



AWARENESS ON CONSUMER BUYING BEHAVIOR AND BRAND PERCEPTION IMPACT

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Abstract

The difference between brand perception and brand awareness needs to be more clear in the minds of the consumers. The broad objective of this research is to investigate the impact of brand perception and brand awareness on consumer buying behavior from the perspective of cosmetic companies, focusing especially on the consumer purchasing decision aspect. The paper will help to understand how marketing strategies can uplift the brand perception in the minds of consumers. The study aims to find out that the major decision taken by the consumer while purchasing the product is based on Brand perception or on Brand awareness. It even helps to understand that the purchasing decision taken by the consumer on the bases of Brand perception related to the product might change once the consumer is aware about the brand. As it is not necessary that the perception of the brand may be the reality of the brand, which might have an impact on the purchasing decision of the consumer. The marketing strategy creates a Brand perception within the minds of the buyers but doesn't provide complete knowledge about the brand so that the consumer is aware of the brand. Social media plays an important role in influencing purchasing decisions. As the brand now has given a position to the brand ambassadors on social media as 'Social Influencers'. This paper is an outcome of both primary and secondary data which seeks to investigate one of the major factors that influence the purchasing decision of the consumer.

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Introduction:

The usage of makeup is exceptionally primitive. They have been in use since the first light of advancement to upgrade the development of the client. Unyielding looks like a temperament misplaced in time is any woman's hunt for magnificence and this unbounded look is as old as the universe itself. Consumer buying behavior is a decision-making process and mentality of a person

in purchasing and consuming the products. Once the consumer identifies his/her wants and needs, the consumer starts to search for the products or services to fulfill their required desires. According to past studies, consumers make their decisions based on the quality, quantity, packaging, price, brand, and price aspects while choosing cosmetics. It is a decision-making process which is influenced by many factors. In the analysis of Consumer



buying behavior, it is assumed that consumers take rational decisions by considering various factors.

Different factors such as

1. Cultural factors
2. Social factors
3. Economic factors
4. Psychological factors
5. Personal factors

India Cosmetics Products Market is projected to grow at a CAGR of 4.23% by the year 2020 - 2025. Nykaa offers quite 600 brands in both offline and online stores in India. who are riding on the increasing e-tailing growth and vying for a significant pie in the online cosmetics space. Color cosmetics related to the eye, facial, and lip makeup category is the most growing industry in India. With the increasing internet penetration, the web marketplace for the acquisition of commodities has seen rapid climb within the last 3-4 years in India.

Research Objective:

1. To find out the cosmetic brands and factors influencing purchase on the basis of brand perception.
2. To identify the consumers' brand preferences towards cosmetics products.

Research Methodology:

The Primary data is collected by distributing structured questionnaire to 136 female respondents through Simple Random sampling method. Out of 136 respondents 42.6% are working females, 33.1% of female students have responded, 12.5% of which are housewives and 11.8% are self employed females. The essential information has been collected through a structured questionnaire. Statistical apparatuses such as Chi – square test, and Positioning strategy have been utilized to analyze

the information and to degree the consumers' brand inclination and buying conduct of branded cosmetic goods.

Limitations of the Study:

1. The information collected is based on the questionnaire and the outcomes would be shifting concurring to the options of the people.
2. Only 107 respondents were taken as the sample.
3. The accuracy of the info received by the respondents might not be 100% reliable because the survey conducted was online with the help of google form where the how serious the respondents are can't be measured.

Brand Awareness vs Perception:

Brand awareness is a marketing term that describes the degree of consumer recognition of a product by its name. Whereas, Brand perception is what customers believe a product or service represents, not what the company owning the brand says it does. A lifetime of brand loyalty can be achieved by giving a delightful experience to the customers.

There are two big questions to be answered.

1. Have consumers **heard of** our brand?
2. What do consumers **think about** our brand?

To determine whether or not consumers have heard of your brand, conduct a **Brand Awareness Study**.

To understand what consumers think about your brand, conduct a **Brand Perception Study**.

Consumer Buying Behaviour:

The study of consumer buying behaviour related to cosmetic products has assumed that the individual is logical in his/her buying process . To extend the theoretical frameworks of consumer buying behaviour, many authors have complete studies to identify the various factors influencing consumption . These studies came out with the conclusion that



fantasy, emotion and pleasant aspects of a product are the determinants of consumption. A few studies came out with the conclusion that individual consumers' are not only looking for efficiency and

economy, but also for interruption, aesthetic, expression, etc.

Analysis and Interpretation of Data:

3. Which of the following application do you prefer to purchase cosmetic products online?
136 responses



Data Interpretation:

The above pie chart indicates that most of the females prefer the brand Nykaa to buy cosmetics items online. Out of 136 respondents there are other

apps which have been used by 43.4%. This shows that the consumer prefer popular brands like Nykaa to buy cosmetic products.

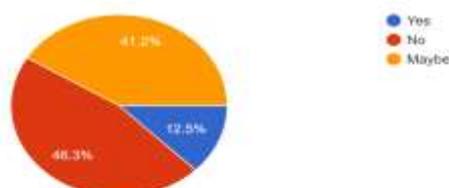
4. Which of the following factor influence you the most while choosing your cosmetic brand?
136 responses



Data Interpretation: From the above pie diagram we come to know that out of 136 respondents, 39.7% of the consumers have been influenced by their Friends to purchase cosmetic products. 24.3% of the consumers are influenced by Social Media Influencers. 19.1% of consumers are influenced by the Advertisements related to the brands and

products and the members of Family influences about 16.9% of the customer.. This shows that major consumers are been influenced by their friends' advice and suggestions & then its the Social Media Influencers who influence the consumers and has an impact on the purchasing decision of the consumers.

