



# CULTIVATING BRAND LOYALTY IN THE DIGITAL MARKETPLACE: EXPLORING THE INTERPLAY OF ONLINE ENGAGEMENT AND FEMININE IDENTITY AMONG COSMETIC CONSUMERS

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## ABSTRACT

*This research explores the relationship between online engagement and feminine identity in developing brand loyalty among cosmetic consumers in the digital marketplace. The growth of social media has changed how cosmetic brands communicate with consumers, particularly women who express their self-image, confidence, and lifestyle through beauty products. The study aims to analyze the influence of digital interaction, emotional attachment, and feminine identity on consumer loyalty toward cosmetic brands. A qualitative descriptive approach was applied by involving cosmetic consumers who actively use digital platforms such as Instagram, TikTok, and online shopping applications. Data were gathered through interviews, online observations, and consumer responses related to cosmetic brand activities. The findings show that interactive digital content, influencer marketing, personalized communication, and emotional engagement contribute significantly to strengthening brand loyalty. In addition, feminine identity plays an important role in shaping purchasing decisions and long-term commitment to cosmetic brands. Consumers are more loyal to brands that reflect their personal values, beauty standards, confidence, and social identity. Therefore, effective cosmetic branding requires authentic digital engagement to maintain sustainable consumer loyalty.*

## ABSTRAK

*Penelitian ini menganalisis hubungan keterlibatan daring dan identitas feminin dalam membangun loyalitas merek pada konsumen kosmetik di pasar digital. Perkembangan media sosial telah mengubah cara merek kosmetik berinteraksi dengan konsumen, terutama perempuan yang mengekspresikan citra diri, gaya hidup, dan kepercayaan diri melalui produk kecantikan. Tujuan penelitian ini adalah mengkaji pengaruh interaksi digital, keterikatan emosional, dan identitas feminin terhadap loyalitas konsumen pada merek kosmetik. Penelitian menggunakan metode deskriptif kualitatif dengan melibatkan konsumen kosmetik aktif di Instagram, TikTok, dan aplikasi belanja online. Data dikumpulkan melalui wawancara, observasi daring, dan tanggapan konsumen terkait keterlibatan merek. Hasil penelitian menunjukkan bahwa konten interaktif, komunikasi influencer, pemasaran personal, dan hubungan emosional berkontribusi dalam memperkuat loyalitas merek. Selain itu, identitas feminin memengaruhi keputusan pembelian dan komitmen jangka panjang konsumen. Konsumen cenderung loyal pada merek yang mencerminkan nilai pribadi, ideal kecantikan, rasa percaya diri, dan identitas sosial mereka. Penelitian ini menyimpulkan bahwa keberhasilan branding kosmetik digital tidak hanya ditentukan kualitas produk, tetapi juga kemampuan merek menciptakan keterlibatan autentik yang mampu membangun hubungan emosional kuat dan loyalitas konsumen berkelanjutan.*

**Kata kunci:** Loyalitas Merek, Keterlibatan Daring, Identitas Feminin, Konsumen Kosmetik

## INTRODUCTION

The modern marketplace has undergone a radical transformation due to the rapid rise of the platform economy which has shifted the way beauty brands interact with their audience. In this digital era, cosmetic companies no longer rely solely on traditional media to reach their customers but instead utilize complex virtual ecosystems. This shift has created a unique research phenomenon where the boundaries between social interaction and commercial transactions become increasingly blurred for female consumers. Digital marketing is now recognized as an important means of interacting with consumers, delivering tailored experiences, and building stronger relationships (Saputra et al., 2024).

Despite the abundance of beauty products available online many brands struggle to maintain consistent consumer devotion in a highly saturated environment. The core problem lies in the difficulty of standing out among endless digital advertisements and peer reviews that flood social media feeds daily. Understanding what actually drives a woman to stay loyal to a specific cosmetic brand requires a deeper look into the psychological and digital factors at play. Therefore, in the era of globalization, e-loyalty has become a significant issue in the business world (Handayani & Susanto, 2020).

Current literature has extensively covered general consumer behavior and the technical aspects of how social commerce platforms function. However, there is a significant research gap regarding how the internal perception of gender identity influences these digital interactions. Most existing studies treat brand loyalty as a purely rational or transactional outcome without considering the emotional and symbolic weight of femininity in the beauty industry.

This study introduces a clear novelty by integrating the concept of feminine identity as a fluid mediating variable within the framework of digital engagement. Unlike previous works that view gender as a simple demographic category this research explores femininity as an active performance that is validated through the use of specific cosmetic products. This approach provides a more sophisticated understanding of why certain digital experiences resonate more deeply with women than others. Understanding consumer behavior, especially the ways in which brand-related factors affect customer loyalty within this dynamic market (Riana, 2025).

