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A Systematic Review on Brand Addiction of Customers towards Purchase Decision of Cosmetics Products

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Abstract

Purpose: The purpose of this study is to systematically review and synthesize existing literature on brand addiction in the cosmetics industry, with particular emphasis on its influence on customers' purchase decisions and repeat purchase patterns. The review seeks to consolidate fragmented findings related to psychological attachment, branding strategies, social media influence, and compulsive consumption to better understand how brand addiction shapes long-term consumer behaviour in cosmetic markets.

Design/Methodology: This study adopts a systematic literature review approach, analysing peer-reviewed journal articles, conference papers, theses, and relevant academic sources published between the early 2000s and 2025. A structured search strategy was employed using academic databases and scholarly platforms such as Google Scholar, Scopus, Web of Science, ResearchGate, and Academia.

Findings: The review reveals that brand addiction significantly influences cosmetic consumers' purchase decisions by intensifying emotional attachment, self-image congruence, brand trust, and perceived psychological benefits. The findings also indicate that digital touchpoints—including social media marketing, influencer credibility, fear of missing out (FoMO), and emerging technologies such as augmented reality and AI-based personalization—act as reinforcing mechanisms that amplify addictive brand engagement and repurchase intention.

Originality/Value: This study contributes original value by interactively linking brand addiction with repeat purchase behaviour within the cosmetics sector, an area that has received limited consolidated attention in prior research. By systematically organizing diverse theoretical and empirical insights into a unified framework, the review clarifies the antecedents, outcomes, and reinforcing factors of brand addiction.

Keywords: Brand Addiction, Brand Image, Social Media, Consumer Behaviour, Purchase Decision

1. Introduction

One of the most significant ways that customers interact with brands is through brand addiction. Brand attachment, brand love, brand loyalty, brand passion, and brand trust are other forms of consumer-brand connections (Cui *et al.*, 2018) ^[1, 16]. Businesses brand their goods with the intention of generating a variety of advantages that will draw customers while lowering risk and increasing revenue (Sakkthivel *et al.*, 2022) ^[2]. Organisations are putting strategies into place to realize profitable, productive, and effective sales in the current competitive environment, and all the required details are beginning to research and plan in advance. The rise of social media, influencer-driven marketing, and frequent exposure to cosmetic brand content further intensifies these practices by affecting perceptions of authenticity, attractiveness, and social acceptance (Rabier, 2024) ^[3, 29]. Consumers today rely largely on online evaluations, celebrity endorsements, and peer recommendations, which considerably impact their tastes and buying intents (Kinasih *et al.*, 2023) ^[4, 19].

In cosmetics, where personal care and aesthetic satisfaction drive decision-making, brand addiction may play a significant role in determining whether buyers return to the same brand multiple times (Meijani *et al.*, 2023) [5, 18]. Price, quality, image, surroundings, and personal expectations are some of the factors that influence consumer preference for particular brands; as a result, it's critical to identify the factors that influence brand loyalty (Gurbuza *et al.*, 2017) [6, 10]. This demonstrates how brand addiction can impact customers' wellbeing in both positive and negative ways (Mrad *et al.*, 2020) [7].

2. Objectives

1. To understand the brand addiction of customers' purchase decisions towards cosmetic products.
2. To study the impact of brand addiction of customers on repeat purchase patterns of cosmetic products.

3. Methodology

The most recent academic articles are reviewed as part of the process used for the literature review. Several databases, including Academia, Google Scholar, Research gate and Emerald, were searched to locate relevant academic articles, theses and conference proceedings. Including books and online resources that address customers' intentions towards

Brand Addiction in the cosmetic industry further strengthens the literature evaluation.

4. Related Research Work on Systematic Review of Literature

This systematic review synthesizes empirical and conceptual studies published between the early 2000s and 2025 that examine brand addiction and related constructs—such as brand love, brand loyalty, brand image, perceived quality, compulsive buying, social media influence, influencer marketing, fear of missing out (FOMO), and repurchase intention—within the cosmetic and beauty product context. A structured and transparent search strategy was employed to identify relevant literature from established academic databases, including Scopus, Web of Science, ScienceDirect, Emerald Insight, SpringerLink, and Google Scholar.

