

The Influence of Brand Experience and Brand Image on Brand Loyalty of Venus

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Abstract:

Businesses are increasingly focusing on brand experience due to its dual role in directly creating customer value and shaping customers' perceptions of brand equity. This study investigates the impact of brand experience and Brand Image on Brand Loyalty in Cosmetics products sector. These components: brand experience and Brand Image positively influence brand Loyalty. This research offers a valuable contribution to the literature on brand experience and brand Image, especially within the cosmetics product's context. Managerial implications are also provided to guide businesses in enhancing customer brand experiences and strengthening brand Image.

Keywords: *Brand Experience; Brand Image ; Brand Loyalty ; Venus.*

Jel Classification Codes : *M31; M37.*

1. Introduction :

In modern times, significant shifts in lifestyle have emerged among Algerians. Lifestyle now serves as a defining identity within society. A key driver of these changes is technology, which simplifies access to products and services for individuals. Advanced technology also enables companies to produce large quantities of high-quality goods efficiently. These dynamic fosters intense competition among businesses to develop superior products and embed them in consumers' minds. For instance, Algeria hosts numerous brands like L'OREAL, SEPHORA, Oriflame, MAC and others. The competitive landscape compels Venus to consistently innovate and introduce new offerings to maintain its market leadership and strengthen consumer brand loyalty.

Marketing encompasses the planning and execution of activities, from conceptualization and pricing to promotion and distribution of goods, ideas, and services, aimed at facilitating exchanges that benefit both individuals and organizations (Dianto in Asmuni et al., 2020). Tjiptono, as cited in Marlizar (2020), describes marketing performance as a function deeply intertwined with the external environment, despite companies having limited control over it. In marketing, consumers are invaluable assets whose loyalty must be nurtured to ensure alignment with the products offered (Romdonny and Rosmadi, 2019).

Brand loyalty plays a crucial role in a company's marketing strategy, as it drives profitability. By understanding brand loyalty, companies can ensure that customers continue purchasing their products even when prices or product features change (June-Hyuk Kwon et al., 2020). A brand is considered successful when customers demonstrate satisfaction by consistently buying its products. According to Ong et al. (2018), brand experience significantly and positively impacts brand loyalty. Brand experience refers to the stimulation that encourages consumers to engage with a brand, prompting them to repeat the experience and make ongoing purchases (Ong et al., 2018). Wu & Wang (2014) highlight that brand image reflects a company's public perception, shaped by consumer evaluations and awareness of the brand in the market.

This study aims to examine the factors influencing brand loyalty among cosmetics products consumers by analyzing specific variables believed to impact loyalty. These variables include the brand experience perceived by VENUS users, the brand image retained in consumers' memories. The variables were adapted from prior research. For example, a previous study by Chao-Chin Huang (2017) explored brand experience, brand loyalty, brand love, and brand trust as mediating factors. The current study revisits these concepts due to differences in variables, research subjects, objects, and locations, aiming to provide new insights.

In today's competitive market, brands are no longer just about logos and taglines. They're about emotions, experiences, and relationships. Take Venus, for example a brand that has become synonymous with smooth, confident skin for millions of women worldwide. But what makes someone loyal to Venus? Is it the skin cream, the marketing, or something deeper? Let's dive into how brand experience and brand image shape brand loyalty, using Venus as our case study.

Importance of the Study:

This study holds significant importance for both academic and practical reasons. In an increasingly competitive marketplace, understanding the factors that drive brand loyalty is essential for businesses to maintain a sustainable competitive advantage. Venus, as a brand, operates in an

industry where consumer preferences are dynamic, and customer retention is critical for long-term success. This research provides valuable insights into how Venus can strengthen its customer relationships and foster loyalty through strategic improvements in brand experience and brand image.

From an academic perspective, this study contributes to the existing body of knowledge on brand management by examining the interplay between brand experience, brand image, and brand loyalty. While these concepts have been widely studied individually, their combined influence on brand loyalty, particularly in the context of Venus, remains underexplored. This research bridges this gap by offering empirical evidence and theoretical insights that can guide future studies in similar contexts.