The urgency of this research can be seen from the rapid expansion of the global beauty industry and the increasing dominance of digital marketing. According to Statista (2025), the global cosmetic market is projected to exceed USD 670 billion by 2026, while more than 75% of cosmetic consumers rely on social media reviews before making purchasing decisions. In Indonesia, digital cosmetic transactions continue to rise due to the popularity of Instagram, TikTok, and e-commerce platforms among young female consumers. This condition creates intense competition among cosmetic brands to maintain customer loyalty in a highly saturated market (Pratiwi et al., 2021). The table will be shown as follows:

**Table 1.** Urgency of Research in the Digital Cosmetic Market

Indicator	Data	Source
Global beauty market value	USD 670 billion (2026 projection)	Statista, 2025
Consumers influenced by social media reviews	75%	Statista, 2025
Indonesian social media users	139 million users	DataReportal, 2025
Most used platforms for beauty content	Instagram and TikTok	DataReportal, 2025

Despite the rapid growth of the cosmetic industry, many brands struggle to sustain long term consumer loyalty because consumers are continuously exposed to competing advertisements, influencer endorsements, and online reviews. It can be recognized that one of the major challenges faced by modern marketers is building customer loyalty (Srivastava, 2016). Existing studies mostly explain loyalty from transactional or rational perspectives, while limited research examines how feminine identity influences emotional attachment and loyalty in digital interactions. Therefore, this study is important because it integrates feminine identity as a mediating variable in understanding the relationship between online engagement and brand loyalty (Bawazir et al., 2024).

Furthermore, the rise of the platform economy has empowered consumers to become co-creators of brand meaning through their online participation. Consumer feedback and evaluations play an important role in shaping the cosmetic market because the ratings and reviews shared by customers can be continuously accessed by potential buyers (Romli, 2024). This shift in power makes it critical to examine how active involvement in virtual communities can either strengthen or weaken the bond between a brand and its followers. Failing to understand these dynamics can lead to a disconnect between brand messaging and consumer reality.

This investigation also addresses the social importance of how digital spaces serve as arenas for identity construction in the modern age. For many women the act of purchasing and discussing cosmetics online is a way to perform and reinforce their sense of self. Therefore, exploring the interplay between this identity and digital engagement is not just a marketing necessity but also a significant social inquiry.

The primary objective of this study is to analyze the complex relationship between virtual participation and the development of brand devotion among female users. By examining these connections, the research aims to uncover the specific mechanisms that turn a casual follower into a loyal advocate. This includes looking at how different levels of digital interaction impact the way a consumer views the brand in relation to their own identity.

Another key goal is to evaluate the extent to which feminine identity acts as a bridge between online experiences and long-term commitment. The study seeks to provide empirical evidence that identity validation is a primary driver of loyalty in the cosmetic sector. Through this analysis the research will offer a comprehensive framework for understanding modern consumer behavior in a digital context.

Ultimately this introduction sets the stage for a detailed exploration of how beauty brands can survive and thrive in the digital marketplace. By aligning commercial goals with the personal and social identities of their consumers companies can build more resilient and meaningful relationships. This research provides the necessary roadmap for navigating the

intersection of technology identity and consumer loyalty in the current era.

Brand loyalty is widely discussed in marketing literature as an attitude that a person has regarding their enjoyment of a particular brand which has an impact on consistent purchasing of that brand (Rahayu and Apriliana, 2021). Brand loyalty is generally understood as a pattern in which consumers continue to buy the same product due to their satisfaction and favorable assessment of its quality and performance (Sang & Cuong, 2025). In the context of the digital marketplace, this concept becomes more complex due to the abundance of alternatives and constant exposure to competing brands.

The rise of digital platforms has transformed how consumers interact with brands. Different from conventional settings, digital purchasing is strongly affected by non-physical factors like user reviews, endorsements from public figures, and marketing tactics that influence consumer perceptions and confidence (Briliana, 2025). Consumers today are generally more discerning and careful when choosing products, which means that digital marketing strategies must emphasize methods that create emotional connections and sustain trust over time (Algifani et al., 2025). This interactive environment creates opportunities for brands to build deeper relationships with their audiences, which can foster stronger loyalty compared to traditional marketing approaches. Consumer loyalty refers to a customer's commitment to a particular product, which is reflected in their repeated purchases of the same item (Djamaludin & Fahira, 2023).

