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BRANDING'S INFLUENCE ON THE CONSUMER BUYING BEHAVIOR: COSMETIC INDUSTRIES IN MALAYSIA

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ABSTRACT

In a business, a branding is very important, and it should be able to sustain in the competitive market. The purpose of this study is to examine the relationship between brand towards customer buying behaviour in cosmetic industry. This study underlines the relationship of three components which are brand awareness, brand image and brand personality towards dependent variables which is consumer buying behaviour. The study was using quantitative methodology whereby the questionnaire was distributed to the target respondent in Malaysia, especially the cosmetic user. Primary data was collected among 200 respondents from the various states in Malaysia including Sabah and Sarawak. The data collected was analysing using Statistical Package for the Social Science (SPSS). Based on the results analyses, all the branding components are having positive relationship and significant towards consumer buying behaviour in market of cosmetic industries. In term of demographics, the result shows that cosmetic users are popular within female. The brand personality is the most affected to the consumer buying behaviour. Therefore, this study can help organisation to understand more about the target customer for the products and services. To the marketer, this study will help them in planning the good strategies for branding to achieve more customer in future. For each branding components that they use will help organisation to explore the market segmentation and penetration.

Keyword: Consumer Buying Behavior, Brand Image, Brand Awareness, Brand Personality