From a practical standpoint, the findings of this study will provide actionable recommendations for Venus to enhance its brand strategies. By understanding how brand experience—such as customer interactions, sensory engagements, and emotional connections—and brand image—such as perceptions of quality, reputation, and trust—impact loyalty, Venus can allocate resources more effectively to improve customer satisfaction and retention. This is particularly crucial in an era where consumers are increasingly influenced by their experiences and perceptions of a brand.

Moreover, this study is important for marketing professionals and brand managers who seek to optimize their strategies to build stronger emotional and psychological bonds with their customers. By identifying which factor—brand experience or brand image—has a stronger influence on loyalty, Venus can prioritize its efforts to maximize return on investment and strengthen its market position.

Finally, this research has broader implications for the industry as a whole. By shedding light on the drivers of brand loyalty, the study can serve as a benchmark for other brands facing similar challenges in retaining customers and building lasting relationships. Ultimately, this study underscores the importance of delivering exceptional brand experiences and maintaining a positive brand image as key strategies for achieving sustained brand loyalty in a competitive marketplace.

Objectives of the Study:

The primary aim of this study is to explore the influence of brand experience and brand image on the brand loyalty of Venus. To achieve this, the study is guided by the following specific objectives:

- **To examine the impact of brand experience on brand loyalty among Venus customers.** This objective seeks to understand how customers' interactions, sensory engagements, emotional connections, and overall experiences with the Venus brand influence their loyalty and repeat purchase behavior.
- **To analyze the relationship between brand image and brand loyalty for Venus.** This objective aims to investigate how customers' perceptions of Venus's brand image—such as its reputation, quality, trustworthiness, and overall appeal—affect their loyalty to the brand.
- **To determine which factor—brand experience or brand image—has a stronger influence on brand loyalty for Venus.** This objective compares the relative impact of brand experience and brand image to identify which factor plays a more significant role in driving customer loyalty for Venus.
- **To provide actionable recommendations for Venus to enhance brand loyalty through improved brand experience and brand image.** Based on the findings, this objective focuses

on offering practical strategies and insights that Venus can implement to strengthen customer loyalty by optimizing its brand experience and brand image.

- **To contribute to the academic understanding of the relationship between brand experience, brand image, and brand loyalty in the context of competitive markets.** This objective emphasizes the study's contribution to the broader field of brand management by providing empirical evidence and theoretical insights into how these factors interact to influence brand loyalty.

By addressing these objectives, the study aims to provide a comprehensive understanding of the drivers of brand loyalty for Venus, offering both theoretical and practical value for academics, marketers, and brand managers.

Problem Statement:

In today's highly competitive market, building and sustaining brand loyalty is critical for the long-term success of any brand. Venus, a prominent player in its industry, faces the challenge of retaining customers in an environment where consumer preferences and expectations are constantly evolving. While brand loyalty is influenced by various factors, two key elements—brand experience and brand image—have been identified as significant drivers of customer commitment and repeat purchase behavior. However, the extent to which these factors impact brand loyalty for Venus remains unclear.

This study seeks to investigate the influence of brand experience and brand image on the brand loyalty of Venus. Specifically, it aims to answer the following question:

How do brand image and brand experience influence brand loyalty for Venus?

From this central question, the following secondary questions emerge:

1. How does brand experience affect brand loyalty among Venus customers?
2. What is the relationship between brand image and brand loyalty for Venus?
3. Which factor -brand experience or brand image- has a stronger impact on brand loyalty for Venus?

By addressing these questions, this research will provide valuable insights into how Venus can enhance its brand loyalty by strategically improving its brand experience and brand image. The findings will contribute to both academic literature and practical strategies for brand management in competitive markets.

2. Literature Review and hypotheses

2.1. Brand Experience

Brand experience, as conceptualized by (Altaf, Iqbal, Mohd. Mokhtar, & dan Sial, 2017), is broadly defined as an inclusive term that encompasses all facets of consumer engagement, including products, shopping processes, services, and overall interactions with a brand. Similarly, (Lee & Kang, 2012) characterize brand experience as the insights and perceptions consumers develop through their interactions with brands. Collectively, these perspectives suggest that brand experience represents the cumulative impressions and emotions consumers associate with a specific product, shaped by both direct and indirect engagements with the brand (Amer, Elshimy, & Abo El Ezz, 2023), (Rini, Rombe, & Tarigan, 2024), (D. Zha, Foroudi, & Melewar, 2024).

