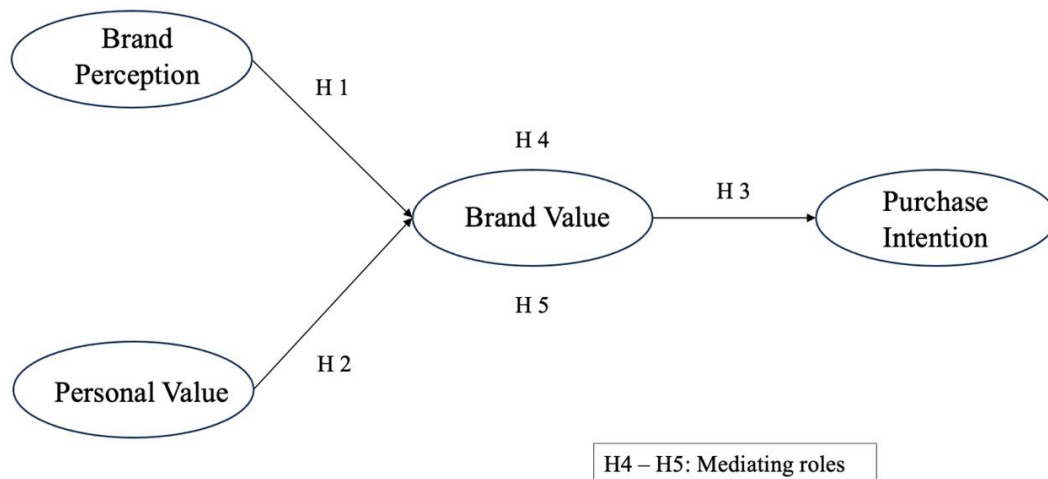

Figure 1.
Research Framework.

3. Research Methodologies

Data for this study were collected through a structured questionnaire designed to measure key constructs, including personal value, brand perception, brand value, and purchase intention. The questionnaire was administered on-site using Google Forms, targeting respondents across various Thai regions who had an intention to purchase skincare products. A simple random sampling method was employed, resulting in a total of 418 valid responses. The questionnaire measured key constructs using a 5-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Items were adapted from established literature to ensure content validity and relevance to the skincare context. Prior to full-scale data collection, a pilot test was conducted with 30 participants to ensure the reliability and clarity of the measurement items. The results indicated satisfactory internal consistency, with Cronbach's alpha values as follows: Brand Value (0.927), Utilitarian Value

(0.881), Hedonic Value (0.869), Brand Perception (0.757), Personal Value (0.860), and Purchase Intention (0.898). These findings confirmed the reliability of the constructs, supporting the validity of the research instrument. For data analysis, the study employed Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for complex models and predictive research. This method allowed for a comprehensive assessment of both the measurement and structural models.

4. Data Analysis and Results

4.1. Data Analysis

This study collected data from 418 participants to explore consumer behavior in the Thai skincare market. The respondents represented diverse backgrounds in terms of gender, age, education, marital status, occupation, region, income, and skincare spending behaviors.

Table 1.
The Demographic.

Demographic	Frequency	Percentage
Gender		
Male	152	36.36
Female	250	59.81
Others	16	3.83
Age		
18 – 26 years old	70	16.75
27 – 44 years old	283	67.70
45 – 55 years old	65	15.55
Highest Education		
Lower than bachelor's degree	16	3.83
Bachelor's degree	240	57.42
Higher than bachelor's degree	162	38.75
Marital Status		
Single	293	70.10
Married	122	29.18
Divorced	3	0.72
Occupation		
Government official	63	15.07
State enterprise official	9	2.15
Private company employee	158	37.80
Business owner	71	16.99
Freelance	67	16.03
Housewife	6	1.44
Retired	2	0.48
Student	42	10.05
Region		
Bangkok	288	68.90
Central	85	20.33
North	5	1.20
Eastern	12	2.87
Western	4	0.96
South	11	2.63
Northeast	3	0.72
Monthly Personal Income Before Taxes		
Under THB 15,000	44	10.53
THB 15,001 - THB 30,000	101	24.16
THB 30,001 - THB 45,000	77	18.42
THB 45,001 – THB 60,000	49	11.72
More than THB 60,000	147	35.17
Typical Spending per Purchase on Skincare Products		
Less than 500 THB	45	10.77
500–1,000 THB	106	25.36
1,001–2,000 THB	92	22.01
2,001–3,000 THB	75	17.94
3,001–5,000 THB	51	12.20
More than 5,000 THB	49	11.72

