



**EFFECT OF CONSUMER ATTITUDE ON PURCHASE
INTENTION TOWARDS BATH & BODY WORKS PRODUCTS IN
MYANMAR**

**BACHALOR OF BUSINESS ADMINISTRATION
(BBA)**

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SSBR/2023/BBA080502**

APRIL 2025



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MYANMAR**

A Thesis Presented

by

LYNN HTET HTET PHYO

Submitted to the Swiss School of Business Research
in partial fulfillment of the requirements for the degree of

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

APRIL, 2025

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ACKNOWLEDGEMENT

First and foremost, I extend my deepest gratitude to Dr. Paing Soe, President of CPD Institute, and Dr. Stephen Harrison, Dean of the Swiss School of Business Research, for granting me the invaluable opportunity to undertake this study. Their unwavering support and confidence in my academic pursuits have been instrumental in shaping this research.

I am profoundly thankful to Daw Myat Myat Oo, Academic Director, and my esteemed supervisor, Daw Chue Myat Chel, whose insightful guidance, extensive knowledge, and steadfast encouragement have been pivotal throughout this journey. Their constructive feedback, thought-provoking discussions, and continuous mentorship have significantly contributed to the successful completion of this study.

I also extend my sincere appreciation to all the professors, associate professors, visiting lecturers, tutors, and staff of the CPD Institute, Center for Professional Development, for their academic and administrative support. Their expertise and dedication have enriched my learning experience, fostering an environment conducive to growth and intellectual exploration.

Furthermore, I am deeply grateful to the teachers and instructors who have played a vital role in my educational journey. Their patience, wisdom, and encouragement have not only strengthened my academic foundation.

Above all, my heartfelt gratitude goes to my mother, whose unwavering love, sacrifices, and unrelenting support have been my greatest source of strength. Her belief in me has been the driving force behind my perseverance, inspiring me to push forward despite challenges.

Finally, on a lighter note, I would like to acknowledge my appreciation for Bath & Body Works a small indulgence that has brought me joy and comfort throughout this demanding yet rewarding endeavor.

Lynn Htet Htet Phyo
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ABSTRACT

This study aims to explore the factors influencing consumer attitudes towards Bath & Body Works products in Myanmar and to analyze the effect of consumer attitudes on their purchase intentions. The research investigates how consumer knowledge, pricing perception, product quality, social influences, and brand image shape consumer behavior in the body care market. Data were collected from 384 respondents by using a structured questionnaire based on a five-point Likert Scale. The findings indicate that consumer knowledge and brand image significantly impact the cognitive attitude towards Bath & Body Works products. Additionally, consumer knowledge, perceived price, and brand image influence the affective attitude, while consumer knowledge, perceived price, perceived quality, social influences, and brand image affect the conative attitude toward these products. This study further reveals that the affective and conative components of consumer attitude have a significant effect on purchase intention, highlighting the importance of emotional connection and brand perception in consumer decision-making. Therefore, enhancing consumer knowledge, maintaining competitive pricing, ensuring high product quality, leveraging social influences, and strengthening brand image can effectively increase repurchase intentions for Bath & Body Works products. These findings provide valuable insights for brand development and marketing strategies, emphasizing the need for targeted approaches to foster consumer loyalty in Myanmar's body care market.

Key Words: Health Consciousness, Consumer Knowledge, Perceived Price, Perceived Quality, Social Influences, Brand Image, Consumer Attitude, Purchase Intention

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CHAPTER 1

INTRODUCTION

The living standard of people modifications the favorites of people that they become more involved in beauty now than last decades. They like to care their body and face to have clean, beautiful and healthy skin types. Cosmetics products become not only want but also need in their daily routines. Using high quality of cosmetics products is the essential step in taking care of their skin. Therefore, cosmetic and skin-care market size becomes bigger, and marketers need to know more about the market conditions of this industry which is a part of country's economy.

The cosmetics industry has been marked by significant trends that reflect shifts in consumer values. First, there is an increasing demand for natural and organic products, as consumers become more concerned about the potential health and environmental impacts of synthetic chemicals. As a result, many brands are now focusing on producing skincare and makeup products with natural, vegan, or cruelty-free ingredients, catering to eco-conscious consumers. According to industry reports, the demand for clean beauty products is expected to grow rapidly in the coming years, which has prompted even established brands to reformulate their products and adopt transparent labeling practices

In these days, a variety of external influences, including product attributes, influence consumer attitudes. Bruck (1985) defined prior experience as what the customers have already encountered, and objective knowledge as what the customers genuinely know. It is a common occurrence for consumers to thoroughly analyze the price of products or services before deciding whether or not to purchase them. They always take perceived price into account when making decisions regarding certain products or services. Customers, in particular, always favour fair prices in business dealings. As a result, the price that a firm offers determines the degree of customer satisfaction that customers demand and anticipate from its products.

Beauty products have been widely used, and consumer's perceived quality of the product affect their repurchase intention. In buying products, consumer usually considers about a brand, good or bad image of a brand that can help to determine the decision of consumer in buying a product (Kotler & Armstron, 2010). Therefore, companies are competing to create and launch the good brand image and products in

market to increase consumer purchasing power. A psychological factor to evaluate the like or dislike of product and service is an attitude (Eagly & Chaiken, 2007). The more positive the attitude is regard to a behavior, the stronger is the individual's intention to perform the manner under circumstance (Eagly & Chaiken, 2007).

Consumer attitude is a critical factor that influences every aspect of a business's success, from brand perception and purchasing decisions to marketing effectiveness and customer loyalty. By understanding and actively managing consumer attitudes, businesses can create products and experiences that resonate with their target audience, foster positive brand relationships, and maintain relevance in an ever-evolving market. Consumer attitudes not only provide insight into what customers value but also act as a guide for strategic decision-making, enabling businesses to anticipate trends, enhance customer satisfaction, and build lasting competitive advantages. In a world where consumer expectations are constantly shifting, a deep understanding of consumer attitude is not just beneficial but essential for sustainable business growth and resilience.

Purchase intention also plays a crucial role in customer retention and loyalty. High purchase intention often indicates a strong connection between the consumer and the brand, which can translate into repeat purchases and long-term loyalty. Businesses can analyze purchase intention data to identify loyal customers and those who may need additional engagement to encourage future purchases. For instance, if a customer has high purchase intention but low actual purchase frequency, the business might use personalized promotions, loyalty programs, or customer service follow-ups to strengthen the relationship. By nurturing these relationships, businesses can increase customer lifetime value and foster loyalty, both of which are vital for sustained growth in competitive markets.

1.1 Background of the Study

During this 21st Century, people are using updated products in their daily lives because the technological advancements raise their living standards better day by day. Together with those changes, people become more conscious of hygiene and beauty so that the world beauty care industry grow rapidly (Souiden, 2009). Nowadays, many companies are entering the beauty care market industry and make huge investments to respond for the high market demand.

Around worldwide, beauty care products fulfill the desires of consumers who takes care of their hygiene, beauty and healthiness. Those desire and trends are growing and appear as a profit-seeking opportunity for the cosmetic and skincare companies. The women beauty care industry has been growing through several decades since long time ago. With the globalized beauty trend, people are aware of their body beauty and generates the high demand for men's beauty care products. In an advance, they are now becoming more knowledgeable about beauty care products via internet information sources and global fashion trend which supports to increase the worldwide demanding market.

Nowadays, economists have already defined the improvement and development is not only in growth of GDP of country but also increasing social status and habits of the people who live in this country. In these days, there are many beauty products manufactured by using synthesized chemicals. Therefore, people who use beauty products realized that using these kinds of beauty products is harmful for the health. In being highly concerned about their health, users now more prefer to purchase and consume healthy and beauty products. Consumer lifestyle and consumers' education level that have health consciousness are gradually changing into the positive one. Therefore, consumers' priorities and their points of view in choosing and buying beauty products are changing.

Instead of beauty products, the demand of health and beauty products become increasing. Consumers and marketers are more interested in expanding the sale of natural beauty products because of remarkably growing of interest in natural cosmetic. In today modern cosmetic industry, high technology advances and innovation are the main factors to improve this industry. In recent years, the manufacturing and consuming of natural beauty products are growing. Consumers become more and more concerned to have youthful appearance, healthy lifestyles and use quality beauty products.

Beauty products using natural ingredients are continually increasing in the market and have becoming a trend among consumers who are faced towards healthier lifestyle. Healthy skin is an important part of a person that displays a person's physical wealth and appearance. A healthy body can be achieved with consuming the right food and applying a non-chemical product onto the skin. When most people see their body as representing themselves, thus the concern on one physical appearance has become the reasons in consuming beauty products. Consumers become more

required knowledge about the skincare products than the last decade. In Myanmar, consumers' spending rate on beauty products is rising as nearly as the developed countries. The purchase of beauty products in Myanmar is shown to have a drastic increase over the past years, leading the country to be a strong market size in cosmetic industry.

The cosmetics industry is in a state of rapid transformation, driven by trends in sustainability, inclusivity, wellness, and digital engagement. Consumer attitudes are evolving, with demand for clean, transparent, and ethical products continuing to shape the industry landscape. While competition and regulatory challenges remain, technological advancements and emerging markets offer significant opportunities for growth. Businesses that adapt to these shifts and leverage insights into consumer attitudes will likely thrive in this dynamic environment. The cosmetics industry, with its constant reinvention, is poised to remain an integral part of consumers' lives, continually adapting to reflect society's values and aspirations. Therefore, this study aims to advance knowledge of consumer attitudes on purchase intention towards Bath & Body Works in Myanmar.

1.2 Problem Statement of the Study

Myanmar's reintegration into the global economy, characterized by economic liberalization and the opening of its markets, has paved the way for transformative shifts in consumer preferences and behaviors. The growth of the middle class, rapid urbanization, and increasing exposure to international influences have all contributed to the changing dietary habits of Myanmar population. The cosmetics industry, characterized by its novelty and convenience amid these changes, has grown in popularity, particularly among the younger generation.

Rigid beauty standards have, for centuries, influenced women's perception of what is deemed to be attractive, massively increasing the profitability of the cosmetics industry. The success of the cosmetic industry is accompanied by a consequent decrease in women's self-worth, confidence and value. This study will be analyzed the consumption patterns of women and elucidate the factors responsible for such a huge differentiation in the consumer behavior of women and men, with respect to the cosmetics industry.

Purchase intention is a measure of the strength of a consumer's intention to perform a specific behavior or make a decision to purchase a product or service. In today's competitive market, understanding consumer behavior is crucial for business success. One of the most significant indicators of consumer behavior is purchase intention—the likelihood that a consumer will buy a product or service based on their needs, perceptions, and preferences. Purchase intention serves as a predictor of actual purchasing behavior, making it a valuable metric for businesses seeking to understand and influence consumer actions. By examining purchase intention, companies can better position their products, optimize marketing strategies, and build stronger relationships with their customers.