Peer-reviewed journal articles and conference papers written in English were screened based on predefined inclusion and exclusion criteria focusing on branding, consumer behavior, and repeat purchase outcomes. The selected studies collectively provide a chronological and thematic foundation for evaluating the impact of brand addiction on consumers' purchase decisions and repeat purchase patterns in the cosmetics industry.

Table 1: The brand addiction on customers' purchase decisions regarding cosmetic products.

Sl. No	Focus/Area of research	Contribution	References
1	Analysing the difference between brand love and brand addiction	This paper highlighted that brand love and brand addiction can have both beneficial and detrimental effects. Specifically, two outcomes are used to illustrate these relationships: the love of material items and brand support. The results also demonstrate that brand loyalty and addiction have comparable mediation roles.	Le, M. T <i>et al.</i> , (2025) [8]
2	The Impact of Inclusive Beauty Brands on Individuals with Physical Disabilities	According to the study, customers with physical limitations are primarily motivated to purchase cosmetic products for psychological health.	Nassereddine, Y <i>et al.</i> , (2025) [9]
3	Perceived risk and brand addiction: An investigation into cosmetics products	According to the Study, there is a correlation between perceived risk and brand loyalty; however, perceived risk plays a very minor part in explaining the shift in brand loyalty.	Gurbuza <i>et al.</i> , (2017) [6, 10]
4	The influence of brands on compulsive versus noncompulsive consumers' behavior and buying choices	The study shows that compulsive and noncompulsive consumers look for distinct brand benefits. Claims about the emotional benefits will more successfully elicit obsessive consumers, while emphasizing the high quality should be especially helpful for noncompulsive buyers.	Horváth, C <i>et al.</i> , (2015) [12]
5	Brand addiction: psychological effects and brand attributes	The study demonstrated how the brand attributes of self-expression, innovation, and authenticity positively impact brand addiction, which causes customers to experience irritability and develop compulsive and obsessive behaviors related to the brand.	Francioni, B <i>et al.</i> , (2021) [11]
6	Compulsive buying's effects on self-esteem and debt avoidance: brand addiction a socially responsible mediator	According to the study, compulsive buying and brand addiction are positively correlated. The negative consequences of compulsive shopping are counterbalanced by brand addiction, which acts as a positive mediator between compulsive buying and the objectives of debt avoidance and self-esteem.	Alic <i>et al.</i> , (2024) [13]
7	The impact of brand image, product quality, and advertising on consumers' decisions to buy cosmetics	The study shows that both product quality and advertising significantly impacted brand perception, which in turn significantly influences purchase decisions.	Lamasi <i>et al.</i> , (2022) [14]
8	Conceptualization and scale development of brand addiction	Study shows that Brand addition is the psychological state of a single consumer related to a self-brand relationship that shows up in day-to-day life and involves positive affectivity and satisfaction with a certain brand, as well as persistent desires to own the brand's goods or services.	Mrad <i>et al.</i> , (2017) [15]
9	Studying the idea and definition of brand addiction from an experience perspective	The study imply that brand addiction is distinct from previous views of consumer-brand relationships and that not all brand addicts experience negative outcomes.	Cui <i>et al.</i> , (2018) [1, 16]
10	Using Brand Awareness to Untangle the Effect of Advertising on Consumer Purchase Behavior and Brand Loyalty	Advertisements significantly predicted consumer purchasing behaviour, brand awareness, and brand loyalty, according to the research.	Zhao, J <i>et al.</i> , (2022) [17]
11	Brand addiction have a significant role in	The study show that brand addiction has a greater influence on luxury	Meijani, M <i>et al.</i> ,

