



THE IMPACT OF BRANDING TOWARD COSMETICS PRODUCTS:  
A COMPARISON STUDY BETWEEN GENERATION Y AND GENERATION Z IN  
PERAK STATE.

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## ABSTRACT

The impact of branding towards consumer behaviour. A comparison study between generation Y and generation Z in Perak state. This research aim to examine the relationship between brand loyalty, brand awareness, brand credibility, brand congruence and brand image which have a significance over the dependant variable which is consumer behaviour.

This research will be conducted using quantitative research method, whereby questionnaire will be distributed to targeted audiences for testing numerous hypothesis. The data will be analysed by using Statistical Package for the Social Science (SPSS). The respondent for this research is citizen of Perak state between generation Y and generation Z that uses cosmetic brand, they will be distributed with the survey questions to run the data for this research. The sampling method that will be used is probability sampling, proportionate stratified random sampling. On the other hand, the finding of this research will be able to prove that branding of cosmetic products may or may not have an impact on consumer behaviours. Based on the results, it may prove that independent variables used has significant connection with consumer behaviour.

In our modern society, many cosmetic brand focus on branding in order to grab more audience. Brand owners should invest more towards their branding based on the variables above. This research may help advertisers to understand more about their audience. Other than that, brand owners should invests into their branding as it will achieve a stronger perception regarding their products. Furthermore, it would also provide information regarding the consumer behaviour toward their brand which would help them improved in multiple sectors.

**Keyword:** *Consumer Behaviour, Brand Image, Brand Credibility, Brand Awareness, Brand Loyalty, Brand Congruence, Generation Y, Generation Z*

## CHAPTER I

### INTRODUCTION

#### 1.0 Overview

In this modernized industrial world, goods and services have been available in uncountable brands in our daily lives, affecting how our society moves on an hourly basis. These excess of goods and services has been aggravated by the internet, where countless of people going on in their respective businesses whilst utilizing the innovative way of access internet technology. While there are many different categories, brands itself are massively differentiated. A brand is distinguished by its name, term, design, symbol or any other features that specifies one seller's good or service as different from other sellers (American Marketing Association, 2018). Brand is also served as an information tool to convey many different values of goods or services for consumers. On a daily basis, people from all walks of life are constantly surrounded by brands, from our top to bottom; glasses, shirt, socks to shoes, each and every item have over a thousand brands for consumer to choose from.

Branding is providing different products and services with the power of a brand (Kotler & Keller, 2012). In simpler terms, it is to make a particular good or service distinctive, big or small, in all competitions. More often than not, consumers lack knowledge regarding the differences between the choices of their brands. Therefore, goods or service providers have to present themselves to their potential consumers regarding who they are, what they are, and how their brand is distinctive when compared to others.

Consumers will understand the benefit or value they get of selecting a certain brand through branding. Branding, while not only serve to characterize a brand, it also serves as a filter for consumers to pick the products of their choice to satisfy their needs and preferences. Brand



provides a certain uniqueness for the products of their making in a challenging and highly competitive market. This uniqueness can be generated by the product's physical features or emotional cues. For example, Yves Saint Laurent created a feeling which is described as classy, allowing consumers to feel luxurious upon applying their products. On the other hand, MAC focused on a subtler yet calmingly cool feeling for their consumers. Due to the differences in brands and their uniqueness, consumers could purchase products based on the relevance of it, whether it be personality, characteristics or just their own preferences. In the following passages, this study will be discussing on the impact of branding towards consumer purchase behaviour.

### **1.1 Background of Branding**

The use of branding dates back to the stone age, which the weapons manufactured by specific toolmakers indicated higher chance of succeeding in hunting (Almquist & Roberts, 2000). Brand has become a fundamental aspect for every business to differentiate themselves in the market. Until today, there are uncountable brands in the market, each with its own uniqueness. The market is glut with a heavy mixture of new and old brand, older brands had to maintain their sustainability in our technology-savvy era while the newer brands had to stand out from older brands with innovative ideas and approaches.

A strong brand can be constructed by a number of the brand components. In this research, it focused on five brand components: brand image, brand congruence, brand awareness, brand loyalty, and brand credibility. In most cases, a strong and distinctive brand will have a much bigger impact on consumer buying behaviour than those with less uniqueness.

Brand image is the opinion and feeling towards a brand (Roy & Banerjee, 2007), a positive brand image can construct a positive relationship with their consumers which would lead to a positive attitude towards the brand. Brand congruence explained the similarity and consistency

of the brand personality and consumer personality, it may lead to a higher chance of selecting that particular brand (Seimiene, 2012). Brand awareness refers to the likelihood of consumer being aware of the brand's product and service availability (Moisescu, 2009). No brand awareness means no recognition, without proper recognition, there will be no consumers. Next is brand loyalty, it is defined as a strong bond between consumer and brand, which consumer tends to ignore other available brands in typical conditions (Maheshwari, Lodorfos, & Jacobsen, 2014). Consumers who are loyal to the brand due to its distinction will often result in repeated business. Brand credibility is the degree of trustworthiness regarding the information of a product or service, which is delivered by a brand (Sallam, 2015).

Previous researches had investigated that consumer purchase intention of cosmetic products can be influenced by branding (Madhumita & Vasantha, 2015); the impact of brand loyalty affecting consumer buying behaviour for cosmetics (Alhedhaif, Lele, & Kaifi, 2016); and a recent research investigated regarding the impact of branding towards consumer buying behaviour using the evidence of footwear (Ashraf, Naeem, & Shahzadi, 2017).

The objective of this research is to investigate on the impact of all 5 brand components stated above towards consumer buying behaviour. In this study, our research will focus on (has focused on) the comparison study between generation Y and generation Z in Perak state.

## **1.2 Problem Statement**

Kaufman (1995) defined consumer behaviour as the study of how the manner of all human conducting oneself regardless of home, work, in the store or even in the city, wherever individuals are having thoughts about shopping, where they buy or utilize the products that had been purchased. While based on the American Marketing Association (2018), it viewed consumer behaviour as "The progressive inter-linking of affect and cognition, behaviour as well as the environment by which individual may direct the trade parts of their lives." To put

it in a layman term, consumer behaviour may understand as how different category of purchaser such as individual consumer or associations; the way they will choose, purchase, use, and adapt concepts, goods, and services in order to fulfil their demand and desire (needs and wants). It indicated the reason of act for the purchasers in the marketplace and also their true or hidden intentions which motivated for such action (Chand, n.d).

Despite of the economic downturn, the market of cosmetic and personal care products are still successfully growing at a positive pace. One of the reasons that contributed in sustaining the current positive situation is the working women. The growth of number for women which are the willingness to engage themselves as part of the workforce, increasing number of working women, and also the expanding of urbanization did contribute towards maintaining the demand for beauty products (Ytl Community, 2006). In addition, according to the report from The Star (2018), Euromonitor believes that the industry for personal care and beauty products in Asean countries will have positive growth at a regular rate of 4% annually. This will eventually lead to achieving the amount value of \$19 billion (approximately RM79.5 billion) by 2019. On the other hand, according to New Straits Time (2018), in 2015, the overall transaction volume of Malaysia for the personal care and cosmetics products was approximately \$2.24 billion (RM8.9 billion). Hence, it is undeniable that the cosmetic industry had now become more competitive.

According to New Straits Time (2018), there are 210 cosmetic manufacturers that complied Good Manufacturing Practices requirement in accordance to the Asean Guidelines for Cosmetics are available in Malaysia. Besides that, there are few countries that have exported their cosmetic or personal care products to Malaysia. Based on the Department of Statistics report in 2012, 20% of the total market are conquered by imported cosmetic products instead of local products. Countries like French, Germany, United Kingdom and United States have been seen as the leader of imported cosmetics in Malaysia. In addition, from the report of

International Trade Administration, the main exporters to Malaysia are China, Thailand, France, EU28, the United States, South Korea and Japan in descending order.

There are various imported cosmetic brands that were launched in Malaysia that created high demand among the locals including Origin, Yves, Rocher, Juice Beauty, L'Occitance, Garnier Bio Active, Yes to Carrots, Skin Food and many more. (New Straits Time, 2018) mentioned that more than 50% of the demand was met by US\$1.3 billion in imports basically from China, Thailand, France, the European Union, the United States, South Korea and Japan. Skin-care products (including sunscreen and after sun care) took over the biggest market share with a total import valued of US\$292 million. Followed by cosmetics and toilet preparations such as shaving, bath preparation and deodorants with a value of US\$109 million. Soaps and other skin-wash products, valued at US\$104 million was the third highest import category for Malaysia. This has proven the stiff competition did not only occur among local brands itself, but also against brands from other countries. Due to the high competitive and rapidly changing market, a better understanding of consumer behaviour is crucial to lead company and its' brands to perform better. Hence, Anojan & Subaskaran (2015) claimed that to do a continuous observation of the consumer behaviour and their preferences are crucial for a firm if they want to succeed in its goals as consumers are often seen as 'kings' in the business world.

Anholt (2000) implied that people from Asia countries such as Japan, China, South Korea and India are always concerned about the product or brand and have inquiries in their mind including what the brand has to offer, how the brand could satisfy their needs. Sherry (1995) defined brands, in their different guises, it has become the essential to our daily basis. Moreover, as compared to the effectiveness of products and the ingredients, brands have the bigger impact on affecting consumer behaviour which can also affect their purchase intention (Krishnan, Amira, Atilla, Syafawani & Hafiz, 2017). It is vital to understand the factors that are affecting consumer behaviour in order to beat the competitive rivals. Despite of the expansion in research

in emergent market, numerous of executives and researchers were vexed by the unpredictability of understanding consumers (Eckhardt & Mahi, 2004). They acknowledged that despite better access to capital, a greater production base, managerial experience and more refined marketing tools, they are attempting to make advances in these economies (Atsmon, Child, Dobbs, & Narasimhan, 2012).

Rossiter & Percy (1997) mentioned that the primary goal in brand marketing efforts should be establishing the relationship between the companies' brands and the consumers and their potential consumers. Forming an attachment with consumers is important as it is one of the factors of purchasing and it may help to gain more revenue (Krishnan, Amira, Atilla, Syafawani & Hafiz, 2017). Brands have a big impact on influencing the consumer in making decision of buying the product or not. Past experiences is crucial as it is able to affect product selection and brand loyalty. Consumers will also utilize advertising and packaging as the guidance to increase their awareness towards the brand (Krishnan, Amira, Atilla, Syafawani & Hafiz, 2017). Besides that, branding strategies are necessary to increase the recognition of said brand. As mentioned by (Keller, 1993) some purchasers only make purchase of those brands that are in the market.

It is crucial to have a better image through branding as it could shape the development of the cosmetics industry (Hulme, 2001). There are few companies that are performing well in this industry as they are willing to spend on their brand's marketing. For an example, L'Oréal, the largest cosmetics and beauty company in world. According to L'Oréal annual report, there are some important elements that needed to be included in their brand's marketing strategies such as Social Networks, engagement and influencer marketing. Brand's marketing strategies plays an important role in cosmetics industry as it attracts media to write about their brand willingly. According to L'Oréal annual report, four of their brands including L'Oréal Paris, NYX Professional Makeup, Maybelline New York and Urban Decay successfully made the Top 10

Earned Media Value in 2017. They did a great job in branding to ensure that they are sending the right message at the right time to the right audiences.

On the other hand, cosmetic plays an important role in image creation or being presentable for others as cosmetic beautifies a person's outlook (Chao and Schor, 1998). There are few factors that will influence consumer behaviour in buying cosmetics. In term to be the lead in the cosmetics industry, they will need to understand that generation will be one of the factors that influence consumer behaviour. Different generation will have a different consumer behaviour as they have accessed to different available information sources. According to Aniszewska (2015), different generation of the consumers tend to develop different value.

Perak consists urban, suburban and rural areas, which should be a better place to for researchers to conduct research. This is because cultural background, income and more can be the reasons that affect their recognition toward branding and purchase intention. According to Mat Som, Ibrahim and Sayaka (2016), Ipoh considered as capital city of Perak state in Malaysia as it able to attract a lot of tourists. Besides, according the National Property Information Centre (n.d.), Perak consisted with suburban and rural area including Kampar, Gopeng, Malim and more. Thus, it is important to conduct research in Perak as it gathered people from different background.

On the other hand, according to the Department of Statistics in 2016, the population of Malaysia among 15- 64 years old is 0.2% increasing as compared to 2015. In a more specific population in Perak, there are 777,200 of population who aged between 0 to 19 in Perak which can be considered as Generation Z and 586,800 of population who aged between 20- 39 which seen as Generation Y. Thus, Generation Y and Z can be seen as a big market to target as there are 1364,000 of population in Perak (Department of Statistics Malaysia, 2018). Undoubtedly, different generation will have different habits, preferences and culture. For generation Y,

makeup is important for them as they are considered as the “selfie” generation and they have also made makeup the fastest-growing category globally (Morris, 2018). On the other hand, Generation Z also recognized as the essential target audience for cosmetic products. 25% of the global population are made up of Generation Z (Jones, 2018). Moreover, according to WWD, Generation Z females spend more on beauty than apparel.

Consumers from Generation Y and Generation Z develop a different consumer behaviour. Generation Y has successfully made makeup into quickest-growing category globally (Morris, 2018). Literally, brand loyalty seen to be describing the pass across generation but Generation Z who always spend their time on social media is an uplifting news for beauty brands (King, 2018). Generation Y are the first generation that have been named as digital natives, which also inspire the cosmetic brands to approach customers through social media and high-tech innovations including apps and virtual reality (King, 2018). In addition, generation Y tends to purchase natural products that are efficacious as compared to the previous generation which they tend to purchase chemically heavy products like anti-aging (Morris, 2018). As a comparison, (King, 2018) implied that Generation Z prefers quality products but only if they could afford it. According to the survey for beauty industries, 70% of the Generation Z preferred brands that involved in contributing back to the society (King, 2018).

### **1.2.1 Research Gap**

Referring to the past study that had been conducted, there is research regarding the impact of branding on consumer behaviour. Previously, the researchers fully focused on how brand equity, brand awareness, brand association, perceived quality and brand loyalty affect purchase intention (Chechani, 2018). Besides that, research that based on the effect of brand image on overall satisfaction and loyalty intention in the context of colour cosmetics had been conducted (Jr, Omar, Ismail., & Harun, 2007).

However, there are no research that examined a set of independent variables including brand image, brand credibility, brand awareness, brand loyalty and brand congruence. In combination of these 5 independent variables to look into whether it will have positive influence on the dependent variable, consumer behaviour will provide a new insight for the marketers. Moreover, the study applied both the Theory of Planned Behaviour and Brand Congruence Theory. (Kim & Chung, 2011) investigated the effects of consumer values and past experiences on consumer purchase intention of organic personal care products through using the theory of planned behaviour (TPB) and the independent variables concentrated on consumer values. There is no research that had applied both TPB and Brand Congruence Theory together.