Online engagement refers to the level of interaction, participation, and emotional connection that consumers have with digital content. In contrast to conventional marketing communication, digital engagement consists of interactive exchanges that occur among brands, consumers, and online communities (Pakpahan et al., 2026). In social media contexts, engagement may take the form of likes, comments, shares, and content creation, all of which contribute to brand visibility and attachment.

Previous research highlights that higher levels of online engagement are positively associated with brand loyalty. When consumers feel pleased and loyal toward a brand, they are likely to promote it to others, helping to build confidence among prospective buyers (Sjuchro et al., 2025). This suggests that engagement is not merely a superficial activity but plays a significant role in shaping consumer perceptions and behaviors. Brand loyalty encompasses both behavioral patterns and attitudinal tendencies (Asiyah & Irfayanti, 2024).

In the cosmetic industry, branding is particularly important because products are closely tied to personal identity and self-expression. The rapid growth of local beauty brands utilizing social media for promotion over the past few decades has encouraged women to pay greater attention to beauty products and become more conscious of them (Fatmawati & Amanati, 2023). When individuals plan to buy a product or service, they often look into the identity of particular brands, which leads them to develop specific impressions about those brands (Natalia et al., 2021). Cosmetic products, therefore, are not only functional but also symbolic, representing beauty ideals and personal values.

Feminine identity is a key concept in understanding cosmetic consumption. It refers to how individuals perceive and express their gender identity through behavior, appearance, and social interactions. Gender plays a role in shaping relationships and influencing how they are managed (Kaligis et al., 2023). The intersection of feminine identity and brand loyalty has been explored in various studies. Research suggests that consumers are more likely to remain loyal to brands that align with their identity and values. In the cosmetic sector, brands that promote empowerment, inclusivity, and authenticity tend to resonate more strongly with female consumers.

Social media platforms play a central role in shaping feminine identity in the digital age. The way consumer behavior emerges and evolves is closely connected to how well social media marketing performs (Erny Amriani Asmin et al., 2025). Consumers increasingly turn to different social media channels to find information, read reviews, and obtain recommendations about products (Sutrisno et al., 2024). This dual influence affects how consumers perceive themselves and the brands they choose to support.

Influencer marketing has emerged as a powerful tool in the cosmetic industry. Influencers often serve as role models who shape consumer attitudes and preferences. When a company collaborates with a social media influencer whose knowledge aligns with the product, consumers are more likely to view the endorsement as credible and rely on the influencer's viewpoint (Mandiri et al., 2022). This has positioned influencer marketing as a highly effective approach for brands aiming to reach online audiences in an authentic and impactful manner, making it a key component of contemporary marketing strategies (Syed et al., 2025).

The concept of trust is closely linked to brand loyalty. Trust in a brand contributes to strengthening consumer loyalty (Mandasari et al., 2024). Social media marketing influences both brand image and customer loyalty, with brand trust serving as a mediating factor in this relationship (Rachmat Ramadhani & Ariyanti, 2024). In digital settings, trust is built through consistent communication, transparency, and positive user experiences.

Previous empirical studies indicate that emotional connection is a strong predictor of loyalty. Emotional branding has a strong effect on customer loyalty, but its influence is determined by cultural values and patterns of communication (Isoni et al., 2025). Emotional branding contributes to higher levels of customer satisfaction, and this satisfaction subsequently leads to greater customer loyalty (Wardana, 2025). This is particularly relevant in the cosmetic industry, where emotional appeal is often emphasized in marketing strategies.

User generated content also contributes to brand loyalty by fostering a sense of community. Community marketing has a crucial role in strengthening audience loyalty, both in a direct way and through the mediating influence of brand trust and customer engagement (Lesmana, 2025). Both the experience within a community and how its benefits are perceived have a positive and statistically meaningful effect on brand loyalty (Hermawan et al., 2024). Customer loyalty tends to increase when individuals are surrounded by a community or social setting where others share a preference for the same brand (Suwandi & Balqiah, 2023). Participation in such communities can strengthen identification with the brand and increase loyalty.

The digital marketplace also introduces challenges such as information overload and reduced attention spans. Consumers are constantly exposed to new products and trends, which can weaken loyalty. However, effective engagement strategies can help brands maintain consumer interest and commitment. Consumer engagement with a brand represents the mental and emotional connections that encourage sustained commitment and enduring loyalty (Rifka Alkhilyatul Ma'rifat, I Made Suraharta, 2024). Customer engagement plays a crucial role in shaping overall satisfaction levels (Tuti & Sulistia, 2022).