	convincing customers to buy expensive goods again	consumers' repurchasing decisions than brand jealousy, brand love, and brand experience.	(2023) [5, 18]
12	Brand image, celebrity endorsers, and online customer reviews' impact on beauty product purchasing decisions	The study demonstrates that the influence of company image, celebrity endorsements, and online customer reviews on purchasing decisions of cosmetic products is mediated by Fear of Missing Out (FOMO).	Kinasih <i>et al.</i> , (2023) [4, 19]
13	The influence of brand love and brand addiction on consumers' life satisfaction through self-image congruence	According to the study, consumers' life happiness is negatively impacted by ideal self-image congruence, but it is positively impacted by actual self-image, brand love, and brand addiction.	Itani, O. S <i>et al.</i> , (2025) [20]
14	Customer Engagement and Brand Image as Mediating Factors in the Relationship Between Beauty Influencers and Purchase Decisions	The results of this study show workplace values, health and well-being, personality, offensive behaviour, work-life balance and job security, interpersonal relationships and leadership, and work organization and job content, contribute to purchase decision on beauty products	Utami <i>et al.</i> , (2025) [21]
15	Investigating the causes and effects of brand addiction in Iranian consumers	According to this study, brand involvement and brand love have a big impact on brand addiction.	Vakili, M. <i>et al.</i> , (2024) [22]
16	An Analysis of Young People's Brand Loyalty for Cosmetic Products	The results show that there is no apparent connection between brand loyalty and the gender or domicile of cosmetics product customers.	Parmar <i>et al.</i> , (2014) [23]
17	The Moderating Impact of Risk Perception on the Influence of Celebrities on Impulsive Cosmetics Purchase Behaviour	The study illustrates the connection between cognitive dissonance and impulse buying, as well as how risk perception moderates this association.	Thuy, T. M <i>et al.</i> , (2024) [24]
18	The Impact of Male Consumers' Choices to Buy Skincare Products	The study shows that strong influence of celebrity worship and brand trust, both of which have a favourable and significant influence on buying decisions.	Muskitta, C. G <i>et al.</i> , (2022) [25]
19	A product taxonomy-based personalized recommendation system for online one-to-one marketing	The study highlighted that brand or product that customers favor, and the suggested system can make general or targeted product recommendations to consumers.	Hung, L. P. <i>et al.</i> , (2005) [26]
20	Use of augmented reality (AR) applications in the beauty goods sector and consumer intent to buy	Increasing perceptions of vividness, reality, and aesthetics is the main way that augmented reality (AR) in fashion and beauty increases consumers' buy intentions. It also encourages experimental behaviour that is impacted by personal characteristics like individualism and fashion innovation.	Wang, Y <i>et al.</i> , (2022) [27]
21	Impact of social media marketing of cosmetic products on youth's purchase decision	The results also showed that, in comparison to other social media platforms, Instagram has a significant impact on young people's thoughts. These outcomes are all connected to the cosmetics.	Sharma, A <i>et al.</i> , (2022) [28]
22	Influencers' influence on skincare product purchases and their efficacy	According to the study, influencers help consumers make judgments about what to buy by establishing reputation and perceived authenticity.	Rabier, I. (2024) [3, 29]
23	An assessment of how branding influences the purchase behaviour of female cosmetic consumers: a case of career women in the wa municipality, ghana	It was discovered that customers' purchasing decisions are more influenced by perceived cosmetic product quality than by any aspect of brand equity.	Sakara, A <i>et al.</i> , (2014) [30]
24	Empirical and thematic investigation of how social media branding affects consumer purchasing behavior	The results show that social media branding that is genuine and participatory greatly increases consumer trust, brand loyalty, and purchase intentions.	Haider, R <i>et al.</i> , (2025) [31]
25	Examining the Mediating Function of FOMO in the Effects of Influencer and Viral Marketing on Skintific Purchase Decisions	The study found that while viral marketing has no direct impact on purchasing decisions of skincare products, influencer marketing does.	Sari <i>et al.</i> , (2024) [32]
26	Analyzing how customer purchase intention in influencer marketing is affected by the credibility, parasocial interaction, and trust of beauty vloggers	According to the study, buyers are more likely to establish purchase intents when beauty vloggers appear reliable and genuine.	Garg, M <i>et al.</i> , (2024) [33]
27	Social media's impact and Generation Z's fear of missing out on purchases	According to the research, social media's ability to influence customers' purchasing decisions increases when it causes them to experience FOMO.	Borshalina, T <i>et al.</i> , (2022) [34]
28	The purchasing behavior of personal care products is influenced by social factors.	According to the survey, family members have a significant impact on the purchasing of goods like kajal, henna, hair oil, shampoo. On the other hand, it was discovered that friends were the main influencers when it came to selecting brands of face wash, eyeliner, and nail polish.	Sudhakar <i>et al.</i> , (2012) [35]
29	The Effects of Perceived Quality, Brand Association, and Brand Awareness on Sampoerna A Mild Product Purchase Decisions	The study's findings demonstrated that perceived quality, brand association, and fluctuating brand awareness all positively affect consumers' decisions to buy.	Pasha, K <i>et al.</i> , (2019) [36]
30	The impact of particular marketing initiatives and promotions on consumers' purchasing decisions	The results also showed that social networking sites have a big influence on consumers' purchasing decisions.	Alhalalmeh, M <i>et al.</i> , (2022) [37]
31	The influence of social media on Thai cosmetic consumers' purchasing habits	This result shows that when a buyer is thinking about buying a product, credibility, knowledge, attractiveness, and the information provided are all significant factors.	Vonglek, K. (2014) [38]
32	AI-powered colour cosmetics	According to the study, social media addicts are more likely to use AI-colored cosmetics, which raises their likelihood of actually making purchases.	Simay, A. E <i>et al.</i> , (2023) [39]