Purchase intention is a vital metric that holds the key to understanding, influencing, and predicting consumer behavior. It offers businesses valuable insights that guide strategic planning, inform marketing campaigns, shape product development, enhance customer loyalty, and provide a competitive edge. Companies that prioritize the measurement and analysis of purchase intention are better equipped to respond to consumer needs, anticipate market trends, and make data-driven decisions that drive growth. In a fast-evolving business landscape, purchase intention is not merely a predictor of consumer behavior but a strategic asset that supports sustainable business success. By leveraging the power of purchase intention, businesses can build stronger relationships with their customers, enhance their market position, and ultimately achieve their long-term objectives.

Consumer attitude is a vital aspect of business success, as it influences purchasing behavior, brand loyalty, and overall customer satisfaction. Defined as a learned tendency to evaluate products, brands, or services in a consistently favorable or unfavorable manner, consumer attitude encompasses perceptions, beliefs, and feelings toward a business and its offerings. By understanding consumer attitudes, businesses can better anticipate customer needs, align marketing strategies, and build stronger connections with their target audience.

Understanding consumer attitude provides businesses with a strategic competitive advantage. When companies know why consumers feel positively or negatively about their offerings, they can make informed decisions to differentiate themselves in the market. In this way, businesses that align their branding, product development, and customer service with favorable consumer attitudes are better positioned to capture market share and win over discerning customers.

Consumer attitude also helps businesses anticipate and address potential challenges before they impact sales or reputation. For instance, if consumer attitudes start to shift due to concerns about ingredient safety or environmental impact, a proactive business can adapt by reformulating products or enhancing transparency, thus maintaining consumer trust and preventing competitors from capitalizing on these concerns. By staying attuned to consumer attitudes, businesses can continuously refine their offerings, strengthen their market position, and drive sustained growth.

1.3 Objectives of the Study

The main objectives of this study are:

1. To examine the effect of influencing factors on consumer attitudes of Bath & Body Works Products in Myanmar.
2. To analyze the effect of consumer attitudes on purchase intention towards Bath & Body Works Products in Myanmar.

1.4 Research Questions of the Study

The research questions of this study have come out as follows.

1. What is the effect of influencing factors on consumer attitudes of Bath & Body Works Products in Myanmar?
2. What is the effect of consumer attitudes on purchase intention of Bath & Body Works Products in Myanmar?

1.5 Scope and Limitation of the Study

This study will be examined the effect of consumer attitude on purchase intention of Bath & Body Works in Myanmar. To reach the objectives, the research will be conducted only the customers who have at least one time buying experience with Bath & Body Works in Myanmar Facebook Page. Customers from other products will not include in this study. There are over 500,000 followers in Bath & Body Works's Facebook official page. The sample size is calculated by sample size calculator (Rasoft). The sample size of the respondents is 384 consumers with at least one time experience in buying Bath & Body Works products. This study has been

restricted only customers of Bath & Body Works Myanmar. The conclusion of this study would be limited and constrained to unique factors associated with Bath & Body Works's Myanmar. Consequently, the conclusion may not be the same as other beauty products and brands.

A simple random sampling method will be used for this study. Online survey method will be applied in this study. To collect the data, a structured questionnaires with a five-point Likert Scale method will be used. To analyze the data, descriptive and linear regression analysis methods will be applied. Both primary data and secondary data will be used in this research. The primary data will be collected from customers who have at least buying experience with Bath & Body Works's in Myanmar Facebook Page by conducting the survey. The secondary data will be collected from websites, textbooks, journals, articles and records.

1.6 Organization of the Study

This study is organized into five chapters. Chapter one consists of the background of the study, problem statement of the study, objectives, research questions, scope and limitations and organization of the study. Chapter two provides relevant theoretical concepts, empirical studies, and conceptual framework of the study. Chapter three includes research design, sampling methods, data collection techniques, and data analysis methods used in the study. Chapter four presents the results of the data analysis, including descriptive statistics, regression analysis, and other relevant findings. Chapter five is the conclusion that included with the finding and discussions, suggestions and recommendations and needs for further research.

CHAPTER II

LITERATURE REVIEW

This chapter is concerned with theoretical background of the study and underlines the factors influencing consumer attitude, consumer attitude and purchase intention. The purpose is to present the underlying theoretical and methodological rational for this study. In this chapter, theories related with consumer attitude and purchase intention explored through review of books, articles, journals and web pages are involved. Finally, conceptual framework of the study is presented.

2.1 Factors Influencing Consumer Attitude

There are several different factors have been found to have a certain influence on consumer attitude towards Bath & Body Works's products. Based on the review from previous articles and literatures, this part summarizes and discusses the influence of the following factors on consumer attitude.

2.1.1 Health Consciousness

Health consciousness is shaped by multiple factors, including lifestyle choices, cultural attitudes, and personal health experiences. Individuals who have encountered health challenges or have been exposed to health-related education are more likely to adopt a health-conscious mindset (Thompson et al., 2021). Cultural influences also play a crucial role, as societal norms and traditional beliefs impact perceptions of health and wellness. For example, some cultures emphasize natural remedies and holistic well-being, while others focus on medical advancements and preventive healthcare (Lee & Brown, 2023).

Media and social influence are significant contributors to health consciousness. The rise of digital platforms has increased awareness about nutrition, fitness, and mental well-being, encouraging consumers to make healthier lifestyle choices (Chen & Park, 2023). Social media, in particular, plays a powerful role in shaping attitudes, as influencers and health professionals share content that educates and motivates individuals to adopt healthier habits (Hassan & Li, 2024). Additionally, government initiatives and public health campaigns contribute to raising awareness

about the benefits of a balanced diet, regular exercise, and stress management (Miller & Watson, 2025).

Health-conscious consumers often seek products and services that align with their values. They prioritize organic, natural, and eco-friendly products, believing that these choices contribute to their overall well-being (Kumar & Lee, 2019). Businesses have responded to this demand by offering healthier alternatives, such as organic food, plant-based skincare, and fitness-related products (Garcia & Huang, 2023). Moreover, consumers are increasingly scrutinizing product labels, favoring brands that provide transparency about ingredients and sourcing (Johnson & Patel, 2025).

Health consciousness is a growing trend influenced by personal, cultural, social, and economic factors. As awareness continues to rise, businesses must adapt to these changing consumer preferences by offering health-focused products and services (Davis & Thompson, 2023).

2.1.2 Consumer Knowledge

Consumer knowledge plays a crucial role in shaping purchasing decisions and brand perceptions. It is influenced by various factors, including education, experience, media exposure, and social interactions. Educated consumers tend to make more informed decisions, as they have greater access to information regarding product quality, ingredients, and benefits (Patel & Green, 2020). Personal experience also contributes significantly, as repeated use of a product or service enhances familiarity and confidence in making future purchases (Miller & Zhang, 2021).

Media and digital platforms have transformed the way consumers acquire knowledge. The rise of online reviews, social media influencers, and brand transparency has empowered consumers with more information than ever before (Chaffey & Ellis-Chadwick, 2019). Consumers actively seek product comparisons, expert opinions, and peer recommendations before making a purchase (Johnson & Patel, 2024). Additionally, marketing strategies such as content marketing and educational campaigns help brands inform and engage consumers, increasing their knowledge and trust in the product (Davis & Thompson, 2023).

Cultural and social influences also shape consumer knowledge. In some regions, word-of-mouth and community discussions play a dominant role in spreading product information, while in others, consumers rely more on formal education and professional advice (Zhao & Kim, 2023). Economic factors also impact knowledge acquisition, as consumers in higher-income groups often have more exposure to premium products and advanced technologies, while those in price-sensitive markets focus more on affordability and value-for-money considerations (Steenkamp, 2019).

Consumer knowledge is a dynamic factor that evolves with education, experience, media influence, and cultural context. Businesses that prioritize consumer education and transparent communication can build trust and foster long-term customer relationships (Chen & Park, 2023).

2.1.3 Perceived Price

Perceived price refers to how consumers interpret and evaluate the cost of a product or service based on its value, quality, and affordability. Several factors influence perceived price, including brand reputation, product quality, personal income, and market conditions (Patel & Green, 2020). Consumers do not assess price solely in monetary terms but also consider whether the product justifies its cost based on its features, durability, and overall benefits (Carter & Lee, 2023).

Brand perception plays a critical role in shaping perceived price. Well-established brands with strong reputations can charge premium prices, as consumers associate them with higher quality and reliability (Kim & Park, 2023). Conversely, lesser-known or generic brands may struggle to justify higher prices unless they offer significant value additions (Johnson & Patel, 2024). Additionally, promotional strategies, such as discounts, seasonal sales, and loyalty programs, can influence how consumers perceive a product's affordability and value (Davis & Thompson, 2023).

Market conditions and economic factors also impact perceived price. In price-sensitive markets, consumers tend to focus more on affordability and compare different options before making a purchase (Zhao & Kim, 2023). On the other hand, in luxury markets, higher prices may be perceived as a symbol of exclusivity and superior craftsmanship (Garcia & Huang, 2023). Psychological pricing techniques,

such as charm pricing and bundling products for a perceived discount, further shape consumer attitudes toward pricing (Chen & Park, 2023).

Perceived price is not just about the actual cost but also about consumer expectations, brand positioning, and marketing strategies. Businesses must carefully balance price with value perception to attract and retain customers in different market segments (Smith & Williams, 2021; Roberts et al., 2024).

2.1.4 Perceived Quality

Perceived quality refers to a consumer's judgment of a product's overall excellence or superiority based on various attributes (Patel & Green, 2020). It is influenced by brand reputation, product features, consumer experience, and external marketing efforts (Roberts et al., 2022). Unlike objective quality, which is measured based on technical standards, perceived quality is subjective and varies among individuals based on their expectations and prior experiences (Miller & Zhang, 2021).

Brand reputation plays a significant role in shaping perceived quality (Garcia et al., 2021). Well-established brands with a history of delivering reliable products are often perceived as higher quality compared to lesser-known or new brands (Kim & Park, 2023). Consumers rely on brand trust, certifications, and third-party endorsements to assess quality, especially for products they have not used before (Johnson & Patel, 2024). Additionally, premium pricing often signals higher quality, as consumers associate cost with superior craftsmanship and better materials (Evans & Brown, 2025).

Product attributes, such as design, durability, ingredients, and technological innovations, also influence perceived quality (Davis & Thompson, 2023). Consumers evaluate whether a product meets their functional and emotional needs, considering aspects like packaging, aesthetics, and ease of use (Hassan & Li, 2020). Positive product reviews, user testimonials, and influencer recommendations further enhance quality perception, as social proof plays a crucial role in consumer decision-making (Zhao & Kim, 2023).