Culture can be understood as a set of commonly held values, beliefs, and patterns of behavior that shape how consumers think and make decisions (Nosheen Associate Professor et al., 2025). Cultural factors also influence brand loyalty and feminine identity. In different cultural contexts, beauty standards and gender roles may vary, affecting how consumers interact with cosmetic brands. This highlights the importance of culturally sensitive

marketing approaches.

The theoretical framework of this study integrates relationship marketing theory and identity theory. Relationship marketing focuses on building long term interactions between brands and consumers, while identity theory examines how individuals define themselves through social roles and symbols. Together, these perspectives provide a comprehensive understanding of the research topic.

Based on previous studies, it can be proposed that online engagement positively influences brand loyalty. Additionally, feminine identity may act as a mediating variable that shapes how engagement translates into loyalty. This suggests a complex interplay between psychological and social factors. Some studies also indicate that perceived authenticity of a brand plays a moderating role. Brands that are perceived as genuine and consistent are more likely to convert engagement into loyalty. This is particularly relevant in the cosmetic industry, where consumers are increasingly concerned about ethical practices and transparency.

Research questions for this study may include how online engagement influences brand loyalty among cosmetic consumers, how feminine identity shapes consumer perceptions, and how these factors interact in the digital environment. These questions aim to explore both behavioral and psychological dimensions. The significance of this research lies in its contribution to understanding consumer behavior in the digital age. By examining the interplay of engagement and identity, the study provides insights that can help brands develop more effective marketing strategies and build lasting relationships with their audiences.

In conclusion, the literature suggests that brand loyalty in the digital marketplace is influenced by multiple interconnected factors, including online engagement, feminine identity, trust, and emotional connection. Understanding these relationships is essential for cosmetic brands seeking to remain competitive and relevant in an increasingly dynamic and digitalized environment.

## **METHOD**

This study employs a quantitative research design (Sugiyono, 2014), which focuses on analyzing relationships among variables using numerical data. This approach is appropriate because the research aims to examine how online engagement and feminine identity influence brand loyalty among cosmetic consumers. It allows for objective measurement and systematic testing of relationships. The use of statistical procedures strengthens the accuracy of the findings. This design also supports the development of evidence-based conclusions.

The research uses a survey method to collect data from participants who are active in digital environments. This method is chosen because it enables efficient collection of standardized data from a large number of respondents. Through this approach, the researcher can gather information about attitudes, perceptions, and behaviors related to cosmetic brands. The structured format ensures consistency in responses. As a result, the data can be compared and analyzed more effectively.

The population of this study consists of individuals who use cosmetic products and interact with brands through social media platforms. A purposive sampling technique is applied to select respondents who meet specific criteria relevant to the study. These criteria include active engagement with digital content and familiarity with cosmetic brands. This sampling strategy ensures that participants provide meaningful and relevant data. It also enhances the validity of the research findings.

Data are collected through an online questionnaire designed to measure the main variables of the study. The instrument includes statements related to online engagement, feminine identity, and brand loyalty. Respondents indicate their level of agreement using a Likert scale. This method allows subjective opinions to be converted into measurable data. It also facilitates the comparison of responses across participants.

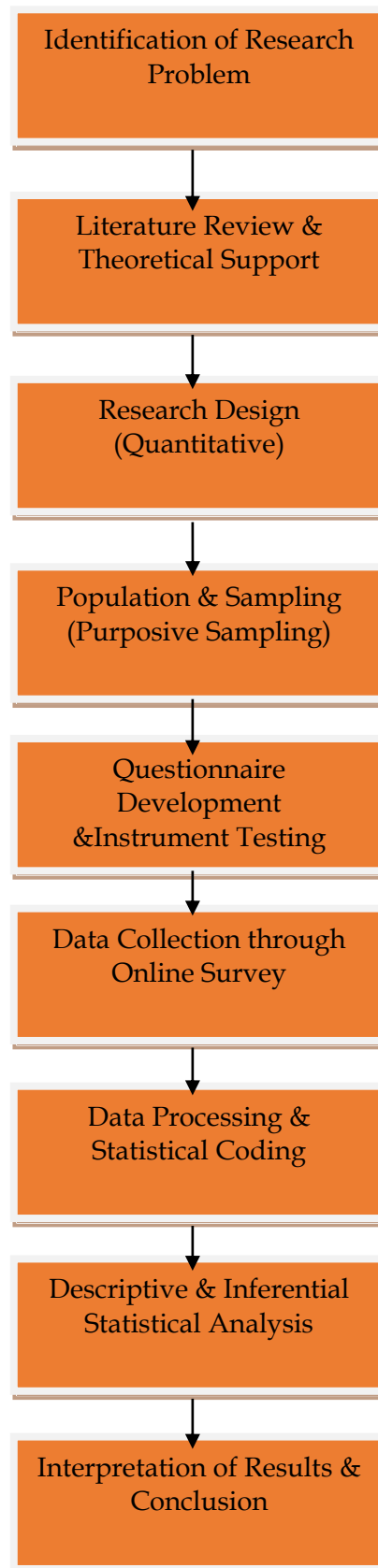
Before distributing the questionnaire, the instrument is tested to ensure its validity and reliability. Validity testing confirms that each item accurately measures the intended concept. Reliability testing evaluates the consistency of the responses across items. These steps are essential to ensure the quality of the data collected. A well tested instrument increases the credibility of the research results.