The majority of respondents in this study were female (59.81%), aged 27–44 years old (67.70%), and held a bachelor's degree (57.42%). Most were single (70.10%) and worked as private company employees (37.80%). In terms of location, the largest group resided in Bangkok (68.90%). Regarding income, the most common monthly personal income before taxes was more than THB 60,000 (35.17%). When it comes to skincare spending, the most typical amount spent per purchase was THB 500–1,000 (25.36%).

4.2. Descriptive Statistics

Table 2.
Descriptive Statistics.

Variable	Number of Questions	Mean	STD
Brand Perception	6	4.32	0.54
Brand Value	10	4.05	0.61
Personal Value	20	4.32	0.43
Purchase Intention	5	4.02	0.69

Table 2 presented the descriptive statistics for the four main variables measured in the study. Brand Perception and Personal Value had the highest mean scores of 4.32, indicating that participants generally held positive views toward these constructs. Brand Value had a slightly lower mean of 4.05, while Purchase Intention had the lowest mean at 4.02, though it still reflected a relatively favorable response. The standard deviations, ranging from 0.43 to 0.69, suggested moderate variability in responses, with Personal Value showing the most consistent answers (STD = 0.43).

4.3. Analysis of Measurement Model
4.3.1. Reliability and Validity Analysis

Table 3.
Reliability and Convergent Validity.

	Cronbach's Alpha	CR (Rho_A)	CR (Rho_C)	AVE
Brand Perception	0.841	0.851	0.904	0.759
Brand Value	0.898	0.902	0.925	0.713
Personal Value	0.859	0.862	0.895	0.588
Purchase Intention	0.889	0.891	0.923	0.751

Table 3 presented the results of the reliability and convergent validity tests for the four main constructs. All variables showed strong internal consistency, with Cronbach's Alpha values ranging from 0.841 to 0.898, exceeding the acceptable threshold of 0.70. Composite reliability (CR) values, using both Rho_A and Rho_C methods, were also high, ranging from 0.851 to 0.925, indicating good construct reliability. The Average Variance Extracted (AVE) values for all constructs exceeded the 0.50 benchmark [42] confirming adequate convergent validity. These results supported the reliability and validity of the measurement model.

4.3.2. Outer Loadings and Variance Inflation Factors

Table 4.
Outer Loadings and Variance Inflation Factors.

Factor	Outer loadings	VIF
Brand Perception		
BP02	0.875	2.131
BP04	0.905	2.300
BP06	0.832	1.760
Brand Value		
BVHV01	0.869	2.886
BVHV02	0.905	3.613
BVUV01	0.770	1.793
BVUV03	0.797	1.887
BVUV05	0.874	2.794
Personal Value		
PV09	0.725	1.589
PV11	0.728	1.569
PV12	0.791	1.836
PV17	0.764	1.839
PV19	0.796	1.928
PV20	0.792	1.950
Purchase Intention		
PI02	0.880	2.637
PI03	0.842	1.974
PI04	0.882	2.809
PI05	0.860	2.414

This table presents the outer loadings and variance inflation factor (VIF) values for each indicator within the measurement model. All outer loadings exceeded the recommended threshold of 0.70, confirming good indicator reliability. The VIF values ranged from 1.569 to 3.613, all below the cutoff of 5, indicating no multicollinearity issues among indicators [42]. These results support the convergent validity and internal consistency of the constructs: Brand Perception, Brand Value, Personal Value, and Purchase Intention.

4.3.3. Discriminant Validity

Table 5.
HTMT Discriminant Validity Criteria.

Construct	BP	BV	PV	PI
Brand Perception				
Brand Value	0.473			
Personal Value	0.422	0.583		
Purchase Intention	0.334	0.607	0.432	

Table 5 presented the Heterotrait-Monotrait (HTMT) ratio values to assess discriminant validity among the constructs. All HTMT values were below the recommended threshold of 0.85 [43] indicating that each construct, Brand Perception (BP), Brand Value (BV), Personal Value (PV), and Purchase Intention (PI), was empirically distinct from one another. These results confirmed that discriminant validity was established within the measurement model.