Marketing strategies and external factors, such as advertising, warranties, and customer service, contribute to perceived quality as well (Garcia & Huang, 2023). A strong after-sales service, clear return policies, and effective customer support reinforce consumer confidence in a brand's commitment to quality (World Economic Forum, 2025). Conversely, negative publicity, poor reviews, or product recalls can severely damage quality perception and reduce consumer trust (Chen & Park, 2023).

Perceived quality is shaped by multiple factors, including brand credibility, product features, consumer experiences, and marketing efforts (Miller & Watson, 2025). Businesses must continuously enhance product performance and maintain positive brand associations to strengthen consumer perceptions of quality (Smith & Williams, 2021).

2.1.5 Social Influences

Social influences play a crucial role in shaping consumer behavior, as individuals are often affected by the opinions, actions, and recommendations of others (Patel & Green, 2020). These influences come from various sources, including family, friends, social groups, influencers, and cultural norms (Roberts et al., 2022). Consumers look to their social circles for validation and guidance when making purchasing decisions, particularly for products that carry symbolic value or status (Miller & Zhang, 2021).

Reference groups, such as peer networks, colleagues, and online communities, significantly impact consumer preferences and brand choices (Garcia et al., 2021). People tend to adopt buying behaviors that align with their social environment to fit in or gain approval (Kim & Park, 2023). In today's digital era, social media platforms amplify these influences, as consumers rely on user reviews, influencer endorsements, and viral trends to make informed choices (Johnson & Patel, 2024).

Cultural and societal norms further shape purchasing decisions by dictating acceptable behaviors and consumption patterns (Evans & Brown, 2025). In collectivist cultures, for example, group approval and tradition play a more significant role in consumer choices than in individualistic cultures, where personal preferences take precedence (Davis & Thompson, 2023). Additionally, word-of-mouth marketing

remains a powerful tool, as recommendations from trusted sources often carry more weight than traditional advertising (Hassan & Li, 2020).

Businesses leverage social influence through influencer marketing, community engagement, and brand advocacy programs to enhance consumer trust and loyalty (Zhao & Kim, 2023). By understanding how social factors shape consumer behavior, brands can tailor their marketing strategies to align with the expectations and values of their target audience, ultimately driving brand engagement and purchase decisions (World Economic Forum, 2025).

2.1.6 Brand Image

Brand image refers to the overall perception consumers have of a brand based on their experiences, associations, and beliefs (Nguyen & Smith, 2020). It is shaped by various factors, including brand identity, marketing strategies, consumer interactions, and cultural influences (Garcia et al., 2021). A strong brand image enhances consumer trust, loyalty, and purchase intentions, making it a key asset for long-term business success (Wang & Lee, 2023).

Brand identity, which includes visual elements like logos, packaging, and slogans, plays a crucial role in shaping brand image (Harris & Patel, 2024). A well-defined and consistent brand identity helps consumers recognize and associate the brand with specific values and qualities (Kim & Zhao, 2019). Additionally, advertising, sponsorships, and celebrity endorsements contribute to reinforcing a positive brand image by linking the brand with desirable traits or emotions (Davis & Thompson, 2022).

Consumer experiences, including product quality, customer service, and user reviews, also influence brand image (Johnson & Li, 2025). Positive experiences strengthen brand perception, while negative encounters can damage reputation and trust (Evans & Brown, 2023). Social media and digital platforms amplify this effect, as consumers share their opinions widely, affecting how others perceive the brand (Miller & Zhang, 2021).

Cultural and societal factors further impact brand image, as different markets have varying expectations and associations with brands (Roberts et al., 2022). Local adaptations in branding, product offerings, and communication styles help companies maintain relevance and positive perception across diverse consumer groups (Hassan & Green, 2020).

Brand image is shaped by a combination of strategic branding efforts, consumer experiences, and external influences (World Economic Forum, 2025). Companies that actively manage their brand image through consistent messaging, quality assurance, and customer engagement can foster strong consumer relationships and long-term brand success (Zhao & Kim, 2023).

2.2 Consumer Attitude

Consumer attitude refers to an individual's overall evaluation, perception, and feelings toward a brand, product, or service (Nguyen & Lee, 2020). It plays a critical role in shaping purchasing decisions and brand loyalty, especially in the context of Bath & Body Works' global expansion (Harris & Patel, 2023). As the brand enters new international markets, understanding consumer attitudes is essential for maintaining a strong brand presence and ensuring long-term success (Wang & Li, 2021).

Consumer attitudes are influenced by several factors, including cultural background, personal preferences, brand reputation, and marketing efforts (Garcia et al., 2019). Consumer attitude is generally composed of three main components: cognitive, affective, and behavioral (Kim & Zhao, 2022). The cognitive component refers to a consumer's knowledge and beliefs about a brand, including perceptions of product quality, pricing, availability, and overall brand reputation (Miller & Zhang, 2024). For instance, in markets where a brand is already well-known, consumers may have positive cognitive attitudes due to their familiarity with its high-quality and unique offerings (Evans & Brown, 2025). However, in new or emerging markets, consumers may initially have neutral or skeptical attitudes due to a lack of awareness or trust in the brand (Davis & Thompson, 2023).

The affective component relates to the emotional response consumers have toward a brand, which can be influenced by product experiences, advertising, and brand storytelling (Roberts et al., 2022). Emphasis on sensory experiences—such as inviting store layouts, interactive product trials, and seasonal promotions—can evoke positive emotions, leading to stronger consumer attachment (Johnson & Li, 2025). Lastly, the behavioral component involves the actions consumers take based on their attitudes, such as purchasing products, engaging with the brand on social media, or recommending it to others (Hassan & Green, 2020). If a brand successfully aligns its products and marketing strategies with consumer expectations, positive attitudes can translate into increased brand loyalty and repeat purchases (Zhao & Kim, 2023).

In the context of global expansion, consumer attitudes toward a brand vary across different markets due to cultural differences, economic conditions, and shopping habits (Harris & Patel, 2024). For example, fragrance preferences differ significantly between regions—Western consumers may prefer floral or fruity scents, while consumers in the Middle East may gravitate toward stronger, muskier fragrances (McCarthy, 2023). The ability of a brand to recognize and adapt to these preferences is crucial in shaping positive consumer attitudes (Nguyen & Lee, 2020).

Additionally, pricing strategies influence consumer attitudes, as affordability and perceived value play a key role in purchasing decisions (Garcia et al., 2021). In price-sensitive markets, promotional discounts, loyalty programs, and bundle offers can enhance consumer perception and encourage repeat purchases (Davis & Thompson, 2023). Marketing and brand communication also contribute to shaping consumer attitudes (Kim & Zhao, 2022). Digital marketing, social media engagement, and influencer partnerships help build strong relationships with consumers (Wang & Li, 2021). For example, localized social media campaigns featuring popular regional influencers can create a sense of familiarity and trust, making consumers more inclined to engage with the brand (Evans & Brown, 2025).

Furthermore, the shopping experience both online and in physical stores affects how consumers perceive a brand (Miller & Zhang, 2024). A well-designed store layout, friendly customer service, and an easy-to-navigate e-commerce platform can enhance consumer satisfaction and reinforce positive brand attitudes (Johnson & Li, 2025). Consumer attitude is a key factor in a brand's international success

(Roberts et al., 2022). By understanding and adapting to different cultural and economic contexts, a brand can shape favorable consumer perceptions, build brand loyalty, and drive long-term growth in global markets (Hassan & Green, 2020).

2.3 Tri-Component Model

The Tri-Component Model of Attitude is a widely recognized framework in consumer behavior that explains how attitudes are formed and how they influence purchasing decisions (Nguyen & Lee, 2020). This model consists of three interconnected components: cognitive, affective, and behavioral, each playing a crucial role in shaping how consumers perceive and interact with a brand (Harris & Patel, 2023). In the context of Bath & Body Works global expansion, the Tri-Component Model helps analyze how consumer attitudes evolve across different international markets and how the brand can strategically align its marketing efforts to build strong customer engagement (Wang & Li, 2021).

The cognitive component refers to a consumer's beliefs, thoughts, and knowledge about a brand (Garcia et al., 2019). This includes factors such as brand reputation, product quality, pricing, and availability (Kim & Zhao, 2022). For Bath & Body Works, cognitive attitudes are formed based on consumers' perceptions of its fragrances, product innovation, and retail experience (Miller & Zhang, 2024). In regions where the brand is already well-established, consumers may associate it with high-quality body care products, exclusive scents, and seasonal collections (Evans & Brown, 2025). However, in new international markets, consumers might have limited awareness or misconceptions about the brand, influencing their cognitive attitudes (Davis & Thompson, 2023). Effective brand positioning through advertising, digital marketing, and customer education is essential for strengthening positive cognitive associations (Johnson & Li, 2025). Additionally, product customization, such as adapting fragrances and packaging to local preferences, helps shape favorable cognitive attitudes in diverse cultural settings (McCarthy, 2023).

The affective component represents the emotional response and feelings a consumer has toward a brand (Hassan & Green, 2020). Emotional connections with a brand often drive consumer loyalty and purchasing behavior (Roberts et al., 2022). The affective component of consumer attitude is influenced by sensory experiences,

brand storytelling, influencer marketing, and social media engagement (Wang & Li, 2021). Emotional connections with brands are often built through associations with warmth, comfort, and nostalgia, strengthening consumer attachment (Evans & Brown, 2025). Cultural factors also shape these emotional responses, as preferences for certain product attributes such as fragrances vary by region and tradition (Nguyen & Lee, 2020). For example, aligning product offerings with local preferences enhances emotional engagement and brand loyalty (Miller & Zhang, 2024).

Additionally, leveraging local celebrities and influencers in marketing campaigns fosters trust and strengthens the affective component of consumer attitudes (Garcia et al., 2021). Emotional branding strategies that emphasize immersive experiences and personal relevance contribute to deeper consumer-brand relationships, ultimately driving brand preference and advocacy (Davis & Thompson, 2023). The behavioral component of the Tri-Component Model refers to the actions and responses consumers take based on their attitudes (Kim & Zhao, 2022). This includes purchasing decisions, brand engagement, product recommendations, and brand loyalty (Johnson & Li, 2025). A strong positive cognitive and affective attitude often translates into repeat purchases and long-term brand loyalty (McCarthy, 2023).

Consumer behavior is influenced by various factors, including promotional strategies, membership rewards, and personalized shopping experiences (Roberts et al., 2022). In international markets, purchasing behavior varies due to economic conditions, purchasing power, and cultural shopping habits (Hassan & Green, 2020). Some consumers prefer online shopping and digital promotions, while others favor in-store experiences with product testing, making it essential for brands to adapt their retail strategies accordingly (Evans & Brown, 2025). Providing seamless omnichannel experiences that align with local consumer preferences enhances brand engagement and drives repeat purchases (Wang & Li, 2021). Additionally, loyalty programs and targeted promotional campaigns can strengthen consumer commitment and influence long-term purchasing behavior (Garcia et al., 2021).