The process of data collection begins with preparing and distributing the questionnaire to selected respondents. Participants are given a specific period to complete the survey. Once the responses are collected, the data are reviewed to ensure completeness and accuracy. Any incomplete responses are identified and handled appropriately. This step ensures that the dataset is suitable for analysis.

After the data are collected, they are organized and coded for further processing. Each response is assigned a numerical value to facilitate statistical analysis. The data are then entered into statistical software for examination. Proper organization helps minimize errors during analysis. This stage is important to ensure that the data are ready for interpretation. Descriptive statistical analysis is conducted to provide an overview of the data. This includes summarizing respondent characteristics and identifying general trends in responses. The analysis helps the researcher understand the distribution of the data. It also provides initial insights into the variables being studied. This stage serves as a foundation for more advanced analysis.

Inferential statistical techniques are used to examine the relationships among variables. Regression analysis is applied to determine the influence of online engagement and feminine identity on brand loyalty. This method allows the researcher to identify significant relationships and measure their strength. It also helps in testing the proposed hypotheses. Through this analysis, meaningful conclusions can be drawn.

Finally, the results are interpreted by linking them to relevant theories and previous studies. This interpretation forms the basis for the discussion and conclusions of the research. The findings explain how the interaction between online engagement and feminine identity affects brand loyalty. By connecting empirical results with theoretical perspectives, the study provides valuable insights. These conclusions contribute to a better understanding of consumer behavior in the digital marketplace. The flowchart of research methodology is as follows:



## RESULT AND DISCUSSION

The findings reveal that online engagement has a strong influence on brand loyalty among cosmetic consumers. Respondents who frequently interact with brand content tend to show higher commitment to specific brands. This interaction includes activities such as viewing posts, commenting, and sharing content. The data indicate that engagement fosters familiarity with the brand. Increased familiarity contributes to a stronger sense of trust. As a result, consumers are more likely to remain loyal. The table will be shown as follows:

**Table 2.** Descriptive Statistics of Respondents

Variable	Category	Percentage (%)	Interpretation
Social Media Usage	Active Users	88%	Most respondents actively use social media platforms daily
Cosmetic Brand Following	Frequently Follow Brands	82%	Respondents regularly engage with cosmetic brand accounts
Online Purchase Behavior	Purchase Cosmetics Online	79%	Majority prefer purchasing cosmetics through digital platforms
Influencer Exposure	Influenced by Beauty Influencers	74%	Influencers significantly affect purchasing behavior
Community Participation	Join Beauty Communities	68%	Respondents actively participate in online beauty discussions

**Table 3.** Regression Analysis Results

Independent Variable	Dependent Variable	Beta Coefficient ( $\beta$ )	Sig. Value	Interpretation
Online Engagement	Brand Loyalty	0.721	0.000	Significant positive effect
Feminine Identity	Brand Loyalty	0.684	0.001	Significant positive effect
Emotional Connection	Brand Loyalty	0.653	0.002	Significant positive effect
Brand Trust	Brand Loyalty	0.611	0.003	Significant positive effect

**Table 4.** Combined Effect of Variables on Brand Loyalty

Variables	R Square ( $R^2$ )	Contribution (%)	Interpretation
Online Engagement + Feminine Identity	+ 0.742	74.2%	Both variables strongly influence brand loyalty
Online Engagement + Trust	0.701	70.1%	Engagement and trust significantly strengthen loyalty
Feminine Identity + Satisfaction	+ 0.689	68.9%	Identity and satisfaction increase consumer commitment

**Table 5.** Consumer Perceptions Toward Digital Marketing Strategies

Indicator	Mean Score	Category	Interpretation
Interactive Content	4.42	Very High	Consumers prefer engaging digital content
Influencer Credibility	4.36	Very High	Trusted influencers increase consumer confidence
Personalized Communication	4.28	High	Personalized messages strengthen engagement
Brand Authenticity	4.31	Very High	Authentic brands gain stronger trust
Visual Content Appeal	4.45	Very High	Images and videos attract higher engagement

