

**BRAND GENDER AS THE ANTECEDENT OF BRAND LOVE MEDIATED  
BY COSRX SKINCARE CONSUMER ENGAGEMENT**

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**Abstract:** *The aims of this research are to examine the influence of brand gender, consumer engagement, and brand love, and examine mediating effect of consumer engagement on the relationship between brand gender and brand love. The sample was 150 respondents and selected using nonprobability sampling e and purposive sampling technique. Sample criteria are consumers who had or were using COSRX for 3 months, female and had Instagram account. The data were collected by questionnaire, distributed online, and analyzed using structural equation modeling (SEM) with partial least square (PLS) as the method. The results showed that brand gender had a positive and significant effect on consumer engagement and brand love. Consumer engagement had a positive and significant effect on brand love. The mediation effect of the study also found that consumer engagement moderated and positive significantly the relationship between brand gender and brand love.*

**Keywords:** *Brand gender, consumer engagement, brand love, COSRX*

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## 1. Introduction

The cosmetic industry in the world and in Indonesia has experienced a significant increase and has attracted many business actors to develop their business, as well as expand their market share. The cosmetic industry is also a multibillion dollar business that includes various products such as cleaning products, toners, toners, serums, moisturizers, foundations, pressed powders, lipsticks, eyeliners, eyeshadows, blushers, mascaras, etc. (Lee et. al, 2019). Increased value in this cosmetic industry can not be separated from someone who motivated to increase self-esteem and positive self-image of themselves, moreover, at this time, generation Y tends to have a relatively higher level of narcissism than other generations. An attractive and positive body image that a person maintains can be reflected through a significant growth in income as a result of global sales of personal care products (Dai & Pelton, 2018)

Overall, the cosmetic market in Indonesia has increased from year to year as a result of consumers' awareness and need to show self-esteem, positive self-image, or even their social class. In addition, consumer awareness to take care of the skin from an early age is what also triggers the growth of the cosmetic market in Indonesia. In 2020, it is estimated that the revenue for the beauty and personal care market in Indonesia is US\$ 7,288 million which expected to increase by 5.6% in 2020 to 2023. The largest segment is the personal care segment with a market volume of US\$ 3,126 million in 2020 (Statita, 2020).

The huge of beauty and personal care market revenue value, encourages companies engaged in the cosmetics sector to reorganize or even think about existing product lines to be developed so that they can become a strong foothold in the cosmetics industry, where

competition is so extraordinary. The increasing consumer demand for innovative and high quality products is also the main driver of the growth of this industry (Phaiboon-Udomkarn & Josiassen, 2014). In addition, the wave of the K-Beauty trend which has recently attracted many consumers has made the skincare market in Indonesia an easy target for companies to expand their market share. Therefore, a skincare brand from South Korea, COSRX, is trying its luck in the Indonesian skincare market.

The rapid development of the cosmetic market in Indonesia is inseparable from the latest marketing strategies used by companies to reach a wider range of consumers, where this strategy includes marketing strategies through social media. The emergence of this media as a result of the need for people to interact interpersonally, where social media brings social activities to the online virtual world which includes information sharing, product evaluation, and so on. Social media began to emerge as a result of the need for people to interact interpersonally, besides that social networking sites have brought about a shift in social activities to the virtual world (Chen & Lin, 2019). Social media also provides a new alternative for consumers and companies to communicate more broadly, share information and experiences between consumers, provide feedback to the company, so that it is expected to build consumer engagement on social media. With the growth of benefits and interest in building a brand through social media, various studies related to digital marketing are urgently needed to guide marketers to take full advantage of the digital world.

The benefits obtained by companies or brands when doing digital marketing (whether through social media, company web, and e-commerce) one of which is the formation of consumer-to-consumer interactions, as well as consumers to brands, where consumers are actively involved with brand or company, such as following, sharing, replying, liking, participating, and so on. Furthermore, Active consumer-to-consumer and consumer-to-brand interactions on social media are the cognitive, behavioral and emotional levels of consumers in interacting with certain brands (Hollebeek, 2011). De Wulf, Oderkerken-Schroder and Iacobucci (in Hudson et al., 2016) revealed that the greater the relationship investment provided by the consumer, the greater the consumer's commitment to maintaining the relationship. So it can be said that the longer time consumers spend interacting on social media, the more the consumer's relationship with the brand is great.

