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Antecedents and Consequences of Brand Image in the Beauty Industry: A Systematic Literature Review

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ABSTRACT

This systematic literature review examines the role of brand image in the beauty industry by synthesizing existing research on its conceptualization, measurement, antecedents, and consequences. Following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, a comprehensive search of the Web of Science and Scopus databases identified 464 publications, from which 71 peer-reviewed studies published between 2008 and 2026 were selected for analysis. The findings reveal that brand image has evolved from a perception-based construct into a multidimensional concept shaped by digital communication, consumer interaction, and context-specific values. Existing studies primarily measure brand image using adapted multi-item scales while increasingly incorporating digital and context-specific dimensions. The review identifies five major categories of antecedents—marketing-related, product-related, service-related, consumer-related, and corporate-related factors—that influence brand image formation. It further demonstrates that brand image contributes to behavioral, relationship, and strategic outcomes, highlighting its central role in consumer responses and long-term brand performance. Based on these findings, this review proposes an integrated conceptual framework linking antecedents, brand image, and its consequences, providing a comprehensive understanding of brand image mechanisms in the beauty industry. This study contributes to the branding literature by consolidating fragmented findings, identifying key research trends, and offering a theoretical foundation for future research and strategic brand management in the beauty industry.

Keywords: Brand Image, Beauty Industry, Systematic Literature Review, Preferred Reporting Items for Systematic Reviews and Meta-Analyses, Consumer Behavior
JEL Classifications: M31, L67

1. INTRODUCTION

The global beauty industry has undergone rapid transformation over the past decade, driven by increasing consumer interest in personal appearance, aesthetic experiences, and self-expression through beauty products and services (Hagtvedt, 2023). Along with the expansion of digital technologies and social media platforms, competition among beauty brands has intensified, requiring firms to differentiate themselves not only through product quality but also through symbolic and emotional values associated with their brands (Xiong et al., 2021). In this competitive environment, branding has become a critical strategic resource for establishing sustainable competitive advantages and strengthening consumer relationships (Aaker, 1996). Among various branding constructs, brand image has attracted considerable attention because it shapes consumers' perceptions, evaluations, and behavioral responses toward brands (Keller, 1993). Consequently, understanding how brand image is formed and how it influences consumer behavior has become increasingly important in both branding theory and marketing practice (Hadi et al., 2025).

Over the past three decades, brand image has evolved from a customer-based branding concept into a strategic construct encompassing consumer experience, relationship marketing,

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and value co-creation (Parris and Guzmán, 2023). Previous studies have demonstrated that brand image contributes to a variety of organizational and consumer outcomes, including purchase intention, customer loyalty, brand preference, customer engagement, and firm performance (Keller, 2003). More recent research emphasizes that brand image is dynamically created through continuous interactions between firms and consumers across multiple online and offline touchpoints (Lemon and Verhoef, 2016). This perspective positions brand image as a strategic mechanism linking firms' marketing activities with consumers' cognitive, emotional, and behavioral responses (Plumeyer et al., 2019).

Within the beauty industry, brand image has become increasingly important because consumers evaluate beauty brands not only through functional performance but also through symbolic values related to identity, lifestyle, and aesthetic expression (Sun et al., 2024). Existing studies have examined brand image across a wide range of beauty contexts. However, the literature remains fragmented due to differences in research focus, theoretical perspectives, measurement approaches, and methodological designs. Most studies have explored isolated relationships between specific antecedents and individual consumer outcomes, limiting a comprehensive understanding of how brand image is formed and how it generates broader consumer and organizational outcomes. Although previous review studies have addressed branding-related topics such as brand personality, brand equity, and customer experience, no systematic literature review has comprehensively synthesized the antecedents and consequences of brand image in the beauty industry. Consequently, the existing literature lacks an integrated understanding of the mechanisms through which brand image is developed and creates value across different beauty contexts. To address these research gaps, this review seeks to answer the following research questions:

- RQ1. What are the major antecedents of brand image in the beauty industry?
- RQ2. What are the major consequences of brand image in the beauty industry?