(Altaf, Iqbal, Mohd. Mokhtar, & dan Sial, 2017) define brand experience as a broad term encompassing all aspects of consumer engagement with products, shopping, services, and interactions involving a brand. Similarly, (Lee & Kang, 2012) describe brand experience as the insight consumers develop through their interactions with brands. In summary, brand experience refers to the perceptions and feelings consumers have about a specific product, whether through direct or indirect interactions. Brand experience is all about how a customer feels when they interact with a brand. It's the sum of every touchpoint—from seeing an ad to using the product. For Venus, the brand experience starts long before a woman picks up a skin cream in the store (Rahelia Margaretha, 2024), (Sudarmiati & Ludi Wishnu, 2023), (Zulfikar Azaria & Ihwan, 2022), (Ceri Hartono, 2021).

For example when we're scrolling through Instagram, and you see a Venus ad featuring a diverse group of women with a smooth and clear skin. The message isn't just about skin cream; it's about feeling confident in your own skin. That's a powerful experience. It's not just selling a brand; it's selling a feeling.

But the experience doesn't stop there. When you buy a Venus skin cream, the packaging is sleek and easy to open (no wrestling with plastic clamshells here). The skin cream itself feels luxurious, every detail is designed to make women feel pampered and confident.

2.2. Brand Image

According to (Kotler & Keller, 2016), consumer assumptions about a brand are shaped by and reflected through their memories. Keller (2013), (Keller, 1993) further elaborates that brand image represents a consumer's overall perception of a brand. In essence, brand image can be understood as the mental associations and impressions of a brand stored in a consumer's memory, which ultimately influence their purchasing decisions (Zulfikar Azaria & Ihwan, 2022), (Jalilvand & Samiei, 2012), (Rahelia Margaretha, 2024).

Brand image is how people perceive your brand. It's the personality, the reputation, and the story you tell. For Venus, the brand image is all about empowerment, confidence, and inclusivity. Venus doesn't just sell skin creams; they sell the idea that every woman deserves to feel beautiful and confident in her own skin. Their ads feature women of all shapes, sizes, and skin tones, sending a clear message: Venus is for everyone. This inclusive image resonates deeply with customers, making them feel seen and valued growth (Junaid Ali Saeed Rana, 2024).

But brand image isn't just about advertising. It's also about consistency. Venus has maintained a consistent image for years, which has helped build trust and recognition. When you see that iconic Venus logo, you know exactly what to expect.

We remember watching a Venus commercial years ago that showed a woman confidently strutting down the street in a summer dress. The tagline was something like, "Feel comfortable in your own skin." That message stuck with us, and it's a big part of why we've stayed loyal to the brand. The brand image should reflect company values and resonate with its target audience.

2.3 Brand Loyalty

(Pappu Pascale & Quester, 2016) define brand loyalty as the commitment customers demonstrate toward a preferred brand, which drives them to repeatedly purchase that brand. Similarly, (Thompson, Newman, & Liu, 2014) describe brand loyalty as a consumer's tendency to favor a specific brand based on prior positive experiences, often measured through repeated purchases of the

same brand. In summary, brand loyalty reflects a customer's dedication to consistently choosing a particular brand, even in the presence of more appealing alternatives from competitors (Tweneboah-Koduah & Farley, 2015), (Gupta, Kumar, Kaushik, Gupta, & Sindhwani, 2024), (D. Zha, Foroudi, & Melewar, 2024), (Sudarmiati & Ludi Wishnu, 2023), (Zulfikar Azaria & Ihwan, 2022), (Ceri Hartono, 2021).