4.4. Assessment of Structural Model
4.4.1. Model Fit Assessment in PLS-SEM

Table 6.
Model Fit Indices for Saturated and Estimated Models.

Model fit	Saturated model	Estimated model
SRMR	0.051	0.058
d_ULS	0.450	0.575
d_G	0.165	0.169
Chi-square	412.284	419.425
NFI	0.903	0.901

Table 6 presented the model fit indices for both the saturated and estimated models. The Standardized Root Mean Square Residual (SRMR) values were 0.051 for the saturated model and 0.058 for the estimated model, both below the threshold of 0.08, indicating a good model fit. The d_ULS and d_G values showed minimal differences between the two models, suggesting consistency in fit. The Chi-square values for the saturated and estimated models were 412.284 and 419.425, respectively, reflecting acceptable discrepancy. Additionally, the Normed Fit Index (NFI) values were above the acceptable level of 0.90 for both models (0.903 and 0.901), confirming a good model fit. These indices collectively support the adequacy of the structural model.

4.4.2. Variance (R Square; R^2)

Table 7.
Coefficient of Determination (R²) and Adjusted R².

Construct	R-square	R-square adjusted
Personal Value	0.325	0.321
Purchase Intention	0.298	0.296

Table 7 presented coefficient of determination (R²) and adjusted R² values for the dependent constructs were presented. The R² value for Personal Value was 0.325, indicating that approximately 32.5% of the variance in Personal Value was explained by the independent variables. For Purchase Intention, the R² was 0.298, suggesting that 29.8% of its variance was explained by the model. The adjusted R² values (0.321 for Personal Value and 0.296 for Purchase Intention) showed minimal reduction, confirming the model's stability and explanatory power. These results suggest that the structural model has a moderate ability to predict the dependent variables.

4.4.3. Effect Sizes (F Square; F^2)

Table 8.
F-square (f²) Effect Sizes.

Construct	BP	BV	PV	PI
Brand Perception		0.090		
Brand Value				0.424
Personal Value		0.226		
Purchase Intention				

Table 8 reported the effect sizes (f²) of the structural model to assess the impact of predictor variables on endogenous constructs. The effect of Brand Perception on Brand Value was 0.090, indicating a small effect [44]. Personal value had a moderate effect on brand value, with an f² of 0.226. The largest effect size was observed for brand value on purchase intention, with an f² of 0.424, representing a large effect. These results suggest that while brand perception and personal value influenced brand value to varying degrees, brand value had a substantial impact on predicting purchase intention.

4.4.4. Path Coefficients

Table 9.
Results of Hypothesis Testing.

Hypothesis	B	STDEV	t	P	Result
H1: Brand perception positively influences brand value.	0.268	0.054	4.880	0.000	Supported
H2: Personal value positively influences brand value.	0.419	0.048	8.775	0.000	Supported
H3: Brand value positively influences purchase intention.	0.548	0.035	15.749	0.000	Supported

Table 9 presented the results of hypothesis testing for the structural model. All three hypotheses were statistically significant and supported, with p-values of 0.000. H1 showed that brand perception positively influenced brand value (B = 0.268, t = 4.880), indicating a moderate effect. H2 revealed that personal value had a stronger positive influence on brand value (B = 0.419, t = 8.775). H3 demonstrated that brand value had a substantial positive effect on purchase intention (B = 0.548, t = 15.749), representing the strongest relationship among the three. These findings confirmed the critical roles of personal value and brand perception in shaping brand value, and the importance of brand value in driving purchase intention.

4.4.5. Mediation Effects

Table 10.
Mediation Analysis Results.

Hypothesis	B	STDEV	t	P	Result
H4: Brand value mediates the relationship between brand perception and purchase intention.	0.147	0.031	4.614	0.000	Supported
H5: Brand value mediates the relationship between personal value and purchase intention.	0.230	0.033	6.988	0.000	Supported

Table 10 presented the mediation analysis results for Hypotheses 4 and 5. The findings showed that brand value significantly mediated the relationship between both independent variables and purchase intention. For H4, brand value mediated the relationship between brand perception and purchase intention (B = 0.147, t = 4.614, p = 0.000), and for H5, it mediated the relationship between personal value and purchase intention (B = 0.230, t = 6.988, p = 0.000). Both mediation effects were statistically significant, indicating that brand value played an essential intermediary role in linking consumer perceptions and values to their purchase intentions.

