



Impact of Branding on Consumer Buying Behaviour: A Case Study on Cosmetic Industry

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ABSTRACT

Product based companies need to come up with strategies to market their product and the concept of branding is one of them. If we are talking about branding, then cosmetics industry is a huge platform where brands can influence consumer buying behaviour. The purpose of this study is to crystallize the effect of branding on consumer buying behaviour. This study specially targets those who are into cosmetic or beauty world. This report shall point out the brand, brand image, brand loyalty, and consumer behaviour with respect to changes if anything influence them. Using the data gathered from the questionnaires and given data on the internet we shall answer how branding can be related to consumer buying behaviour in beauty world. The survey conducted was limited to specifics to attain the true and fair view or facts.

Overall, the report shall present a new approach to the consumer and their buying behaviour while branding will play an important part in cosmetic industry.

Keywords: *Brand, Branding, Consumer Buying Behaviour, Cosmetics, Brand Loyalty, Brand Image*

Introduction

Marketing mix is defined as the use of multi-component marketing tool to strengthen a product brand and to assist in the marketing of product and service.

Not only the product but also good branding attracts people and eventually makes them buy.

Branding is defined as the process of giving meaning to a particular organization, company, product or service by creating and shaping the mindset of consumers. It is what gives you fame, and finally, the future. By identifying yourself as a brand, you can communicate more deeply with customers, employees and the general public.

When we talk about branding then influence or impact of branding on consumer purchasing behavior also plays an important role.

Consumer Behavior is the analysis and the procedure they use to select, consume and scrap of goods and services, considering the customer's psychological and behavioral replies or answers.

Analyzing consumer behavior is a key factor because it helps advertisers understand what impacts consumers' purchasing decisions. Comprehending consumer purchasing behavior is the prime clandestine to reach and catch our consumers, and change their mind to buy from you. So, consumer behavior is frequently impacted by many different circumstances like

What consumers think and how they feel about several replacements or alternatives.

What impacts customers to select between several options.

Consumers' behavior while buying and studying or inspecting.

How customers' surrounding impacts their behavior.

There are three factors that affects the consumer buying behavior:

Personal factors: A personal's advantages and viewpoint can be determined by demographics (age, culture, gender, etc.).

Psychological factors: A personal's reply to a marketing message will depend on their perspective and insight.

Social factors: Friends, family, education level, social media, income, and may more can impact on customers' buying behavior.

Each customer may have special purchasing habits. Still there are typical susceptibility that permits differentiating the given below buyer behavior patterns:

Place of purchase: where customer can access many stores and they are not always constant to one place rather they may divide their purchases among many stores.

Items purchased: luxury items are very rare to be purchased while necessity items are bought in vast or bulk amount. So product's longevity, attainability, cost, buying power, and the number of consumers for whom the products are planned are some of the factors that impacts the amount of purchase.

Time and frequency of purchase: product's type and necessity and customer's lifestyle, tradition and custom are the purchasing frequency of customers. So marketers should always understand the time and how often people are buying.

Method of purchase: there are different types of people, some visits stores while others choose online sites. Some go for cash while others use cards. Some pay after buying from online store while others pay before the product has been reached them from online store. So the way customer are buying the product also influence the consumer buying behavior.

Literature Review

A. *Brand*

- Brand has been referred as the total of all emotions, attitudes, affiliation and awareness that humans have to the tangible and intangible characteristics of a product, company or service (Brandeo, 2014) [2].
- Okonkwo (2010, p.9) [7] reasons that the start of brands comes from the times when early cattle-rearing men stamped their possession on their animals by making or giving a mark of their name or identity on the cattle, to help them to differentiate one cattle-farmer's stock from another one cattle-farmer's stock.

B. *Brand image*

The description of a brand image is suggested as the total, world perception of the information that amass in the remembrance of client in relation to a streak (Franzen and Moriarty, 2008, p. 241) [4].

C. *Branding*

In particular, the terms of branding have been defined as the process of steady strive between course of action and consumer to define the guarantee and meaning (Healey, 2008, p.6) [5].

The subject of growing importance of brand and branding in modern global marketplace have been engraved by a board spectrum of authors and the most notable contribution to the issue assembled by authors such as Hill et al (2006), Franzen and Moriarty (2008), Clifton and Ahmed (2009), and Kotler and Pfoertsch (2010) [4][12][17][3].

According to Tom Goodwin [8], brandings are important patterns of familiarity, meaning, fondness, and reassurance that exist in the minds of people.