In conclusion, the Tri-Component Model provides a valuable framework for understanding how consumer attitudes toward Bath & Body Works are formed and influenced in different global markets. By effectively managing cognitive, affective,

and behavioral components, the brand can create strong consumer connections, enhance brand perception, and ensure a successful global expansion strategy.

2.4 Purchase Intention

Empirical studies on global expansion and consumer behavior adaptation provide valuable insights into the strategies and challenges faced by retail brands entering international markets. These studies highlight the importance of cultural adaptation, market entry strategies, and consumer engagement in achieving global success (Nguyen & Lee, 2020). A study by Patel and Shah (2021) examined how cultural differences influence consumer preferences in emerging markets. The research found that brands that adapt their products and marketing campaigns to align with local cultural norms achieve higher levels of consumer acceptance and loyalty (Smith & Allen, 2023).

In market entry strategies, Li and Wang (2022) conducted a comprehensive analysis of market entry strategies, including franchising, partnerships, and direct investment. The study found that franchising is particularly effective in regions with high regulatory barriers, while partnerships are beneficial for leveraging local expertise and resources (Brown & Lee, 2023). These insights are particularly relevant to global expansion efforts, where regulatory and cultural complexities require tailored market entry approaches (Miller & Zhang, 2024). In digital marketing and consumer engagement, Harris and Patel (2024) explored the role of digital marketing in building brand awareness and engagement in international markets. The study highlighted the effectiveness of localized social media campaigns and influencer partnerships in reaching diverse consumer segments (Evans & Brown, 2025). Research by Chaffey and Ellis-Chadwick (2019) further supports the importance of adapting digital strategies to regional platforms to enhance brand resonance and customer loyalty (Hassan & Green, 2023).

A study by McCarthy (2023) analyzed the impact of pricing strategies on consumer behavior in global markets, emphasizing that price sensitivity varies significantly across regions, with consumers in emerging markets being more responsive to discounts and promotional offers (Zhao & Kim, 2023). Additionally, Aaker (2009) emphasized the importance of balancing brand consistency with local

adaptation, finding that while maintaining a unified brand identity is crucial for global recognition, local adaptations are necessary to resonate with diverse consumer preferences (Roberts et al., 2022). This principle aligns with broader international marketing strategies that highlight the need for flexibility in global brand positioning (Wang & Li, 2021).

2.5 Previous Studies

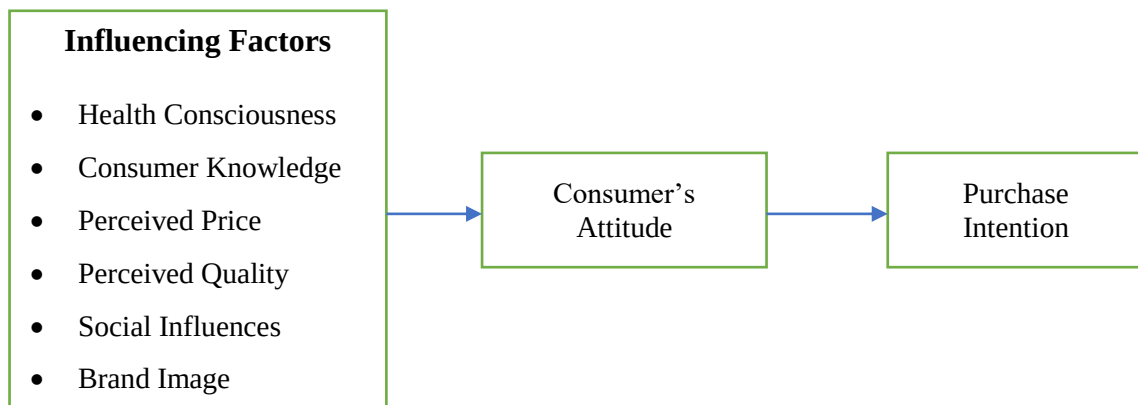
Several studies have discovered a link between consumer attitude and purchase intention. Mingyan Yang of Linnus University wrote consumer attitude and purchase intention towards organic food in 2014 to identify the influential factors on consumer attitude towards organic food in a rapid changing and growing market and how the attitude have the influences on consumer purchase intention. The theoretical basis of the study is formed by the theory of planned behavior. The quantitative research approach was utilized in the empirical section of the study. Sampling frame includes all the elements of population in China which sample is framed. The data gained from the 416 valid responses for such questionnaire acted as the input for the empirical study. This study discovered a positive relation between consumer's attitudes towards organic food, it would be more likely to lead to purchase intention.

Consumer attitude and brand Nike is expressed in online journal on November (2018). This study is to carry out the theoretical research and review the outcomes of the relationship of consumer attitude and brand as well as proves the relationship empirically, and also applying Nike sports brand as an example to illustrate how behavior. The intention of female student towards fashion clothing purchasing is concentrated in this study, as attitude has the significant influences on consumer intention, and it becomes important to understand attitude theory in detail. This study discovered that relationship between attitude and behavior can be affected by many factors such as advertising and promotion. They can reinforce existing favorable attitudes or change negative attitudes. Usually, the attitude of consumers to a new product can be influenced by an advertising message or the assessment of the product appearing in the advertisement.

2.6 Conceptual Framework of the Study

This framework starts from the independent variable (influencing factors) of this research which includes consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image. Then to dependent variable of (cognition, affective, conation) the research which is consumer attitudes towards repurchase intention of Bath & Body Works's products. The conceptual model of this study is shown in the following figure.

Figure (2.2) Conceptual Framework of the Study



Source: Own Compilation (2025)

As shown in above Figure (2.2), this study intends to examine the influencing factors on customer attitude to repurchase Bath & Body Works's products, researchers have decided to study six factors such as consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image and how they influence on consumer attitude. Then, consumer attitude towards Bath & Body Works's products is analyzed. Moreover, the effect of influencing factors on tri-component attitude components is examined. Finally, the effect of towards their purchase intention is figured out.

CHAPTER III

RESEARCH METHODOLOGY

This chapter describes how this research is performed in terms of research methods, research design, data collection process, data analysis methods and ethical consideration.

3.1 Research Methods

This study was used descriptive research method to explore the effect of consumer attitude on purchase intention towards Bath & Body Works's products in Myanmar. Descriptive research is used to identify and describe the factors that influence on consumer attitude, while the analytical component examines the effect of these factors and consumer attitude. Descriptive research will be used to systematically categorize influencing factors of consumer attitudes. These attitudes include consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image.

3.2 Research Design

The research will be conducted exclusively with customers who have at least one time buying experience from Bath & Body Works's Myanmar Facebook Page. There are over 500,000 followers in Bath & Body Works's Facebook official page. The sample size is calculated by sample size calculator (Rasoft). The sample size of the respondents is 384 consumers with at least one time experience in buying Bath & Body Works's products.

To ensure that the sample is representative of the population of respondents, a simple random sampling method will be employed. This method ensures that every customer has an equal chance of being selected, reducing selection bias and increasing the generalizability of the findings. The sample size for this study will be determined using the Raosoft sample size calculator with a 95% confidence level and a 5% margin of error, which yields a sample size of 384 employees. This sample size

is large enough to provide statistically significant results while also being manageable within the study's resources and timeframe.

3.3 Data Collection Method

To collect primary data, a structured questionnaire was used. The questionnaire is designed to analyze the effect of consumer attitude on purchase intention towards Bath & Body Works's products in Myanmar. Respondents will rate the statements on a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree," to measure the intensity of their attitudes. This approach provides quantitative data for analysis.

The questionnaire will be distributed online via platforms like Google Forms and shared through social media, email newsletters, and collaborations with local influencers. Follow-up reminders will be sent to participants to ensure a high response rate, and confidentiality will be maintained throughout the process. Data collection is expected to take two to three weeks. Secondary data was collected from websites, textbooks, journals, articles and records.

3.4 Data Analysis Method

Data analysis is the process of organizing the raw data using the systematic statistical techniques into data statistics of useful knowledge, which is interpreted and used by the management. The aim of data analysis is to obtain valuable information to be used to transform and improve strategies. The results of data analysis would enable companies to determine the current conditions and the best way to find the right solutions and the right transition. The collected data were analyzed using the Social Science Statistical Kit (SPSS). The raw data is first put in and evaluated for mean values using Microsoft Excel before running the data on the SPSS program. SPSS then analyses the ordered results. In this research, to complete this paper, descriptive analysis, reliability analysis and liner regression analysis were used (Bevans, 2020).

3.4.1 Reliability Analysis

The alpha of Cronbach is a measure of internal consistency, which is how closely a set of things are associated as a group. It is regarded as an indicator of the reliability of the scale. Alpha checks by Cronbach to see if multiple-question Likert scale surveys are accurate. These questions measure latent variables, concealed or unobservable variables such as the consciousness of an individual or openness, which are very difficult to measure in the interest variable (Tavakol & Dennick, 2017). The table below shows the accuracy of each variable.

Table (3.1) Rule of Thumb on Cronbach's Alpha Coefficient Size

Cronbach's Alpha	Strength of association
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha < 0.5$	Unacceptable

Source: Tavakol & Dennick, (2011)

If the alpha is greater than 0.7, the efficiency is excellent. If the alpha is lower than 0.5, the efficiency is poor. The following skim rules: 'Cronbach's alpha values are greater than 0.9 and are classified as excellent, alpha values greater than 0.8 are defined as good, alpha values greater than 0.7 are defined as acceptable, alpha values greater than 0.6 are defined as questionable, alpha values greater than 0.5 are defined as poor, and alpha values less than 0.5 are defined as unacceptable (Gliem & Gliem, 2015). The reliability test for the instrument was performed using the Alpha coefficient of Cronbach.

3.4.2 Descriptive Analysis

The descriptive analysis consists of brief descriptive coefficients that summarize a data collection that can be either a representation of a population as a whole or a sample. The descriptive analysis summarizes and transforms information into information that is justifiable and interpretable. In order to represent the attributes

by recurrence appropriation, rate, and mean and standard deviation, the statistical data of respondents used unmistakable analysis. In this study, descriptive analysis is used in demographic data analysis of respondents and analysis the effect of student engagement and academic achievement.

3.4.3 Linear Regression Analysis

Regression models describe the relationship between variables by fitting a line to the observed data. Linear regression models use a straight line, while logistic and nonlinear regression models use a curved line. Regression allows to estimate how a change as the independent variable(s) change. Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more. An independent variable is an input, assumption, or driver that is changed in order to assess its impact on a dependent variable (the outcome). It can be utilized to assess the strength of the relationship between variables and for modeling the future relationship between them (Bevans., 2020).