33	Social Media Influencers in the Beauty and Fashion Industry Affect Gen Z's Purchase Decisions	According to the findings, influencers have a significant impact on raising brand awareness among Generation Z, even though this may not always result in a buy intention.	Timsina, J. (2024) ^[40]
34	Identifying the Relationship between Brand Loyalty and Perception towards Consumer Purchase Decisions	The results of the research primarily add to the understanding of how consumers make purchasing decisions by emphasizing the significance of these elements' direct and interactional effects.	Rafi, S. K <i>et al.</i> , (2024) ^[41]
35	The influence of digital influencers on Millennials' decisions to purchase cosmetics	The study showed that virtual influencers have an effect on decision-making in general, particularly in the competitive online market for the cosmetics sector.	Sakib, S. N. (2022) ^[42]

Table 2: To study the impact of brand addiction of customers on repeat purchase patterns of cosmetic products

SL.no	Focus/Area of research	Contribution	References
1	Impact of a Product's Brand Image on Repeat Purchases.	This study offers a thorough grasp of consumer attitudes about branded goods, illuminating elements that impact customer happiness, recurring purchases, and the more general dynamics between consumer expectations and brand perceptions.	La, I. K. R <i>et al.</i> , (2024) ^[43]
2	Influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention	The study show that product quality has a positive and significant impact on brand loyalty, brand awareness has a positive and significant impact on brand loyalty, brand association has a positive and insignificant impact on brand loyalty, and brand loyalty has a positive and significant impact on purchase intention.	Chinomona, R <i>et al.</i> , (2017) ^[44]
3	Brand Loyalty and Its Effect on Consumers' Repeat Purchase Behavior	According to the study's findings, brand loyalty has a big influence on consumers' propensity to make repeat purchases in the FMCG industry.	Chauhan, J. S. (2023) ^[45]
4	The phenomenon of compulsive purchasing and branding	Compulsive purchasing is linked to brand factors like brand awareness, brand loyalty, and brand attachment.	Lee, S. H <i>et al.</i> , (2015) ^[46]
5	Marketing's impact on consumer behavior at the base of the pyramid	According to the study widespread use of foreign brands and spending on goods outside of the core bundle of consumption leads vulnerability to sales promotions.	Jaiswal, A. K <i>et al.</i> , (2015) ^[47]
6	Social Media Marketing: The Cruelty-Free Concern of Consumer Behavior Beauty Brand	The findings indicate that Instagram is a social media platform that is used nearly daily for information searching, entertainment, and simply passing the time. The research's contribution comes in the form of policy recommendations that urge businesses to prioritize animal welfare by refraining from using animals in product testing.	Dewi, W. W. A <i>et al.</i> , (2020) ^[48]
7	A Review of the Literature on How Product Packaging Affects Consumer Behavior	The results show that attractive packaging not only sets a product apart from rivals but also influences consumers' decisions to buy by serving as a silent salesman at the moment of sale.	RAJKUMAR, A <i>et al.</i> , (2021) ^[49]
8	Transcendent brand community and customer experience	This study shows that a technology-driven consumer experience can provide a particularly powerful type of brand loyalty by strengthening a person's ties to a brand community within the context of a marketer-facilitated consumption activity.	Schouten, J. W <i>et al.</i> , (2007) ^[50]
9	Understanding the potential for consumer-brand interactions with masstige wine brands	According to the study Electronic word of mouth (eWOM) and brand loyalty are positively impacted by brand addiction, and eWOM is positively impacted by brand loyalty. Implications for theory and management were investigated.	Rodrigues, P <i>et al.</i> , (2024) ^[51]
10	The COVID-19 Pandemic's Effect on Online Consumer Buying Behavior	According to the report, the COVID-19 epidemic drastically changed consumers' online buying habits, making them more knowledgeable, skilled, and quick to make decisions about the branded products.	Gu, S <i>et al.</i> , (2021) ^[52]
11	Influence of Cosmetic Advertising on Purchasing Patterns	The study shows that in the cosmetics sector, female customers' opinions and purchasing decisions are significantly influenced by well-crafted commercials.	Rasheed, N. A <i>et al.</i> , (2024) ^[53]
12	Brand awareness and purchase intention	The study shows that how digital communication techniques affect consumers' perceptions and behaviors by revealing that customer attitude plays a key mediating role in affecting online purchasing decisions.	Hameed, F <i>et al.</i> , (2023) ^[54]
13	The Impact of Price, Brand Awareness, and Brand Image on Brand Loyalty	According to the study, Price has little impact on brand loyalty, but brand recognition and image have a big impact. Additionally, customer satisfaction is greatly impacted by brand image.	Pratama, H. (2017). ^[55]
14	The Influence of Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty on Brand Equity	The study shows that variables of brand awareness, perceived quality, brand association, and brand loyalty were found to have a significant impact on brand equity.	Muhammad, D <i>et al.</i> , (2020) ^[56]
15	The effects of brand awareness, pricing, and packaging on brand loyalty	The study highlights the three factors' combined impact on purchase decisions and long-term customer retention by confirming a positive association between brand loyalty and packaging, pricing, and brand awareness.	Dhurup, M <i>et al.</i> , (2014) ^[57]
16	Factors influencing consumers' propensity to repurchase skin care products	The study shows that cosmetic producers should focus on strengthening product quality, improving retailer trustworthiness, and enhancing perceived product signals to better match customer wants and encourage recurrent	Huong, V. T. M <i>et al.</i> , (2024) ^[58]