Consumers in making purchases of a brand, not only for functional benefits, but can be used by consumers to highlight or display the identity and personality of the consumer, so that, with the consumption of the brand, it can enable consumers to display their identity (Banerjee, 2016). A set of traits that consumers have of a brand, where the brand seems to be a person (Solomon, 2011). Furthermore, Grohmann (2009) developed the concept of brand personality, where the brand personality explores the masculinity and femininity of a consumer who is associated with a brand called brand gender.

Brand gender is arises as a result of consumers' need to highlight their masculinity and femininity to a brand. So that it can be said that brand gender is a set of masculinity and femininity personalities possessed by consumers that can be relevant and in accordance with the brands they consume (Grohmann, 2009). Furthermore, based on the side of masculinity and femininity, a brand can be classified into four parts: 1) brands that are high and low on femininity, 2) brands that are low in masculinity and high in femininity, 3) brands with low masculinity and low in femininity, and 4) brands that are high in masculinity and femininity

(Ugolini et al., 2014). Brand gender is one aspect of brand personality. Brand personality can be explained as a form of brand association related to the emotional relationship between consumers and the brand (Aaker et al., 2004). Like every individual who has a different personality, brand personality has an important role in bonding and engagement (Bairrada et al., 2018). Although researchers have mostly researched and developed the concept of brand personality, there is not much for researchers to develop the concept of brand gender, considering that brand gender is one of the important aspects in developing sustainable marketing strategies.

The concept of consumer engagement is not a new concept to the world of marketing. At this time the concept of consumer involvement shifted from a passive model, where this model consumers only receive messages from a brand to an active model, where consumers participate directly and provide feedback to the company. Consumers are also expected to be able to participate in the creation and supply of valuable consumption. By involving consumers in a brand, it can certainly provide evidence that these consumers buy more products, than consumers who are not involved, consumers who are involved tend to advocate for the brand and support the brand (Obilo et al., 2020).

In addition, consumer engagement can be associated as a form of behavior from positive and negative consumer interactions with a brand and all its constituent elements such as the content of the brand, other consumers, where the interaction is outside the interaction to transact, resulting from their interest and commitment to the brand. (Obilo et al., 2020). Consumer engagement is also based on the view of the consumer's experience, such as the experience in value creation that they follow. Based on this, engagement can arise through consumer experience from any side and is not limited to consumer experience with a company or a brand (Abdul-Ghani et al., 2019). Furthermore, consumer engagement can form a brand love well, because consumers who have an emotional bond with a brand, tend to invest more time, money, and energy to engage with the brand (Vernuccio et al., 2015).

Brand love itself is one of the important aspects in the literature on branding (Bigne et al., 2020). Brand love is the desire and excitement of individual consumers with a brand, where emotional attachment to the brand shows an individual's emotional bond with a particular object, and if there is a separation from the brand it can cause sadness (Prentice et al., 2019).

Consumer love for a brand (brand love) is a form of consumer's emotional attachment to a brand which is used as a form of strategy for marketers to form consumer loyalty. As a form of strategy, marketers try to build consumer emotional bonds with a brand. Brand love itself can be described as the level of emotional attachment of a consumer who is satisfied with the brand they have consumed (Kang, 2015).

This study aims to examine the influence of brand gender and brand love, and consumer engagement. Researchers tested each construct of each research variable, where brand gender and consumer involvement were the antecedents of brand love. In addition, this study examines whether there is a mediating effect, where consumer involvement is the mediating variable. Prior research found that brand gender and consumer involvement had a positive and significant influence on brand love, where consumer involvement was investigated through Facebook social media (Machado et al., 2019). In this study, researchers wanted to re-enter these variables, but consumer involvement was investigated through Instagram social media, considering that Instagram users began to spread out.

