

自古以來，彩妝產品一直是女性生活的重要組成部分。不論其國籍或年齡，女性化妝品的流程度絕對是眾所周知的。化妝產品也不再像過去被視為奢侈品。現在，女性們都可以輕鬆擁有它。而在化妝品中，唇妝產品又尤其受歡迎。

本研究收集了台灣，香港和馬來西亞共 774 個女性消費者作為對象。本研究的目的是研究產品價格，知覺價值和品牌信任對品牌忠誠度的影響。並調查了台灣，香港和馬來西亞品牌忠誠度的差異。使用統計軟體（SPSS）和結構方程模式（AMOS）來分析。

研究結果顯示，知覺價值和品牌信任對滿意度有正向影響。此外，滿意度對品牌忠誠度也有正向影響。但是，價格對於滿意度並沒有正向影響。最後，本研究結果發現國籍並不是品牌忠誠度對滿意度的干擾效果。

Makeup products have been an important part of women's lives since ancient times. Regardless of their nationality or age, the popularity of makeup products for women is definitely well known. Make-up products are no longer the same as they used to be considered as luxury. These days, women can own them easily. Among the makeup products, the lip makeup products are especially popular.

This study collected totally 774 female samples in Taiwan, Hong Kong and Malaysia to be the objects. The purpose of this study is examining the effect of product price, perceived value and brand trust on brand loyalty, and investigated the distinction of brand loyalty among Taiwan, Hong Kong and Malaysia. Used computer program Statistical Package for Social Science (SPSS) and Analysis of Moment Structures (AMOS) to analyze the responses.

The study result showed that perceived value and brand trust had positive effect on satisfaction. Furthermore, the satisfaction has positive effect on brand loyalty.

However, the price has no effect on satisfaction. Finally, the nation was found that was not a moderation of satisfaction to brand loyalty in this research.