Brand loyalty is more than just repeatedly buying a product. It's about feeling a connection to the brand, trusting it, and choosing it over competitors—even if they're cheaper or more convenient. For Venus, brand loyalty means women reaching for their products without a second thought, trusting that they'll deliver a smooth, comfortable skin every time (Wilbert, Kanyepe, Lovemore, & Tendai, 2024), (B. Guo & Wang, 2024), (Godes & Mayzlin, 2004), (Urde, Greyser, & Balmer, 2007), down (Dick & Basu, 1994), (Jalilvand & Samiei, 2012), (Babić Rosario, Sotgiu, & Bijmolt, 2016), (Chaudhuri & Holbrook, 2001), (Kim, Ferrin, & Rao, 2008), (Chatzi, Peitzika, & Konsolaki, 2024).

But how does Venus achieve this level of loyalty? It's not just about having a good product (though that helps). It's about creating a holistic experience that resonates with customers on a personal level. Let's break it.

- **The Link between Brand Experience and Brand Loyalty**

(Ong, Lee, & Ramayah, 2018) posit that brand experience arises from stimuli provided by a brand, which evoke positive emotions in consumers, encouraging them to repeatedly engage with the brand over time. (Iglesias, Singh, & batista-foguet, 2011) further emphasize that when consumers have favorable and enjoyable experiences with a product, they are more likely to repurchase and develop loyalty toward the brand.

- **The Link between Brand Image and Brand Loyalty**

We suggest that brand image enables consumers to identify, evaluate, and derive experiences from products, which in turn fosters brand loyalty. (Saleem, Rahman, & Omar, 2015) highlight that brand image resides in the minds of customers, playing a critical role in reinforcing loyalty. For instance, when a company commits to delivering high-quality products, a strong brand image becomes essential to sustaining customer loyalty.

- **How Brand Experience and Brand Image Work Together**

Brand experience and Brand image don't exist in a vacuum—they work together to create loyalty. A great brand experience reinforces a positive brand image, which in turn builds trust. And when customers trust your brand, they're more likely to stay loyal.

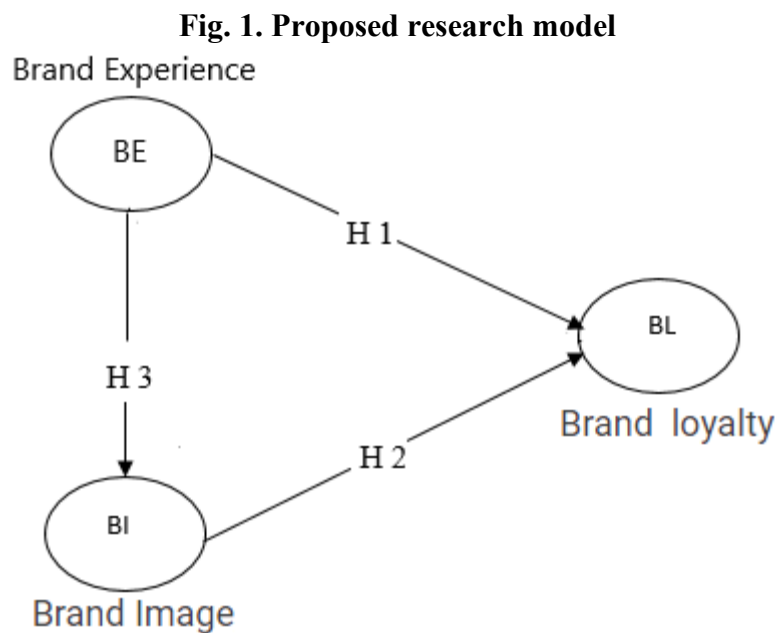
For Venus, this synergy is evident in every aspect of their business. Their empowering ads (brand image) create a positive emotional connection, their high-quality creams (brand experience) deliver on their promises, and their excellent customer service (brand trust) ensures customers feel valued. when we think about the favorite brand. Why do the consumer keep coming back to it? Chances are, it's not just one thing—it's the combination of a great product, a strong image, and a sense of trust. That's exactly what Venus has mastered.

If the company wants to build a loyal customer base, it must focus on creating a seamless experience, a compelling image, and a foundation of trust. It's not enough to excel in just one area—you need all three.

The research hypotheses are formulated as follows:

- ✓ H1: Brand Experience exerts a positive influence on Brand Loyalty.
- ✓ H2: Brand Image has a positive impact on Brand Loyalty.
- ✓ H3: Brand Experience exerts a positive influence on Brand Image

From the analysis of existing literature, we have developed the following research framework:



Source: Designed by the author.