**Table 6.** Mediating Variables Affecting Brand Loyalty

Mediating Variable	Effect on Loyalty	Interpretation
Emotional Connection	Strong Positive	Emotional attachment strengthens consumer loyalty
Brand Trust	Positive	Trust reduces switching behavior
Consumer Satisfaction	Strong Positive	Satisfied consumers are more likely to repurchase
Community Attachment	Positive	Online communities reinforce loyalty

**Table 7.** Major Findings of the Study

Research Findings	Explanation
Online engagement significantly influences brand loyalty	Consumers with higher interaction levels tend to remain loyal
Feminine identity shapes purchasing behavior	Consumers prefer brands aligned with self identity
Emotional connection strengthens loyalty	Emotional attachment increases commitment
Influencer marketing increases engagement	Consumers trust credible influencers
Trust mediates engagement and loyalty	Trusted brands gain repeated purchases
Personalized communication improves loyalty	Consumers value tailored experiences
Visual content attracts stronger interaction	Images and videos generate higher engagement
Community participation supports loyalty	Shared experiences create stronger attachment

**Table 8.** Theoretical Contributions of the Study

Theory	Contribution of Findings	Implication
Relationship Marketing Theory	Continuous interaction strengthens loyalty	Brands should maintain active communication
Identity Theory	Consumers express identity through brands	Identity based branding is essential
Emotional Branding Theory	Emotional attachment increases commitment	Brands should prioritize emotional strategies
Digital Marketing Theory	Engagement affects purchasing behavior	Interactive content is highly important

The analysis also shows that feminine identity plays an important role in shaping consumer preferences. Individuals who strongly express their identity through beauty

practices are more attached to certain brands. These consumers often select products that align with their personal image. The alignment between identity and brand values enhances emotional connection. This emotional connection strengthens loyalty over time. Therefore, identity is a key factor in consumer decision making.

The results demonstrate that online engagement and feminine identity are interconnected variables. Consumers who actively engage online often use these interactions to express their identity. Social media platforms provide space for self representation. Through this process, brands become part of the identity construction. This integration increases the significance of the brand in the consumer's life. Consequently, loyalty becomes more stable.

Descriptive analysis indicates that most respondents are highly active on social media platforms. They frequently follow cosmetic brands and influencers. This behavior increases their exposure to brand related content. The more exposure they receive, the more familiar they become with the brand. Familiarity contributes to positive perceptions. These perceptions support loyalty formation.

The data also reveal that consumers value authenticity in digital interactions. Brands that communicate honestly are perceived more positively. Transparent communication enhances consumer trust. Trust plays a significant role in strengthening loyalty. When consumers trust a brand, they are less likely to switch to competitors. This highlights the importance of credibility in digital marketing.

Regression analysis confirms that online engagement significantly predicts brand loyalty. The statistical results show a positive relationship between these variables. Higher engagement leads to increased loyalty levels. This suggests that engagement strategies are essential for brand success. Companies that invest in digital interaction benefit from stronger consumer relationships. These relationships contribute to long term loyalty.

The findings further indicate that feminine identity also has a significant effect on brand loyalty. Consumers who identify strongly with beauty related values are more loyal. They often seek brands that reflect their identity. This connection enhances satisfaction with the brand. Satisfied consumers tend to remain loyal. Thus, identity driven consumption is a powerful influence.

The combined effect of online engagement and feminine identity is also significant. When both factors are strong, loyalty levels increase substantially. Consumers who engage actively and express identity through brands show the highest loyalty. This interaction highlights the importance of integrating both variables. Brands that address identity and engagement simultaneously are more effective. This strategy leads to stronger consumer attachment.

The study also finds that emotional connection mediates the relationship between engagement and loyalty. Consumers who feel emotionally connected to a brand are more loyal. Engagement activities contribute to the development of this connection. Emotional responses strengthen consumer commitment. This process explains how engagement translates into loyalty. Therefore, emotional factors play a central role.

Another result shows that consumers rely heavily on social media for product information. They often read reviews and watch tutorials before making purchases. This behavior influences their perception of brands. Positive information increases trust and interest. Negative information reduces confidence. Thus, online content plays a critical role in decision making.

The findings indicate that influencer involvement enhances engagement levels.

Consumers tend to trust influencers who appear knowledgeable and authentic. When influencers recommend products, consumers are more likely to respond positively. This increases interaction with the brand. Increased interaction strengthens loyalty. Therefore, influencer marketing is an effective strategy.