There are some differences from previous research with this study, where previous research found the fact that the dimensions of masculinity and femininity in gender brands are two different dimensions and not two contradictory dimensions in one set of dimensions (Grohmann, 2009; Machado et al., 2019; Ugolini et al., 2014). Their research examines the influence of each brand gender dimension, namely masculine brand personality (MPB) and feminine brand personality (FPB) on the research variables. In other words, previous research separated the dimensions of brand gender to be examined in more depth. However, this study examines whether there is an influence of the brand gender dimension, if combined into a single unit and not separated.

Furthermore, there is a second empirical gap, there are differences in research results, where previous research identified brand love, being one of the antecedents of consumer engagement (Sarkar, 2014; Sarkar & Sreejesh, 2014). However, research conducted by Machado et al., (2019) and Vernuccio et al., (2015) concluded that there is a relationship between consumer involvement and consumer love, where consumer involvement is an antecedent of consumer love. Therefore, this study examines the relationship between consumer involvement as an antecedent in influencing brand love, where the research about those aspect has not been clearly conducted.

Research conducted by Machado et al., (2019) explains that the gender dimension in brand personality can be developed in consumer behavior patterns to contribute to every relationship between consumers and brands. In addition, previous research conducted by Sundar and Noseworthy (2016). In their research they concluded that this identification between individual and brand traits can contribute to the development and strengthening of relationships between customers and brands.

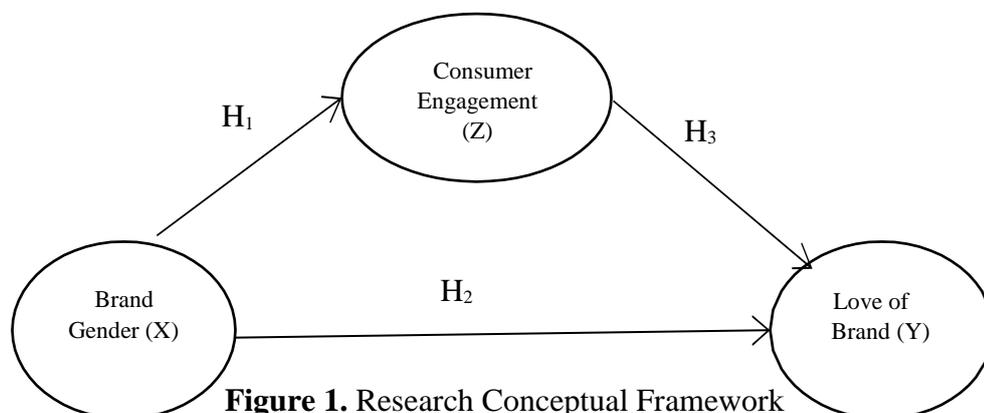
Intensity regarding the use of social media by a person can be determined through the personality possessed by that person, namely the personality of openness to experience and extraversion (Correa et al., 2010). The openness to experience personality is related to a person's tendency to be interested and accepted to use social media, while the extravariance personality is related to a person's convenience to interact with others through social media, so that when someone has this personality, the intensity in using social media is higher. Kabadayi and Price (2014) revealed that the personality of openness to experience and extraversion is what triggers someone to like, comment, and share posts in the media that indicate that the person is involved in a company or brand. Grohmann (2009) in his research also states that gender-related brand personality can trigger a positive consumer response to a brand. From this description, a hypothesis can be formulated: H1: Brand gender has a significant effect on consumer engagement.

The concept of "love" comes from interpersonal love in the scope of psychology, which was later developed in the context of consumption (Delgado-Ballester et al., 2017). In addition, brand love has a different level of liking and can be used as a more intense affective response (Carroll & Ahuvia, 2006). Consumers certainly have a tendency to judge whether a brand can adapt their self-concept with the symbolic values of a brand or not (Bıçakcıoğlu et al., 2016). In addition, individual personality is also a major aspect in forming interpersonal relationships, so that when the individual has similar personality characteristics, he or she will be motivated to form and maintain relationships with other individuals (Rauschnabel et al., 2015). Orth et al., (2010) also revealed that brand personality can also affect emotional attachment to a brand. This