3. Methods and Materials

3.1 Research methodology

3.1.1 Product selection

We have selected VENUS products and more precisely Venus Viderm+ Hydrating Cream - Anti-Drying - Hands & Face - All Skin Types - 150ml (see Fig. 2).

The company was founded in 1981 as Laboratoires VENUS / SAPECO (Société Algérienne de Produits d'Entretien), a family-owned business established by Mr. Mourad MOULA, the current Chairman and CEO. With over 40 years of presence in the Algerian market, Laboratoires VENUS has developed its expertise through a policy of innovation and continuous improvement, offering consumers high-quality products at the best prices. Leveraging their expertise, Laboratoires VENUS strives to satisfy consumers by placing them at the heart of their priorities. This is achieved through business development focused on preserving the natural environment, ensuring the health and safety of consumers, as well as their team.

Fig. 2. Product selection



Source: <https://laboratoiresvenus.com/en/product/creme-anti-dessechement/>

The population for this study comprises all Venus users residing in Algeria. A non-probability sampling approach was employed, specifically convenience sampling, where participants were selected based on their accessibility and ability to provide relevant information. The sample size consisted of 90 respondents. Data collection was conducted through an online questionnaire distributed via Google Forms, targeting individuals who have used or are currently using Venus products in Algeria. The study examined three key variables: brand experience, brand image and brand loyalty. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which involved two stages of analysis: the outer model and the inner model.

3. 1.2 Questionnaire Design

Our sample is composed of 90 respondents. The survey was carried out from December 2024 to January 2025. The questionnaire was designed to assess these variables : brand experience (5 items) was derived from (Tulianti (2013)), (Brakus et al., 2009), Esch et al. (2006) and Zarantonello and Schmitt (2010), Brand Image (5 items) was derived from (Aaker, 1996) (Keller, 1993), Brand Loyalty (5 items) were based on (Kotler & Keller, 2017), (Rather, 2017), (Kim, Jon, & Joffre , 2008). These scales have good internal consistency. The constructs were operationalized using measurement scales that have been validated in prior marketing literature.

In designing the questionnaire, a multiple-item method was employed, with each item evaluated using a five-point Likert scale. On this scale, 1 indicates "strongly disagree," while 5 signifies "strongly agree." (Kim, Jon, & Joffre , 2008)

3.2 Data Collection

The primary respondents targeted were students and academics in Oran, as this metropolitan area has a high density of shoppers. The collected data were analyzed using SPSS 22 and PLS Smart 3.0.

3.2.1 The questionnaire process

Data collection was conducted over seven months, from May 2024 to December 2024, through online interviews. The questionnaire included 18 questions including (Age, Education level and Income).

3.2.2 Target Population and Study Sample

The population used in this research are people who know Venus brand. Approximately 90 responses (femal) were gathered, forming the study's sample. Participants ranged in age from 18 to 56 years and were all residents of Algeria. A non-probability sampling approach, specifically purposive sampling, was employed to select the sample.