5. Do advertisements and celebrity endorsements change your perception related to the brand?
136 responses





Data Interpretation:

The above pie diagram shows that 46.3% of the respondents say that advertisements and celebrity endorsements do not change their perception related to the company brand. Whereas 41.2% of the respondents have an opinion that they might shift their perception related to the brand. 12.5% of

the respondents agree that advertisements and celebrity endorsements do change the perception of the brands for them. This shows that major respondents are of the opinion that marketing such as advertisements and celebrity endorsements do not change their perception.

7. Do you collect necessary information before purchasing a product of a specific brand?
136 responses

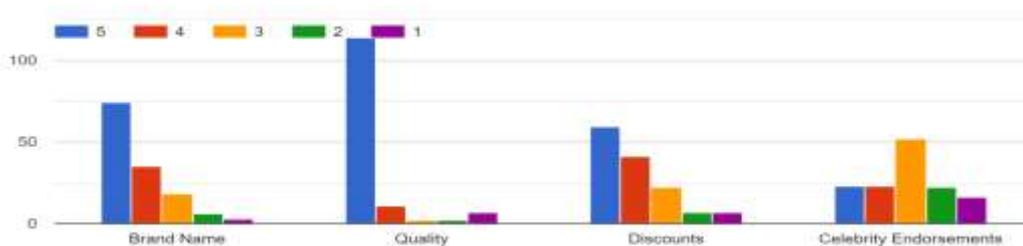


Data Interpretation:

The above pie chart indicates that 87.5% of the respondents always collect necessary information before purchasing any cosmetic products of

whichever brand it is. This shows that the consumer is very well aware about the product that they are purchasing. That means the consumer has Brand awareness before making a purchase decision.

9. Rate the factors that you keep in mind while preferring a brand for cosmetic products.

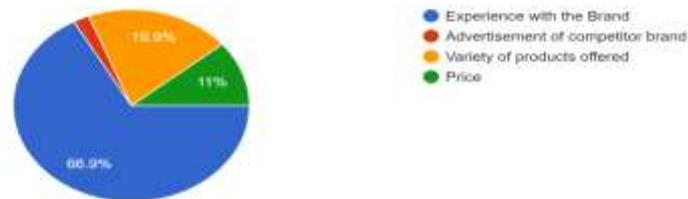


Data Interpretation:

The above chart shows that out of 136 respondents major respondents keep quality in mind while preferring brands for purchasing cosmetic products. The second priority is given to the discounts offered by the brands and on third position Brand name is

what is preferred by the respondents. This helps us to know that Quality is what the consumer gives preference to and that confidence comes with the experience of the customer that he had with the brand.

13. Which is the main factor that influences your decision to switch brands?
136 responses



Data Interpretation:

The above pie chart shows that out of 136 respondents 66.9% of the respondents are influenced to switch the brand on the bases of the experience that they have with the brands. 19.9% of the respondents say that they can switch the brand on the bases of the variety of the products offered by the brand. About 11% of the respondents say that they are influenced by the price factor to switch the brand.

Result & Findings from the Research:

- 65.4% of the responses purchase cosmetic products occasionally and 22.1% purchase monthly.
- Consumers mainly prefer to go to stores physically and purchase cosmetic products.
- 50% of the respondents use Nykaa brand to purchase cosmetics products online. This shows that Nykaa is one of the popular brands amongst the consumers.
- Consumers buying decisions are mostly influenced by their friends' advice & suggestions regarding the brands. Their brand perception has been majorly made up by their friends' opinion about the brand.
- Social media influencers are also one of the important factors that influence the customer buying decisions while purchasing cosmetic products or choosing a brand.
- The celebrity endorsement also influences the customer brand perception related to the cosmetics brands.
- Most of the consumers make sure that they collect necessary knowledge related to the brand and the cosmetic product before choosing the brand or purchasing the product. This means that consumers are aware about the brand they purchase.
- Consumers give priority to the quality of the product while choosing the brand, following which the offers and brand name are also important for the consumers which influence their buying decisions.
- Consumers always refer to the brands to others on the basis of the experience that they have incurred with the brands.
- 66.9% of the respondents have said that they will switch the brand on the basis of quality that has been offered by the brands to them. This means that consumers' buying decisions can be influenced by giving them a better quality of product which can satisfy their desire and make them feel delighted.
- Consumers recall the brand strongly based on the past experience that they have with the brands.



This proves that the quality is one of the most important factors which makes customers recall the brand.

Conclusion:

As cosmetic industry in India is one of the developing businesses, marketers ought to know around the variables influencing buy choice in conjunction with the demeanor, recognition and learning propensities of customers towards products of cosmetics brands.. Quality of the product is what the customer desires from the brands and which makes them more loyal with the brands. Marketing factors do have an impact on the buying decisions of the consumers which creates a brand perception in their minds. But major consumers do take purchasing decisions of the brand when they are very well aware about the brands of cosmetic products. So we may say that Brand awareness has a better impact on the buying behaviour of the consumer related to cosmetic products whereas even brand perception can influence buying decisions based on limited elements.

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