statement is reinforced by the results of research conducted by Machado et al., (2019) where the research reveals that consumer personality in terms of femininity and In addition, individual personality is also a major aspect in forming interpersonal relationships, so that when the individual has similar personality characteristics, he or she will be motivated to form and maintain relationships with other individuals (Rauschnabel et al., 2015). Orth et al., (2010) also revealed that brand personality can also affect emotional attachment to a brand. This statement is reinforced by the results of research conducted by Machado et al., (2019) where the study revealed that the consumer's personality in terms of femininity or even masculinity greatly affects their love of a brand. Based on this description, a hypothesis can be formulated: H2: Brand gender has a significant effect on brand love.

Consumer engagement can be associated as a form of behavior from positive and negative consumer interactions with a brand and all its constituent elements such as the content of the brand, other consumers, where the interaction is outside the interaction for transactions, resulting from their interest and commitment to the brand (Obilo et al., 2020). Hudson et al., (2016) in their research also revealed that interactions between consumers and brands on social media can foster emotional attachment and intimacy. Consumer engagement is also based on the view of the consumer's experience, such as the experience in value creation that they follow. Based on these, Engagement can arise through the consumer experience from any side and is not limited to the consumer experience of a company or a brand (Abdul-Ghani et al., 2019).

Vernuccio et al., (2015) revealed that consumer engagement can influence brand love well. This is because consumers will tend to develop a more intense emotional bond with the brand which can encourage consumer interaction and participation in the brand's social media. Gummerus et al., (2012), in their research also shows that high consumer involvement in certain brands can increase attitudes and behavior towards a brand on social media. In addition, high positive consumer engagement also provides all the impact of the relationship between consumers and brands. Hudson et al., (2016) in their research also revealed that interactions between consumers and brands on social media can foster emotional attachment and intimacy. Based on this description, hypothesis can be formulated: H3: Consumer involvement has a significant effect on brand love.



**Figure 1.** Research Conceptual Framework

## **2. Research Method**

This type of research uses survey research. This survey research was conducted by distributing a set of questions or questionnaires to the respondents. The distribution of the questionnaires in this study was conducted online to make it easier to reach respondents throughout Indonesia. The object of this research is a skincare brand originating from South Korea, namely COSRX. The reason for choosing COSRX as the object of research is because in recent years, the value of imported skincare from abroad by Indonesia was worth US\$ 226.74 million or around 3.29 in 2018 and is estimated to continue to increase every year (Hanung, 2018). In addition, COSRX products have just entered the Indonesian cosmetic market, prompting Indonesians society to try them to find out whether the COSRX products can provide benefits and are "suitable" for their skin.

The curiosity of the Indonesian people to try COSRX products has resulted in many consumers of other skincare products buying them, so the exact number of consumers of COSRX products in Indonesia is unknown. The population of this study is all consumers who have or are currently using COSRX products, where the sample of this study is 150 respondents and is female, where female respondents are assumed to have two masculine and feminine personalities, and tend to use skincare products.

Non-probability sampling technique with purposive sampling method was used as the sampling technique of this study. Respondents who have or are currently using COSRX products for at least 3 months are the criteria for research respondents. In addition to using COSRX products for at least 3 months, another sampling criterion is someone who has Instagram social media, where Instagram can provide facilities for two-way communication, both consumers with brands, consumers with other consumers. So that, it can provide better information to consumers and to the brand. The data of this research were collected by using a questionnaire distributed online via google form. The validity of this research data using confirmatory factor analysis (CFA). CFA is a form of testing to find out how well the measured variable represents a smaller number of constructs. In addition, CFA is used to confirm or reject preconceived theories (Hair et al., 2014). If the outer loading value is above 0.5, it can be said that the research indicators are valid (Ghozali, 2014). The reliability of this study uses the Croncbach alpha value, where the question item can be said to be reliable if it has a value greater than 0.6.

This research hypothesis test uses SEM (Structural Equation Model) with the help of the SmartPLS 3.0 application. SEM is a statistical model used to explain the relationship between several variables. SEM is also used to examine the structure of the relationship expressed in a series of equations, where this equation describes all relationships between constructs (dependent variable and independent) involved in the analysis (Hair et al., 2014). If the value of Tcount is greater than Ttable and the significance value is less than 0.05, it can be ascertained that the research hypothesis can be accepted.