4. Results and discussion.

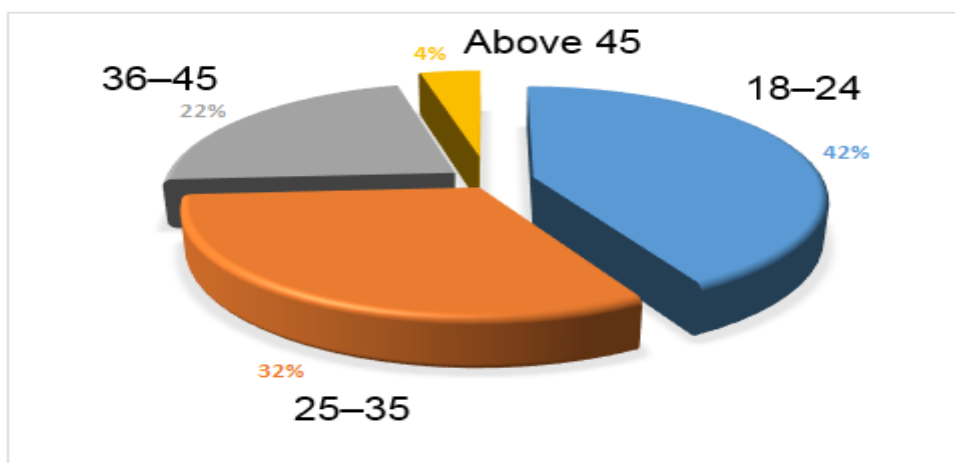
4.1 Sample Characteristics

42 percent of the respondents were in the 18–24 age range, succeeded by 32 percent in the 25–35 and 22 percent in the 36–45 age group. Regarding the age distribution of this sample, we observe a narrow margin between individuals aged 25 or younger and those aged 35-36, followed by the 36-45 age group. Those aged 46 and older are the least likely to purchase this brand, likely because most people in this age range prefer using cosmetic products (see **Fig. 3**).

Moving to the education section, we observe that the majority of respondents hold a high school diploma or a bachelor's degree (36%), followed by those with a master's degree or higher (32 %), and then by individuals with a middle school education or less. This indicates that our respondents are well-educated (see **Fig. 4**).

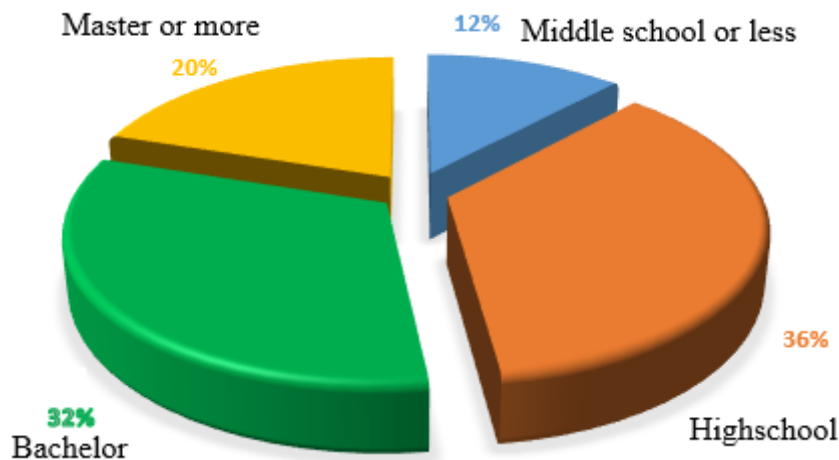
Regarding income, most respondents earn more than 18,000 Algerian dinars (64%), suggesting they have stable employment, which enables them to afford the brand.

Fig.3. Sample Presentation by age group in percentage



Source: Designed by the author based on the information collected

Fig. 4. Educational level of the sample in percentage



Source: Designed by the author based on the information collected

4.2 Data Analysis:

The study utilized the Partial Least Squares (PLS) analysis method, conducted with SmartPLS 3.3.3 software, as outlined by Hult et al. (2015). A structural equation modeling approach was employed, following a two-stage analytical process to evaluate both the measurement and structural models, in line with the recommendations of Hair et al. (2014).

4.3 Measurement Model Assessment

Descriptive statistics were generated using SPSS to provide initial insights into the dataset. Following this, Partial Least Squares (PLS) analysis was conducted with SmartPLS 3.0 to estimate parameters for both the measurement and structural models. To ensure the robustness of the results, the reliability and validity of the measurement tools were thoroughly assessed. Reliability was measured using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE).

The results demonstrate strong construct reliability and convergent validity. All Cronbach's alpha (α) values range from 0.739 to 0.876, exceeding the recommended threshold of 0.7 (Hair, Black, Babin, & Anderson, 2010). Additionally, the factor loadings for all constructs AVE and CR surpass the acceptable cutoff of 0.50 (Hair, Black, Babin, & Anderson, 2010). Moreover, both AVE and CR values for each construct are above 0.50, further confirming convergent validity (Fornell & Larcker, 1981), as shown in the Tables below:

Table (1): Cronbach's Alpha, Composite Reliability, and AVE Scores for Constructs

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Experience	0.758	0.873	0.702
Brand Image	0.874	0.882	0.823
Brand Loyalty	0.739	0.906	0.849

Source: Author based on the SPSS Outputs

Table (2): Discriminant Validity (Fornell-Larcker Criterion)

Variables	Brand Experience	Brand Image	Brand Loyalty
Brand Experience	0.807		
Brand Image	0.786	0.849	
Brand Loyalty	0.628	0.735	0.836

Source: Author based smartPLS Version 3 Output

4.4 Evaluation of the Structural Model

Figure 3 illustrates the PLS path model. The beta coefficients (β) are the path coefficients of the model between brand image and brand loyalty is significant and positive ($\beta = 0.429, p < 0.00$).