In addition, research regarding Consumers and Halal cosmetic products: knowledge, religiosity, attitude and intention (Rahman, Asrarhaghighi & Rahman, 2015) as well as (Dolatabadi, Kazemi & Rad, 2012) the impact of brand personality on product sale through brand equity (Case study: Cosmetic Products Retailer) had been conducted. Moreover, there are researchers focusing on examining the purchase intention of consumer behaviour on cosmetic products from the perspectives of Generation Y in Malaysia (Eze, Tan & Yeo, 2012). As a comparison to this study, two generations had been used to compare which are Generation Y and Z.

### **1.3 Research Objectives**

1.3.1 To examine the relationship between brand loyalty and consumer behaviour.

1.3.2 To examine the relationship between brand awareness and consumer behaviour.

1.3.3 To examine the relationship between brand credibility and consumer behaviour.

1.3.4 To examine the relationship between brand congruence and consumer behaviour.

1.3.5 To examine the relationship between brand image and consumer behaviour.



## 1.4 Research Questions

1.4.1 To identify the positive influence between brand loyalty and consumer behaviour?

1.4.2 To identify the positive influence between brand awareness and consumer behaviour?

1.4.3 To identify the positive influence between brand credibility and consumer behaviour?

1.4.4 To identify the positive influence between brand congruence and consumer behaviour?

1.4.5 To identify the positive influence between brand image and consumer behaviour?

## 1.5 Significance of Study

The following study set out to address the impact of the branding towards consumer behaviour specifically on cosmetic products. It rebound to the understanding of marketers who involved in the cosmetic industry in consideration of the rising of market demand for the cosmetic products. The finding offered a holistic view to the marketers in view of the advantages of having a successful branding built. The cosmetic manufactory has been growing tremendously regardless of developed or developing countries (Hassali, AL-Tamimi, Dawood, Verma & Seleem, 2015). Within Malaysia, there are 210 manufacture that are manufacturing cosmetic products (Badarudin, 2018), and approximately 60,000 types of cosmetics available in Malaysia market (Hassali et al., 2015).

Knowing that the excessive growth of intense market competition, differentiation is now much harder but essential for the organization to attain (Bigne-Alcaniz, Curra's-Pe'ez & Sa' nchez-Garci'a, 2009). Meanwhile, having a successful branding will effect on the consumer behaviour. In another way round, it set one apart from the stiff competition with similar companies all around the world (Why is branding important, n.d). Unlike the previous generation, a brand which was able to stand out from countless of other brands seem more attractive to the consumer. Consumers were no longer solely focusing on the pricing part yet

they will tend to concern the uniqueness of the brand itself (Lee, 2015). It is important for marketers to be aware of how to fully utilize the branding method to differentiate themselves from one another along with the growing trend of the cosmetic industry.

On the other hand, the following study provided the comparison of consumers which falls under the age-group category of generation Y and generation Z. It helped the companies in the cosmetic industry to study on the buying behaviour of said generations. In consideration of these generations will form as the consumer segment which have strong growing value in the coming years, marketers should pay more attention to it (The Millennials Series: Millennials and Beauty, 2015). Saying that branding plays an essential role in affecting consumer behaviour, marketers should also know the different characteristics of both generations will affect the influence of the branding. For having the ability to target the brand message correctly towards the targeted group, marketers need to understand what consumers value the most.

According to Bhattacharya and Sen (2003), associating symbolic values during branding in order to foster a stable bonding which will be advantageous both marketers and consumers. The changing in era has led to the result whereby consumers are far more concerned about the attitude and value of the brand in comparing with other factors (Spencer, 2018). The study is crucial as it helped the marketers to have an insight into the divergent perspective of both generations in terms of value. Nevertheless, the study helped marketers to be inspired by the different concerned for both generations so that they are able to cater the brand message in service of reaching them. For example, in comparing to years ago, rather than using traditional advertisement method to increase its brand awareness; marketers nowadays preferably use the social media platform to build up their brand.

The research also served as a guidance for explaining the differences or similarities that is shared by both generations in consumer behaviour that are caused by branding. And the study

also contributed to the marketers as well as the consumers to get the bigger picture of branding. Both parties may learn on the impact of branding towards the consumer behaviour. Especially for the marketers, it helped to expand their aspect on the importance of branding as the study will focus on brand image, brand credibility, brand congruence, brand awareness and also brand loyalty.

For instance, L'oreal Paris which is one of the world's leading brand has shown how a strong branding will become an important factor which could affect the consumer while they undergo the decision-making process. It is able to portrait positive brand image along with the fabulous and legendary tagline: "Because you're worth it". The brand's unique expertise gave high credibility towards consumer (L'oreal Annual Report, 2016) while keeping the consistency of the brand helps to achieve brand congruence (Madill, 2011). High awareness of the brand became its competitive advantage while consumer is comparing it with others. Its worldwide success also came with strong brand loyalty such as having loyalty-reward-programs to ensure the loyalty of customers (Utroske, 2017).

Moving on, the following study helped to explore a new area which the Theory of Planned Behaviour and Brand Congruence Theory had not been delved into. This developed a new insight of these theories which is based on Perak state and the co-relations between the impact of branding on consumer behaviour for cosmetic products. The research conducted helped to bridge the research gap that is existing in the theory as it was conducted particularly on the generation Y which is also known as Generation Y and also Generation Z.

### **1.6 Limitation of the study**

During the course of conducting this research, there were multiple limitations which might have an influence on our results. The limitations that have been listed below hopes to be improved in future researches or studies in order to facilitate a more solidify information. First

of all, the restriction of sample size. According to the statistics, there were a total of 28, 334, 135 people residing in Malaysia in the year 2010 (Malaysia Administrative Division, 2010). However, this study only focused on 300 respondents from both generation Y and generation Z in Perak state. Due to the small sample size, our research result is unable to represent clearly the population of Malaysia as a whole. Furthermore, this study only investigated 2 different generations instead of the entire Malaysia. There will consequently lead to lack of information of consumer purchasing behaviour of other generations in which marketers can use as a reference for marketing strategies. Lastly, the longitudinal effect was seen as one of the limitations in this study. Due to the fact of time limitation to conduct this study, this study would not be as reliable and accurate as compared to be given a longer research period. If given a longer period to conduct said research, this study will be able to provide a result based on a wider region and a larger respondent sample.

### **1.7 Definitions of Key Terms**

*Consumer Behaviour:* It is a study on consumers while they are undergoing the process they select, consume and use some sort of products or services.

*Brand:* It can be a type of product or service that created or manufactured by a certain organization under a specific name. Special design, signage, symbol, words, or the mixture of all mentioned.

*Cosmetic:* It indicates the treatment which planned to beautifying, improving or restoring an individual's appearing.

*Brand Loyalty:* The level of intention which the customers willing to remain purchasing the same brand of products rather than the alternative options that is available.

*Brand Awareness:* To a level which the purchasers are knowledgeable and aware with the qualities or portrait image of a certain brand of products or services.

*Brand Credibility:* The reliability of the brand itself, the information claimed on its product need to be perceived by the consumers as they have the capability and willingness to deliver it.

*Brand Congruence:* The process of categorizing of one through evaluating whether the products suits in the category. It stressed on the consistency of brand.

*Brand Image:* The impression that a certain brand's product or services that held by the existing or potential consumers.

*Consumer:* The individual who buy, shop or purchasing the product or service for personal usage.

*Generation Y:* Also known as the millennials, people who born in the year range 1977 to 1994.

*Generation Z:* Following right after the millennials, the generation range from 1995 to 2014.

## CHAPTER II

### LITERATURE REVIEW

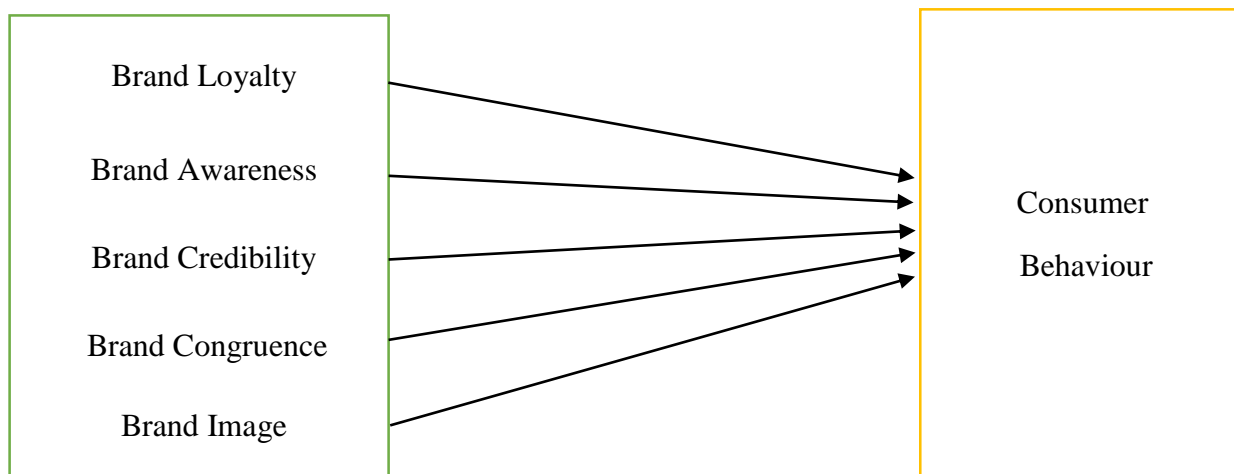
#### 2.0 Introduction

In this chapter, a range of literature of various authors as well as the previous study have broadly emphasize with respect of consumer behaviour. The chosen theories are Theory of Planned Behaviour (TPB) and also Brand Congruence Theory. Both of the theory disclose thoroughly on how consumer behaviour will be affected. The research framework illustrates regarding what are the elements that will influence the consumer behaviour; the relationship between the independent variables and dependent variables.

#### 2.1 THEORETICAL FRAMEWORK

##### 2.1.1 Research Framework

Independent Variables:



*Figure 2.1.1 Independent Variables vs Dependent Variable*

### 2.1.2 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) is an extension of the Theory of Reasoned Action, it overcomes the limitations of the original model in dealing with behaviour when people have incomplete volitional control (Ajzen, 1991). TPB postulates that the subjective norms, and perceived behavioural control predict intention, and intention along with perceived behavioural control predicts actual behaviour (Peters, 2010). There are in total of 6 main elements that involved in this theory. The behavioural beliefs and evaluation of behavioural outcome are what formed the attitude of one. Meanwhile, the normative beliefs of an individual and motivation to comply influence the subjective norm; whereas the control beliefs and perceived power of each control factors formed the overall perceived behavioural control (Glanz, Barbara & Rimer, 2015).

**Attitude:** It refers to the level or tendency that the individual evaluating the behaviour in a like or dislike way or the judgment of the behaviour in question.

**Behavioural Beliefs:** The perceptions of the person towards of a particular attitude object, referring how is he or she perceive the behaviour that is going to conduct. It can also depend on the affective response, which how one feels towards the object. It reflects a person's beliefs regarding the behaviour.

**Evaluation of Behavioural Outcome:** How one evaluates the outcome when they decide to perform towards certain behaviours. Whether it is positively or negatively, the more positive the outcome they perceive as, the more likely they will engage in the behaviour.

**Subjective Norm:** The way the one perceive behaviour will be influenced by the social expectations regarding performing or not performing the act.

**Normative Beliefs:** The significant or influential one (family, friends or the significant one) which an individual see as the important others, they concerned with the tendency which others would agree or disagree of the behaviour.

**Motivation to comply:** The evaluation of one towards the how essential is the approval of the important others. The more important the influencer is, the more likely they will engage in the behaviour.

**Perceived Behavioural Control:** It indicates the degree that a person believes that performing the behaviour is simple or complicated, easy or difficult.

**Control beliefs:** View of one towards the opportunities versus barricades if they decide to engage in certain behaviour.

**Perceived Power:** How one sees themselves holding the power and it will facilitate or impede them for doing the act. It can be the power that helps to overcome each of the control beliefs factors, or might also be the reason that stops one from engaging in the behaviour.

#### 2.1.2.1 Brand Loyalty and Attitude

By using Attitude of Theory of Planned Behaviour to measure the brand loyalty. Attitude is identified with the degree which a person had a favourable or unfavourable evaluation towards certain behaviour while brand loyalty is a consumer behaviour pattern where consumers become loyal to a particular brand and make repeat purchases in the future (Jalilvand, Ebrahimabadi & Samiei, 2011). In order for consumers to become loyal to a brand, at first they need to have favourable or positive feeling toward the brand, so they will have the repurchasing behaviour. If the consumers have unfavourable or negative feeling to perform the purchasing behaviour, it will unlikely to develop to brand loyalty. According to Armitage and Conner (2001), the more positive the behavioural attitude is, the stronger intention of the individual to perform it, and this leads to the increase in brand loyalty.



Attitude can also be defined as an evaluation of the results of behaviour performance (Choong, 1998). There are two components under attitude which are behavioural belief and evaluation of behavioural outcomes. Behavioural belief refers to the belief about the perceived positive or negative outcomes of the behaviour and evaluation of the behavioural outcomes is basically the subjective values or evaluations of these consequences (Ajzen, 2015). The combination of these two leads to the attitude towards the behaviour. Loyal customer repeatedly purchase from the same brand is because they are satisfied with the brand that perfectly meets their needs. The previous experience had forged a positive result from the consequences of the behavioural outcome, so it may automatically acquire a desirable attitude. Unfavourable attitudes towards the behaviour that have formed are mainly due to the unwanted consequences that has been evaluated (Choong, 1998). If the individual hold a weaker behavioural belief, the result of attitude towards the behaviour is more likely unfavourable. In the opposite, if a person forms a favourable attitude towards the behaviour, the individual may have a stronger behavioural belief (Smisha, 2017).

(Ajzen, 1991) defined the attitude towards behaviour as a personal variable where it consists of the preference appraisal of performing the considered behaviour. Brand loyalty is affected by a person's preferences which the attitude of a person's favourability toward the brand or behaviour is varied depending on themselves instead of being influenced by other sources (Chapter 3: Concept of Brand Loyalty, n.d.).