The following is a measurement of the brand gender variables, consumer involvement and brand love:

**Table 1.** Measurement of Brand Gender Variables, Consumer Engagement, Brand Love

<b>Variable</b>	<b>Indicator</b>	<b>Scale</b>
Brand Gender (Grohmann, 2009)	a. Express the gentle feeling b. Adventurer c. Fragile d. Brave e. Strong f. Graceful	Semantic Differentiation Scale 1 to 9 points
Consumer Engagement (Sarkar & Sreejesh, 2014)	a. I was frequently visit the website of COSRX b. I was always been watching videos about COSRX products on COSRX social media accounts c. I was always trying to keep up with the news about COSRX d.I was often talk about COSRX to other people e. I've always been interested in buy products from COSRX	Likert 1 to 7 points
Love of Brand (Karjaluoto et al., 2016)	a. Brand COSRX makes me very happy b. I love the COSRX brand! c. Brand COSRX is absolutely amazing d.I have a neutral feeling about the COSRX brand e. I have no special feeling on Ordinary brand	Likert scale 1 to 7 points

### 3. Results and Discussion

Data collection in this study was carried out using questionnaires distributed online through the social media twitter. Respondents who can fill out the questionnaire are respondents who meet the criteria, namely women and who still or have used COSRX products for at least 3 months. Minimal use of COSRX products 3 months because within that time, consumers can feel the benefits provided by the skincare or not. Characteristics of respondents can be categorized through age, income, profession, and duration of product use.

Result of respondent characteristic test in this study shows that respondents who have an age range of 17 years - 21 years as many as 59 respondents or 39%, while respondents who have an age of 22 years - 25 years are 71 people or about 47%, respondents aged 26 years - 30 years

are 18 people or about 12%, and respondents who have an age of more than 30 years by 2 people or about 1% of the total respondents. Furthermore, respondents who have an income below 1,000,000 rupiah are 81 people or 54%, respondents who have an income range of 1,000,000-2,000,000 rupiah for 32 people or 21%, respondents who have an income range of 2,100,000-3,000,000 rupiah are 27 people or 18%, while respondents who have an income range of 3,100,000-4,000,000 rupiah are 10 people or 7% of the total respondents.

Furthermore, as many as 87 people or 58% of research respondents who have jobs as students, for jobs as private employees as many as 20 people or as much as 13%. While respondents who have jobs as civil servants or BUMN employees are 17 people or 11%. Furthermore, there are 9 respondents who have jobs as entrepreneurs or about 6%, respondents who have jobs that have been described previously, as many as 17 people or 11%. Characteristics of respondents based on length of use of COSRX products revealed that 52 people or around 35% of respondents used COSRX products within a period of 3 months to 4 months, while 49 people or around 33% used COSRX products within a period of 5 months to 6 months. Respondents who used COSRX products for a period of 7 months to 12 months were 31 people or 21%, and respondents who used COSRX products for more than 12 months were 18 people or around 12%.

Validity test in this study aims to determine how far the research indicators can be measured precisely and accurately. This study uses Confirmatory Factor Analysis, where indicators that obtain an outer loading value above 0.7 can be said to be valid. However, if there is an outer loading value above 0.5 and above 0.6, then the value is still acceptable.

**Table 2.** Instrument Validity Test Results

Description: BG: Brand Gender, KK: Consumer Engagement, KM: Brand Love

Variable	Items	Outer Loading	AVE
Brand Gender	BG1	0.838	0.588
	BG2	0.646	
	BG3	0.857	
	BG4	0.817	
	BG5	0.572	
	BG6	0.824	
Consumer Engagement	KK1	0.723	0.574
	KK3	0.804	
	KK4	0.886	
Brand Love	KK5	0.584	0.649
	KM1	0.808	
	KM2	0.898	
	KM3	0.698	

From table 2, it can be seen that there are several indicators were eliminated, namely Z1.1, Z2.4, and Z2.5. These indicators are eliminated because in the testing process the outer loading value is less than 0.5, so the value for instrument validity is very low. Meanwhile, the indicators

listed in table 2 have an outer loading value above 0.5, so it can be ascertained that these indicators are valid. In addition, the construct validity of this study can also be identified through the AVE value, where the AVE value must be more than 0.5 in order to pass the convergence validity. Table 2 which presents the results of the research construct validity shows that the AVE value is more than 0.5, so that all research variables pass the convergent validity. Where convergence validity is the extent to which a measure is positively correlated with alternative measures of the same construct (Hair et al., 2017).