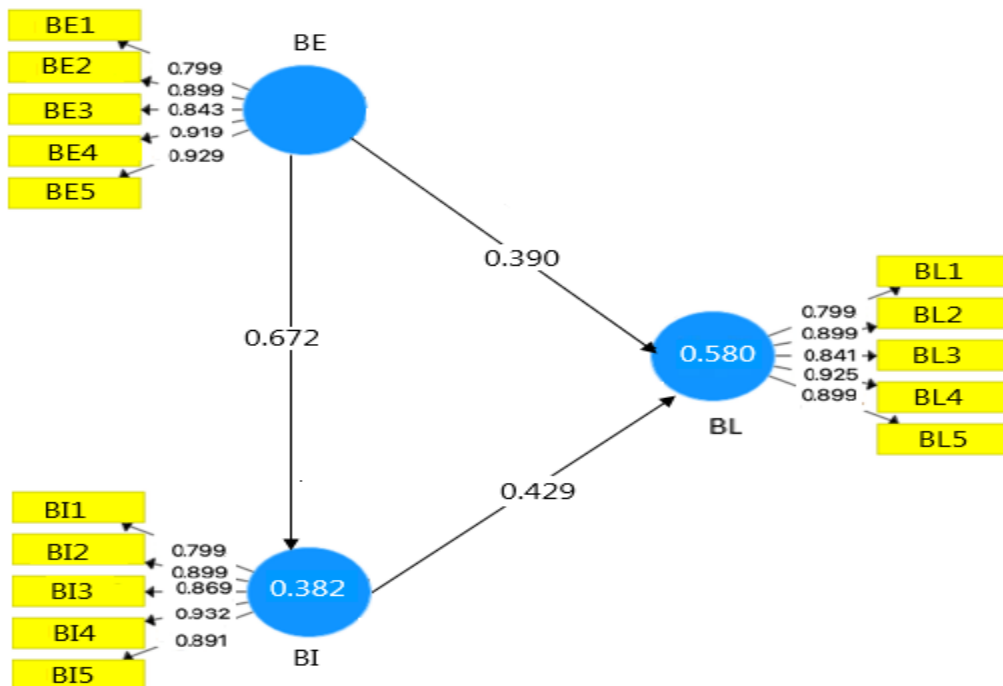
The beta coefficient between brand experience and brand image is significant and positive ($\beta = 0.598, p < 0.01$). The same is true with the relationships between brand experience and brand loyalty ($\beta = 0.294, p < 0.001$). The results are in both figure 5 and table 3.

Table 3. Hypothesis testing results

Relation	Hypothesized Direction	Path Coefficient	p-values	R2	Results
BE → (BL)	(+)	0.390	0.001	0.580	Supported
BI → (BL)	(+)	0.429	0.000	0.382	Supported
BE → BI	(+)	0.672	0.010		Supported

Source: calculated using SmartPLS software

Fig. 5. The conceptual research model



Source: The smartPLS Version 3 Output

The findings in Table 6 present the outcomes of hypothesis testing for this study. Starting with H1, which posits that brand experience positively affects brand loyalty, the hypothesis is accepted with a P-value of 0.001. Similarly, H2, proposing that brand experience positively influences brand image, is also accepted, supported by a P-value of 0.000. Additionally, H3, which states that brand experience positively impacts brand image, is accepted with a P-value of 0.010.