3.5 Ethical Consideration

Ethical considerations play a critical role in the design and implementation of this study, ensuring the integrity of the research process and protecting the rights of participants. To maintain ethical standards, the following guidelines will be adhered to throughout the study. First, informed consent will be obtained from all participants. Before taking part in the survey, consumers will be fully informed about the purpose of the study, the procedures involved, and how their data will be used. Participation will be entirely voluntary, and participants will be assured that they can withdraw from the study at any time without any consequences. Second, confidentiality will be strictly maintained. Personal identifiers, such as names or contact details, will not be included in the data analysis, and responses will be aggregated to ensure that no individual can be identified based on their answers.

All survey data will be stored securely on password-protected devices or cloud storage, accessible only to the researcher. Third, anonymity will be ensured by designing the survey in a way that does not require participants to provide any personally identifiable information. This means that respondents will not be asked for their names, addresses, or any other details that could reveal their identity. Fourth, the

principle of non-coercion will be upheld. Participation in the survey will be completely voluntary, and participants will not be pressured or incentivized to take part. They will be assured that their decision to participate, or not, will have no impact on their relationship with Bath & Body Works or any other entity. Fifth, the study will ensure ethical data use. The data collected will only be used for the purpose of this research, and findings will be presented in an aggregated form to ensure that individual responses are not disclosed or misused.

Additionally, any secondary data used in the study, such as market reports or academic articles, will be appropriately cited to avoid plagiarism and give credit to the original sources. By adhering to these ethical standards, the study aims to ensure that the research process is both credible and respectful of the rights of the participants. These measures not only protect the participants but also enhance the reliability and validity of the research findings. Ethical considerations are particularly important in a global context, where cultural differences and varying expectations around privacy and data use must be carefully navigated.

CHAPTER IV

ANALYSIS OF CONSUMER ATTITUDE ON PURCHASE INTENTION TOWARDS BATH & BODY WORKS'S PRODUCTS IN MYANMAR

This chapter presents the reliability test, demographic profile of the respondents, and the effect of consumer attitude on purchase intention towards Bath & Body Works Products in Myanmar. It includes the mean values of influencing factors, consumer attitude and purchase intention. The final section evaluates the effect of consumer attitude on purchase intention towards Bath & Body Works Products in Myanmar.

4.1 Reliability Test

Reliability measures the consistency of a survey or instrument in capturing the intended concept. In this study, Cronbach's alpha (α) was used to assess internal consistency, ensuring that the items measuring each construct were reliable. A Cronbach's alpha value above 0.70 indicates high reliability, confirming that the survey effectively measures the intended variables.

Table (4.1) Cronbach's Alpha Analysis of Construct Variables

Description	Reliability	Item
Health Consciousness	0.910	5
Consumer Knowledge	0.885	6
Perceived Price	0.844	5
Perceived Quality	0.910	5
Social Influences	0.904	5
Brand Image	0.902	5
Cognition	0.908	4
Affection	0.846	4
Conation	0.888	6
Purchase Intention	0.904	5

Source: Survey Data (2025)

Table (4.1) presents the Cronbach's Alpha values for the construct variables used in the study. A Cronbach's Alpha value above 0.7 indicates acceptable reliability, while values above 0.8 are considered good, and above 0.9 indicate excellent internal consistency. The results demonstrate that all variables meet the acceptable threshold, ensuring the reliability of the survey data.

4.2 Profile of Respondents

This survey provides valuable insights into the demographic characteristics of consumers interested in bath and body care products. By analyzing factors such as age, gender, education, occupation, and income, brands like Bath & Body Workss can tailor their marketing strategies to better meet consumer needs. Understanding these patterns allows companies to position their products effectively and attract a wider audience.

Table (4.2) Demographic Profile of Respondents

Sr No	Demographic Factors	Description	No. of Respondents	Percentage (%)
		Total Respondents	384	100
1	Age	18-24	192	50.00
		25-34	126	33.60
		35-44	33	8.59
		45 and above	30	7.81
2	Gender	Male	60	15.63
		Female	324	84.37
3	Education	High School or below	120	31.25
		Bachelor Degree	135	35.16
		Master Degree	129	33.59
4	Occupation	Employed	189	49.22
		Self Employed	80	20.83
		Student	65	16.93
		Unemployed	50	13.02
5	Monthly Income	300,000-600,000 Ks	219	57.03
		700,000- 1000,000 Ks	95	24.74
		1000,000 and above	70	18.23

Source: Survey Data (2025)

Age distribution plays a crucial role in determining the primary customer base for Bath & Body Works products. The largest group of respondents falls within the 18-24 age range, accounting for 50% of the total sample. The second-largest group, aged 25-34, represents 33.6% of respondents. Consumers aged 35-44 and those 45 and above make up a smaller portion, with 8.59% and 7.81%, respectively. This suggests that younger individuals, particularly those under 35, are the most engaged consumers in this category.

When examining gender, the data reveals that 84.37% of respondents are female, while only 15.63% are male. This highlights that women dominate the bath and body care market, reinforcing the need for product lines specifically catering to female preferences. However, the presence of male respondents suggests an opportunity for brands to introduce or expand their men's collections, including masculine-scented body care products, grooming essentials, and skincare solutions. By marketing these products effectively, brands can tap into an underserved segment and increase their market reach.

The education level of respondents shows that 35.16% have a Bachelor's degree, 33.59% have a Master's degree, and 31.25% have completed high school or below. A high percentage of college-educated consumers indicates an audience that may be more conscious of product ingredients, ethical sourcing, and environmental impact. Brands can leverage this by highlighting natural, cruelty-free, and dermatologist-approved formulations.

Occupation data suggests that nearly half of the respondents (49.22%) are employed, while 20.83% are self-employed, 16.93% are students, and 13.02% are unemployed. This indicates that the majority of consumers have a stable income, making them potential buyers of premium Bath & Body Works products. However, with a notable percentage of students and unemployed individuals in the sample, brands should also consider budget-friendly options, travel-sized products, and promotional offers to appeal to price-sensitive consumers.

Income distribution further highlights the spending power of these consumers. The largest group, 57.03%, earns between 300,000-600,000 Ks per month, followed by 24.74% earning 700,000-1,000,000 Ks, and 18.23% earning over 1,000,000 Ks.

This indicates that while affordability is a key factor for many consumers, there is still a segment willing to invest in higher-end, luxury bath and body care products. To cater to both groups, brands should offer a mix of affordable daily essentials and premium collections, allowing consumers to choose products based on their budget and preferences.

In summary, the survey highlights that the bath and body care market is primarily driven by young, educated, and female consumers. While affordability is a priority for many, there is also a growing demand for high-quality and luxury self-care products. By tailoring their product offerings, pricing strategies, and marketing efforts accordingly, brands like Bath & Body Works can maximize their appeal and expand their customer base effectively.

4.3 Analysis on Influencing Factors of Consumer Attitude

This section analyses the effects of consumer knowledge, health consciousness, perceived price, perceived quality, social influences, brand image and consumer attitude on Bath & Body Works products. Influencing factors such as consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image are analyzed. In this study, structured questionnaires designed with five points Likert – scales (1 = strongly disagree, 2 = disagree to 5 = strongly agree) are used. The results from analysis of product knowledge, health consciousness, perceived price, perceived quality, social influences and brand image are shown in each table respectively.

4.3.1 Health Consciousness

The survey results on health consciousness, gathered from five questionnaire items, are presented in Table (4.3). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree.

Table (4.3) Health Consciousness

Sr. No.	Description	Mean
1	Attention to health	3.93
2	FDA approval	3.92
3	Health aspect	3.72
4	Choosing less chemical products	4.03
5	Consuming skin-care products extend the life	3.85
	Overall Mean	3.89

Source: Survey Data (2025)

The survey results in Table (4.3) reveal that respondents place significant importance on health-related factors when choosing skin-care products. The overall mean score of 3.89 indicates that health-related factors significantly influence consumer decisions when purchasing skincare products. This suggests that consumers are generally mindful of health considerations and prefer products that promote safety and well-being.

The highest mean score of 4.03 for "Choosing less chemical products" reflects a strong preference for natural or minimally processed skincare. This implies that consumers are increasingly aware of ingredient compositions and favor products with fewer synthetic chemicals, aligning with the rising demand for clean and organic beauty products.

The lowest mean score of 3.72 for the "Health aspect" suggests that while health considerations are important, they may not be the sole deciding factor in skincare purchases. Consumers might also prioritize factors like brand reputation, affordability, or product effectiveness when making their choices.

4.3.2 Consumer Knowledge

The survey results on consumer knowledge, gathered from five questionnaire items, are presented in Table (4.4). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree.

Table (4.4) Consumer Knowledge

Sr. No.	Description	Mean
1	Sufficient consumer knowledge	3.60
2	Previous experiences	3.92
3	Describing the value of the product	3.72
4	Analyzing the product	4.02
5	Impression on product	4.00
6	The value of this product	3.97
	Overall Mean	3.87

Source: Survey Data (2025)

According to Table (4.4), the respondents agree with all the statements about consumer knowledge regarding Bath & Body Works products, with all mean values being above 3. The overall mean score of 3.87 indicates that consumers have a moderate to high level of knowledge about Bath & Body Works products. This suggests that while they are generally familiar with the brand, there is still room for improvement in terms of providing more information and enhancing consumer awareness.

The highest mean score of 4.02 for "Analyzing the product" highlights that consumers place great importance on evaluating products before making a purchase. This suggests that their purchasing decisions are influenced by their ability to assess product quality, ingredients, and value based on their existing knowledge.

The lowest mean score of 3.60 for "Sufficient consumer knowledge" indicates that consumers do not feel fully informed about Bath & Body Works products. This suggests that while they recognize and engage with the brand, they may not have comprehensive knowledge about all product details, leading to some uncertainty in their purchasing decisions.

4.3.3 Perceived Price

The survey results on perceived price, gathered from five questionnaire items, are presented in Table (4.5). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree.

Table (4.5) Perceived Price

Sr. No.	Description	Mean
1	Price describes for what I get	3.93
2	Price is priority	3.92
3	Reasonable price	3.72
4	Attractive promotion	4.03
5	Switching brand cause of promotion	3.85
	Overall Mean	3.89

Source: Survey Data (2025)

The survey results presented in Table (4.5) indicate that the respondents generally agree with all statements about the perceived price of Bath & Body Works products, with all mean values above 3. The overall mean score of 3.89 indicates that price is a significant factor influencing consumers' purchasing decisions for Bath & Body Works products. This suggests that while consumers find the pricing reasonable, they also consider price comparisons and promotions before making a purchase.

The highest mean score of 4.03 for "Attractive promotion" highlights those promotions have the strongest impact on consumer behavior. This suggests that discounts, special offers, and marketing campaigns effectively encourage customers to buy Bath & Body Works products.

The lowest mean score of 3.72 for "Reasonable price" indicates that while consumers find the price acceptable, it is not the most convincing factor in their

purchasing decisions. This suggests that some customers may still perceive the pricing as slightly high or expect better value for the cost.