Through a systematic synthesis of the existing literature, this review seeks to advance the theoretical and practical understanding of brand image in the beauty industry by identifying its major antecedents and consequences. By integrating fragmented findings and highlighting key research trends, this review provides a foundation for future research on beauty branding and supports the development of more effective brand management strategies.

2. METHODOLOGY

This study employed a systematic literature review (SLR) to synthesize existing research on brand image in the beauty industry. The review followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to ensure a transparent, systematic, and reproducible literature selection process (Page et al., 2021). As illustrated in Figure 1, the review consisted of three stages: identification, screening, and inclusion.

2.1. Identification

The identification stage involved a comprehensive search of peer-reviewed journal articles indexed in the Scopus and Web of Science Core Collection databases, which are widely recognized as major sources of high-quality marketing and management research (Donthu et al., 2021). To retrieve relevant studies, the following search string was applied to both databases: ("Brand image") AND ("beauty" OR cosmetic OR skincare OR "personal care" OR "beauty service" OR aesthetic*). No restriction was imposed on the publication year to capture all relevant studies available in the databases. The final literature search was conducted on 30 June 2026. The initial search identified 464 records, including 271 records from Scopus and 193 records from the Web of Science.

2.2. Screening

The screening stage was conducted through a sequential review of titles, abstracts, and full-text articles following the PRISMA framework (Moher et al., 2009). After removing duplicate records and conference papers, 362 studies remained for title screening. Articles that were not directly related to brand image or the beauty industry were excluded during the title and abstract screening stages to ensure their relevance to the objectives of this review. The remaining 107 articles subsequently underwent full-text assessment according to the predefined inclusion and exclusion criteria, resulting in the final sample for analysis.

2.3. Inclusion

Following the full-text assessment, 12 review articles, 6 articles without accessible full texts, and 18 articles unrelated to the research topic were excluded. Consequently, 71 peer-reviewed journal articles published between 2008 and 2026 were included in the final. These studies provided the foundation for synthesizing the conceptualization, measurement approaches, antecedents, and consequences of brand image in the beauty industry.

3. RESULTS

3.1. Overview of the Included Studies

Figure 2 illustrates the annual distribution of the reviewed studies. Research on brand image in the beauty industry remained limited before 2019 but increased substantially after 2020. The highest publication output was recorded in 2025 with 16 studies, followed by 2024 with 11 studies and 2026 with 9 studies. In total, 44 of the 71 studies were published between 2023 and 2026, accounting for 61.9% of the final sample. This increasing publication trend is consistent with the growing importance of digital transformation and changing consumer-brand interactions in the beauty industry (Isyanto et al., 2020). This upward trend reflects the growing academic interest in brand image research, driven by the rapid expansion of digital marketing, social media platforms, sustainability initiatives, and evolving consumer–brand relationships in the beauty industry.

Figure 3 presents the geographical distribution of the reviewed studies. The selected articles covered 20 countries and regions, demonstrating the international scope of brand image research in the beauty industry. Indonesia accounted for the largest number