The reliability test of this study conducted to determine the stability and consistency of respondents' answers to each indicator in the questionnaire (Sekaran and Bougie, 2016). This research indicator is said to be reliable if it has a Cronbach's Alpha value greater than 0.6. The results of the reliability test of this study are shown in table 3.

Table 3. Instrument Reliability Test Results

<b>Variable</b>	<b>Cronbach's Alpha</b>
Brand Gender (X)	0.858
Consumer Engagement (Z)	0.741
Brand Love (Y)	0.727

Table 3 shows the value of Cronbach's *Alpha* each variable shows a number above 0.6. If the value of Cronbach's alpha is more than 0.6 then it can be said that each research variable can be said to be reliable. This can indicate that the research instrument can be analyzed further. In addition, the value of Cronbach's alpha is more than 0.7 as summarized in table 3, indicating that the respondents answered the statements in the questionnaire consistently.

*Structural Equation Model* (SEM) is used to test research hypotheses in this study, where the structural equation model has higher flexibility to connect theory and data (Ghozali, 2014). The SEM analysis test in this study was assisted by Partial Least Square (PLS), where PLS is a method that is not based on several assumptions, the data owned do not have to be normally distributed, and can explain whether or not there is a relationship between latent variables. The SEM test in this study was conducted to examine the relationship between brand gender (X) and consumer involvement (Z), to examine the relationship between brand gender (X) and brand love (Y) and to examine the relationship between consumer involvement (Z) and brand love (Y). In addition to testing the effect of each variable, the SEM test was also conducted to determine the indirect relationship between brand gender (X) and brand love (Y) through consumer involvement (Z). The results of this research hypothesis testing using the SEM method are summarized in table 4.

**Table 4.** Results of Research Hypothesis Testing With SEM Method

Hypothesis	Relationship between variables	Path Coefficient	T-Statistics	P-Values	Information
H1	Brand Gender(X) -> Consumer Engagement (Z)	0.219	2,590	0.010	Hypothesis Is supported
H2	Brand Gender (X) -> Brand Love (Y)	0.178	2,737	0.006	Hypothesis Is supported
H3	Consumer Engagement (Z) -> Brand Love (Y)	0.604	8,335	0.000	Hypothesis Is supported

In table 4, it can be concluded that the Tcount value is 2.590 and has a significance value of 0.010, and has a coefficient value of 0.219. The generated Tcount Value is greater than the Ttable value, where the Ttable value in this study is 1.976. Likewise, the probability value generated is 0.010, where the value is below the significance level of this study, which is 0.05. So, it can be said that brand gender has a positive and significant effect on consumer engagement and supports the first hypothesis that has been formed previously.

Previous research conducted by Machado et al., (2019) supports the results of this study. The results of this study reveal that brand gender dimensions have a positive and significant effect on consumer engagement, this can confirm that giving gender to a brand can be very important for consumers, so that they can display their masculinity or femininity side. In addition, by giving a clear gender of a brand, it provides an advantage for the brand, because gender assignment to a brand can significantly influence how someone acts, responds, and contributes to interacting on social media.

The results of this study are in line with the results of research conducted by Grohmann (2009), where brands that have a strong positioning regarding their gender can influence consumers to recommend, provide experiences using the brand to friends, family or other consumers. In addition, the results of previous research conducted by Correa et al., (2010), where the study explored deeper that extravagant personality, and openness to experience can predict a person's behavior in using and engaging in social media. This happens when consumers feel the brand fits their personality, they will feel comfortable to communicate with other consumers they do not know. Likewise, when consumers have a personality of openness to experience, it makes their interest and curiosity to try new products, so they spend their time, energy and money to try these products.