The results also show that community participation contributes to loyalty. Consumers who engage in online communities feel a sense of belonging. This feeling strengthens their connection to the brand. Community interaction creates shared experiences. Shared experiences increase emotional attachment. This attachment supports long term loyalty. In addition, the study finds that consistent brand messaging is important. Brands that maintain a clear and stable identity are more trusted. Consistency reduces confusion among consumers. It also reinforces brand recognition. Strong recognition supports loyalty development. Therefore, consistency is a key element in branding.

The analysis highlights that satisfaction plays a mediating role between identity and loyalty. Consumers who find satisfaction in identity related products are more loyal. Satisfaction enhances positive attitudes toward the brand. Positive attitudes lead to repeated purchases. Repeated purchases strengthen loyalty. This confirms the importance of product satisfaction.

The findings also suggest that digital interaction creates opportunities for personalization. Consumers appreciate content that reflects their preferences. Personalized communication increases engagement. Increased engagement strengthens emotional bonds. Emotional bonds lead to higher loyalty. Thus, personalization is an important strategy.

Another important result is that visual content has a strong impact on engagement. Consumers respond more to images and videos than to text. Visual elements attract attention quickly. They also enhance understanding of the product. This leads to higher interaction levels. Higher interaction supports loyalty formation.

The study also reveals that younger consumers show higher engagement levels. They are more familiar with digital platforms. Their interaction with brands is more frequent. This increases their exposure to marketing content. Increased exposure influences their loyalty. Therefore, age is a relevant factor.

The results indicate that trust acts as a mediator between engagement and loyalty. Consumers who trust a brand are more likely to stay loyal. Engagement activities help build this trust. Trust reduces perceived risk in purchasing. Reduced risk encourages repeated purchases. This strengthens loyalty over time.

The findings show that consumers prefer brands that align with their values. Value alignment enhances emotional connection. Consumers feel understood by the brand. This feeling increases satisfaction. Satisfaction leads to loyalty. Therefore, value congruence is important.

Overall, the results demonstrate that brand loyalty in the digital marketplace is influenced by multiple factors. Online engagement and feminine identity are central elements. Their interaction shapes consumer behavior significantly. Emotional connection, trust, and satisfaction also contribute to loyalty. These findings provide a comprehensive understanding of consumer dynamics. They highlight the importance of integrating digital engagement with identity based strategies.

The discussion begins by interpreting the statistical results in line with the quantitative approach adopted in this study. The findings confirm that online engagement significantly influences brand loyalty among cosmetic consumers. This supports relationship marketing theory, which emphasizes continuous interaction between brands and consumers. The results

suggest that engagement is not only behavioral but also emotional. Consumers who interact frequently develop stronger attachments to brands. This confirms the central role of engagement in digital environments.

The influence of feminine identity on brand loyalty is also consistent with identity theory. The study shows that consumers align their purchasing behavior with their self concept. This finding reinforces the idea that consumption is a form of self expression. Cosmetic products serve as tools for identity construction. When brands reflect consumers' identities, loyalty becomes stronger. This demonstrates the relevance of identity in marketing strategies.

The interaction between online engagement and feminine identity provides a deeper understanding of consumer behavior. The findings indicate that engagement platforms act as spaces for identity expression. This supports previous research suggesting that digital environments facilitate self representation. Consumers integrate brand interaction into their personal narratives. This integration strengthens emotional attachment. As a result, loyalty becomes more stable and enduring.

The results are in line with prior studies that highlight the importance of emotional connection. Emotional branding has been shown to enhance customer loyalty. The current findings confirm that emotional attachment mediates the relationship between engagement and loyalty. This suggests that engagement alone is not sufficient. Emotional resonance is necessary to convert interaction into loyalty. Therefore, brands must focus on emotional strategies.

Trust emerges as another important factor in this study. The findings support the theory that trust is a foundation of long term relationships. Consumers who trust a brand are more likely to remain loyal. This aligns with previous research emphasizing trust as a mediator. Digital transparency and consistent communication contribute to trust building. These elements are essential in maintaining consumer confidence.

The role of influencers in shaping consumer perceptions is also evident. The findings confirm that influencer credibility enhances engagement and trust. This supports earlier studies that highlight the effectiveness of influencer marketing. Consumers tend to rely on recommendations from trusted figures. This reliance increases their willingness to engage with brands. Consequently, influencer involvement strengthens loyalty.

Community participation is another factor discussed in this study. The results show that consumers who engage in brand communities develop stronger loyalty. This finding aligns with the concept of brand communities in marketing theory. Shared experiences create a sense of belonging among consumers. This sense of belonging reinforces brand attachment. Therefore, community marketing is a valuable strategy.