Figure 1: PRISMA flow chart

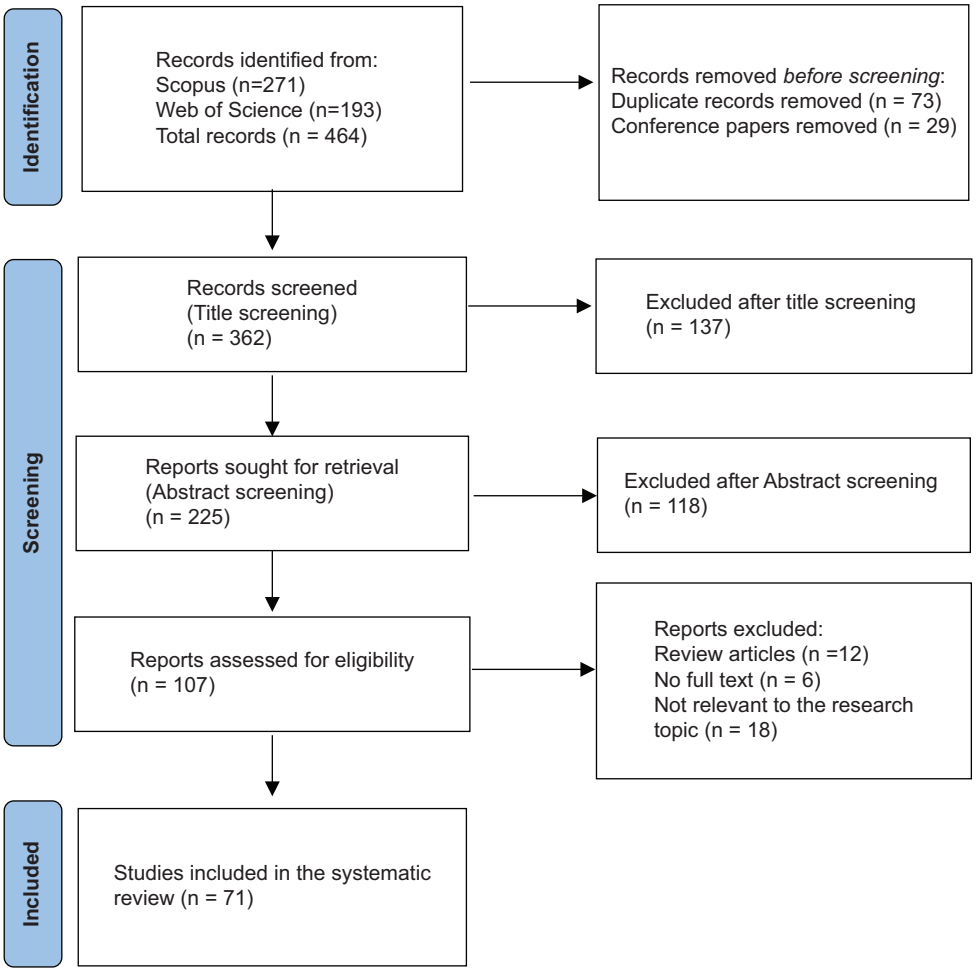


Figure 2: Publication per year

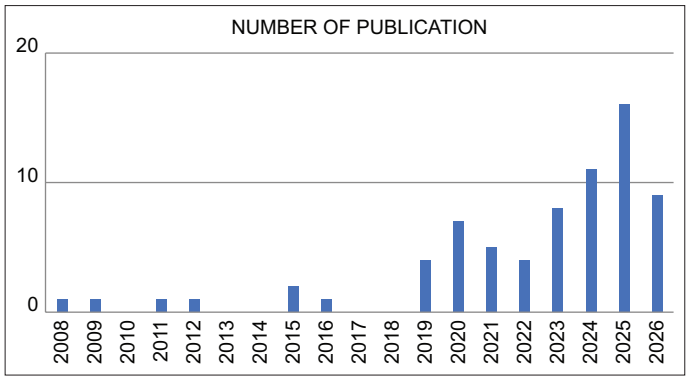
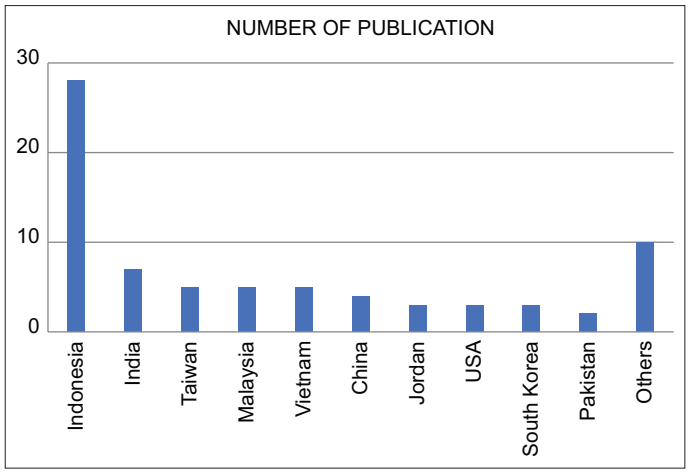


