

The Influence of Brand Engagement and Brand Self-Congruence Toward Brand Attachment in Thai Cosmetic Brands

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Abstract

This study investigates the impact of brand attachment to Thai cosmetic brands on brand advocacy, emphasizing the role of personal branding strategies increasingly utilized in online marketing. Data were collected from 400 valid consumer responses from individuals with prior experience using brands that employ personal branding strategies. Utilizing structural equation modeling (SEM), this research applies self-expansion theory to explore consumer-based brand advocacy within a hypothesis-driven framework. The results reveal that brand engagement and self-congruence impact brand attachment and enhance brand advocacy. This study provides a new valuable perspective for Thai cosmetic brands seeking personal branding strategies and strengthening consumer attachment and advocacy. Future research could examine additional factors influencing these relationships in other industries or cultural contexts. The findings have allowed marketers in the Thai cosmetics industry to design and implement effective personal branding that attracts consumer attachment and advocacy behaviors. This research identifies key brand attachment and advocacy drivers in the Thai cosmetics market and how personal branding strategies can build stronger consumer relationships. It contributes to both academic literature and practical understanding of consumer behavior.

Keywords

Brand engagement, brand self-congruence, brand attachment, brand advocacy.