The study also highlights the importance of authenticity in digital communication. Brands that present themselves honestly are more trusted by consumers. This finding supports previous research on authentic branding. Authenticity enhances emotional connection and credibility. Consumers are more likely to engage with brands they perceive as genuine. This ultimately contributes to stronger loyalty.

Consistency in brand messaging is another key aspect discussed. The findings indicate that consistent communication strengthens brand identity. This aligns with branding theory that emphasizes clarity and coherence. Consumers prefer brands that maintain a stable image. Consistency reduces uncertainty and confusion. This leads to increased trust and loyalty.

The role of satisfaction as a mediating variable is also explored. The study shows that

satisfied consumers are more likely to remain loyal. This finding is consistent with consumer behavior theory. Satisfaction results from positive experiences with products and services. These experiences reinforce positive attitudes toward the brand. As a result, loyalty is strengthened over time.

The discussion also considers the impact of digital content on consumer behavior. Visual and interactive content are found to increase engagement levels. This supports previous studies on digital marketing effectiveness. Consumers are more attracted to dynamic and visually appealing content. Such content enhances their interaction with brands. Increased interaction leads to stronger loyalty.

The findings reveal that younger consumers are more engaged in digital environments. This aligns with generational studies in marketing. Younger individuals are more familiar with technology and social media. Their frequent interaction with brands increases exposure. This exposure influences their perceptions and preferences. Consequently, their loyalty is shaped by digital experiences.

The study contributes to the literature by integrating engagement and identity perspectives. Previous research often examines these variables separately. This study combines them to provide a more comprehensive analysis. The integration offers new insights into consumer behavior. It highlights the interconnected nature of digital interaction and identity. This represents a novel contribution to the field.

Another aspect of novelty lies in the focus on cosmetic consumers. The study provides specific insights into this industry. Cosmetic products are closely linked to identity and self expression. This makes the findings particularly relevant. The research offers practical implications for beauty brands. It emphasizes the importance of aligning products with consumer identity.

The methodological approach also contributes to the originality of the study. The use of quantitative analysis allows for precise measurement of relationships. This approach provides empirical evidence to support theoretical claims. It enhances the reliability of the findings. The structured design ensures consistency in data collection. This strengthens the overall validity of the research.

Despite its contributions, the study has certain limitations. The sample is limited to consumers who are active on social media. This may not represent all cosmetic consumers. The findings may not be generalizable to offline contexts. Additionally, the study focuses on specific variables. Other factors may also influence brand loyalty.

Another limitation relates to the use of self reported data. Respondents may provide socially desirable answers. This can affect the accuracy of the results. Future research could use alternative data collection methods. Observational or experimental approaches may provide additional insights. These methods could complement survey data.

The study also does not fully explore cultural differences. Cultural factors may influence feminine identity and consumer behavior. Future research could examine these aspects in different contexts. Comparative studies would provide a broader understanding. This would enhance the generalizability of the findings. Cultural perspectives are important in global marketing.

The implications of this study are significant for practitioners. Brands should focus on creating meaningful engagement with consumers. They should also consider the role of identity in marketing strategies. Emotional connection and trust must be prioritized. These elements are essential for building long term loyalty. Practical strategies should integrate these insights.

In conclusion, the discussion highlights the importance of integrating engagement and identity in digital marketing. The findings support existing theories while offering new perspectives. The study demonstrates that brand loyalty is influenced by multiple interconnected factors. It provides valuable insights for both theory and practice. Despite its limitations, the research contributes to the understanding of consumer behavior. Future studies can build on these findings to explore new dimensions.

## CONCLUSION

This study concludes that online engagement and feminine identity significantly influence brand loyalty among cosmetic consumers in the digital marketplace. Online interaction strengthens consumer familiarity, trust, and emotional attachment toward brands, while feminine identity encourages consumers to choose brands that reflect their self image, values, and lifestyle. The findings show that these factors work together in shaping long term consumer commitment. Brand loyalty is therefore influenced not only by product quality but also by emotional and psychological connections developed through digital experiences.

The research contributes to marketing and consumer behavior studies by integrating engagement and identity perspectives into one analytical framework. The quantitative approach provides measurable evidence regarding the relationship among variables, although the study is limited to social media users and self-reported responses. Despite these limitations, the findings offer valuable insights for cosmetic companies in designing effective digital marketing strategies. Brands are encouraged to create authentic, interactive, and emotionally engaging content that aligns with consumer identity and values. Consistent communication, influencer collaboration, and personalized experiences are also important in strengthening loyalty. Future studies are recommended to explore broader cultural contexts, additional variables, and alternative research methods to gain deeper understanding of consumer loyalty in digital environments.

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