Figure 3: Document by country and region



of research contexts with 28 studies, followed by India with 7 studies. Taiwan, Malaysia, and Vietnam each contributed 5 studies, while China accounted for 4 studies. The geographical distribution indicates that brand image research has been concentrated primarily in Asian markets, reflecting the rapid expansion of the regional beauty industry and the growth of digital commerce (Nurlatifah et al., 2025). Increasing scholarly attention to consumer behavior and digital brand interactions has further contributed to the development of this research stream in the region (Comicho et al., 2025). Because several studies investigated more than one country or region, each research context was counted separately; therefore, the total frequency exceeds the 71 studies included in this review.

Table 1 presents the distribution of the reviewed studies across different beauty industry sectors. Cosmetics represented the largest research category, with 26 studies accounting for 36.6% of the sample. Skincare ranked second with 11 studies, representing 15.5%, followed by beauty products and services with 10 studies,

accounting for 14.1%. Personal care and halal cosmetics were examined in 8 and 6 studies, representing 11.3% and 8.5% of the sample, respectively. Herbal cosmetics and green cosmetics received comparatively limited attention, with 4 and 3 studies accounting for 5.6% and 4.2%, respectively. Only a small number of studies focused on luxury perfumes and medical beauty procedures, with 2 and 1 studies representing 2.8% and 1.4% of the sample, respectively. This distribution indicates that existing brand image research has focused predominantly on conventional beauty product categories, whereas emerging sectors associated with sustainability, premium beauty, and medical aesthetics have received comparatively limited scholarly attention, highlighting opportunities for future research (Vuong and Bui, 2025).

3.2. Definition and Measurement of Brand Image

Following the descriptive analysis, the reviewed studies were further synthesized according to the conceptualization, operationalization, and empirical role of brand image. This analysis examines how brand image has been defined, measured, and positioned within previous studies, providing a conceptual foundation for understanding its antecedents and consequences in the beauty industry.

As shown in Table 2, the reviewed studies conceptualized brand image from several complementary perspectives. Early studies primarily defined brand image as consumers' memory-based brand associations developed through repeated interactions and accumulated experiences with beauty brands (Anggadwita et al., 2019). This cognitive perspective was further extended by conceptualizing brand image as consumers' overall perceptions and evaluations of a brand, incorporating attributes such as reputation, credibility, attractiveness, quality, and trustworthiness (Othman et al., 2022). Similar definitions were reported in cosmetic product research, where brand image was regarded as consumers' overall evaluation of brand value and product quality (Sukardi and Lima, 2024). More recent studies have expanded the conceptualization of brand image by emphasizing both functional and symbolic dimensions. In addition to product performance, consumers increasingly evaluate beauty brands according to symbolic values, including personality, identity, and emotional attachment (Anandan and Saritha Mol, 2025). Digital communication has also become an integral component of brand image formation, with social media, influencer marketing, online reviews, and user-generated content continuously shaping consumers' brand perceptions (Nusairat et al., 2021). Furthermore, context-specific attributes, such as halal credibility, environmental responsibility, and sustainability, have emerged as important elements in the conceptualization of brand image across different beauty sectors (Wandirah et al., 2024). Brand image has gradually evolved from a perception-based construct into a multidimensional concept integrating cognitive, functional, symbolic, digital, and context-specific dimensions.