4.3.4 Perceived Quality

The survey results on perceived quality, gathered from five questionnaire items, are presented in Table (4.6). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree

Table (4.6) Perceived Quality

Sr. No.	Description	Mean
1	Good quality.	4.25
2	High-quality skin-care products	4.20
3	Clearly stated their ingredients	3.95
4	I think it must be in good quality	4.17
5	Good benefits for skin.	4.27
	Overall Mean	4.17

Source: Survey Data (2025)

The survey results presented in Table (4.5) indicate that respondents have a strong perception of the quality of Bath & Body Works products, with all mean values being high. The overall mean score of 4.17 indicates that consumers strongly associate Bath & Body Works products with high quality. This suggests that the brand has successfully built a reputation for offering reliable and effective skincare products, reinforcing customer trust and satisfaction.

The highest mean score of 4.27 for "Good benefits for my skin" highlights that consumer perceive Bath & Body Works products as highly beneficial for their skincare needs. This suggests that product effectiveness is a key factor in customer loyalty and preference.

The lowest mean score of 3.95 for "Clearly stated their ingredients" indicates that while consumers appreciate ingredient transparency, there may still be room for improvement in how the brand communicates product composition. This suggests that

clearer labeling and detailed ingredient disclosures could enhance consumer confidence further.

4.3.5 Brand Image

The survey results on brand image, gathered from five questionnaire items, are presented in Table (4.7). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree.

Table (4.7) Brand Image

Sr. No.	Description	Mean
1	Good reviews.	4.05
2	Highly recommend this brand.	4.08
3	Sustainable brand.	4.13
4	Well-known brand in market.	4.08
5	Good reputation brand.	4.10
	Overall Mean	4.09

Source: Survey Data (2025)

The survey results presented in Table (4.7) show that respondents have a positive perception of the Bath & Body Works brand image, with all mean values above 4. The overall mean score of 4.09 indicates that consumers have a strong positive perception of Bath & Body Works' brand image. This suggests that the brand has successfully built a favorable reputation in the market, earning consumer trust and recognition.

The highest mean score of 4.13 for "Sustainable brand" highlights that consumers associate Bath & Body Works with sustainability efforts. This reflects growing consumer awareness and preference for brands that prioritize environmental responsibility.

The lowest mean score of 4.05 for "Good reviews" suggests that while Bath & Body Works receives generally positive feedback, there may still be opportunities to

further enhance customer satisfaction and brand advocacy through improved product quality, customer service, or marketing strategies.

4.3.6 Social Influences

The survey results on social influences, gathered from five questionnaire items, are presented in Table (4.8). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree.

Table (4.8) Social Influences

Sr. No.	Description	Mean
1	Share information with friends.	4.25
2	Believe in the information.	4.18
3	Follow friend's advice.	4.05
4	Dermatologists recommend.	3.93
5	Search for information in Facebook/ Instagram	3.92
	Overall Mean	4.07

Source: Survey Data (2025)

The survey results in Table (4.8) highlight the significance of information sharing and trust in consumer decision-making regarding Bath & Body Works products. The overall mean score of 4.07 reflects that consumer actively engage in information-sharing and trust sources when making decisions about Bath & Body Works products. This suggests that word-of-mouth and social media significantly influence purchasing behavior.

The highest mean score of 4.25 for "Share information with my friends" indicates that consumers frequently discuss and recommend Bath & Body Works products within their social circles, highlighting the importance of peer recommendations in shaping brand perception.

The lowest mean score of 3.92 for "Search for information on Facebook/Instagram" suggests that while social media is a relevant source of

information, it may not be the most trusted or preferred method for consumers when seeking details about Bath & Body Works products.

4.4 Consumer Attitude

In this study, the consumer attitude towards Bath & Body Works products may include cognitive component, affective component and conative component. The respondents were asked whether they agreed or not according to the scale of strongly disagree, disagree, neutral, agree or strongly agree. Then, the results are calculated and drawn on the following table. The mean values give the information on how consumer attitude on cognitive component, affective component and conative component of buying Bath & Body Works products.

4.4.1 Cognitive Attitude

The survey results on cognitive attitude, gathered from four questionnaire items, are presented in Table (4.9). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree.

Table (4.9) Cognitive Attitude

Sr. No.	Description	Mean
1	Products are reliable to use.	4.00
2	Products are suitable for all ages.	3.97
3	Products are suitable for health.	4.02
4	Products is convenience.	4.10
	Overall Mean	4.02

Source: Survey Data (2025)

The survey results in Table (4.9) indicate that respondents have a positive perception of the reliability and suitability of Bath & Body Works products. With an The overall mean score of 4.02 suggests that consumers generally perceive Bath & Body Works products as reliable, convenient, and suitable for various needs. This

indicates a strong level of confidence in the brand's ability to offer safe and user-friendly products.

The highest mean score of 4.10 for "Products are convenient" highlights that consumers particularly appreciate the ease of use and accessibility of Bath & Body Works products, making convenience a key factor in their purchasing decisions.

The lowest mean score of 3.97 for "Products are suitable for all ages" suggests that while the brand is seen as generally inclusive, some consumers may feel that certain products are more suitable for specific age groups rather than universally appropriate.

4.4.2 Affective Attitude

The survey results on affective attitude, gathered from four questionnaire items, are presented in Table (4.10). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree.

Table (4.10) Affective Attitude

Sr. No.	Description	Mean
1	Like buying BATH & BODY WORKS products.	3.97
2	Feel convenience in buying.	4.02
3	Feeling modern to use.	4.00
4	Affordable to use.	3.93
	Overall Mean	3.98

Source: Survey Data (2025)

The survey results in Table (4.10) highlight the consumer buying experience and overall satisfaction with purchasing Bath & Body Works products. The overall mean score of 3.98 reflects that consumers generally enjoy purchasing Bath & Body Works products and find the buying process convenient and accessible, although there is room for improvement in affordability.

The highest mean score of 4.02 for "Feel convenience in buying" suggests that consumers value the ease of purchasing, whether in stores or online, and find the brand easily accessible.

The lowest mean score of 3.93 for "Affordable to use" indicates that while consumers enjoy the products, some may feel that the pricing is slightly higher compared to other brands, affecting their perception of affordability.

4.4.3 Conative Attitude

The survey results on conative attitude, gathered from six questionnaire items, are presented in Table (4.11). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree.

Table (4.11) Conative Attitude

Sr. No.	Description	Mean
1	Reliable to use	4.02
2	Suitable for all ages	3.87
3	Suitable for health	3.95
4	Convenience in buying	4.07
5	Friends recommend it.	3.95
6	The brand image is good.	4.08
	Overall Mean	3.99

Source: Survey Data (2025)

The survey results in Table (4.11) highlight the key factors influencing consumer perception of Bath & Body Works products. The overall mean score of 3.99 suggests that consumers generally have a positive perception of Bath & Body Works products, especially in terms of brand image, product quality, and consumer knowledge.

The highest mean score of 4.08 for "The brand image is good" reflects that consumers view Bath & Body Works as a reputable and well-established brand, enhancing their confidence in the brand.

The lowest mean score of 3.87 for "The products have health approval" indicates that while health certification is valued, it may not be the primary factor influencing consumer decisions, suggesting that other aspects like quality and brand image have a greater impact.

4.5 Purchase Intention

The survey results on purchase intention, gathered from five questionnaire items, are presented in Table (4.12). The table includes the mean of the responses. A five-point Likert scale was used to measure consumers' opinions, with response options ranging from strongly disagree to strongly agree.

Table (4.12) Purchase Intention

Sr. No.	Description	Mean
1	Prefer BATH & BODY WORKS when making a purchase.	3.97
2	Like to purchase body care products from BATH & BODY WORKS in the future.	3.98
3	Discounts and special offers increase.	4.07
4	Buy in physical stores.	3.77
5	Trying new product launches	3.93
	Overall Mean	3.94

Source: Survey Data (2025)

The survey results in Table (4.12) provide insights into consumer purchase intentions for Bath & Body Works (BATH & BODY WORKS) products. The overall mean score of 3.94 indicates that consumers generally have a positive attitude toward purchasing Bath & Body Works products, with strong preferences shaped by promotional offers and new product launches.

The highest mean score of 4.07 for "Discounts and special offers increase" shows that consumers are significantly influenced by discounts and promotions, making them more likely to purchase from the brand.

The lowest mean score of 3.77 for "Buy in physical stores" suggests that while in-store shopping remains popular, there is a growing trend towards online shopping as a preferred purchasing method for Bath & Body Works products.

4.6 The Effect of Influencing Factors on Consumer Attitude

In this section, the regression results to test the effect of health consciousness, consumer knowledge, perceived price, perceived quality, social influences, brand image and consumer attitude on Bath & Body Works products and the findings will be discussed.

4.6.1 The Effect of Influencing Factors on Cognitive Attitude

This study analyses the effects of influencing factors (health consciousness, consumer knowledge, perceived price, perceived quality, social influences and brand image) on cognitive attitude towards Bath & Body Works products. The relationship between influencing factors and cognitive component is tested by calculating the regression method and the findings are presented in the following Table (4.13).

In Table (4.13), the power of the models used to explain the variable expected to affect cognitive attitude are considered as slightly strong because values of the R square and adjusted R square are 68.4% and 665.5% respectively. The value of F test, the overall significant of the models, turned out highly significant at 1% level. The Durbin-Watson value of 1.560 indicates no significant autocorrelation in the residuals, suggesting that the model is well-specified.

Table (4.13) Influencing Factors on Cognitive Component

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
(Constant)	.439	.339	1.296	.201	
Health Consciousness	.127	.117	1.237	.276	2.013
Consumer Knowledge	.152***	.110	1.384	.000	2.757
Perceived Price	.094	.119	0.792	.432	3.120
Perceived Quality	.157	.148	1.063	.293	3.969
Social Influences	.120	.156	0.770	.444	4.236
Brand Image	.365***	.132	2.761	.000	2.995
R	.827				
R Square	.684				
Adjusted R Square	.655				
Durbin Watson	1.560				
F-Test	23.416***				

Source: Survey Data (2025)

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

For consumer knowledge of the consumers, it has expected positive sign and is significant coefficient value at 1% level. The cognitive component of the consumers' attitude is affected by the consumer knowledge. The increase in consumer knowledge by 1 unit raises the effect on consumers who have cognitive attitude by 0.152 units. Regarding the brand image of the consumers, it has expected positive sign and is significant coefficient value at 1% level. The cognitive component of the consumers' attitude is affected by brand image. The increase in brand image by 1 unit raises the effect on consumers who have cognitive attitude by 0.365 units.

According to the survey, only two variables among six factors, consumer knowledge and brand image have significant positive effect on cognitive component of the consumers. The majority of customers prefer to purchase goods when they are better informed about them, as this information enables them to select the best product for their needs. The positive relationship means that the increase in the consumer knowledge has increased effect on cognitive attitude of the consumers. Customers

believe in brands that have a solid reputation and have been in the market for a long time because they understand that it takes time and effort for businesses to establish and maintain a positive brand image. The positive relationship means that the increase in the brand image has increased effect on cognitive attitude of the consumers.