The statement made by Jacoboy and Chestnut (1978) implies that previous studies of brand loyalty have generally focussed on the questions of brand loyalty measurement by investigating the repeated purchase of the brand. While another researcher argues that, the definition of brand loyalty should imply the consumers' favourable toward both attitude and behaviour (Choong, 1998). The use of Attitude can simultaneously measure the attitude of the consumer toward the behaviour and also the outcomes of the behaviour. Because it excluded the possibility that the

attitude of consumers are unfavourable, while the purchases are repeated. In this case, the brand loyalty of consumers would be superficial and shallow (Choong, 1998). In order to predict a purchasing behaviour, the attitude of a consumer towards performing that behaviour must be measured, not just the simply general attitude toward the object around which the purchasing behaviour is based (Choong, 1998). For example, although a person's attitude toward a brand of cosmetic product is favourable, yet the person may never buy the product. If the consumer perceived there is a positive consequences and these consequences had also been evaluated positively. Only will lead to the positive attitude towards performing the behaviour and the likelihood of repurchase the brand increase thus brand loyalty generated.

According to Wilkie (1994), brand loyalty is defined as a favourable attitude towards a specific brand and consistent purchase. The purchase action can be recognized as a behaviour. While for the attitude is about the behavioural belief, favourable or unfavourable attitude towards the behaviour, evaluation of the behaviour. Attitude can be used to measure brand loyalty since they the similarity which both involve attitude and behaviour. If the behaviour is perceived positively as well as the evaluation of the behaviour is also positive will lead to the favourable attitude towards the behaviour and thus it has the high potential lead to brand loyalty as it is about the favourable attitude toward the repurchase behaviour.

Brand loyalty also can be known as biased. The consumers will develop a special favourable attitude towards a specific brand which the brand has given them positive outcomes and they perceived this purchasing behaviour positively. Its links to the attitude in such way, when the consumer has the favourable attitude towards the purchasing behaviour and the evaluation of the behaviour is positive too, the more likely the consumer will conduct the behaviour. Brand loyalty and attitude are based on the attitudinal element as their favourability will lead to behaviour. Brand loyalty happens when they prefer the specific brand and stay loyal for the brand while attitude is when they have a positive feeling towards the behaviour and to carry on

the behaviour. Both of these are very personal as both are involving personal feeling or emotion and vary depending on different people.

### **2.1.2.2 Brand Awareness and Attitude**

In theory of planned behaviour, Attitude is referring the degree to which an individual has a favourable or unfavourable evaluation or appraisal of the behaviour (Ajzen, 1991). Basically, it means the higher favourable the attitude toward the behaviour, the vigorous the person's intention to accomplish the behaviour. In this study, the target behaviour is consumer buying intention, and the effect of brand awareness toward consumer attitudes to perform the behaviour.

Besides, individual will evaluate a behaviour before they take action, individual will examine whether the result is desirable or undesirable. People tend to develop favorable attitude if they assume the result of performing the behaviour is desirable, vice versa, they will develop negative attitude if they believe the result of the behaviour is less-favoured (Ajzen, 2015). For example, if an individual believes the purchase of the brand's product can satisfy their need, he/she will have positive attitude towards the brand.

Attitude also can be defined as a consumer's interior valuation of the brand (Kim & Kim, 2016). A previous study has shown two-thirds of the examined brands' market share had increases when consumer perceive positive attitude towards the brands (Rubinson & Baldinger, 1996). Attitude usually forms the foundation of consumer movements and actions, it has a great impact on the consumer's purchase intention (Eom & Cho, 2015). It increases the probability of being chosen in consumer's consideration set and their purchase intention (Eom & Cho, 2015).

Factual knowledge or in another term, the level of awareness, is a compulsory precondition to forming attitude (Kaiser, Wolfing, & Fuhrer, 1999). It means, in order to develop an attitude

towards the brand, an individual must be aware and have knowledge about the product. Thus, the level of brand awareness could influence the attitudes of a consumer towards the brand.

One of the studies has shown that knowledge and awareness about the environment are justified to have a positive relationship with the environmental attitude and behaviour (Kumar, 2012). For instance, people will maintain a neutral attitude towards the brand as they lack knowledge. While they might develop an attitude towards the brand with high awareness and knowledge as they will interpret the brand from the information given, at the end result in favourable or unfavourable attitude towards the brand.

### **2.1.2.3 Brand Credibility and Perceived Behavioural Control**

The following study interprets the consumer behaviour based on Theory of Planned Behaviour (TPB) on the independent variable which is brand credibility. It had been categorized under the third predictor of intention in TPB, the perceived behavioural control that formed up by the control beliefs and perceived power to overcome the each of the control factors (Rise, Sheeran & Hukkelberg, 2010). In circumstances that one has a great level of control over the behaviour, the intention is sufficient to envision the individual regards to exerting effort and movement taken to accomplish the act (Kautonen, Gelderen & Fink 2013). However, when one is performing the action which is not under the volitional control, perceived control behaviour will play a significant role in predicting the behaviour (Chiou, 1998). Volitional control defines as the preference or the option that had been decided based on one's willingness (Oxford Living Dictionaries, n.d).

There are another two components (attitude and subjective norm) and external factors (i.e. culture, personality, demographic) that will influence behavioural intention, but the following mainly focuses on perceived behavioural control.

According to Ajzen (1991), the higher the intention of one taking part in a behaviour, the higher the probability they are performing the act. Despite the complexity of humanity, TPB is one of the most effective models in predicting the human behavioural as well as the behavioural dispositions (Ajzen, 2011). Looking into the third component which is perceived behavioural control, it can further break down into two elements. Control beliefs refers to the moment when an individual tend to engage in some sort of behaviour, one will concern the existence or absence of the resources as well as the barricades (Montano & Kasprzyk, 2015). Part of the past incident when involving in the behaviour will form up these control beliefs in one's mind-set. It is essential to have a good experience in order to heighten or scale down the perceptions towards the difficulty when engaging in the act. Moreover, the perception towards the action might also alter due to the second-hand information. The experience of someone around them, friends, or maybe other consideration that reshape one's evaluation of the control beliefs (Ajzen, 1991).

The second element, the perceived power, refers to the degree of competency that one see themselves obtain over each of the control beliefs (Haugtvedt, Herr, & Kardes 2008). The power may include the skills and capability required in order to engage in the behaviour, as well as the time and money needed, incorporate with other individuals to complete the act, and etc. (Ajzen, 2015). The perceived power that one believe that had over the control factors will directly disrupt or encourage them to involve in the behaviour. Thus, depends on what is the control beliefs towards the person and weighted through the power that he or she believes to possess; the perceived behavioural control formed (Peters & Templin, 2010).

Therefore, it can be concluded as the more resources and opportunities an individual perceived they have, the lower the restriction or hindrance one assume to occur, the higher should be their perceived control over the engaging act (Ajzen, 1991). In another way around, the more one

tends to feel difficult to achieve certain behaviour, the less the power for them to overcome the feelings of difficulty, the more the one will not perform the certain behaviour.

Having an intense competition in the current cosmetic products industry, brand credibility runs as one of the significant points to differentiate the brand from the competitors. According to Chiou (1998), when one is in consideration to try on products that they have no experience on, the feeling of ambiguity or uncertainty will take place; rather than more resources such as time and data gathered, they also require the confidence to conduct the decision. Viewing the brand credibility in perceived behavioural control to consumer behaviour, it serves as the perceived power to overcome the barriers which had been perceived. For consumer, the way they perceive the brand quality as, the cost for gathering the information (including time to gather, ability to interpret and process and so forth), as well as the risk which come along with the credible brands; it forms up the consumer perceptions of brands (Erdem & Swait, 2004).

Having a high brand credibility for the brand contributes to reduction of concern of one towards the barriers of involving in the action. Brand credibility can be understood in terms of expertise and trustworthiness. It is essential for the consumer to perceive the brand as reliable in terms that it is capable and willing to execute what has been promised on a long-term basis (Erdem & Swait, 2004). As mentioned, the previous experience when one performing the action might affect the control factors that one believe; with a strong brand credibility that is able to deliver what information that it had conveyed, the past experience will retain positive in consumer's thoughts. It ease the marketing efforts and lower down the uncertainty as the consumer have faith in which the brand will fulfil its words (Baek et al, 2010). However, there are some organizations which undervalued the negative outcomes if they are unable to provide the promises that they had made; the goods or services that warranted to have high quality but turns out to be lower than consumer expectations will diminish the credibility of the brand (Rizwan et al., 2014).

Moving on, when consumer undergoes the buying decision, the view of behavioural control are believed to follow accordingly based on the existing available beliefs and these accessible beliefs regarding opportunities and barriers will increase or decrease their intention to purchase or not purchase (Ajzen, 2015).

In view of the best cosmetic brands across the world such as Clinique, Lancome Paris, NARS Cosmetics, L'oreal Paris and others, their consumers need not to worry on the quality and need not to feel uncertainty with the product they bought under these brands as they have high credibility in the industry. Consumer believes that the brand is an authentic brand and it is definitely worth the purchase (Global Brands, 2015). When the consumer is newly exposed to the brand, with zero experience and relatively less information they have on it, brand credibility can work as the perceived power to overcome the ambiguity towards the brand. The trustworthiness of a credible brand will increase the chances for purchasing as the consumer will presume that it is able to assure the quality which they can rely (Baek et al, 2010).

### **2.1.3 Brand Congruence Theory**

#### **2.1.3.1 Brand Congruence (IV)**

There are various studies which focus on how specific celebrity characteristics able to affect consumers' evaluations and recall of advertisements as well as the featured products and brands (McGuire, 1985; Misra & Beatty, 1990; Ohanian, 1991; Lynch and Schuler, 1994). An effective endorser can give a positive impact on consumers' attitude to low-involved products (Kamins, 1989; Petty, Cacioppo & Schuman, 1983), and even enhancing consumers' purchase intention and preference towards brand (Bower and Landreth, 2001; Kamins, 1989; McCracken, 1989). Celebrities have become one of the main component for advertising in products category like cosmetic and perfume (Fleck, Korchia, & Le Roy, 2012). (Atkin and Block, 1983) and (Petty, Cacioppo & Schuman, 1983) implied that celebrity endorsers can help to give impact such as building positive attitudes towards advertising and greater purchase intention than a

non-celebrity endorsers. (Misra & Beatty, 1990) match up hypothesis/ spokesperson-brand congruence or celebrities-brand congruence implied that the high relevant characteristics of the spokesperson and the high relevant of the brand are consistent. Besides, (Cooper, 1984; Forkan, 1980; Marshall, 1987) implied that match-up between the personality of the spokesperson and the theme of campaign or brand attributes are important as it helps in boosting advertising effectiveness. (Erdogan, 1999) implied that companies spent a huge amount to ensure that their brand and the companies itself will be aligned with endorsers.

According to Tauber (1988), congruence existed when the buyer acknowledges the new item as being sensible and anticipated from the brand, that is the point at which the brand passes on a looked for advantage in its new class of augmentation items. In addition to celebrity-brand congruency, celebrity-consumer (Boon & Lomore, 2001; Choi & Rifon, 2012) and brand-consumer (Aaker, 1997; Fournier, 1998) congruencies could impact on brand attitudes and relationships. (Shekhar & Sharon, 1990) mentioned celebrities-brand congruence infers that the exceedingly applicable qualities of the spokesperson are reliable with the profoundly important characteristics of the brand. (Assael, 1984) mentioned that celebrity advertising is viable due to their ability in engaging with the consumer symbolic association to aspirational reference group. (Erdogan, 1999) defined as an effective celebrity endorser need to include three elements including attractiveness, credibility and congruence. Thus, congruence between the celebrity and the brand endorsed may help in creating positive impact on the brand's image and stronger the link (Fleck, Korchia, & Le Roy, 2012).

Celebrities attractiveness may allude to physical ascribes or to different attributes such as knowledge or lifestyle (Erdogan, 1999), which able to influence purchase intention, brand recall and brand attitudes (Friedman & Friedman, 1979; Till & Busler, 2000). Various studies have implied the connection between the celebrity attractiveness and attitudes change towards issues, products and evaluations (Caballero and Pride, 1984; Chaiken 1979; Kahle and Homer,



1985). Besides, celebrities' credibility seems to be vital to have the endorsements influence the consumers and not forget to mention the integration with elements like attractiveness, dynamism and objectivity (Goldsmith, Lafferty, & Newell, 2000; Ohanian, 1991). According to this source credibility model, the perceived level of knowledge and trustworthiness of an endorsement will affect the effectiveness of the message (Ohanian, 1991; Spry, Pappu, & Cornwell, 2011). (Erdogan, 1999) expertise or the level of knowledge are referring to the degree which an endorsers will be seen as a valid source of information.

Additionally, the brand endorser usually have amicability with the brand in order to have a more integrative approach which also defined as match-up, coherence or similarity products (Kamins & Gupta, 1994). To get rid of perceived risk, managers usually will guarantee that the image of the endorser is consistent with the brand (Erdogan, 1999). However, if congruence did not exist between a brand and celebrity, it may lower the products/ services and the advertisement (Kamins, 1990).

(Fleck, Korchia, & Le Roy, 2012) pointed out that there are several of cosmetic products launched all the time. They also cited that it is difficult to have a brand recognition due to the intrinsic quality of cosmetic products. However, celebrities are able to help in increasing the impressions. Moreover, (Devilliers, 2004) mentioned that the artistic director of Chanel, Jacques Helleu implied that in order to make consumers have a big impact on their memories and influence their purchase decision, it is vital to have celebrity endorsements to increase the impressions. At the same time, (Erdogan, Baker, & Tagg, 2001) implied that celebrities endorsement helps to increase brand exposure as the press will be more likely to report it.

As a conclusion, examine on the match up hypothesis proposes that consistency between a spokesperson and the brand is essential for validity and ideal states of mind (Kamins & Gupta, 1994). McCracken (1989) Celebrities endorsements contribute in the process of meaning

transfer. Based on (Rockney and Greene, 1979), brands might have a positive transfer of affect from the spokesperson as well as building a better recall of the brand information through match up. Furthermore, (Batra & Homer, 2004; Erdogan & Baker, 2000; Kahle & Homer, 1985; Kamins, 1989, 1990; Lynch & Schuler, 1994; Misra & Beatty, 1990; Till & Busler, 2000) The advertising will have a greater chances to receive positive response or even purchasing intention if they able to have a more suitable, relevant and congruent celebrity-brand congruence.

### **2.1.3.2 Brand Image**

In our modern society, brand loyalty becomes a much more demanding aspect as it requires little effort to ensure their loyal. Brand loyalty, as discussed above, is also a variable in which consumer behaviour relies on. Brand image will grant brand loyalty, and brand loyalty will in turn create a big marketing base for the company, and consumers will seek nothing but that brand as their first choice (Koksal & Demir, 2012).