17	The impact of customer trust on customer loyalty and repurchase intention	The study observed strong and significant relationships among consumer trust, customer loyalty, and repurchase intention.	Upamannyu, N. K <i>et al.</i> , (2015) [59]
18	Brand addictive consumption affects the intention to repurchase	The results of this study show that the actual and ideal self-congruence is important on the addictive consumption, whereas the addictive consumption is influential on the repurchase intention.	Ercis, A <i>et al.</i> , (2016) [60]
19	Attitude, repurchase intention and brand loyalty toward cosmetics	The results also demonstrate that customer brand loyalty and attitude toward cosmetics are mediated by consumer repurchase intention.	Hussain, K <i>et al.</i> , (2024) [61]
20	Repurchase intentions of brand love users	According to the study, brand emotion is positively correlated with all four aspects of brand experience for repurchase, with brand cognitive experience having the biggest effect on consumer brand emotion.	Ding, Y <i>et al.</i> , (2022) [62]
21	Repurchase Intention toward Organic Cosmetics	The results show that consumers have a favorable attitude regarding their desire to purchase organic cosmetics, their perception of the environment, and their level of pleasure.	Nguyen, P. N. D <i>et al.</i> , (2021) [63]
22	Influence of Product Quality and Brand Image on repurchase Intention	According to the study product quality has a positive and significant effect on repurchase intention, the greater the quality of the product that satisfies customer expectations, the higher the intention to repurchase the product in the future.	Mulyandi, M. R <i>et al.</i> , (2023) [64]
23	Brand equity as a predictor of male branded cosmetic product repurchase intention	The findings show that the desire to repurchase male-branded cosmetics is favourably influenced by brand loyalty, brand awareness, perceived quality, and brand association.	Pather, P. <i>et al.</i> , (2017) [65]
24	Influence of Perceived Value and Personal Values on Users Repurchase Desire of Natural Cosmetic Product	The results shows that marketers to be innovative in their promotion of beauty products by focusing on ecological beauty or product safety to influence women's perceptions of natural beauty products.	Ahmad, S. N. B <i>et al.</i> , (2018) [66]
25	The Impact of Brand Loyalty on Consumers' Decisions to Repurchase Green Beauty Products	The results of this study demonstrated that consumers' decisions to make additional purchases were significantly influenced by green beauty goods. Brand loyalty has been showed to mediate the relation between green beauty products and customers repurchase decisions.	Paramita, E. L., <i>et al.</i> , (2022) [67]
26	The Effect of Brand Image and Product Quality on Repurchase Intention and Customer Satisfaction	The study indicated that both brand image and product quality greatly influence customer satisfaction among skincare customers. Brand image also had a beneficial impact on satisfaction, but product quality had the most effect.	Girsang, N. M <i>et al.</i> , (2020) [68]
27	Product quality as a mediating factor in decisions to repurchase	The study found that product quality plays a significant role in influencing consumers repurchase decisions.	Komari, A. (2023) [69]
28	The Impact of Brand Experience on Repurchase Intention	The results showed that brand love and social identity positively mitigate the relationship between brand experience and repurchase intention	Ngamcharoen, S <i>et al.</i> , (2025) [70]
29	The Effects of Website Design, E-Service Quality, Customer Satisfaction, and Trust on the tendency to Buy Skin Care Products	The findings showed that the design of a website determines the quality of e-services, which in turn effects consumer happiness and trust. The levels of customer satisfaction and trust play a vital influence in influencing repurchase intentions of cosmetic products.	Halim, E., <i>et al.</i> , (2025) [71]
30	The impact of brand trust, brand image, and brand equity on repurchase intentions	The findings of this study indicate that brand trust has a considerable influence on repurchase intentions, brand image has a positive and significant effect on repurchase intentions, and brand equity has a significant effect on repurchase intentions.	Sutanto, W. D. R., <i>et al.</i> , (2024) [72]