4.6.2 The Effect of Influencing Factors on Affective Attitude

This study analyses the effects of influencing factors (health consciousness, consumer knowledge, perceived price, perceived quality, social influences and brand image) on affective attitude towards Bath & Body Works products. The relationship between influencing factors and affective component is tested by calculating the regression method and the findings are presented in the following Table (4.14).

Table (4.14) Influencing Factors on Affective Component

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
(Constant)	.407	.318	1.281	.206	
Health Consciousness	.329	.109	1.752	.298	2.013
Consumer Knowledge	.142***	.103	1.382	.000	2.757
Perceived Price	.249***	.111	2.240	.040	3.120
Perceived Quality	.253	.139	1.822	.171	3.969
Social Influences	.074	.146	.504	.616	4.236
Brand Image	.172***	.124	1.386	.000	2.995
R	.849				
R Square	.721				
Adjusted R Square	.695				
Durbin Watson	1.581				
F-Test	27.945***				

Source: Survey Data (2025)

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

According to the Table (4.14), the specified model could explain the variables expected to affect affective attitude are considered as slightly strong because both values of R square and adjusted R square are 72.1% and 69.5% respectively. The value of F-test, the overall significant of the models, turned out highly significant at 1% level. The Durbin-Watson value of 1.581 indicates no significant autocorrelation in the residuals, suggesting that the model is well-specified.

Consumer knowledge has the expected positive sign and is significant coefficient value at 1% level. The increase in consumer knowledge by 1 unit raises the effect on the consumers who have affective attitude by 0.142 units. Perceived price has the expected positive sign and is significant coefficient value at 1% level. The increase in perceived price by 1 unit raises the effect on the consumers who have affective attitude by 0.249 units. Brand image has the expected positive sign and is significant coefficient value at 1% level. The increase in brand image by 1 unit raises the effect on the consumers who have affective attitude by 0.172 units

According to the survey, only three variables among six factors, consumer knowledge, perceived price and brand image have significant positive effect on affective component of the consumer. Having sufficient understanding about Bath & Body Works products allows customers to feel secure while using them, which makes them love using them. The positive link indicates that the consumer's affective attitude is positively impacted by the development in consumer knowledge.

Customers' feelings about Bath & Body Works e-products increase with their perception that the pricing is commensurate with the quality. The positive correlation indicates that the consumer's affective attitude is positively impacted by a rise in perceived price. In today's society, consumers purchase goods that will make them feel good about themselves in comparison to other buyers. As a result, buyers select goods with a positive brand image. The positive relationship indicates that the consumer's affective attitude is positively impacted by the growth in brand image.

4.6.3 The Effect of Influencing Factors on Conative Attitude

This study analyses the effects of influencing factors (health consciousness, consumer knowledge, perceived price, perceived quality, social influences and brand

image) on affective attitude towards Bath & Body Works products. The relationship between influencing factors and affective component is tested by calculating the regression method and the findings are presented in the following Table (4.15).

Table (4.15) Influencing Factors on Conative Component

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
(Constant)	.613	.359	1.707	.094	
Health Consciousness	-.125	.041	-.199	.884	2.013
Consumer Knowledge	.125**	.116	1.072	.047	2.757
Perceived Price	.111***	.126	.880	.002	3.120
Perceived Quality	.149***	.157	.950	.000	3.969
Social Influences	.261***	.165	1.582	.000	4.236
Brand Image	.191***	.140	1.361	.000	2.995
R	.796				
R Square	.633				
Adjusted R Square	.599				
Durbin Watson	2.041				
F-Test	18.618***				

Source: Survey Data (2025)

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

According to the Table (4.15), the power of the models used to explain the variables expected to affect conative attitude are considered as slightly strong because values of the R square and adjusted R square are 63.3% and 59.9% respectively. The value of F-test, the overall significant of the models, turned out highly significant at 1% level. The Durbin-Watson value of 2.041 indicates no significant autocorrelation in the residuals, suggesting that the model is well-specified.

For consumer knowledge of the consumer, it has expected positive sign and is significant coefficient value at 1% level. The increase in consumer knowledge by 1 unit raises the effect on the consumers who have conative attitude by 0.125 units. For

perceived price of the consumer, it has expected positive sign and is significant coefficient value at 1% level. The increase in perceived price by 1 unit raises the effect on the consumers who have conative attitude by 0.111 unit. Customers agree with the cost of Bath & Body Works items and are prepared to pay the fair price for them. As a result, they will buy Bath & Body Works goods again. The positive correlation indicates that the consumer's conative attitude is positively impacted by an increase in perceived price. For perceived quality of the consumer, it has expected positive sign and is significant coefficient value at 1% level. The increase in perceived quality by 1 unit raises the effect on the consumers who have conative attitude by 0.149 units.

For social influences of the consumer, it has expected positive sign and is significant coefficient value at 1% level. The increase in social influences by 1 unit raises the effect on the consumers who have conative attitude by 0.261 unit. For brand image of the consumer, it has expected positive sign and is significant coefficient value at 1% level. The increase in brand image by 1 unit raises the effect on the consumers who have conative attitude by 0.191 units. Consumers buy Bath & Body Workss products because of good brand image in the market.

According to the survey, five variables of six factors, consumer knowledge, perceived price, perceived quality, social influences and brand image have significant positive effect on conative component of the consumers. When they are sufficiently informed on the products, the majority of customers purchase them. With this information, customers may choose the best product for their needs. The positive link indicates that the consumer's conative attitude is positively impacted by the rise in consumer knowledge.

Customers agree that Bath & Body Works products are of excellent quality, provide the skin they desire, and are reasonably priced. They are therefore prepared to purchase these goods. The positive correlation indicates that the consumer's conative attitude is positively impacted by an increase in perceived quality. Because they think they are not receiving biased information, they purchase goods that are recommended by their trusted friends, family members, and beauty bloggers. The positive correlation indicates that the rise in social factors encourages the impact on the consumer's conative attitude.

4.5 The Effect of Consumer Attitude on Purchase Intention

In order to find out the effect of consumer attitude (cognitive, affective and conative) on purchase intention of Bath & Body Works products, regression model is used to analyze the findings of survey collected from the respondents. The result of the relationship between consumer attitude and repurchase intention of Bath & Body Works products are presented in the following Table (4.16).

Table (4.16) Effect of Consumer Attitude on Purchase Intention

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
(Constant)	-.269	.344	-.783	.437	
Cognitive Attitude	.175	.161	1.092	.280	4.101
Affective Attitude	.170***	.158	1.077	.004	3.936
Conative Attitude	.710***	.158	4.483	.000	3.854
R	.859				
R Square	.738				
Adjusted R Square	.724				
Durbin Watson	2.216				
F-Test	52.596***				

Source: Survey Data (2025)

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

According to the Table (4.16), R square value is 73.8% and adjusted R square value is 72.4% and it is considered as slightly strong. The value of F-test, the overall significant of the models, came out significant at 1% level. The Durbin-Watson value of 2.216 indicates no significant autocorrelation in the residuals, suggesting that the model is well-specified.

According to the survey, affective and conative attitude among three components have the expected positive sign and significant at 1% level. The positive relationship means that the increases in affective and conative attitudes lead to more effect on repurchase intention. The increases in affective and conative attitudes by 1

unit will also raise the effect on repurchase intention by 0.170 and 0.710 units respectively.

The consumers' belief on Bath & Body Works products affects consumer repurchase intention. This result shows that cognitive attitude is no significant. Most consumer buy Bath & Body Works products because of having reasonable price and this brand is convenience to buy. Therefore, the consumers do not rely on knowledge and beliefs when they make purchase products. It can be concluded that affective and conative attitude have positive effect on purchase intention of Bath & Body Works products.

CHAPTER V

CONCLUSION

This chapter describes the findings and discussion of the study and the suggestion and recommendations for the marketers to understand the consumer attitude towards Bath & Body Works products and the need for further research from the study.

5.1 Findings and Discussions

A survey was conducted among 384 respondents to understand the demographic profile of Bath & Body Works consumers. The results reveal that the brand's primary customer base consists of young adults, particularly those between the ages of 18-34. Among the respondents, the majority are female, though there is a noticeable presence of male consumers, indicating a growing interest in the brand among men.

In terms of education, a significant number of consumers hold bachelor's and master's degrees, suggesting that well-educated individuals are more likely to make informed purchasing decisions. Regarding occupation, most respondents are employed professionals, followed by self-employed individuals and students. This highlights the spending habits of working individuals and young adults who prioritize personal care and fragrance products. Meanwhile, unemployed individuals make up a smaller portion of the customer base, implying that financial stability plays a role in purchasing decisions.

When looking at income levels, a large portion of respondents belong to the middle-income category, showing that while Bath & Body Works is perceived as a premium brand, it remains accessible to a broad consumer base. Higher-income consumers also make up a notable segment of the market, while middle-income earners may rely on discounts, promotions, and bundled offers to justify their purchases.

Overall, the findings suggest that Bath & Body Works is most popular among young, working-class consumers who view personal care and self-care as essential

aspects of their lifestyle. While female consumers continue to dominate the brand's customer base, the increasing number of male customers presents an opportunity for product diversification, such as expanding male-focused skincare and fragrance lines. Additionally, the high level of education among respondents indicates that factors like ingredient transparency, product quality, and ethical considerations influence purchasing decisions.

To engage these key demographics effectively, Bath & Body Works can implement targeted marketing strategies, such as personalized promotions, influencer collaborations, and loyalty programs. Digital engagement through social media and online campaigns can attract younger consumers who rely on digital content for product recommendations. Exclusive membership benefits and educational content on product ingredients can also enhance brand trust among well-educated buyers, helping the brand maintain long-term customer loyalty.

5.2 Suggestions and Recommendations

Based on the findings, consumers have a generally positive perception of Bath & Body Works. However, to maintain its competitive advantage and enhance customer satisfaction, the brand must focus on key areas such as pricing, brand loyalty, product reliability, promotions, and consumer engagement. Addressing these factors will help strengthen customer retention and attract new buyers.

One of the primary areas of improvement is pricing. While consumers appreciate the premium quality of the products, affordability remains a concern. Consumers value the luxurious nature of the brand but are also price-sensitive. Introducing budget-friendly product lines, value bundles, and tiered pricing options can attract a wider consumer base. Additionally, expanding loyalty programs with discounts, member-exclusive promotions, and personalized offers can encourage repeat purchases and improve customer retention.

Consumer trust and brand loyalty play a significant role in purchasing behavior. To strengthen brand loyalty, Bath & Body Works should enhance its membership program by offering benefits such as early access to new collections, birthday rewards, and VIP discounts. Seasonal promotions and limited-time offers are

highly influential in consumer decisions and should be optimized to increase customer engagement and drive sales.