Moreover, regarding the final results of testing on the second hypothesis which resulted in a Tcount of 2.737 so that the value was greater than the Ttable value of 1.976. The resulting probability value is 0.006, this number is smaller than the research significance level of 0.05. In addition, the test results produce a coefficient value of 0.178. Based on the test results, it can be ascertained that brand gender has a positive and significant effect on brand love.

The results of this study are in line with previous research, where brand personality can lead to emotional attachment to a brand. Furthermore, when someone values a brand, they will

feel more confident and secure when using the brand, moreover, consumers prefer to be emotionally attached to a brand that has positive values in their minds, and has a good fit with them (Orth et al., 2010). Brand personality related to gender can provide responses and affective behavior towards a brand, where this affective behavior can lead to a long-term relationship between consumers and the brand, and can be a place for consumers to express their self-concept and self-fit (Bıçakcıoğlu et al., 2018 ; Grohmann, 2009). Furthermore, the results of previous research by Machado et al., (2019) suggested that brands that have strong gender-related personalities can facilitate consumer identification and can encourage brand love.

In hypothesis 3, it can be seen that the Tcount value is 8.335, which is higher than the Ttable value, which is 1.976, and the probability value is 0.000, the value is smaller than the research significance level of 0.05. So that, hypothesis 3 can be supported. Research result previously where consumer involvement both with the brand and with other consumers on social media contributes to developing a strong emotional bond with the brand (Brodie et al., 2013). Wallace et al., (2014) revealed that consumers who engage with brands and express them through the “like” feature on social media, have high levels of brand love.

This study also examines the effect of mediation, where the mediating effect of this study is to determine the indirect effect of brand gender (X) on brand love (Y) through consumer involvement (Z). The results of the mediation effect test can be seen in table 5.

**Table 5.** Research Mediation Effect Test Results

<b>Relationship Between Variables</b>	<b>Original Sample (O)</b>	<b>T-Statistics</b>	<b>P-Values</b>
Brand Gender (X) -> Consumer Engagement (Z) -> Brand Love (Y)	0.132	2,448	0.015

Table 5 shows the indirect effect of brand gender (X) on brand love (Y) through consumer involvement (Z) where the final result of this test produces a Tcount of 2.448 which has a value greater than Tcount of 1.976. As well as the mediation test results also produce a probability value of 0.015, this number is smaller than the probability value in this study, which is 0.05. So the results of the mediation effect test can be concluded that consumer involvement (Z) significantly mediates the relationship between brand gender (X) and brand love (Y).

Previous research conducted by Machado et al., (2019) supports the results of this study, where consumer involvement significantly mediates the relationship between brand gender and brand love. This can happen when consumers who feel their personality fits a brand, they will not hesitate to spend time recommending, engaging, and providing experiences in using the brand to other consumers. With a lot of time, energy and money spent by a consumer for the brand, it can cause affective feelings in consumers towards the brand. So that if you do not use the product, consumers are safe to feel lost.

In addition to testing the effect of mediation, this study also examines the effect of determination, where the coefficient of determination or R square ( $R^2$ ) is used to determine the level of influence of the independent variables used in the study on the dependent variable when

compared to other variables outside the variables in the study. The value of the coefficient of determination in this study is summarized in table 6.

**Table 6.** Value of Coefficient of Determination ( $R^2$ )

<b>R Square</b>		<b>R Square Adjusted</b>
Consumer Engagement	0.048	0.041
Brand Love	0.443	0.436

Table 6 shows that the coefficient of determination of the consumer involvement variable is 0.048 or about 4.8%. This shows that the brand gender variable that can affect consumer engagement only has an effect of 4.8%, so that % of the rest, consumer involvement can be influenced by other variables such as experience, product quality, and so on. This number can be said to be small, so the influence of brand gender on consumer engagement is very weak. This is because the smaller the coefficient of determination, the weaker the relationship between brand gender and consumer engagement.