Brand image can also affect consumer behaviour by achieving congruity to consumers' self-image. Many researches mentioned that consumers often choose brands whose image is proven congruent to their own images. By seeing that a certain brand image is reflective of their self-image, consumers are believed to have loyalty towards that brand. Fournier (1998) argued that consumers tend to choose brands whose image is similar to their own is because the consumers' perception of the brand is treated not only as a brand, but also as a partner or friend. Graeff (1996) mentioned in his research that those consumer audiences that have preferred positive attitudes and purchasing intentions would often have a higher congruency between their image and the brand's image. Similarly, this would be applied vice-versa as well, whereas if the consumer's attitude is not favourable towards the brand, then their self-image and the brand's image will be incongruent (Ataman & Ulengin, 2003).

On the other hand, with celebrities taking up different brands as a part of their endorsement, it furthers the cause of their brand image. McCracken (1989) discovered that celebrities endorse brands in a way that give these brands certain meanings. The common thought for marketers is that there is a significantly huge impact for advertisements with brands endorsed by celebrities as compared to non-endorsed advertisements.

Having famous celebrities to endorse a certain brand and placing them in promotions dates back to the nineteenth century where these promotional practices have seen as highly intellectual and considerably realistic. These celebrities back then are often seen as high achievers, charismatic representatives that should exercise their fame and status on consumers through said traits (Ahmed, Parmar, & Ahmed, 2012). Furthermore, celebrities are seen as individuals with high achievement and attractive traits (Kamins et al, 1989).

Kamins and Gupta (1990) did a research regarding the importance of physical attractiveness as a congruence factor when it comes to physical-based product, such as cosmetic products. Dom, Ramli, Audrey, & Tan (2016) discussed that a good linkage between celebrity endorsement and the products would lead to better results for the endorsed brand, such as recall rate of the brand and the purchasing intentions from the respondents. Furthermore, it has been proven that celebrities that possess a more attractive outlook as an endorser in advertising would often lead to more favourable attitude regarding the advertisement and purchasing intentions (Baker & Churchill, 1977). The main factor as to why celebrity endorsement would often leads to a positive impact towards consumer is mainly because of the popularity and the recognition of the celebrity to the consumer audience (Adam & Hussain, 2017). They further explained that such celebrity endorsement is used especially in cosmetics in order to gain appeal towards women. Due to the nature of cosmetic products, celebrity endorsement would naturally bring about a positive behaviour towards the brand and advertisement itself (Adam & Hussain, 2017).

Based on this congruence theory, it can explain why brand owners would spend a hefty sum of cash every year just to strengthen or create brand images. These brand images are made and supported in ways that they hope it will be symmetrical with the consumer's self-image. In simpler terms, high congruity between brand image and self-image would lead to positive attitude towards the brand (Boon, 2004).

## 2.2 CONSUMER BEHAVIOUR

Consumers show their attitude towards the product experiences, ideas and services in consumer behaviour. The economy of the nation is influenced by consumer behaviour. (Blackwell, Miniard, & Engel, 2006).

Consumer Behaviour is a comprehensive learning of knowing the things people are purchasing, how often they purchase, when will consumers want to buy the product and the most importantly the reason of customers purchase (Kotler, 1994). According to Srivastav (2017), consumer behaviour is the study of individuals, groups, or organizations and the procedures used to choose, secure, and discard of products, services, experiences, or ideas to meet the consumer and society's need and impacts (Srivastav, 2017). Consumer behaviour may refer to access in planning, purchasing and using brands. Consumer behaviour is influenced by a variety of factors that interact in complex ways. With a better understanding of customer's perceptions; companies can verify the actions required to satisfy the customer's need (Shende, 2014).

According to Solomon (2011), in a commercial word, consumer behaviour is about human responses. He declared that individual consume things and also consume and purchase these products by following their requirement, preferences and purchasing power and these can be consumable goods, durable goods, specialty goods or, industrial goods. The consumers are also being defined as the decision-making process and physical activity involved in acquisition, evaluation, use and disposal of products and services (Solomon, 2011). Behaviour study is based on consumer purchasing behaviour, with customer plays the user, payer and buyer's three distinctive roles (Srivastav, 2017). Blackwell, Miniard & Engel (2001) characterize consumer behaviour as a combination of purchase and use of products or services. Hence, seven stages for consumer decision-making are "need acknowledgement, information search,

pre-purchase, evaluation, purchase, consumption, post-consumption assessment and divestment (Blackwell et al., 2006).

***H1<sub>0</sub>*: There is no significant difference in consumer behaviour among Generation Y and Z.**

***H1<sub>a</sub>*: There is significant difference in consumer behaviour among Generation Y and Z.**

### **2.3 Brand Loyalty**

Copeland is the first who inferred the concept of brand loyalty and follows by other researchers (1923). Brand Loyalty is the repeated purchase of the same brand instead of other competitor brands by consumers. Brand loyalty is strengthened as learning and increased positive experiences with a certain brand and reduce the chance of searching information about substitute brands (Newman & Staelin, 1972). Brand loyalty refers as “the customers will generally repeat buying the same brand’s product or services over time instead of buying from different suppliers within the same category” or “the degree to which a customer constantly purchases the same brand with a product class” (Azuizkulov, 2013). It perfectly estimated the well-being of an organization and known as the “Marketers’ Holy Grail” (Bennett & Rundle-Thiele, 2005 & Kapferer, 2005). Brand loyalty can be differentiated into behavioural loyalty and attitudinal loyalty. Behaviour loyalty means the repurchase behaviour while attitude loyalty is about the psychological commitment to the brand (Oliver, 1999). The repeated purchase from the same brand with attachment is both behaviourally and attitudinally loyalty (Hofmeyr & Rice, 2000). A spurious brand loyalty can be found when the consumer is due to attitude or behaviour factors only (Baldinger & Robinson, 1996).

As the competition among marketers is getting fierce, brand loyalty also acts as one of the vital competitive advantages which they have to build it up. Researchers had found that, in order to maintain a loyal customer, it needs to spend at least five times more expensive than attracting

a new customer (Barsky, 1994). Some researchers demonstrate the significance of brand loyalty to marketing theory (Oliver, 1999 & Rundle-Thiele & Mackay, 2001). It has also been described as the core asset of any business and as future growth stems from the loyalty customers have in a company's brands (Gralpois, 1998).

Brand Loyalty also can be measured by using effective loyalty and action loyalty, two different dimensions. Affective loyalty is when customer have a specific brand preference from her previous experience. However, this does not mean the customer will purchase the brand instead they will just have the purchase intention (Oliver, 1999). For action loyalty, the customer will take the purchase action repetitively with the specific brand preference (Oliver, 1999). A true brand loyalty is a long-term loyalty that the customer will keep on buying the same brand even though there is a better choice (Jones & Sasser, 1995). However, short-term loyalty will not stay that strong.

Furthermore, brand loyalty can be distinguished into five level, extending from a committed purchaser to a switcher or an indifferent purchaser at the other extreme, with the other three states in between. The indifferent buyer attached no significance to the brand at the lowest level. The purchase is made on a basis other than a brand, such as availability or price. The buyers on the second category are those who have once satisfied with the brand. These buyers may switch brand because of the stimulations of the competitors, if not, they have no reason to switch. These type of buyers called 'habitual buyers'. The next category's buyers are satisfied with the brand, even though time, money and risk are their switching cost. These buyers will only switch brand if the competitors can offer them switching cost, and known as 'switching-cost loyal'. The buyers from these three categories are behavioural loyalty. The fourth category of loyalty means that the buyers prefer the brand. They will have a kind of emotional attachment to the brand and this may prolong the relationship between the brand and buyers. Consumers in this category will view the brand as their friends. The customers tend to be

committed to the brand at the highest level of loyalty. The commitment is ‘an enduring to continue the relationship and work to maintain it’. Consumers commit themselves to a brand when the brand had achieved their personal significance (Consumer Behaviour.....Overview, n.d.).

### **2.3.1 Brand Loyalty and Consumer Behaviour**

Customer brand loyalty is the prime importance for business organizations (Mwai, Muchemi & Ndungu, 2015). Some researches and practitioners have suggested that it is important to understand the construct of brand loyalty is of importance in understanding consumer behaviour (Howard & Sheth, 1969; Sheth, Jagdish, Park & Whan, 1974). Consumer behaviour can be predicted based on the level of customer loyalty because the higher level of loyalty means they are more willing to purchase the brand without considering the price. Brand loyal consumers are more willing to pay higher prices and less sensitive toward prices (Kumar, Luthra & Datta, 2006). The market share will become higher when there is an increasing number of loyal customers. Customer’s regularly purchasing the same brand behaviour have provided a constant profit for the brand. It appears when it is brand loyalty. Moving on, brand loyalty is about the repeated purchase from the same brand and this helps to understand more about the consumer behaviour of the individual towards the particular brand. When loyal consumer does not repurchase said particular brand again, the loyalty towards the particular brand will change and thus the consumer behaviour of the individual will also change.

Consumers might become more loyal to a specific brand due to their commitment but with the inevitable aging, there are higher chances that the customer might switch to another brand (Day, 1969). However, there is another research proposed that the loyalty of the consumer will increase with their growing age (Sarwar, Aftab & Iqbal, 2016). Consumers will change their purchase behaviour according to their loyalty which will be indirectly affected by age. There



is an analysis showed that brand loyalty has a positive influence on consumer behaviour and customers are more likely to purchase products that they are familiar with through a strong image and exceed their expectations (Mashavha, 2016).

Besides that, according to Doney and Canon (1997), consumers will emphasize the loyalty and trust when they are unable to make a rational or reasonable choice based on the limited display information. Loyal consumers have the power to influence the purchase behaviour of people whoever close with them. Family members are the easiest to influence since they have strong trust between them and they are used to the brand that they had always bought and used by their parents and also at home.

According to Azuizkulov (2013), there are a number of researchers that had conducted valuable studies about brand loyalty and consumer behaviour such as Howard, Jacoboy, Sheth, Miller, and others. All these studies have provided evidence on brand loyalty and cosmetic product sector. Most of the consumer behaviour studies are focused on the purchasing behaviour so as this research. Brand loyalty can be considered widely as one of the ways for consumers to express their satisfaction about the performance of the product or services they received (Bloemer & Kasper, 1995). Hence, it is not surprising that one of the global contrast to predict consumer behaviour has been overall satisfaction for the past decades (Azuizkulov, 2013). If the consumer is not loyal to a specific brand, it is easier for them to switch brand or replacement purchases will happen. The contribution to consumer behaviour may be primarily due to their increasing understanding about the marketplace such as which brand will able to satisfy their need (Azuizkulov, 2013). When they understand which brand is able to satisfy their need, there is a high chance for them to develop brand loyalty and thus their purchasing behaviour will be predictable.

**$H2_0$  : There is no significant difference in brand loyalty among Generation Y and Z.**

**$H2_a$  : There is significant difference in brand loyalty among Generation Y and Z.**

## **2.4 Brand Awareness**

Brand Awareness can be defined as a consumer's ability to recognize and recall a brand (Keller, 2001). Brand Awareness does not simply mean an individual know the brand name, in fact, it is more than that. Brand Awareness involves a connection with the brand; connection of brand name, logo, symbol and other aspects which represents the brand with particular connotation in memory (Keller, 2001).

Another term that can be used to describe brand awareness is brand knowledge. High level of brand awareness means people have more knowledge of the brand. Consumers understand that certain needs of theirs are being satisfied by said brands, through the product and services (Keller, 2001). For example, "Starbucks Coffee" is often the first brand people have in mind when being questioned for the best place to enjoy coffee while studying in Kampar.

Brands that have a high level of brand awareness always appear first in consumer mind set whenever they think of purchasing product/service to satisfy their needs. Therefore, a brand name is a critical component of brand awareness (Chi, Yeh, & Yang, 2009). The brand name refers to a symbol that enables the consumer to identify the brands and significant information about the product/service (Janiszewski & Osselaer, 2000). For instance, "Maggi" is a well-known instant noodle brand in Malaysia. Most of the Malaysians use the term Maggi instead of instant noodle in Malaysia. Therefore, it shows that consumer uses the brand name to distinguish the product, the more famous the brand name, the higher the brand awareness.

The level of Brand awareness can be measured by the various means on how individual recall a brand, this include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker, 1996).

Firstly, brand recognition it is the ability of an individual to recognize a brand. An individual has familiarity towards the brand by past exposure (Subhani & Osman, 2009). They are able to recognize the brand when given an aided brand cue. For example, when shown a brand name of Yves Saint Laurent (YSL) to an individual, he/she can state correctly that is the name of a cosmetic brand.

Secondly, brand recall which can be defined as an individual's ability to recall or retrieve the brand names unaided from their mind given a product category (Subhani & Osman, 2009). Usually, when an individual has a need to satisfy, they will start recalling the different brands of the product in their mind. For example: when an individual is given a product category-cosmetics, he/she will be able to answer different brands such as L'Oréal, Nivea, Estée Lauder and Christian Dior.

Thirdly, top-of-mind brand. It can explain as the first brand name appears in an individual mind set given a product category (Subhani & Osman, 2009). For instance, when an individual is asked for their favourite cosmetic brand, the first brand come to him or her mind will be the Top-of-Mind brand.

Last one, Dominant Brand. This is the highest level of brand awareness and the ideal level of awareness for all brands. When given a brand recall question, most of the individual can only answer a single brand name as they can't recall another brand for a specific product category (Subhani & Osman, 2009). For example, if most of the people only can answer Google when they were asked to name one brand of the search engine, and they can't think of another answer except Google, then Google is Dominant Brand.

### 2.4.1 Brand Awareness and Consumer Behaviour

Brand awareness owns a significant role in consumer buying behaviour due to the practice of consumers choosing a familiar or famous product (Keller, 1993). High level of brand awareness means high familiarity and it enhances the likelihood of the brand occurring in consumer consideration set (Baker, Hutchinson, Moore, & Nedungadi, 1986). For example, people might think of Nike and Adidas when they want to buy sport shoes, but there will be a low possibility of the less well-known shoe brands to appear in their consideration set.

Without brand recall in the consumer mind set, there won't be any purchase intention towards the brand, therefore no transaction will occur (Baker, Hutchinson, Moore, & Nedungadi, 1986). Besides that, a consumer will prefer a product with high level of brand awareness as they perceive it as better quality (Chi, Yeh, & Yang, 2009). Level of brand awareness influence consumer's purchase intention for a product (Shahid, Hussain, & Zafar, 2017). If a consumer knows a brand well, they will prefer to buy from the familiar brand rather than unknown brand.

In another example, how brand awareness can affect consumer behaviour will be explained below. Firstly, consumer recognizes their needs which is to be satisfied (Stankevich, 2017). Following that, they will begin to look for related information to find the product that can satisfy their needs (Stankevich, 2017). After that, they will evaluate the alternatives (Stankevich, 2017). Brand awareness plays an important role in the second and third stage. High level of brand awareness increases the possibility of being found in consumer's mind set, and it leads to a higher preference in the evaluation of alternatives. Ultimately, it influences consumer buying behaviour on which brand should they choose to satisfy their needs.