Table 1: Beauty industry categories

Beauty industry type	Total articles (%)
Cosmetics	26 (36.61)
Skincare	11 (15.49)
Beauty products and services	10 (14.08)
Personal care	8 (11.26)
Halal cosmetics	6 (8.45)
Herbal cosmetics	4 (5.63)
Green cosmetics	3 (4.22)
Luxury perfumes	2 (2.81)
Medical beauty procedures	1 (1.40)
Total	71

3.3. Antecedents of Brand Image

The reviewed studies indicate that brand image is influenced by a wide range of marketing, product, corporate, and consumer-related factors. Rather than relying on a single determinant, previous studies have examined multiple antecedents that contribute to consumers' perceptions of beauty brands (Table 3). Digital marketing communication represents one of the most frequently investigated antecedent categories. Social media marketing, user-generated content, electronic word-of-mouth, online reviews, and digital advertising provide consumers with accessible information that shapes perceptions of brand credibility, attractiveness, and overall brand value (Nusairat et al., 2021; Salhab et al., 2023). More recent studies further suggest that digital communication strengthens brand image by increasing interaction between consumers and beauty brands through online platforms (Ijaz et al., 2024). Influencer-related factors constitute another important source of brand image formation. Existing studies suggest that influencers transfer their credibility, attractiveness, expertise, and personality to promoted beauty brands through continuous social media interactions (Xiong et al., 2021). Consumers' perceptions are also influenced by influencers' appearance, popularity, behavioral characteristics, and affiliate content, which contribute to favorable brand evaluations (Damayanti et al., 2024). Recent qualitative evidence further indicates that authentic and value-oriented

Table 2: Definitions of brand image in the beauty industry

Definition category	Definition	References
Brand associations stored in consumers' memory	Brand image is the set of associations, beliefs, and impressions stored in consumers' memory and developed through their interactions with a brand.	Isyanto et al. (2020); Anggadwita et al. (2019)
Overall consumer perception and evaluation	Brand image reflects consumers' overall perceptions and evaluations of a brand, including reputation, credibility, attractiveness, quality, and trustworthiness.	Othman et al. (2022); Sukardi and Lima (2024)
Functional and symbolic brand meaning	Brand image is formed through both functional product performance and symbolic values such as personality, identity, and emotional attachment.	Anandan and Saritha Mol (2025); Krishnan et al. (2022)
Digital and interactive brand perception	Brand image is continuously shaped through digital communication, influencer marketing, social media interactions, online reviews, and user-generated content.	Nusairat et al. (2021); Chatterjee et al. (2021)
Context-specific brand image	Brand image incorporates context-dependent attributes such as halal credibility, sustainability, environmental responsibility, naturalness, and ethical values.	Wandirah et al. (2024); Vuong and Bui (2025)

influencer content strengthens consumers' trust and emotional connections with beauty brands (Ivanputri and Indrawati, 2026). Similar findings have been reported for cosmetic brands, where retail experiences and product performance jointly contribute to positive brand image (Sukardi and Lima, 2024). Ethical and context-specific factors have also received increasing attention in recent studies. Research on halal cosmetics, sustainable beauty products, and environmentally responsible brands demonstrates that consumers increasingly evaluate beauty brands according to ethical values, environmental responsibility, and religious credibility (Mahri et al., 2024). Corporate sustainability initiatives and socially responsible branding practices therefore play an important role in strengthening brand image across different beauty sectors (Rozza et al., 2026). Consumer and social perceptions constitute another important antecedent category. Consumers' existing knowledge, brand awareness, trust, credibility perceptions, social interaction, and involvement influence the formation of brand image by shaping cognitive evaluations and psychological engagement with beauty brands (Guthrie and Kim, 2009). Recent studies further indicate that interpersonal communication and consumer-generated information reinforce favorable brand perceptions through continuous social interaction (Hakim et al., 2024). Brand image is jointly influenced by digital marketing communication, influencer characteristics, product and service attributes, ethical values, and consumer perceptions, highlighting the multidimensional nature of brand image formation in the beauty industry.