D. *Consumer Behavior*

One of the very frequent views is that the understanding of customer behavior has become the main thing that has a direct influence on the overall presentation of the businesses. (Kotler and Keller, 2012) [12][17]

Another point of view is that understanding consumer behavior has become a very important part especially due to brutal challenges in the retail industry in the UK and the worldwide. (Lancaster et al, 2002) [16]

Backhaus et al (2007) [9] encouraged that buying decision is one of the crucial stage as this stage refers to episode or event of business.

E. *Factors to Consumer Buying Behavior*

Wiedermann et al (2007) [13] assorted them into internal and external factors while, Winer (2009) [15] separated them into social, personal and psychological factors.

In spite of the certainty that they have been assorted into different groups by different authors they are alike in scope and purpose (Rao, 2007) [14]

These factors are further divided by Hoyer et al. (2012) [10][11] into four main categories: Situational, personal, social and cultural factors.

Objectives of the study

The crux of this study is to know branding and how branding in cosmetic industry can influence or impact people to buy or have loyalty with the brand. To attain the main objective this study highlights some objectives that are to be known:

To show the importance of branding in cosmetic industry.

To show the how changes in branding specially in cosmetic industry can go a long way in putting the product into the hands of customers.

Scope of the study

This study shows the importance of branding specially in cosmetic industry and also the researchers tried to see how environment can affect customers to change their decision. It also shows the consumer buying behaviour which can be influenced by others or the environment.

Limitation of the study

Some difficulties were faced in doing this study. An ardent effort was used to do this study to bring out the fruitful result. Despite of that, there are some restrictions, which hinders the conduct of the study.

Time period was very short for this study

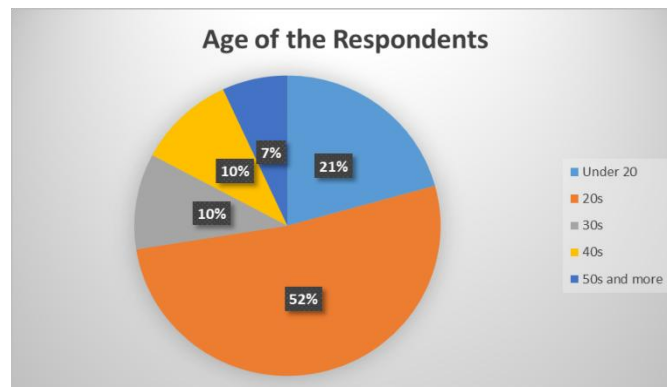
Due to limited time period, detailed analysis of text could not be performed.

Methodology of the study

For even, definite and fair study, this was made by using primary sources to keep up the originality of this study as well as to reflect the prospective of the consumers in this paper. Posting and circulating the questionnaires and organizing the responses from the consumers from different sector shows the different point of view about brand and its impact on their buying behaviour. The research data of this study is taken from the 58 randomly chosen respondents of the questionnaire prepared for this purpose and need, which was named "Impact of Branding on Consumer Purchasing Behaviour: With Special Reference to Cosmetic Industry."

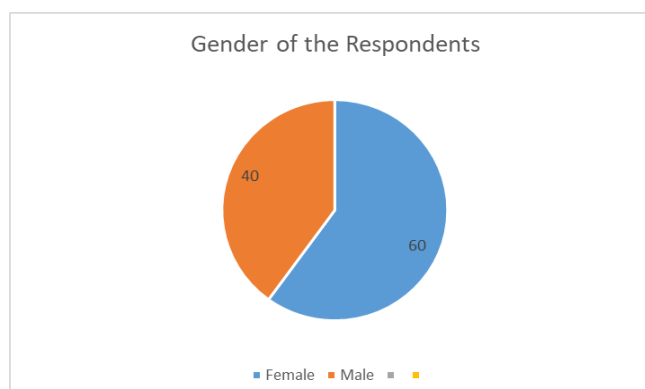
Data Analysis and Data Interpretation

The fifty-eight respondents were asked many questions concerning to the sections or factors mentioned above. Given below are the data understood from analysing the data organised after getting the responses.