In conclusion, the company should advertise more, keep consumer aware of the brand and portrait a positive brand image in their mind set to trigger their purchase intention towards the

brand. The influence of brand awareness can be explained through the consumer buying decision (Ashraf, Naeem, & Shahzadi, 2017).

***H3<sub>0</sub>*: There is no significant difference in brand awareness among Generation Y and Z.**

***H3<sub>a</sub>*: There is significant difference in brand awareness among Generation Y and Z.**

## **2.5 Brand Credibility**

The word credibility refers to the quality of something being trustworthy and believe in (Oxford Living Dictionaries, n.d). To define the term brand credibility, it indicates the believability of the data or information that was claimed by a product of a certain brand (Hennig-Thurau, Gwinner, & Gremler, 2002; Harris & Goode, 2004). Purchasers need to see that the brand itself have the capability (i.e., expertise) and willingness (i.e., trustworthiness) to deliver time and time again for what has been guaranteed on (Erdem & Swait, 2004).

The two main elements of brand credibility: expertise and trustworthiness. Expertise referring to the capability of the company to meet what they have guaranteed; while trustworthiness indicates the willingness of the company to continuously deliver what they had mentioned (Baek, Kim & Jay, 2010). Both of these components are formed based on the sum of a firm past behaviour (Rizwan et al., 2014), it is a cumulative influence that brought up by the prior marketing strategies and actions conducted by a brand (Erdem, Swait & Valenzuela, 2006). However, brand equity will get deteriorate if the brand unable to accomplish what has been promised (Erdem & Swait, 2004).

On the other hand, credibility has been perceived as one of the imperative components for deciding how successful the branding is. Credibility is attached to the “source credibility” most of the time. While at the point that the source credibility relates to brands, or when brands are

alluding or representing the source itself, the credibility concept symbolizes the brand credibility (Wang & Yang, 2010). With a high believability exist in the brand itself, it would contribute to form a strong and continuous relationship between the marketers and consumers (Othman, Kamarohim & Nizam, 2017). Thus, having a strong brand credibility contribute the unbeatable advantages to both the purchasers and companies (Baek et al., 2010).

Meanwhile, the idea of brand credibility has developed from the brand signalling literature (Spry, Pappu & Cornwell, 2011). Indeed, when the marketplace is imperfect and asymmetric information exists (one party in the deal holds greater information or knowledge regarding the issue at hand than the other party), brands can work as signals for delivering the information. It can contribute to lower down the ambiguity and doubt towards the goods or service quality of the consumers (Wang & Yang, 2010).

### **2.5.1 Brand Credibility and Consumer Behaviour**

Consumer behaviour shows the behaviour of an individual or a group of people while they are undergoing the buying decision. There are numerous factors that influence their behaviour, such as being affected by the environment (i.e., family, friends, culture, and media) and the lack of ability to interpret the information or asymmetric information of marketplace exists (Perner, n.d). Thus, marketers should find out the elements that will have an impact on the consumer behaviour in order to motivate them to make the purchase. By knowing accurately what formed up the consumer behaviour, it helps to boost the sales of the company as well as expanding the market share.

Moving on, brand credibility is believed to have a direct effect on the outcome while customers are going through decision-making process (Wang et al., 2010). From the purchasers' aspect, most of them will preferably the credible brand that they feel reliable in order to ensure the quality standardization (Baek et al., 2010). They are more likely to believe the branded products

will secure them from getting the bad quality product in comparing with unbranded products. Another key element of urging them to have such mind-set is because they may spend less time on shopping and information gathering process (Paul, Shawn & Jun, 2014).

For instance, Clinique as one of the well-known credible brand globally had provided a strong technical expertise continuously for 50 years (Premium Beauty News, 2013). The scientific-oriented claims that they had guaranteed increases the degree of believability among the inexperienced customers (Phelps & Phillips, 2013). With such strong brand credibility Clinique had built up on a long-term basis, consumer has faith in it even if they have never attempted it, they still perceive it as a legitimate and genuine brand.

On the other hand, for a firm which accumulates a strong brand credibility along the years by congruency on its marketing mix and brand investment; most of its marketing attempt enjoy a higher cost-effectiveness. Moreover, it had increased the probability of the disseminate message to be accepted. Therefore, high brand credibility contributes to expand the market share, differentiate the brand in comparing with others; as well as heightened the profit gained by the company (Baek et al., 2010). According to Chaudhuri & Holbrook (2001), high brand credibility will influence the brand's market share as well as the target customer group. The high acceptance of information that is provided by the firm growth also increase the chances to be included in the consumer consideration set. Hence, the consumer tends to come back for the same brand next time as comparing with others (Jin, Lee & Huffman, 2012). Whereas for the brand with low credibility will induce lower consumer-expected utility and also the possibility of selecting the brand (Erdem & Swait, 2004).

According to Brewer (2018), it is essential for a cosmetic product to have high quality as it is what differentiates one from another. Brand credibility has effects on brand choice and also the brand consideration (Erdem & Swait, 2004). A number of newer brands that had been

introduced to the market was unable to survive under the intensive competition even with a good quality product. This is due to the uncertainty of the consumer towards the brand itself. While they see product aspect claimed is ambiguous, and it takes time for them to gather and process the information as well as the high perceived risk; it affects the consumer behaviour (Erdem & Swait, 2004). In a way, it is crucial to have a good quality in the product itself, however, creating the credibility is also decisive (Hennig-Thurau et al., 2002). The quality mentioned is not necessarily the actual quality of the goods' itself, it can be the purchaser's perception towards the degree of fabulousness of the specific brand (Rizwan et al., 2014). It will be meaningless if the consumer is unable to feel the expertise and trustworthiness in the brand. Hence, a brand must avoid the vagueness of the goods' information to prevent the feeling of uncertainty. It is good to maintain a high consistency, clarity as well as the brand investments in a stable and continuous basis (Erdem, Swait & Louviere, 2002).

***H4<sub>0</sub>*: There is no significant difference in brand credibility among Generation Y and Z.**

***H4<sub>a</sub>*: There is significant difference in brand credibility among Generation Y and Z.**

## **2.6 Brand Congruence**

Park, Milberg and Lawson (1991) define congruence as being the process of categorization through which consumers judge whether the product fits with its category. Heckler and Childers (1992) referred congruence into two dimensions which includes relevancy and expectancy. (Lane, 2000; Tauber, 1988) mentioned that these dimensions have been defined into another term in the field of brand extensions. (Gwinner, 1997) defined “functional based” and “image based similarity” as the congruence between the events and the brands/companies that act as sponsor. Based on (Gwinner, 1997; McDonald, 1991), “when the sponsor brand is actually used by the participants during the event...” will be defined as functional based



similarity (p.152). Image- brand congruence theory claimed that image congruity plays a significant role in purchase decision through establishing the connection between the consumer and the brand (KOKSEL, 2012). On the other hand, there is celebrities- brand congruence. It has been not well defined in the field of celebrities spokesperson until Misra and Beatty's work (1990).

### **2.6.1 Brand Congruence and Consumer Behaviour**

(Fleck, Korchia, & Le Roy, 2012) mentioned that congruence have a variety of terms including fit, link, match up effect, match up hypothesis and more. There are several brand congruence that a company can achieve. The reputation of a corporation is often cited as an important ingredient in a firm's success (Fombrun 1996; Goldberg and Hartwick 1990). Some corporation choose to have celebrities as their ambassador. The use of celebrities in marketing communications is not a recent phenomenon (Kaikati 1987) and it is a popular advertising strategy to promote a product (Shimp, 2000). Celebrities have been endorsing products since the late nineteenth century. Such an example from the early days of utilization involves Queen Victoria in association with Cadbury's Cocoa (Shennan 1985). Applying the source credibility model (Hovland, Jannis, & Kelley, 1953), many studies on endorser effectiveness suggest that a celebrity generally has a greater impact on attitude change and purchase intention than a non-celebrity spokesperson through an established credible image derived from wide recognition and popularity (Erdogan, 1999; Ohanian, 1991; Sternthal, Phillips, & Dholakia, 1978).

On the other hand, several studies suggest that celebrities will be most effective when there is some level of commonality between the celebrity and the product he or she is endorsing (Misra & Beatty, 1990). Kamins and Gupta (1994) also manipulated spokesperson-product congruence in terms of image. They found that increased congruence resulted in perceptions of higher believability and attractiveness of the spokesperson and a more favourable product

attitude. In addition, the frequent use of celebrities as spokespersons stems from a belief that pairing a product with a well-regarded celebrity improves consumers' perceptions of the brand (Kamins & Gupta, 1994). For an example, Lynch and Schuler (1994) manipulated muscularity of the spokesperson to be in or out of congruence with products that either helped to produce muscularity (e.g., exercise equipment) or products perceived to be masculine in nature (e.g., car batteries).

(Goldsmith, Laffery, & Newall, 2000) A high match-up hypothesis between the products and spokesperson can affect purchase intention. For an example, when a professional and highly attractive athlete is regarded as a celebrity endorses a sport-related product, it tends to raise the purchase intention of the consumers. As a conclusion, a good match-up between a celebrity and a product is more effective for generating positive consumer responses in advertising as compared to a bad fit between them (Kahle & Homer, 1985; Kamins, 1990; Kamins & Gupta, 1994).

***H5<sub>0</sub>*: There is no significant difference in brand congruence among Generation Y and Z.**

***H5<sub>a</sub>*: There is significant difference in brand congruence among Generation Y and Z.**

## **2.7 Brand Image**

As Kotler once said: "An image is the set of beliefs, ideas, and impression that a person holds regarding an object." This quote meant that consumers have their own opinion about a certain brand, which in turn would create different impact towards consumer behaviour. Brand Image is not designed purely for purchasing purposes, but it heavily links how consumer audiences decode different brand messages and realize it in their life which will eventually become part of how these consumers create self-concepts (Wijaya, 2013). For most of the companies, their

objective of having marketing-based activities is to affect consumers' behaviour regarding a brand. Using whatever strategies that they implement, they will need to create a strong and solid brand image in the consumer's perception, thus only further triggering the said consumer's purchasing intentions (Zhang, 2015). In other research, Wijaya (2013) mentioned that brand image is a very crucial aspect in building a brand because the associated reputation and credibility of the brand will become a beacon that will attract targeted consumers into trying out products or services which then will forge an experience to determine the consumer's loyalty.

There are three different inductive processes in which all contributes towards the making of a brand image, these three processes are: marketing communication, consumption experience and social influence (Riezebos, 2003). These three aspects are further elaborated below.

Marketing communication is best described as the first impression of a brand when this particular brand is advertised at different platforms. These influences are often hard to alter once it is established into the public's eye, as that impression often stick to the consumers once they received it (Rosengren, Standoft & Sundbrandt, 2010). Due to that, a lot of focus is put into how a brand should be formed in order to bring out the strongest impact on the consumer (Riezebos, 2003). Other than that, consumer should also focus on noise as other competition may rise up to disrupt a brand's image (Kotler & Armstrong, 2008).

Consumption experiences plays an important role in forming a brand image for consumer, with or without the impact of marketing communications. These two factors should not differ from each other as both need to go hand-in-hand in order to form a congruence effect onto the consumer (Riezebos, 2003). For example, should the information given out by marketing communication contradicts, however slightly, with the consumer's consumption experience,

then the image of this brand would not only be distorted, it will be worsened for the consumer due to the difference.

Thirdly, social influence is known to be a very powerful tool in image forming. Consumers speak on a regular basis with other consumers, which then creates a chain of discussion about certain brands. These discussions, where opinions and information are shared will send out different meanings and opinions about certain brands. When all of these opinions are heard, consumers will naturally be affected by it and would then create an alternative image of the brand. In simpler terms, social influence has the ability to change the view point of consumers towards certain product, service or brand (Rosengren, Standoft & Sundbrandt, 2010). Of the above three factors, they are also referred to as stimulus elements. Walters (1974) mentioned that both the personal and environmental elements plays very big role in the formation of brand image due to the fact that these elements have a much bigger impact on affecting one's perception. It also includes brand attitudes and behaviours when engaging with consumers as these factors are also known to influence the formation of brand image (Wijaya, 2012). Runyon (1980) backed the above-mentioned researches as this researcher stated that brand image is formed by the stimulus shown from a product.

Hogan (2005), in his research, wrote that brand image is an entity where all of the associate information regarding services, brands and products of the company are gathered or compiled. He detailed down that this brand image is observed through multiple stages. It begins by going through consumer audience, in which consumers will need to experience the particular brand, service or product before achieving physical or emotional satisfaction. Furthermore, he noted that the perception of brand image can also be achieved through a list communication that the brand owner launched, such as campaigns, logos, advertising, employee satisfactory, servicing satisfactory, and overall performance. But in order to get the optimum result, it should be emphasized that all of these factors must be congruence with each other in order to form the

best image for a brand. Brand image is also been seen as the sum of all perceptions which results from the consumer's experience with the particular brand (Vanauken, 2002).

### **2.7.1 Brand Image and Consumer Behaviour**

It is well known that brand image had been studied extensively in recent years, that is because brand image has an undoubtedly importance towards building great brand equity (Zhang, 2015). The term 'Consumer Behaviour' is best described as the behaviour that consumer has when they are in search of certain products or services which they assume can satisfy their desire or needs (Schiffman & Kanuk, 1991). Keller (1993) created an interesting concept named "Customer-based Brand Equity (CBBE)" to understand the different response from consumers that possess knowledge regarding the brand, but in different degrees. To put it simply, brand image is known to be one of the basis and source for brand equity. A positive brand image could be achieved when it is connected to distinct and strong brand association with consumers' memory of the brand through different marketing campaigns (Keller, 2003).

With the abundance of brands in the market, consumers often make purchase based on brand image rather than the product itself. Consumers who possess positive perception of a certain brand would naturally prefer that particular brand over other brand that may be a risk to them, hence placing brand image into such importance for consumers. Furthermore, due to positive brand image, it also creates brand loyalty for those consumers. Koo (2003) mentioned that a favorable image contributes greatly towards customer loyalty as it imprints a strong perception of said brand into their cognitive. Even in the digital context, brand image still provides a great impact towards consumer loyalty, which to this day remains significant (Silva & Alwi, 2006).

Brand image affects the perception of the consumers, and allows it to shape their attitude towards the brand. Much like the ripple effect, this attitude will then form a positive look towards the brand. With a strong enough desire, it will forge a more positive attitude which

then will lead to a more positive purchasing intention. Any experience thereafter will alter or strengthen the consumer's perception towards the brand.