The figure below presents the structural model used to examine the relationships among Brand Perception, Personal Value, Brand Value, and Purchase Intention. It highlights the direct and mediating effects tested using PLS-SEM, providing insights into consumer behavior in the skincare industry.
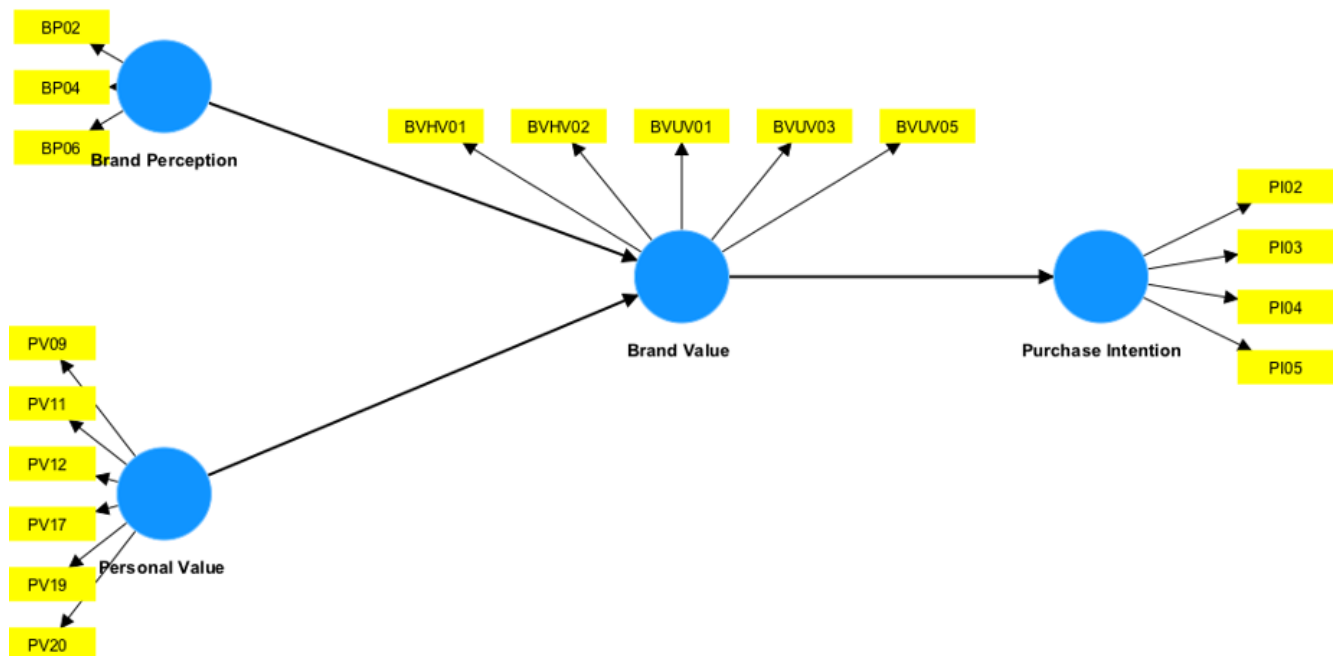

Figure 2.
Structural Model.

5. Discussion
5.1. Key Findings
The study revealed several significant findings concerning the relationships among personal values, brand perception, brand value, and purchase intention within the skincare industry.

Firstly, brand perception was found to have a significant positive influence on brand value (H1), indicating that consumers who view a brand favorably are more likely to perceive it as valuable. Secondly, personal value also had a strong positive effect on brand value (H2), suggesting that when a brand aligns with consumers' personal beliefs and motivations, it enhances the perceived value of the brand. Thirdly, brand value significantly influenced purchase intention (H3), demonstrating its central role in driving consumer buying decisions. This confirms that consumers are more likely to purchase skincare products from brands they perceive as high in quality, emotionally resonant, and symbolically meaningful. Additionally, the mediation analysis showed that brand value mediated the relationship between both brand perception (H4) and personal value (H5) with purchase intention. These findings highlight the importance of brand value as a bridge between internal consumer drivers and actual behavioral outcomes.