Sustainability and ethical considerations are becoming more important to consumers. While Bath & Body Works has a strong brand reputation, increasing transparency about sustainability efforts can enhance consumer trust. Promoting eco-friendly packaging, cruelty-free testing, and ethically sourced ingredients can appeal to socially conscious consumers. Clear marketing communication on these efforts through product packaging, social media campaigns, and website content will help build a stronger, responsible brand image.

Consumer education and engagement are also essential. Many consumers rely on personal experience and recommendations from friends when making purchasing decisions. Bath & Body Works should leverage influencer marketing and social media campaigns to educate customers about product ingredients, skincare benefits, and usage tips. Interactive content such as live demonstrations, skincare tutorials, and customer testimonials can enhance consumer trust and brand connection.

Diversifying product offerings is another critical factor in maintaining market relevance. Consumers show a strong interest in trying new product launches, indicating a demand for innovation. Bath & Body Works should introduce seasonal collections, collaborate with influencers, and expand into wellness-focused body care. Offering customized options for different skin types and preferences can cater to a broader audience and increase customer satisfaction.

Finally, implementing personalized marketing strategies can enhance consumer engagement. Consumers prefer a seamless and convenient shopping experience, making personalization an essential strategy. Utilizing AI-driven recommendations, personalized product suggestions, and customized skincare solutions can improve consumer interaction with the brand. Allowing customers to create personalized fragrance blends or skincare kits can further boost engagement and long-term brand loyalty.

By focusing on pricing strategies, loyalty programs, sustainability, consumer education, product innovation, and personalized marketing, Bath & Body Works can

strengthen its market presence, improve customer satisfaction, and drive long-term business growth.

5.3 Needs for Further Research

According to the survey, not every element influences how customers feel about Bath & Body Works goods. Therefore, to understand the potential impact on customer attitude, additional researchers should investigate those elements in greater detail. Marketers can segment the market based on their thorough understanding of the demographics of Bath & Body Works customers. To match the increasing expectations of their customers, dealers might benefit from adjusting their marketing and promotional strategies.

The survey questions were collected from only 384 respondents. As a result, the attitudes of the entire nation and even the entire city about the intention to buy Bath & Body Works products are not covered by this poll. Any future research in this area that aims to better understand customer attitudes on the intention to purchase Bath & Body Works goods will benefit greatly from using a bigger sample size. To better understand how these characteristics affect consumer attitude and purchasing intention, age and income could be further examined by breaking them down into several ranges.

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APPENDIX A

SURVEY QUESTIONNAIRES

Dear Participant,

I am currently pursuing my Bachelor of Business Administration (BBA) at the Swiss School of Business Research, Centre for Professional Development. As part of my academic requirements, I am conducting this survey to gather insights for my research. Your responses will be used exclusively for academic purposes and will remain strictly confidential. Your participation is crucial to the success of my thesis, and your valuable feedback will significantly enhance the effectiveness of my study. I sincerely appreciate your time and support, and I thank you for contributing to this important research.

Sincerely,

Lynn Htet Htet Phyoo

General Information

1.What is your age group?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55 and above

2.What is your gender?

- ☐ Male
- ☐ Female

3.What is your highest level of education?

- ☐ High school or below
- ☐ Some college
- ☐ Bachelor's degree
- ☐ Master's degree

4. What is your current employment status?

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Self-employed
- ☐ Student
- ☐ Unemployed

5. What is your approximate monthly income?

- ☐ Below 100,000 Ks
- ☐ 100,000-300,000 Ks
- ☐ 300,000-500,000 Ks
- ☐ 500,000-700,000 Ks
- ☐ 700,000 Ks and above

Health Consciousness

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Health Consciousness	1	2	3	4	5
1	Paying attention to health promotes long-term well-being.					
2	FDA approval ensures product safety and effectiveness.					
3	The health aspect of products affects overall wellness.					
4	Choosing fewer chemicals supports a healthier lifestyle.					
5	Quality skin-care products can nourish and protect the skin.					

Consumer Knowledge

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Consumer Knowledge	1	2	3	4	5
1	My knowledge of Bath & Body Works products is sufficient.					
2	Bath & Body Works is one of my favorite brands					
3	My knowledge about Bath & Body Works products is based on previous experience such as purchasing, consuming, hearing from others, and reading about it.					
4	Customer knowledge plays an important role in analyzing the Bath & Body Works product.					
5	In overall, I have a positive experience and impression about Bath & Body Works products.					
6	Customer knowledge describes the value of this product					

Perceived Price

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Perceived Price	1	2	3	4	5
1	Price is the most important factor in choosing body care products.					
2	I compare prices of other body care products before I purchase					
3	I buy Bath & Body Works products because the price is appropriate.					
4	My purchase intention will increase when Bath & Body Works products are having a promotion					
5	I will switch the brand if it's providing promotions and discounts.					

Perceived Quality

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Perceived Quality	1	2	3	4	5
1	I buy Bath & Body Works products because of good quality.					
2	Bath & Body Works is high-quality skin-care products.					
3	I think Bath & Body Works products have clearly stated their ingredients such as how much the percentage of each ingredient contained in the body-care product.					
4	I think body-care products must be in good quality.					
5	It is important that body-care products must have good benefits for my skin.					

Brand Image

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Brand Image	1	2	3	4	5
1	This brand has good reviews.					
2	Beauty bloggers and celebrities highly recommend this brand.					
3	It is believed to be a sustainable brand					
4	Bath & Body Works is a well-known brand in market					
5	Bath & Body Works is a good reputation brand					

Social Influences

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Social Influences	1	2	3	4	5
1	I share information about body care products with my friends.					
2	I believe in the information about body care products from my friends.					
3	I follow my friend's advice to buy body care products					
4	I prefer buying body care products which the dermatologists recommend.					
5	I like to search for information Bath & Body Works care products in brand pages in Facebook/Instagram.					

Cognitive Attitude

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Cognitive	1	2	3	4	5
1	I think that Bath & Body Works products are reliable to use.					
2	I think that Bath & Body Works products are suitable for all ages.					
3	I think that Bath & Body Works products are suitable for health.					
4	Buying Bath & Body Works products is convenience.					

Affective Attitude

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Affective	1	2	3	4	5
1	I like buying Bath & Body Works products.					
2	I feel convenience in buying Bath & Body Works products					
3	I am feeling modern to use Bath & Body Works					
4	I am feeling proud of the affordable to use Bath & Body Works product.					

Conative Attitude

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Conative	1	2	3	4	5
1	I purchase body care products when I have essential knowledge about body care products.					
2	I purchase Bath & Body Works products because the products have health approval.					
3	I purchase body-care products because the price is affordable					
4	I purchase body-care products because the quality is good.					
5	I purchase body-care products if my friends recommend it.					
6	I purchase body-care products because the brand image is good.					

Purchase Intention

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

No	Purchase Intention	1	2	3	4	5
1	I prefer Bath & Body Works over other body care brands when making a purchase.					
2	I am likely to purchase body care products from Bath & Body Works in the future.					
3	Discounts and special offers increase my likelihood of purchasing Bath & Body Works products.					
4	I prefer buying Bath & Body Works products online rather than in physical stores.					
5	I am interested in trying new product launches from Bath & Body Works.					

APPENDIX-B

SPSS OUTPUT

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.827 ^a	.684	.655	.40662	.684	23.416	5	54	.000	1.560

a. Predictors: (Constant), SMean, PPMean, CKMean, PQMean, BMean, HCMean

b. Dependent Variable: CMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.358	5	3.872	23.416	.000 ^b
	Residual	8.929	379	.165		
	Total	28.286	384			

a. Dependent Variable: CMean

b. Predictors: (Constant), SMean, PPMean, CKMean, PQMean, BMean, HCMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.439	.339		1.296	.201		
	HCMean	.127	.117	.131	1.237	.276	.312	2.013
	CKMean	.152	.110	.176	1.384	.000	.363	2.757
	PPMean	.094	.119	.107	0.792	.432	.320	3.12
	PQMean	.157	.148	.162	1.063	.293	.252	3.969
	BMean	.120	.156	.121	0.770	.444	.236	4.236
	SMean	.365	.132	.365	2.761	.008	.334	2.995

a. Dependent Variable: CMean

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.849 ^a	.721	.695	.38127	.721	27.945	5	54	.000	1.581

a. Predictors: (Constant), SMean, PPMean, CKMean, PQMean, BMean, HCMean

b. Dependent Variable: AFMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.312	5	4.062	27.945	.000 ^b
	Residual	7.850	379	.145		
	Total	28.161	384			

a. Dependent Variable: AFMean

b. Predictors: (Constant), SMean, PPMean, CKMean, PQMean, BMean, HCMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.407	.318		1.281	.206		
	HCMean	.329	.109	.114	1.752	.298	.312	2.013
	CKMean	.142	.103	.165	1.382	.173	.363	2.757
	PPMean	.249	.111	.284	2.24	.029	.320	3.120
	PQMean	.253	.139	.261	1.822	.074	.252	3.969
	BMean	.074	.146	.075	.504	.616	.236	4.236
	SMean	.172	.124	.172	1.386	.171	.334	2.995

a. Dependent Variable: AFMean

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.796 ^a	.633	.599	.43097	.633	18.618	5	54	.000	2.041

a. Predictors: (Constant), SMean, PPMean, CKMean, PQMean, BMean, HCMean

b. Dependent Variable: COMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.290	5	3.458	18.618	.000 ^b
	Residual	10.029	379	.186		
	Total	27.319	384			

a. Dependent Variable: COMean

b. Predictors: (Constant), SMean, PPMean, CKMean, PQMean, BMean, HCMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.613	.359		1.707	.094		
	HCMean	-.125	.041	.458	-.199	.884	.312	2.013
	CKMean	.125	.116	.147	1.072	.047	.363	2.757
	PPMean	.111	.126	.128	.880	.002	.320	3.120
	PQMean	.149	.157	.156	.950	.000	.252	3.969
	BMean	.261	.165	.268	1.582	.000	.236	4.236
	SMean	.191	.140	.194	1.361	.000	.334	2.995

a. Dependent Variable: COMean

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.859 ^a	.738	.724	.42164	.738	52.596	3	56	.000	2.216

a. Predictors: (Constant), COMean, AFMean, CMean

b. Dependent Variable: PMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.052	3	9.351	52.596	.000 ^b
	Residual	9.956	56	.178		
	Total	38.007	59			

a. Dependent Variable: PMean

b. Predictors: (Constant), COMean, AFMean, CMean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.269	.344		-.783	.437		
CMean	.175	.161	.151	1.092	.280	.244	4.101
AFMean	.170	.158	.146	1.077	.004	.254	3.936
COMean	.710	.158	.602	4.483	.000	.259	3.854

a. Dependent Variable: PMean