Brand image also affects the tricomponent model of attitudes. The tricomponent are cognitive, affective and conative components. To begin with, they forge a widespread and well-known presence and knowledge regarding the advantages of the products and services by constantly altering the perception in form of beliefs during the cognitive level. Brand image will then strengthen the affective component by using the consumer's emotions or feelings (Schiffman & Kanuk, 1991). It would bring to a positive evaluation of the said brand. Ultimately, the positive evaluation will then lead to conative component level to act.

But it is important to take note that brand image will also trigger the consumer's risk and uncertainty towards the brand. Naturally, positive brand image will lower the perceived risk and uncertainty for the consumer. But uncertainty will also naturally rise when consumers are unfamiliar with the brand (Ghosh, Chakraborty, & Ghosh. 1995). In simple terms, uncertainty and perceived risk of a brand will undoubtedly have an effect towards consumer's behaviour.

***H6<sub>0</sub>*: There is no significant difference in brand image among Generation Y and Z.**

***H6<sub>a</sub>*: There is significant difference in brand image among Generation Y and Z.**

## **2.8 Generation Y**

Generation Y (Gen Y) also known as Millennial which was born from 1977 to 1994 and is in the age of 24 to 41 based on 2018. This generation was born when the electronic, technological and wireless society with global boundaries are becoming more transparent than before (Williams & Page, 2010). There are eight key-value used to describe Gen Y: choice, customization, scrutiny, integrity, collaboration, speed, entertainment and innovation (The

Next Generation, 2009). Most of the Gen Y are not concerned with the reason for something but the result of it (Himmel, 2008). Open-minded, optimistic, goal-oriented, and highly motivated are those adjective words usually use to describe Gen Y toward their success's perception (Williams & Page, 2010).

Gen Y is more focus on two-way communication or interaction with the marketers and expects the marketers will giving them systematic feedback for them as they value positive reinforcement at accelerated rates (Williams & Page, 2010). In order for marketers reach Gen Y effectively, a consolidation of online, offline, and word-of-mouth channels will be the best choice (Ban, 2009). Besides that, Gen Y sees that prices are more important that quality. They will compare the price between different brands, retailers or even from online. Gen Y is often influenced by their peers as they will look for the brand that will resonate with their peers.

## **2.9 Generation Z**

Generation Z (Gen Z) also known as Tweens or Baby Boomers that was born from 1995 until 2014 and are in the 4 to 23 age ranges as of 2018. Generation Z is being predicted by some researchers as the soon-to-be unhealthiest and overweight generation, they are the first generation that has direct contact with high technology and speedy internet since birth. Because of this, they have become accustomed to the high-tech and multiple information sources, with message bombarding from all sides. This has also caused the Gen Z values security more than any others generation. Three generally key characteristics among Gen Z individuals: instant gratification, success as a given, and liberal social values (Williams & Page, 2010). Gen Z individuals are the new conservatives stressing on family relationship, self-controlled, traditional beliefs and more responsible (Wellner, 2008). Just as Generation Y, they also value their peers and peer acceptance is important for them.

Besides, the increasing number of marketers had started to target this generation. From the research, it was mentioned that Generation Z has \$43 B in spending power while also influence an additional \$600 B of family spending. Their influence comes from new media, virtual friends and technology's power. Comparing with Gen Y, Gen Z pays attention and buy the better quality products instead of being sensitive to the pricing. Authenticity and 'realness' are the core values of Gen Z. The response within 24 hours from the marketers to Gen Z is essential as it will determine whether they will return for the same brand or not (Williams & Page, 2010).



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.0 Chapter Overview**

Chapter 3 has provided an overview of the chosen methodology that applied onto the research for measuring the effectiveness. The chapter also covered the way that the entire research methodology will be carried out. For the research method, this study applied quantitative research method and survey questionnaire as the research instruments. The structure of the research design was cross-sectional study with the use of Likert scale model as measurement scale. The sampling method that had been chosen was the probability sampling, proportionate stratified random sampling. Researchers had targeted the cosmetic product users who were from Generation Y and Z, the sampling size was discussed in detail in this chapter. This chapter also has covered the data analysis part and the pilot study for ensuring the reliability and validity of the research instrument.

#### **3.1 Type of Research**

Quantitative Research Method has been used for this undergraduate research. Quantitative research can be defined as using numerical data to explain a phenomenon, and the data were analyzed and interpreted by various ways of mathematically-based approaches, especially statistics (Yilmaz, 2013; Gay, Mills, & Airasian, 2012). Usually, a quantitative research study was concluded with the approval or disapproval of the verified hypothesis (Perumal, 2014). This study used quantitative research to test, explain or control a phenomenon. For instance, the phenomena researchers examine "the impact of branding toward cosmetics products", questionnaire has been used to collect data, followed by evaluation and analysis of the data.

Lastly, the statistic was used as an evidence to prove the confirmation or disconfirmation of the hypothesis.

Quantitative research has been used due to it able to transform the population's opinion to data which can be abbreviated to statistics. "Closed-ended" questionnaire with Likert-scale has been chosen as it was the easier way to analyze the results in numerical form, which showed more systematically. Other than that, statistical comparison between several sets were used, for example: this study is comparing generation Y and generation Z in Perak state, therefore, a used of quantitative research allowed researchers to differentiate them according to their age according to the questionnaire which had been filled in, generated the statistical result based on their age group and compared the differences of their opinions on the impact of branding towards their buying behaviour.

### **3.2 Research Design**

Research Design is a method used by scientists which involved the observation and description of the subject's behaviour without influencing them (Blakstad, 2008). According to Burns and Grove (2003), research design is a "blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings (p. 195)." While the other researchers defined research design as a plan that contained how, when and where the data were collected and used for analysis (Parahoo, 1997). Research design is also for researchers' overall to answer the research question or test out research hypothesis (Polit, Beck & Hungler, 2001).

This research aimed to compare the branding factors that influenced two different generation groups, Generation Y and Generation Z, about their consumer behaviour on purchasing the cosmetic product. Quantitative research method was used in this study to investigate the research question with the used of scientific method. Usually, the results of this research

method were logical, statistical and unbiased. In order to collect the data from the sample, stratified proportional sampling and proportional random sampling had been fully utilized and regression analysis also been chosen to analyze the data had been collected by using questionnaire.

### **3.2.1 Cross-Sectional Design**

There were few different types of research design and the best design that matched with this research was Cross-Sectional Design. Cross-sectional study is defined as observational research that analyzed data from variables collected over a sample population at a given time (Cherry, 2018). It was commonly used by social scientists to conduct their research. It is for the researchers to collect all the data and to describe the patterns of variables within a population extensively (Salkind, 2010). The cross-sectional is a study where it looked uniquely from the standard to another perspective. By the used of cross-sectional design, it was easier for the researcher to focus on the selected population and comprehend the situation (Shuttleworth, 2010). Cross-sectional data were used when the data collection involved more than one small group and also involved the systematic data collection.

Cross-sectional design was flexible and it enabled researcher to look at multiple variables together as a constant, with only one variable being the focus of the study. The data collected by the used of cross-sectional were from respondents who shared similarities among all variables except the one variable which needs to be studied. In this research, there were more than one variable or one small group to compare between two different generation groups, Generation Y and Z, to identify which variable had the most influential power to both of these generations. Five independent variables and one dependent variable form five small groups in order to give a picture for the researcher to understand.

### 3.3 Descriptive Research

Descriptive Research is often used by anthropologists, psychologists and scientists to observe the natural behaviour of the sample respondents and not affected them in any way to prevent the Hawthorne Effect (Shuttleworth, 2008). The aimed of descriptive research is to describe market characteristics. It was noted that the preliminary formulation of specific hypothesis had been pre-planned and well structured (Chapter 3: Research Methodology, n.d.). Market researchers also used this research to understand more about their consumers' behaviour. According to Burns and Grove (2003), it is "designed to provide a picture of a situation as it naturally happened (p. 201)." It can be used to justify the current practice and made judgement and also to develop theories.

The purpose of a descriptive research was to examine a phenomenon that occurred at a specific location and time that used to identify and classify the subject's elements or characteristics (Neville, 2007). According to Gay and Diehl (1992), description provided a clear answer about who, what, when, where, why, and way (6 Ws) of the research problem and data normally were collected from questionnaire survey. Description can be either concrete or abstract. A concrete description might described the changing age of a population or the gender mix of a workplace. (What is Research Design, n.d.).

Descriptive research was used to identify the variables which would affected the purchasing behaviour of Gen Y and Z on cosmetic product and explanation about the influenced variables between two different generation groups will be made. Concrete description has been chosen as it can provide a guideline of the situation about the different consumer behaviour on cosmetic products in the growing age, which naturally happened without deliberate changed. It also strengthened the theory used in this research which were Theory of Planned Behaviour and Celebrity-Brand Congruence Theory by tried to justify the current practice of consumer on

the purchasing behaviour through the variables. Through given situation, judgement were made in order to have a better understanding and had an explanation on their action taken.

### **3.4 Causal Research**

Causal Research, also been defined as explanatory research was used to discover the extent and nature of cause-effect relationship (Zikmund, Babin, Carr, & Griffin, 2012). Additionally, Causal Research also used to explain the relationship between variables. The independent variables included Brand Awareness, Brand Credibility, Brand Loyalty, Brand Image and Brand Congruence. The dependent variable was Consumer Behaviour. Researchers aimed to investigate the impact of the branding towards cosmetic products: A comparison study between Generation Y and Generation Z.

### **3.5 Data Collection Method**

Data collection method seemed vital for every type of research study. Both primary and secondary source were used as the method to gather data in this study. Primary data is gathered particularly to the issue as being refer by using qualitative, quantitative and mix methods (Curtis, 2008). The researchers were collected primary data through different methods included questionnaire, interviews, survey etc (Sindhu, 2012). However, (Glaser, 1963) implied that secondary data was the information that already existed. Secondary data is retrieved from the source included magazine, newspaper, journals, statistical report and more. Thus, data can be collected through several ways whereby it could use primary source or secondary source (Malik, 2012).

#### **3.5.1 Primary Data**

Literally, primary data should be gathered as no one had compiled and published the information to the public. Questionnaire was used in this study as the primary source to collect data. All the data that had collected and analyzed through SPSS in order to get an accurate

finding. Although primary data took a longer time to collect, the primary data was specifically relevant to the research topic. Besides, primary data had a high reliability and provided the researchers a realistic view about the topic.

### **3.5.2 Secondary Data**

Based on (Zikmund , 2003; Sekaran and Bougie , 2010; Reji, 2011), secondary data is the data that has been gathered previously which was collected from sources like company records, government publications, industry analyses, reports from research organizations furnishing continuing data, other fruitful external source. There are several secondary sources had been used to collect data. Firstly, it is crucial to gather information from the journal. This is because journals are highly credible, it provided a clarification and they have evidence for all their claims. Additionally, journals contributed towards comparing literature review from previous study. Secondly, company report had been used as the topic of this study is related to marketing. The researchers can clearly understand the current situation of the market through reading company report. Thirdly, statistical report had been fully utilized as they will need to investigate the population in Perak state. In addition, they need to understand the ratio of different generations to contribute to this study. Lastly, this study was associated with thesis and dissertation. This would avoid from cost-consumption and provides high availability. The researchers can get it through online anytime.

### **3.6 Sampling Frame**

The research was conducted in all 12 districts in the Perak State. The target population for the study will be the users of cosmetic products which falls under Generation Y (1977-1994) and also Generation Z (1995-2014). They were chosen as the respondents as they have experience in purchasing and using the cosmetic products. This has helped to study on the impact of branding on the consumer behaviour based on cosmetic products context in Perak state. The

total population in Perak is 2.5 million in the year 2018. (Department of Statistics Malaysia, 2018). Based on the Figure 3.6.3, the minimum number of respondents needed is 384 total, it means 192 respondents per generation, however we managed to obtain more participants for the research whereby we managed to get 500 respondents which is 245 respondents of Generation Y and 255 respondents of Generation Z. The higher number of respondents allowed us to generate a better result.

District	Population
Batang Padang	115,240
Hilir Perak	208,570
Kampar	98,978
Kerian	179,706
Kinta	767,794
Kuala Kangsar	159,505
Larut and Matang	296,674
Manjung	232,277
Mualim	64,254
Perak Tengah	101,128
Selama	38,399
Ulu Perak	91,218
TOTAL	2,252,743

Table 3.6.1 Perak Population in 2010

Age	Perak
0-4	173,200
5-9	175,400
10-14	193,500
15-19	235,100
20-24	254,000
25-29	233,700
30-34	184,100
35-39	143,600
40-44	132,800
50-54	139,300
55-59	133,700
60-64	116,400
70+	159,700

Table 3.6.2 Perak Age Population in 2018

Determine Sample Size
Confidence Level: 95%
Confidence Interval: 5%
Population: 2,252,743
Sample size needed: 384

Figure 3.6.3 Krecjie and Morgan Sample Size Calculator

### 3.6.1 Sampling Method

There were multiple reasons of why stratified sampling method has been fully utilized in this research. To begin, researchers has chosen stratified sampling which is included in the probability sampling. Probability sampling is one of the sampling methods where all of the subjects would be brought together through procedures which provides each of the individuals in the populace to remain for the equivalent opportunity to be selected. Hence, for stratified random sampling which likewise understands as proportional random sampling has been used by the researchers whom interest to study on a specific subgroup among the population (Explorable.com, 2009).

Meanwhile, in order to utilize the stratified sampling method, researchers should initiate with separating the population into groups which categorized under the common similarities that requisite. The characteristics that people among the population shared can be further break into different groups which is known as strata (can be 2 or more than that), based on the similarities they have (Kaye & Freedman, 2011). For this study, respondents should be cosmetic product users that is from Generation Y and Z that lives in Perak State. After partitioning, researchers may proceed to collect the simple random sample (stratum) from each strata (Kaye & Freedman, 2011). Through this method, it helps this research to avoid the likelihood of being bias on choosing the respondents as the method highlight to select randomly. Thus, the respondents will have the same chances to be selected (Dudovskiy, 2015).

Moreover, through having proportionate stratified random sampling, it regulates the sample size in an equitable aspect to the whole population. Based on the researches that had been conducted, it is believed that the proportionate stratified sampling will create the primary data with higher accuracy rather than the disproportionate sampling. Thus, using the stratified sampling benefits in classifying on the relevant stratum and assure on the actual representation



in the populace (Dudovskiy, 2015). When dealing with the heterogeneous population, it performs well to partition it equally into homogeneous groups (Kaye & Freedman, 2011).