The reliability and validity of the research model were confirmed through the evaluation of the measurement model, with all results falling within acceptable ranges. The structural model was then assessed by testing the proposed hypotheses, all of which were accepted. This indicates that stronger brand experiences enhance brand image (H3) and increase the likelihood of brand loyalty (H2). Furthermore, brand image was found to mediate and strengthen the relationship between brand experience and brand loyalty. These findings align with prior studies.

The results suggest that while the effects are significant, they can be further enhanced by improving brand experiences, thereby amplifying their impact on both brand image and loyalty. The research model also demonstrated predictive accuracy and relevance, as evidenced by R² values within acceptable ranges.

This study holds several implications. First, despite brand experience being a trending topic in academic research, this study is among the first to analyze its effects in the context of Algerian cosmetic products (Venus), highlighting its importance in a growing market. Additionally, the study provides empirical evidence confirming that brand experience significantly influences brand loyalty.

The findings also reveal that brand experience fosters brand loyalty. When consumers have positive experiences with a brand, they feel more secure, leading to increased commitment and repeat purchases. These results are consistent with previous research (BAŞER, CİNTAMÜR, & ARSLAN, 2015), (Chinomona, 2013), (Ong, Salleh, & Rushami, 2015).

Lastly, the study examined the impact of brand experience on brand image, concluding that improved brand experiences enhance customer trust in the brand.

5. Conclusion:

For Venus Company to enhance customer brand loyalty, they should prioritize improving the brand experience while recognizing the significant influence of brand image on loyalty. It is essential not only to assess whether the brand experience was positive or if customers trust and remain loyal to the brand but also to measure the quality of the experience, the reasons behind it, and the levels of trust and loyalty, along with their underlying drivers. This deeper understanding will enable the company to refine its products and marketing strategies effectively. Based on this, the following recommendations are proposed:

- The company should enhance communication with customers to better understand their specific needs and preferences. This can be achieved by proactively asking questions such as: How was the product? What improvements would you suggest? What can we do to enhance your future experiences? These inquiries can be conducted through the company's platforms or social media channels, demonstrating their commitment to delivering exceptional service.
- The company should only make promises it can fulfill to maintain credibility.

- Discounts should not be limited to special occasions but also extended to regular customers, making them feel valued and appreciated.
- The company should employ well-trained and skilled staff to ensure the highest quality customer experiences.
- Diversifying a thoughtful product to include services instead of tangible products, as our study relied on a tangible product.

The limitations of the study:

This study focused exclusively on one Venus company, whereas examining multiple companies would have provided a broader perspective on why some outperform others, offering deeper insights into improving services and ensuring a positive brand experience.

Additionally, other factors beyond brand image could mediate the relationship between brand experience and brand loyalty. With this in mind, the following propositions are suggested for future research: the role of brand experience dimensions in achieving brand loyalty within the cosmetics industry, the influence of brand experience on brand equity, brand trust, and brand satisfaction, and the impact of brand experience on brand loyalty with customer satisfaction and brand trust as mediating variables.

Venus faces challenges like any other company—competition from new brands, changing consumer preferences, and the need to stay relevant in a fast-paced world. But these challenges also present opportunities.

For example, Venus could expand its product line to include more sustainable options, like reusable Creams or biodegradable packaging. They could also leverage social media to engage with younger audiences and stay top-of-mind.

we've noticed that more and more of our friends are switching to eco-friendly Creams. If Venus could tap into that trend, they'd not only attract new customers but also strengthen their brand image as a forward-thinking, responsible company.

Venus must stay attuned to its customers' needs and willing to adapt. The brands that thrive are the ones that evolve with their audience.

Brand loyalty isn't built overnight. It's the result of consistent effort, thoughtful design, and genuine care for all customers. Venus has mastered this by creating a brand experience that feels personal, a brand image that inspires, and a foundation of trust that keeps customers coming back. Whether it is a local brand like Venus or a small business just starting out, or others a global brand like Oreal, the principles are the same. The company must focus on creating meaningful connections, delivering on promises, and staying true to the values. That's how you build loyalty that lasts.

Chances are, it's not just about the product—it's about the experience, the image, and the trust that make Venus more than just a brand. It's a part of consumer life.

Based on the findings, this study focuses on offering practical strategies and insights that Venus can implement to strengthen customer loyalty by optimizing its brand experience and brand image.

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