3.4. Consequences of Brand Image

Existing studies have examined the consequences of brand image across different research contexts in the beauty industry. The reviewed studies consistently indicate that the consequences of brand image can be grouped into three broad categories: behavioral outcomes, relationship outcomes, and strategic outcomes, as summarized in Table 4. Behavioral outcomes represent the most frequently investigated consequences of brand image. Previous studies indicate that a favorable brand image encourages consumers to purchase, repurchase, recommend beauty products, and engage in positive electronic word-of-mouth, thereby supporting favorable purchase decisions (Krishnan et al., 2022). Digital beauty research further suggests that recommendation behavior and online consumer communication amplify the influence of brand image beyond individual purchase decisions (Nusairat et al., 2021). Relationship outcomes emphasize the role of brand image in strengthening long-term consumer-brand relationships. Positive brand image contributes to customer satisfaction and loyalty through favorable brand evaluations and repeated consumption experiences (Othman et al., 2022). Emotional attachment and customer engagement have also been identified as important relational outcomes that reinforce consumers' connections with beauty brands (Wang et al., 2021). Strategic outcomes highlight the organizational value created by a favorable brand image. Previous studies indicate that brand image enhances brand equity, credibility, reputation, perceived value, and competitive advantage, thereby supporting the long-term development of beauty brands (Sukardi and Lima, 2024). Sustainable branding research further suggests that positive brand image strengthens corporate competitiveness by reinforcing consumers' trust and perceptions of responsible brand practices (Vuong and Bui, 2025). Brand image functions as a multidimensional mechanism generating value at behavioral, relationship, and strategic levels, highlighting its central role in the long-term development of beauty brands.

Table 3: Antecedents of brand image in the beauty industry

Antecedent	Main antecedents	Mechanism	References
Digital marketing communication	Social media marketing, user-generated content, e-WOM credibility, online reviews and digital advertising	Digital information and consumer-generated communication shape how consumers evaluate the credibility, value and attractiveness of beauty brands.	Nusairat et al. (2021); Ijaz et al. (2024)
Influencer-related factors	Influencer credibility, appearance, personality, behaviour, popularity and affiliate content	Influencers transfer their personal characteristics and content image to the promoted beauty brand.	Xiong et al. (2021); Damayanti et al. (2024)
Product, service and retail attributes	Product quality, product attributes, packaging, store image and service quality	Functional performance and retail experiences provide consumers with direct cues for evaluating beauty brands.	Hafiz and Ali (2019); Sukardi and Lima (2024)
Ethical and context-specific cues	Halal awareness, product benefits, environmental concern, sustainability and responsible brand practices	Ethical and contextual attributes strengthen brand meaning by connecting beauty brands with consumers' religious, environmental and social values.	Mahri et al. (2024); Wandirah et al. (2024); Rozza et al. (2026)
Consumer and social perceptions	Brand awareness, social interaction, credibility perceptions, trust and consumer involvement	Consumers' existing knowledge, interpersonal communication and psychological engagement influence the formation of brand evaluations.	Guthrie and Kim (2009); Hakim et al. (2024)

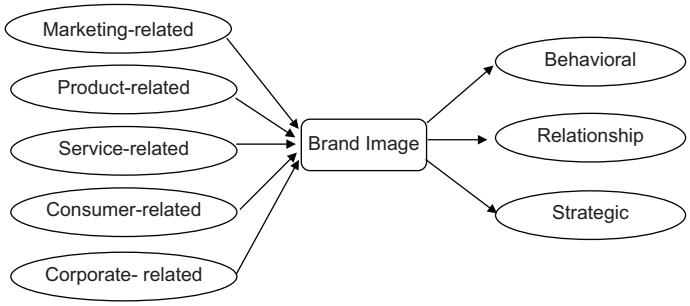
Table 4: Consequences of brand image in the beauty industry

Consequence	Characteristics	References
Behavioral outcomes	Brand image influences consumers' purchase intention, repurchase intention, recommendation intention, electronic word-of-mouth, and purchase decisions.	Krishnan et al. (2022); Nusairat et al. (2021)
Relationship outcomes	Brand image strengthens customer satisfaction, loyalty, engagement, relationship quality, and emotional attachment.	Othman et al. (2022); Wang et al. (2021);
Strategic outcomes	Brand image contributes to brand equity, credibility, reputation, perceived value, and competitive advantage.	Sukardi and Lima (2024); Vuong and Bui (2025)