### **3.7 Research Instrument**

There are many known methods to collect data for any researches; survey, questionnaires, interviews and systematic observation are some of them. For many, survey is known to be one of the most effective way to collect data if there are to be a heavy sum of respondents that can be both dispersed or grouped at a variable of locations. Questionnaires are also among one of the more efficient ways to harvest data, especially if the research requires attitudes, behaviour, or opinions. However, it is important to take note that one of the drawbacks of using questionnaires is that the time taken for respondents to respond strongly varies, which may cause the rate of response to suffer (Vilkkä, 2007).

If the research requires a large sample, it would be better to provide a list of structures questions with given responses for the respondents. Heikkilä (2004) mentioned that this method would be a good way to collect data since the answers are much easier to analyse. Providing prepared response options for respondents may increase the speed of response, which will lead to an increase in the rate of collecting data. However, one of the given drawbacks is that respondents may give answers recklessly, which will hinder the accuracy of results collected. During the preparation phase, researchers will need to make sure that all the prepared response options are given, or alternatively provide a section for respondent to answer openly (Heikkilä, 2004).

### **3.8 Measurement Scale**

In order to measure the effect of branding of cosmetics product towards consumer buying behaviour, questionnaire had been used for the study to ensure validity and reliability. This study had used a close-ended questionnaire and is measured by a 5-point Likert scale in Section B to Section F. Closed-ended questions limit the respondent to respond within a set of options

have been offered. In the first part of the questionnaire, a number of demographic variables had been measured such as age, gender, income, etc.

From Section B onwards, all questions were measured by a 5-point Likert scale. Likert scale defined as a measurement tool to measure attitudes or opinions by using prescribed options format (Bowling, 1997; Burns & Grove, 1997). A Likert scale adopts that the strength or intensity of opinion or attitude is linear (Mourougan & Sethuraman, 2017). It is usually used to measure the level of agreement or disagreement which continuum from strongly disagree to strongly agree, or vice versa (Mourougan & Sethuraman, 2017). In this study, 5-point Likert scale had been utilized, which means it provides 5 prescribed options for respondents.

From Section B to Section G, was respondent's agreement or disagreement on the impact of branding elements towards the consumer behaviour. In Section B, it was the part where the respondents showed their agreement or disagreement on the impact of Brand Awareness towards Consumer Behaviour; followed by Section C, impact of Brand Image towards Consumer Behaviour; Section D, impact of Brand Loyalty towards Consumer Behaviour; Section E, impact of Brand Credibility towards Consumer Behaviour, Section F, impact of Brand Congruence towards Consumer Behaviour and lastly, Section G, how branding influence consumer behaviour.

The reason of 5-point Likert scale and closed-ended questions had been fully utilized was because the respondents can complete the questionnaire in a short time. It was relatively more economical which doesn't require high cost and most importantly, it was easy to analyse the answer.

### **3.9 Questionnaire Distribution and Collection Procedure**

In researches where the targeted audience is large, it is vital to choose a sample, as it is impossible to cover the whole targeted population in a research. Heikkila (2004) mentioned

that the sample provided should represent the entire population during the research. The requirements for respective representatives' sample are:

- Respondents used in samples were chosen at random.
- Every respondents used in samples must meet requirements which are set for the targeted population for the research.
- Each respondents of this research has a fair chance to be included in the samples used.

Sampling for this research were conducted in the 12 different districts of Perak state, which are listed below:

1. Kinta
2. Larut
3. Majung
4. Hilir Perak
5. Kerian
6. Batang Padang
7. Kuala Kangsar
8. Perak Tengah
9. Hulu Perak
10. Kampar
11. Muallim
12. Bagan Datuk

Respondents for this research were selected randomly by asking citizens of these districts from generation Z to generation Y. A brief explanation regarding the research and questionnaire was been informed before handing out survey and questionnaire samples to targeted respondents. Selected respondents were then left alone to conduct the survey.

### **3.10 Data Analysis**

The data was collected from the respondents through questionnaire and was analyzed through SPSS software. Due to SPSS being user-friendly and allow the researchers more flexibility in evaluating the research design (D'Amico, Neilands, & Zambarano, 2001), it had been proposed as the tool to analyze data. Additionally, SPSS enables to generate the data into graphs and charts, descriptive statistics, tabulate reports and complex statistical analysis which are useful for the researchers.

#### **3.10.1 Regression Analysis**

Regression Analysis is used to investigate the overall strength of the relationship in detail. According to Tabachnick and Fidell (2007), regression analysis did not identify the significant factors between the variables relationship. It only allow the researcher to examine the relationship between more than one independent variables and one dependent variable. Regression analysis had been used to examine the relationship of brand loyalty, brand awareness, brand credibility, brand congruence, and brand image (IVs) and consumer behaviour (DV).

#### **3.10.2 Independent Sample T-Test**

The independent sample t-test is one member of the t-test family (Statistics Solution, 2019). It compares the mean for the same dependent variable between two unrelated groups. It may also be used to understand whether the dependent variable for two unrelated groups is different from the independent variables (Independent T-test Using SPSS Statistics, n.d.). Independent sample t-test is suitable to use in this research because is to compare between two groups which are generation Y and Z. It used to examine the significant difference between independent variables toward dependent variable for the generation Y and Z.

### 3.11 Research Questionnaire

Listed down below is a list of question for our questionnaire in which researchers will conduct for this study.

Table 3.11.1 *Sources of Questionnaire for Pilot Study*

<b>Independent Variable (IV)</b>	<b>Source</b>	<b>Items</b>
Brand Awareness	Gunawardane (2015) Memon et al. (2016)	5
Brand Image	Petrauskaite (2014) Boon (2004)	5
Brand Congruence	Braunstein (2006) Carvalho (2012)	5
Brand Credibility	Baek, Kim & Jay (2010)	5
Brand Loyalty	Balakrishnan et al. (2012)	5
Consumer Behaviour	Balakrishnan et al. (2012)	5
<b>Total</b>		<b>30</b>

This study have taken multiple questions from different respected studies and modified it to be suitable for this study. The table below has listed down both original questions where the researchers have taken as a reference from different studies, and modified questions that had been used for this research.

Table 3.11.2 *Original Questions & Modified Questions for Pilot Study*

No.	IV	Original Question	Modified Question
1.	Brand Awareness	I do consider the value for money is the most important factor when I am going to purchase a mobile connection brand.	I am aware about the point of difference between brands when I am going to purchase cosmetics.
2.	Brand Awareness	I do have adequate knowledge of the brand than other mobile connection brands in the market.	I do have adequate knowledge of the cosmetic brand I want to purchase than other cosmetic brands in the market.
3.	Brand Awareness	The position of the choice set is extremely high towards the brand when I am going to make a purchase decision.	The position of the cosmetic brand I want to purchase is extremely higher in the choice set when I am going to make a purchase decision.
4.	Brand Awareness	I can recall competitive brands easily when I am going to purchase a connection.	I am aware of other cosmetic brands when I am going to purchase a particular cosmetic brand.

5.	Brand Awareness	I purchase those product has strong awareness is in my mind?	I purchase the cosmetic brand that has strong awareness in my mind.
6.	Brand Congruence	I believe that the endorser and the product match up well in terms of attractiveness.	I agree that brand congruence occur when the product match up well with the ambassador's attractiveness.
7.	Brand Congruence	After viewing this advertisement, I believe that this product is the one that I intend to purchase.	After viewing this advertisement, I can fairly make judgement that this is the product I tend to purchase.
8.	Brand Congruence	If you were in the market today for this product/brand and if you saw this advertisement with this endorser, how likely is it that you would consider purchasing the product in this advertisement?	If I saw my favorite endorser as the ambassador of a product or brand in advertisements, it will raise my interest in purchasing the products.
9.	Brand Congruence	The advertisement with the celebrities get my attention more than advertisement with non-celebrity endorser.	I pay more attention to celebrity-endorsed advertisement as compared to Non-celebrity advertisement.

10.	Brand Congruence	I believe products that are advertised by celebrities are good quality.	I agree that celebrities are able to influence my Perception towards a product or a brand.
11.	Brand Image	Would you be affected by the celebrity appearance in public with specific footwear brand?	Appearance of a celebrity in a publicly known cosmetic brand will affect me.
12.	Brand Image	Would you pay more for the well-known brand?	I am willing to pay more for a famous brand.
13.	Brand Image	I am satisfy with the price I pay for this branded watch.	I am content with price I pay for the branded cosmetics that is suitable for me.
14.	Brand Image	I would probably buy other products it this brand.	I would consider purchasing other cosmetic products from the same brand.
15.	Brand Image	Wearing Brand XX watch provides a sense of accomplishment.	Applying celebrity-endorsed cosmetic brand gives me a feeling of accomplishment.
16.	Brand Loyalty	The products that appear in movie changed my feeling toward it. Movie to others.	I will change my feelings toward the cosmetic product that is recommended by others.



17.	Brand Loyalty	I want to switch product/brand use in a movie after watching it due to social/group norms.	I will switch to the cosmetic product/ brand that the majority is using.
18.	Brand Loyalty	I will recommend the product using by me which appeared in movies.	I will recommend the cosmetic product that i am using to others.
19.	Brand Loyalty	I more likely to purchase brand that I think suitable for myself, irrespective of influence of other sources.	I will constantly purchase the cosmetic product that is suitable for myself.
20.	Brand Loyalty	I choose to stick to brand I like which less influenced by placements in movie.	I will stick to the cosmetic product I like which is less influenced by significant people.
21.	Brand Credibility	This brand delivers (or would deliver) what it promises.	The cosmetic brand I choose deliver or would deliver what it promises.
22.	Brand Credibility	Product claims from this brand are believable.	What the cosmetic brand I choose had claimed is believable.

23.	Brand Credibility	Over time, my experiences with this brand led me to expect it to keep its promises.	Over time, my experiences with the cosmetic brand I choose had led me to expect it to keep its promises.
24.	Brand Credibility	This brand is committed to delivering its claims.	The cosmetic brand I choose is committed to delivering its claims.
25.	Brand Credibility	This brand has the ability to deliver what it promises.	The brand I choose has the ability to deliver what it promises.
26.	Consumer Behaviour	I would purchase brands I have seen in movies.	I would purchase cosmetic products/brands that I have seen before.
27.	Consumer Behaviour	Brand placements in movies make me want to buy the products being shown.	I will not be influenced by others regarding the cosmetic brand I want to purchase.
28.	Consumer Behaviour	I started using brands after seeing them in movies.	I will start to use cosmetic brands after seeing them in advertisement
29.	Consumer Behaviour	I stop using the brand that appeared in movie after watching it.	I will stop using the cosmetic brand that fail to deliver their promises.

30.	Consumer Behaviour	I buy brands I see movies stars using or holding in movies.	I will purchase the cosmetic products/brands that celebrities endorsed.
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TABLE 3.11.3 *Alpha Coefficient Test of Research Instrument*

VARIABLE	CRONBACH'S ALPHA	SUMMARY OF ITEMS
Brand Loyalty	.882	5
Brand Image	.832	5
Brand Congruence	.829	5
Brand Awareness	.870	5
Brand Credibility	.803	5
Consumer Behaviour	.823	5

Based on the figures above, all items in the research instrument are reliable as they have obtained a score of .8 and above and may be used to collect data from the target respondents.

Source: Developed for this research

## CHAPTER IV

### RESEARH RESULT

#### 4.0 Introduction

In this chapter, the data that had been collected from 500 sets of questionnaires will be explained and analysed. These 500 sets of questionnaire data will be analysed and interpreted by using Statistical Package for the Social Science (SPSS) software to run regression analysis and Independent Sample Test. SPSS is used as an analysis tool in order to match with the topic of the study in this research. A summary of the analysis of data collected will be provided in this chapter.

#### 4.1 Demographic Analysis

##### 4.1.1 Age Group

Table 4.1.1 *Respondents Breakdown by Age Group*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Generation Z	255	51.0	51.0	51.0
	Generation Y	245	49.0	49.0	100.0
Total		500	100.0	100.0	

Based on the table, our total respondents are in the age group of Generation Y and Generation Z, in which there are a total of 100% with the total of 500 respondents, 51% or 255 respondents are Generation Z and 49% or 245 respondents are Generation Y.

### 4.1.2 Occupation

Table 4.1.2 *Respondents Breakdown by Occupation*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	251	50.2	50.2	50.2
Government Sector	36	7.2	7.2	57.4
Private Sector	130	26.0	26.0	83.4
Self-employed	51	10.2	10.2	93.6
Unemployed	32	6.4	6.4	100.0
Total	500	100.0	100.0	

As a result, it shows that the majority of the respondents are students, with a total of 50.2% or 251 respondents. Followed by Private Sector employment, with a total of 26% or 130 respondents. Meanwhile, the third highest percentage group is Self-employed with total of 10.2% or 51 respondents. Forth, respondents who work in Government Sector with total of 7.2% or 36 respondents. Lastly, the lowest percentage group of occupation is Unemployed, which is 6.4% or 32 respondents

### 4.1.3 District

Table 4.1.3 *Respondents Breakdown by District*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Batang Pahang	40	10.8	10.8	18.8
Kampar	54	8.6	8.6	27.4
Kinta	43	8.4	8.4	35.8
Larut and Matang	42	7.6	7.6	43.4
Mualim	38	8.2	8.2	51.6
Selama	41	7.2	7.2	58.8
Hilir Perak	36	8.0	8.0	66.8
Kerian	40	7.8	7.8	75.6

Manjung	39	7.6	7.6	82.2
Perak Tengah	50	10.0	10.0	92.2
Ulu Perak	39	7.8	7.8	100.0
Total	500	100.0	100.0	

According to the table above, there are total of 12 Districts in Perak State. Which consists of Batang Pahang, Kampar, Kinta, Larut and Matang, Mualim, Selama, Hilir Perak, Kerian, Kuala Kangsar, Manjung, Perak Tengah, and Ulu Perak. The number of respondents for all the district are in an average between 7% to 9% or 35 to 45 respondents respectively as the questionnaires distributed to each district's pharmacies, personal care stores and cosmetic product stores evenly. In the table provided, the district which consists of the highest number of respondents is Kampar, with total of 10.8% or 54 respondents. The district which consists of the lowest number of respondents is Hilir Perak, which with total of 7.2% or 36 respondents.