5.2. Theoretical Implications
This study contributes to the theoretical understanding of consumer behavior in the skincare industry by integrating personal value and brand perception into a model that explains brand value and purchase intention. The findings affirm the Stimulus-Organism-Response (S-O-R) framework, where personal value and brand perception (stimuli) influence brand value (organism), which in turn drives purchase intention (response). This extends existing literature by positioning brand

value as a key mediating construct that links internal consumer drivers to behavioral outcomes. The study also reinforces the role of personal value as a psychological foundation that shapes brand evaluations, supporting theories on value-based consumption and self-congruity. Additionally, it advances the branding literature by confirming that brand perception, grounded in emotional and cognitive responses, is essential for developing perceived brand value.

5.3. Managerial Implications

The findings offer several actionable insights for skincare brand managers and marketers. Firstly, the strong influence of brand perception on brand value highlights the need to invest in building positive brand imagery through storytelling, quality assurance, and emotional branding. Brands should consistently communicate messages that resonate with consumers' values and expectations to strengthen trust and differentiation. Secondly, the significant role of personal value suggests that marketers should align branding strategies with consumers' lifestyles, beliefs, and aspirations. Personalization, value-based messaging, and campaigns that emphasize empowerment, self-expression, or well-being can deepen emotional relevance and engagement. Thirdly, since brand value strongly influences purchase intention and acts as a mediator, it is crucial to enhance both the functional and emotional benefits of skincare products. This includes focusing on quality, safety, packaging design, and symbolic appeal. Finally, marketers should monitor shifts in consumer values and tailor product development and communication accordingly to sustain loyalty and drive purchasing behavior.

5.4. Recommendations

To strengthen their market position, skincare brands should focus on building strong brand perception through consistent and emotionally engaging communication that emphasizes quality, credibility, and authenticity. Campaigns that align with consumers' personal values such as self-care, sustainability, and individuality can foster deeper emotional connections and increase relevance. Enhancing brand value is also essential. Brands should emphasize both functional benefits, like product efficacy and safety, and emotional benefits, such as aesthetic appeal and symbolic meaning. These combined elements contribute to a more compelling brand experience that drives loyalty and purchase intention. Moreover, marketers are encouraged to adopt value-based segmentation strategies. By understanding and targeting specific consumer value profiles, brands can deliver more tailored products and messaging that resonate with their audiences. Finally, staying attuned to evolving consumer preferences and social trends will allow skincare brands to remain competitive and responsive in a rapidly changing market environment.

5.5. Limitations

This study had some limitations. First, the data were collected at a single point in time, which limits the ability to observe changes in consumer behavior over time. Second, the sample focused on skincare consumers in Thailand, which may affect the generalizability of the results to other markets or industries. Lastly, the study relied on self-reported data, which may be subject to biases such as social desirability or recall error.

5.6. Future Research

Future studies could expand this research by using longitudinal designs to observe changes in consumer behavior and brand value perceptions over time. Exploring different product categories or industries, such as cosmetics or personal care beyond skincare, would help test the model's applicability in broader contexts. Additionally, researchers could conduct cross-cultural comparisons to examine how personal values and brand perception differ across countries. Incorporating qualitative methods, such as interviews or focus groups, may also provide deeper insights into consumer motivations and emotional brand connections. Lastly, future research could explore moderating variables, such as age, digital engagement, or sustainability orientation, to enrich the understanding of purchase intention.

6. Conclusion

This study explored the relationships among personal value, brand perception, brand value, and purchase intention in the skincare industry. The findings confirmed that both personal value and brand perception significantly influenced brand value, which in turn had a strong impact on purchase intention. Moreover, brand value played a mediating role in connecting internal consumer drivers to their purchasing behavior. The results contribute to the theoretical understanding of value-based consumer behavior and offer practical insights for brand managers aiming to build stronger emotional and functional brand equity. By aligning brand strategies with consumers' values and perceptions, skincare brands can enhance loyalty, engagement, and purchase intent. Overall, this research underscores the importance of personal relevance and perceived brand value in shaping consumer decisions, providing a foundation for future studies and strategic brand development in the dynamic skincare market.

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