4. Research Gap Identified

The study of the above literature revealed that research has been done on brand addiction, brand loyalty, repurchase intentions, the impact of social media and influencers, and other psychological aspects of cosmetic consumption, there is still a lack of clarity in the literature regarding how brand addiction specifically affects repeat purchase behaviour in the cosmetics industry. Previous research has either examined brand addiction as a psychiatric condition, repurchase intention impacted by brand image, quality, trust, or influencer marketing, or consumer emotions including self-image, compulsive shopping, and FOMO. However, relatively few researches integrate these categories into a coherent framework to explain how brand addiction arises, what reinforces it, and how it directly or indirectly promotes repurchase intention in cosmetics, especially among varied consumer groups such as Gen Z and digital-first customers. Moreover, present research lacks examination of mediating and moderating processes (e.g., satisfaction, FOMO, self-image congruence, AR try-on technologies, influencer

credibility) that may strengthen or weaken the link between brand addiction and repeat purchasing. This creates a significant research gap regarding how brand addiction contributes to long-term repurchase behavior in cosmetics.

5. Limitation

The study may not fully represent current behavioural changes, individual motivations, or new patterns of brand addiction influenced by quickly changing internet platforms because the data were not gathered directly from cosmetic consumers. The quality and accuracy of conclusions depend on the legitimacy and completeness of existing sources, which may differ between investigations. data may not reflect variances between demographic groups or specific cosmetic categories, limiting the capacity to apply the conclusions to all consumer segments. In order to provide deeper, more context-specific insights into brand addiction and cosmetic purchase decisions, future study could incorporate primary data to overcome these limitations.

6. Conclusion

In summary, the growing significance of brand addiction points out the dynamic nature of consumer-brand relationships within the cosmetics sector. Although customers may be drawn to brands for a variety of reasons, including perceived value, quality, image, and emotional appeal, the strength of these attachments can occasionally go beyond conventional loyalty and result in compulsive consuming habits. As earlier research demonstrate, brand addiction can generate both positive experiences, such as satisfaction and trust, and negative outcomes that may impair consumer wellbeing. Understanding these dynamics is vital for organizations aiming to develop strong, ethical, and long-lasting relationships with their consumers. Therefore, for marketers, researchers, and policymakers seeking to strike a balance between consumer participation and ethical branding practices, analyzing the elements that influence brand addiction and how it ultimately influences cosmetic purchase decisions offers insightful information.

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