3.5. Integrated Conceptual Framework

Previous studies consistently demonstrate that brand image functions as a central mechanism linking multiple antecedents with consumer and organizational outcomes in the beauty industry. Rather than being examined as an isolated construct, brand image has increasingly been positioned as a mediating mechanism through which antecedent factors influence consumers' perceptions and subsequent responses (Othman et al., 2022). The reviewed studies indicate that brand image is formed through the combined influence of five major categories of antecedents. Marketing factors, including social media marketing, electronic word-of-mouth, user-generated content, and influencer communication, shape consumers' brand perceptions through continuous digital interactions (Nusairat et al., 2021). Product factors, such as product quality, packaging, and product attributes, enhance brand image by strengthening consumers' evaluations of product performance and value (Hafiz and Ali, 2019). Service factors further contribute to positive brand image through favorable service experiences and customer interactions (Sukardi and Lima, 2024). Consumer factors, including brand awareness, trust, involvement, and previous brand experience, influence consumers' cognitive and affective evaluations of beauty brands (Guthrie and Kim, 2009). Corporate factors, particularly corporate credibility, sustainability, ethical practices, and corporate social responsibility, have also emerged as important determinants of brand image in contemporary beauty markets (Vuong and Bui, 2025). These findings indicate that brand image is jointly shaped by marketing, product, service, consumer, and corporate factors rather than by any single determinant. Brand image has also been consistently associated with a broad range of outcomes in previous studies. Existing research demonstrates that a favorable brand image enhances consumers' purchase intention, repurchase intention, recommendation intention, and positive electronic word-of-mouth, reflecting its influence on behavioral outcomes (Xiong et al., 2021). Positive brand image also strengthens customer satisfaction, loyalty, engagement, and brand attachment, thereby reinforcing long-term consumer-brand relationships (Wang et al., 2021). At the organizational level, brand image contributes to higher brand equity, credibility, reputation, perceived value, and competitive advantage, highlighting its role in generating strategic outcomes for beauty firms (Sukardi and Lima, 2024). Based on the above findings, Figure 4 proposes an integrated conceptual framework of brand image in the beauty industry. The framework synthesizes the fragmented evidence identified in the reviewed studies into a coherent process linking diverse antecedent factors derived from marketing activities, brand characteristics, and consumer perceptions with brand image and its behavioral, relationship, and strategic outcomes. By integrating these relationships into a single framework, the present review provides a clearer understanding of the formation and consequences of brand image and offers a conceptual foundation for future research and strategic brand management in the beauty industry.