However, table 6 shows that the coefficient of determination on the brand love variable is 0.443 or equivalent to 44.3%. This shows that brand gender and consumer involvement variables can affect brand love by 44.3%, and the other 55.7% can affect brand love variables outside the variables contained in this study. This shows that the variables of brand gender and consumer involvement can influence brand love quite strong.

#### **4. Conclusion**

This study found that brand gender has a positive and significant influence on consumer engagement. This showed that the dimensions of brand gender can influence how a person acts, responds and behaves towards the brand with a brand or not. Giving the type of gender is very important for consumers, because consumers can display their masculinity or femininity. In addition, giving gender to a brand can be very important for consumers, so that they can show their masculinity or femininity. If a brand has a strong gender positioning, it can also influence consumers to recommend, provide experiences to other consumers.

The results of this study also conclude that brand gender can also affect consumer love for a brand. It can be said that brand love by consumers can be triggered through brand gender dimensions. A strong brand personality can lead to emotional attachment, trigger affective behavior, and facilitate consumer identification of a brand, so as to encourage love for a brand.

Another finding that can be concluded from this study is that consumer involvement has an effect on brand love. This can be said if the greater involvement of consumers with a brand through social media can increase brand love as well, in other words, consumers tend to develop a more intense emotional bond with the brand that can encourage interaction and participation of consumers on the brand's social media. Consumers who invest a lot of time, money and effort to engage with brands and other consumers through social media can contribute to increasing strong emotional bonds.

The results of the mediation effect can also be concluded that consumer engagement significantly mediates the relationship between brand gender and brand love. Giving the type of

gender to a brand can clearly contribute to how consumers will behave and act towards a brand, in addition to giving gender in a brand, can facilitate consumers in showing the sides of masculinity and femininity. When the brand can display the masculinity and femininity of consumers, they will not hesitate to give recommendations, act and invest their money and time for the brand, so that this can encourage affective behavior and consumer love for the brand.

This research also has limitations that can be used for further research as a reference to develop sustainable research on brand love, consumer engagement, and brand gender. The limitations of this study are as follows. First, this research only focuses on female consumers of COSRX skincare products, so the sampling spectrum in this study is not broad. There needs to be a point of view from male consumers who use these products, considering that COSRX skincare products can be used by both female and male consumers as long as the product is suitable for their skin. Second, considering the large number of COSRX products such as exfoliating products, moisturizers, essences, suncare, serums, and many more, It is hoped that further research will use several COSRX product lines, such as using only exfoliator products, or only moisturizing products so that they can be more focused and unbiased. Third, this study has not explained in detail the indicators of gender brands, so it is quite difficult for researchers to describe the concept. It is necessary to include more in-depth analyzes of gender brand indicators, so that there are no ambiguities and mistakes in understanding them. so that researchers are quite difficult to describe the concept. It is necessary to include more in-depth analyzes of gender brand indicators, so that there are no ambiguities and mistakes in understanding them. so that researchers are quite difficult to describe the concept. It is necessary to include more in-depth analyzes of gender brand indicators, so that there are no ambiguities and mistakes in understanding them.

The results of this study also provide several implications for managers. It is necessary to know and understand in advance for managers to analyze the gender of their products so that the product targets are not biased and become clearer. If one day the COSRX product manager targets a new skincare market specifically for male consumers, there needs to be a manly "touch" of the product, such as using black, gray, blue, which are identical to male colors and provide an image of letters that are strong in every product.

This is done to attract male consumers to buy COSRX skincare which is already similar with female-only skincare. In addition, it is necessary to add official COSRX accounts, such as on social media Twitter, and YouTube to maintain brand relationships with consumers and consumers with other consumers, so that sustainable strategies can be built.

This research is expected to contribute to the development of knowledge, especially regarding gender brands, considering that research on gender brands in Indonesia is still not widely done. Brand gender variables, consumer involvement, and love were analyzed further, in order to find out the relationships between these variables. This study is expected to be used as a reference material for further research, especially research related to brand gender, consumer involvement, and brand love. The results of this study also provide additional information to the general public regarding the relationship between brand gender, consumer engagement, and brand love.

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