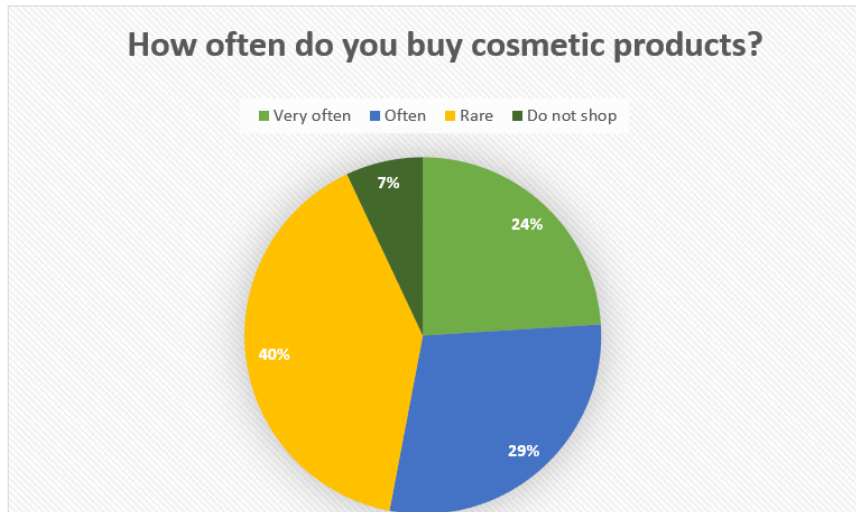
Graph 1

Among the fifty-eight respondents, there were 52% (which is 30) people who were in their 20s while about 21% (which is 12) people were under 20. There were 10% (which is 6 in each) in both 30s and 40s while 7% (which is 4) in 50s and more participated in this questionnaire.



Graph 2

Now that the age of the respondents has been defined, we move on to the gender. As shown in the graph 2 there were 60% (which is 34) female respondents while there were 40% (which is 24) male respondents.



Graph 3

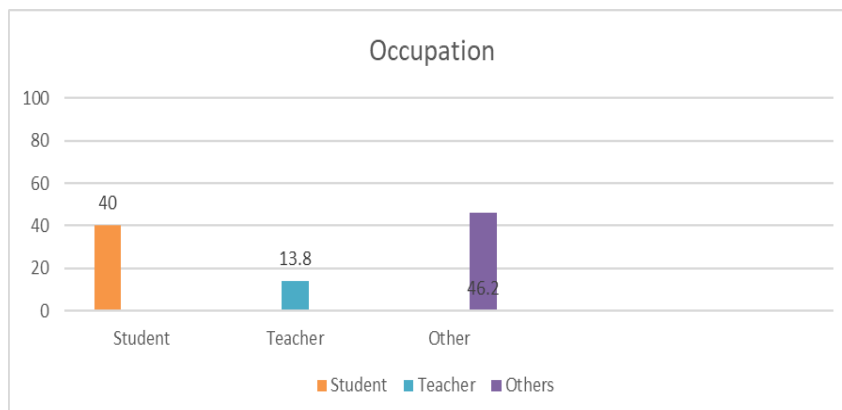
As we have seen in the graph given below, from 58 respondents about 23 people which is 40%, do not buy cosmetic products or are rare to buy. There are about 17 people (29 in percentage) who are often to cosmetic industry and about 14 people (24 in percentage) who are very often to buy products from the cosmetic industry. Lastly 7% which is about 4; do not shop cosmetic products.

Both the gender and frequency of purchase of cosmetics were stated. This is the cross table between the frequency of purchases of cosmetics and gender.

Count of How often do you buy cosmetic product?					Column Labels
Row Labels	Do Not Shop	Often	Rare	Very Often	Grand Total
Female	0	13	13	9	35
Male	3	5	11	3	22
Grand Total	3	18	24	12	57

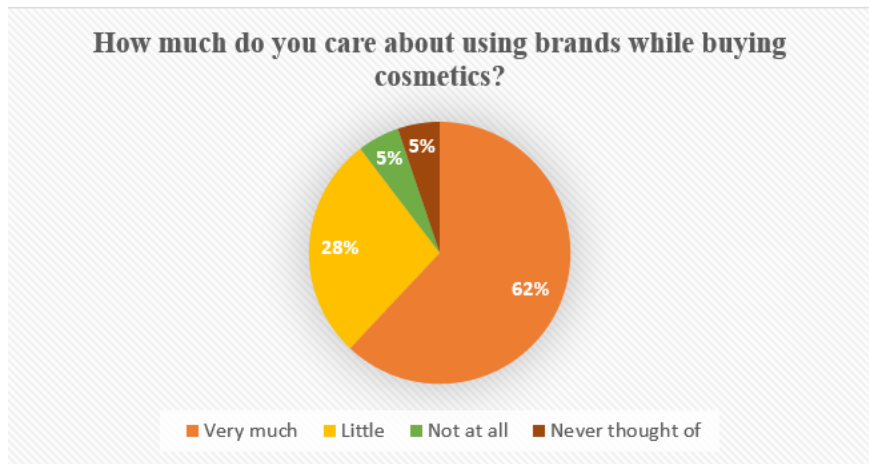
Table 1

After the cross table of frequency of purchases of cosmetic and gender group, we move on to the occupation where we see that 40% are the students, 13.8% are teachers, and the last group is others where we have 46.2% in which we have saleswomen, doctor, professionals, businessman, and many more.