Figure 4: Integrated framework of brand image in the beauty industry



4. DISCUSSION AND IMPLICATIONS

This systematic literature review synthesized 71 studies to provide a comprehensive understanding of brand image research in the beauty industry. The findings indicate that brand image has evolved from a traditional perception-based construct into a multidimensional concept shaped by digital communication, consumer interaction, and context-specific values. Earlier studies primarily emphasized the role of product quality and retail experiences in developing positive brand image (Nusairat et al., 2021). More recent research has highlighted the growing influence of digital marketing activities, suggesting that consumers increasingly construct brand image through social media, user-generated content, and online communication (Krishnan et al., 2022). Influencer marketing has also emerged as a distinctive driver of brand image because consumers frequently transfer their evaluations of influencers to the promoted beauty brands (Comicho et al., 2025). Furthermore, studies conducted in halal cosmetics and sustainable beauty contexts demonstrate that consumers increasingly evaluate beauty brands according to ethical, environmental, and cultural values rather than product performance alone (Vuong and Bui, 2025). Another important finding is that the role of brand image has gradually expanded beyond influencing purchase intention. Recent studies consistently demonstrate that brand image contributes to customer loyalty, customer engagement, relationship quality, and brand attachment, indicating that brand image functions as a long-term relational mechanism rather than merely a determinant of purchasing behavior (Othman et al., 2022). At the organizational level, brand image has also been associated with brand credibility, brand equity, perceived value, and competitive advantage, highlighting its strategic importance for beauty firms (Sukardi and Lima, 2024). These findings suggest that brand image should be viewed as a strategic resource capable of generating both consumer and organizational value throughout the branding process. This review also provides several theoretical implications. By integrating fragmented findings from previous studies, the review proposes an integrated framework linking antecedents, brand image, and behavioral, relationship, and strategic outcomes. The framework demonstrates that brand image is simultaneously influenced by marketing activities, brand characteristics, and consumer perceptions, supporting a more comprehensive understanding of beauty branding. It further indicates that future studies should move beyond traditional product-centered perspectives and incorporate digital interaction, sustainability, authenticity, and cultural values into the conceptualization of brand image (Wang et al., 2021). From a managerial perspective, the findings suggest that beauty companies should adopt integrated branding strategies that combine functional product quality with digital communication and symbolic brand values. Investment in social

media marketing and influencer collaboration can strengthen consumers' perceptions of beauty brands (Nurlatifah et al., 2025). At the same time, communicating sustainability, authenticity, and ethical responsibility can further enhance brand image and strengthen long-term consumer relationships (Kothari and Mani, 2024). Rather than focusing solely on short-term sales performance, managers should recognize that maintaining a favorable brand image contributes to sustainable competitiveness through stronger customer relationships and long-term brand value. The findings demonstrate that brand image has become a central mechanism connecting marketing activities with consumer responses and organizational performance in the beauty industry. The integrated framework proposed in this review not only synthesizes the existing literature but also provides a foundation for future research examining the evolving role of brand image in increasingly digital and consumer-driven beauty markets.

5. CONCLUSION AND LIMITATIONS

This systematic literature review synthesizes 71 peer-reviewed studies published between 2008 and 2026 to examine the antecedents and consequences of brand image in the beauty industry. By integrating previous findings, this review identifies the major conceptualizations, measurement approaches, determinants, and outcomes of brand image research and develops an integrated framework explaining how brand image is formed and how it influences consumer and organizational outcomes. The findings reveal that brand image has evolved from a traditional perception-based construct focused on product attributes into a multidimensional concept shaped by digital communication, consumer interaction, and contextual values. The antecedents of brand image can be categorized into three major groups: marketing-related factors, brand- and product-related factors, and consumer- and corporate-related factors. Among these, digital marketing, influencer communication, product quality, brand authenticity, consumer experience, and perceived value represent key drivers of brand image formation. Furthermore, the consequences of brand image extend beyond purchase-related outcomes to include relationship outcomes, such as brand trust, attachment, and engagement, as well as strategic outcomes, including brand equity, credibility, and competitive advantage.

This review contributes to brand management literature by synthesizing fragmented findings and providing a comprehensive framework linking brand image antecedents, formation processes, and outcomes within the beauty industry. The findings also highlight the increasing importance of digital transformation, sustainability, authenticity, and consumer values in contemporary beauty branding. From a managerial perspective, beauty companies should consider brand image as a long-term strategic asset and develop integrated branding strategies combining product quality, digital communication, and value-based positioning.

Despite these contributions, this review has several limitations. First, only peer-reviewed studies indexed in the Web of Science and Scopus databases were included, which may have excluded relevant research from other academic sources. Second, although various beauty sectors were examined, the distribution of studies was uneven, with cosmetics receiving greater research attention than other areas such as medical beauty and luxury beauty services. Third, differences in theoretical perspectives, measurement approaches, and research contexts among the reviewed studies may limit direct comparisons of findings. Future research should further explore brand image development in emerging beauty markets and examine the influence of emerging technologies, including artificial intelligence and digital consumer experiences, through diverse research methods and cross-cultural investigations.

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