Graph 4

After the age and gender group, we move on to the occupation where we see that 40% are the students, 13.8% are teachers, and the last group is others where we have 46.2% in which we have saleswomen, doctor, professionals, businessman, and many more.



Graph 5

After the basic questions were asked by the respondents, here comes the important one about caring of brands while using cosmetic products. About 62% Of The Total Have Selected Very Much As In They Care Very Much While They Buy Any Cosmetic Products And About 28% Care Little About Brands When They Buy Any. Rest Are 5% Each From Not At All And Never Thought Of To Buy Any Cosmetics.

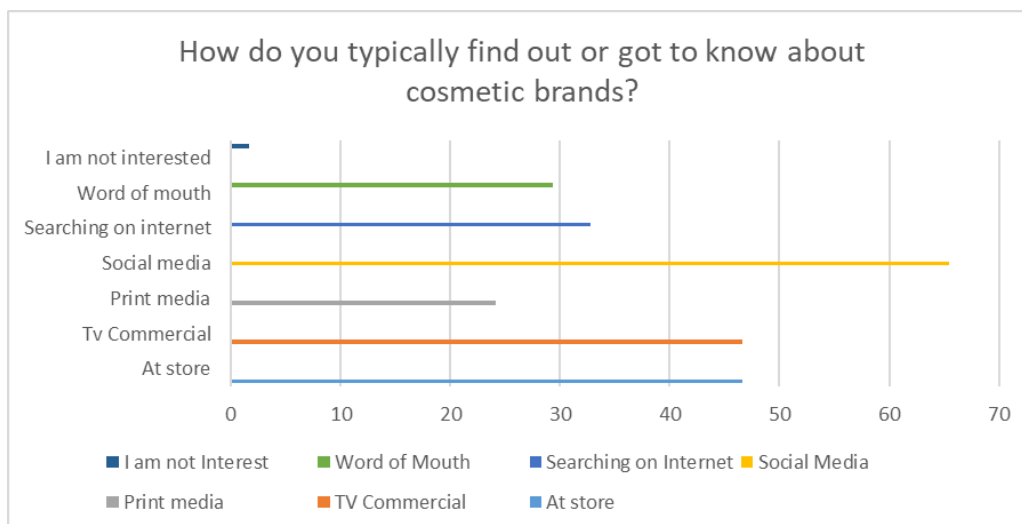


Chart 1

From The Chart Shown Above We Typically Found Out Or Got To Know That Maximum Customers Had Used Social Media To Know About Cosmetic Industry; It Is About 65.5% Which Is 38 In Total. Next, We Have About 46.6% People Who Got To Know About Cosmetic From Both At Stores And TV Commercial. There Are About 51.7% Who Got To Know About Cosmetic From Online Commercial Sectors While About 32.8% Got To Know About It By Searching From Internet And Very Few Like 29.3% Got Information From Person To Person. Next, We Have People Who Are Interested In Print Medias Like Magazine, Newspaper, Etc. Which Is About 24.1% That Is Of 14 People In Total. Lastly, We Have The People Who Are Not Interested Which Is About 1.7%.

Observed Data Table

Count of Consumer Behavior	Row Labels	Column Labels	No	Yes	Grand Total
Agree			13	11	24
Disagree			4	3	7
Neutral			11	9	20
Strongly Agree			0	6	6
Grand Total			28	29	57

Table 2

Findings

According to the study conducted, three major elements has been found i.e., Influence of Brand Image, Brand Loyalty, and Brand Recall on Consumer Decision Making. Each segment had asked several questions to ascertain the factors that affected brand image, loyalty, and recall on consumer decision making with special reference to cosmetics industry.

Thus, the finding of the study highlights and identifies the marketing challenges and opportunities by understanding the consumer decision making. It's more likely to know what the customer is undergoing before deciding on the purchase of cosmetic products.

Conclusion

A brand is a promise, a promise of a certain level of excellence both the first time and every time. A brand is a name or a logo that influences a customer's perception of a product. Instead of vying for the attention of consumers, brands fight for their minds. When a client associates themselves with a certain brand, that brand gets permanently embedded in their consciousness.

Branding is a powerful marketing strategy instrument that has been employed in the past with a lot of success.

All different kinds of company organisations may use branding as a strong and productive strategy.

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