#### 4.1.4 Level of Education

Table 4.1.4 *Respondents Breakdown by Level of Education*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SPM	71	14.2	14.2	14.2
STPM/ Matriculation	28	5.6	5.6	19.8
Diploma	28	5.6	5.6	25.4
Foundation Studies	99	19.8	19.8	45.2
Bachelor's Degree Studies	253	50.6	50.6	95.8
Master's Degree	12	2.4	2.4	98.2
Doctoral Degree (PhD)	5	1.0	1.0	99.2
Others	4	.8	.8	100.0
Total	500	100.0	100.0	

According to the data that we have collected, it showed that 50.6% or 253 respondents of the questionnaires are in the Bachelor Degree level of education. The second highest percentage

group is Foundation Studies, which with the percentage of 19.8% or 99 respondents. Followed by SPM, with the percentage of 14.2% or 71 respondents. Respondents who have the level of education of STPM/Matriculation and Diploma are same in this survey, which is 28 respondent or 5.6%. Followed by Master Degree, total number of 12 respondent or 2.4%, respondents with a Doctoral Degree (PhD), total number of 5 respondent and 4 respondents who chose Others.

## 4.2 Hypothesis Testing

Table 4.2.1 *Group Statistics for Variables between Generation Y and Z*

	Age Group	N	Mean	Std. Deviation	Std. Error Mean
Brand	Generation Z	255	20.9216	3.94571	.24709
Awareness	Generation Y	245	20.1265	3.85446	.24625
Brand	Generation Z	255	20.7098	3.78898	.23728
Congruence	Generation Y	245	10.1061	3.93348	.25130
Brand Image	Generation Z	255	20.6627	3.83365	.24007
	Generation Y	245	10.1224	3.94549	.25207
Brand Loyalty	Generation Z	255	20.8353	3.87048	.24238
	Generation Y	245	19.7959	4.24737	.27135
Brand	Generation Z	255	20.6078	3.94289	.24691
Credibility	Generation Y	245	20.2000	3.81606	.24380
Consumer	Generation Z	255	20.9647	3.98159	.24934
Behaviour	Generation Y	245	19.5469	3.84895	.24590

Table 4.2.2 Independent Sample Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Brand									
Awareness	.012	.913	2.278	498	.023	.79504	.34901	.10932	1.48075
Brand									
Congruence	.706	.401	2.279	497.861	.023	.79504	.34885	.10965	1.48043
Brand									
Credibility	.521	.471	30.703	498	.000	10.60368	.34536	9.92514	11.28222
Brand									
Consumer Behavior	.521	.471	30.680	495.030	.000	10.60368	.34562	9.92462	11.28274
Brand									
Image	1.385	.240	30.297	498	.000	10.54030	.34790	9.85677	11.22383
Brand									
Loyalty	2.862	.004	30.280	495.653	.000	10.54030	.34810	9.85636	11.22423
Brand									
Credibility	2.857	.004	2.862	498	.004	1.03938	.36317	.32585	1.75290
Brand									
Consumer Behavior	.242	.623	2.857	489.401	.004	1.03938	.36384	.32449	1.75426
Brand									
Credibility	1.175	.241	1.175	498	.241	.40784	.34722	-.27435	1.09004
Brand									
Consumer Behavior	1.175	.240	1.175	497.973	.240	.40784	.34699	-.27391	1.08959
Brand									
Consumer Behavior	1.003	.317	4.046	498	.000	1.41777	.35043	.72926	2.10627
Brand									
Consumer Behavior	4.049	.000	4.049	497.981	.000	1.41777	.35019	.72973	2.10581



#### 4.2.1 Consumer Behaviour

$H_{10}$ : There is no significant difference in consumer behaviour among Generation Y and Z.

$H_{1a}$ : There is significant difference in consumer behaviour among Generation Y and Z.

Based on the table 4.2.2 above, in the column of Levene's Test for Equality of Variances, the consumer behaviour's value in the Sig. column is 0.317 which is more than 0.05. This shows that the variance in consumer behaviour of Generation Y has no significant difference to Generation Z. Thus, the row of the 'Equal Variances assumed' will be read for the t-test's result.

The mean differences between Generation Y and Generation Z is 1.41777. The mean differences is subtracting 20.9647 (the mean of Generation Z) with 19.5469 (the mean Generation Y). The mean difference also corresponds to the sign of the  $t$  value. The  $t$  value for consumer behaviour is 4.046. The positive  $t$  value indicates that the mean of consumer behaviour in Generation Z is significantly greater than the mean of consumer behaviour in Generation Y. Thus, the assumption about Generation Z can get a higher number of mean is because most of the respondents had answered 4 (agree) or 5 (strongly disagree) in the questionnaire with the question related to consumer behaviour than Generation Y.

The Sig (2-tailed)'s value for consumer behaviour is 0.000 ( $p < 0.000$ ), less than 0.05. The difference in consumer behaviour is highly significant between Generation Y and Z because the significance level in t-test is 0.05 ( $p=0.05$ ) while consumer behaviour has lower than the significance level, which is 0.000.

Based on the finding of t-test, we are hereby to accept the alternative hypothesis and reject the null hypothesis.

### 4.2.2 Brand Loyalty

$H_{20}$ : There is no significant difference in brand loyalty among Generation Y and Z.

$H_{2a}$ : There is significant difference in brand loyalty among Generation Y and Z.

Based on the table 4.2.2 above, in the column of Levene's Test for Equality of Variances, the value in the Sig. column is 0.240 which is more than 0.05. This show that the variance in brand loyalty of Generation Z is no significantly different than Generation Y. Thus, the row of the 'Equal Variances assumed' will be read for the t-test's result.

The mean differences between Generation Y and Generation Z is 1.03938. As table 4.2.1 show, the mean differences can be obtained from when the mean of Generation Z, 20.8353, (first group) is subtracted from the mean of generation Y, 19.7959, (second group). The mean difference also corresponds to the sign of the  $t$  value. The  $t$  value for brand loyalty is 2.862. The positive  $t$  value indicates that the mean of brand loyalty in Generation Z is significantly greater than the mean of brand loyalty in Generation Y. Thus, the assumption about Generation Z can get a higher number of mean is because most of the respondents had answered 4 (agree) or 5 (strongly disagree) in the questionnaire with the question related to brand loyalty.

The Sig (2-tailed)'s value for brand loyalty is 0.004 ( $p < 0.004$ ), less than 0.05. Brand loyalty has significant difference between Generation Y and Z because the significance level in t-test is 0.05 ( $p=0.05$ ) while brand loyalty has lower than the significance level, which is 0.004.

Based on the finding of t-test, we are hereby to accept the alternative hypothesis and reject the null hypothesis.

### 4.2.3 Brand Awareness

$H_{30}$ : There is no significant difference in brand awareness among Generation Y and Z.

$H_{3a}$ : There is significant difference in brand awareness among Generation Y and Z.

Based on the table 4.2.2, under the column of Levene's Test for Equality of Variances, the value for brand awareness in the Sig. column is 0.913 which is more than 0.05. This shows that the variance in brand awareness between Generation Y and Z is no significantly different. Thus, the row of the 'Equal Variances assumed' will be read for the t-test's result.

The mean differences for Generation Y and Generation Z is 0.79504. From the table 4.2.1, the mean differences can be obtained from deducting of the mean of Generation Z, 20.9216, with the mean of Generation Y, 20.1265, which equals to 0.79504. The mean difference also corresponds to the sign of the  $t$  value. The  $t$  value for brand loyalty is 2.278. The positive  $t$  value indicates that the mean of brand awareness in Generation Z is significantly greater than the mean of brand awareness in Generation Y. Thus, the assumption about Generation Y getting a lower number of mean is due to the fact that there are more respondents that answered 1 (strongly disagree), 2 (disagree) or 3 (neutral) in the Section C of the questionnaire.

The value of Sig (2-tailed) for brand awareness is 0.023 ( $p < 0.023$ ). The significance level in t-test is 0.05 ( $p=0.05$ ) while brand awareness has a lower score than the significance level, which is 0.023. Thus, it shows that there is statistically significant difference between Generation Y and Z in brand awareness.

Based on the finding of t-test, we are hereby to accept the alternative hypothesis and reject the null hypothesis.

#### 4.2.4 Brand Credibility

$H_{40}$ : There is no significant difference in brand credibility among Generation Y and Z.

$H_{4a}$ : There is significant difference in brand credibility among Generation Y and Z.

Based on the independent samples test's table 4.2.2, the value of Sig is 0.623 in the column of Levene's Test for Equality of Variances. The Significance level of brand credibility is more than 0.05. This shows that the variance in brand credibility of Generation Z is no significantly different than Generation Y. Thus, the row of the 'Equal Variances assumed' will be read for the t-test's result.

The mean differences between Generation Y and Generation Z is 0.40784. By referring to table 4.2.1, the 0.40784 of mean differences can be obtained from the subtracting the mean of Generation Z, 20.6078, with the mean of Generation Y, 20.2000. The mean difference also corresponds to the sign of the  $t$  value. The  $t$  value for brand credibility is 1.175. The positive  $t$  value indicate that the mean of brand credibility in Generation Z is significantly greater the mean of brand credibility in Generation Y.

The Sig (2-tailed)'s value for brand credibility is 0.241 ( $p > 0.241$ ), more than 0.05. Brand credibility has no significant difference between Generation Y and Z because the significance level in t-test is 0.05 ( $p=0.05$ ) while brand credibility is higher than the significance level, which is 0.241. Thus, the assumption about brand credibility are important to both of the Generation Y and Z can be made as their mean is slightly different with each other.

Based on the finding of t-test, we are hereby to accept the null hypothesis and reject the alternative hypothesis.

#### 4.2.5 Brand Congruence

$H5_0$ : There is no significant difference in brand congruence among Generation Y and Z.

$H5_a$ : There is significant difference in brand congruence among Generation Y and Z.

Based on the t-test table 4.2.2, in the column of Levene's Test for Equality of Variances, the value in the Sig. column is 0.401 which is more than 0.05. This show that the variance in brand congruence of Generation Z is no significantly different than Generation Y. Thus, the row of the 'Equal Variances assumed' will be read for the t-test's result.

The mean differences between Generation Y and Generation Z is 10.60368. Based on table 4.2.1, The 10.60368 of mean differences is by subtracting the mean of Generation Z, 20.7098, with the mean Generation Y, 10.1061. The mean difference also corresponds to the sign of the  $t$  value. The  $t$  value for brand congruence is 30.703. The positive  $t$  value indicate that the mean of brand congruence in Generation Z is significantly greater the mean of brand congruence in Generation Y.

The Sig (2-tailed)'s value for brand congruence is 0.000 ( $p < 0.000$ ), less than 0.05. Brand congruence has high significant difference between Generation Y and Z because the significance level in t-test is 0.05 ( $p=0.05$ ) while brand congruence is lower than the significance level, which is 0.000. The highly significant difference between Generation Y and Z can be seen from the differences of both mean which have 10.60368, which meant that Generation Z answered 1 (agree) more on question related to the brand congruence in Section E of the questionnaire than Generation Y.

Based on the finding of t-test, we are hereby to accept the alternative hypothesis and reject the null hypothesis.

#### 4.2.6 Brand Image

$H_{60}$ : There is no significant difference in brand image among Generation Y and Z.

$H_{6a}$ : There is significant difference in brand image among Generation Y and Z.

Based on the table 4.2.2 above, in the column of Levene's Test for Equality of Variances, the value in the Sig. column is 0.471 which is more than 0.05. This show that the variance in brand image of Generation Z is no significantly different than Generation Y. Thus, the row of the 'Equal Variances assumed' will be read for the t-test's result.

The mean differences between Generation Y and Generation Z is 10.54030. From the table 4.2.1, the mean differences, 10.54030, can be obtained when the mean of Generation Z, 20.6627 is subtracted from the mean Generation Y, 10.1224. The mean difference also corresponds to the sign of the  $t$  value. The  $t$  value for brand loyalty is 30.297. The positive  $t$  value indicate that the mean of brand image in generation Z is significantly greater than the mean of brand image in Generation Y. Thus, the assumption of about the huge difference in the mean of both Generation Y and Z can be made as most of the respondents from Generation Z have agreed on the question about brand image compare with the Generation Y which answer more towards disagree.

The Sig (2-tailed)'s value for brand image is 0.000 ( $p < 0.000$ ), less than 0.05. Brand image has highly significant difference between Generation Y and Z because the significance level in t-test is 0.05 ( $p=0.05$ ) while brand image has lower score than the significance level, which is 0.000. The  $p < 0.000$  is the SPSS has rounds off the p-values into 0.000 due to the original p-value is too small to round up to 0.001.

Based on the finding of t-test, we are hereby to accept the alternative hypothesis and reject the null hypothesis.

#### 4.3 Regression Analysis for Relationship between IVs and DV for Generation Y and Z

Table 4.3.1 *Model Summary*

Age Group	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Generation Z	1	.959 <sup>a</sup>	.920	.919	1.13434
Generation Y	1	.903 <sup>b</sup>	.815	.811	1.67211

- i.
  - a. Predictors: (Constant), Brand Credibility, Brand Congruence, Brand Loyalty, Brand Awareness, Brand Image
  - b. Predictors: (Constant), Brand Credibility, Brand Loyalty, Brand Awareness, Brand Congruence, Brand Image
- ii. Dependent Variable: Consumer Behaviour

According to the table above, it has showed the R and R<sup>2</sup> values for both Generation Y and Generation Z. The R value signifies the simple correlation which is 0.959 for Generation Z; 0.903 for Generation Y, and this indicates a high level of correlation. Next, The R<sup>2</sup> value from the R Square column, the aim is to indicate the level of variation in dependent variables (Consumer Behavior) that can be explained by independent variables, the combination set of Brand Awareness, Brand Credibility, Brand Congruence, Brand Loyalty and Brand Image. From the table above, it showed that the R<sup>2</sup> of 0.920 for Generation Z and 0.815 for Generation Y, this indicates that the dependent variable, Consumer Behavior can be explained by the combination set of independent variables with 92% and 82% respectively, which is considered as highly significant. However, the leftover of 8% (100%-92%) and 18% (100%-82%) contains other factors or variables that does not take into account as the independent variables to study consumer behavior for this research.

Table 4.3.2 ANOVA

Age Group	Model	Sum of Squares	df	Mean Square	F	Sig.
Generation Z	1 Regression	3706.286	5	741.257	576.077	.000 <sup>b</sup>
	Residual	320.396	249	1.287		
	Total	4026.682	254			
Generation Y	1 Regression	2946.476	5	589.295	210.767	.000 <sup>c</sup>
	Residual	668.235	239	2.796		
	Total	3614.710	244			

- i.
  - a. Predictors: (Constant), Brand Credibility, Brand Congruence, Brand Loyalty, Brand Awareness, Brand Image
  - b. Predictors: (Constant), Brand Credibility, Brand Loyalty, Brand Awareness, Brand Congruence, Brand Image
- ii. Dependent Variable: Consumer Behaviour

Second, in order to understand the fitting level of the regression equation in this study, we can refer to the ANOVA Table. In this table, for both age group, Generation Y and Generation Z, at the interception point of “Regression” row and “Sig.” column, it show the p value of 0.000 for both groups. Since the p value is lower than 0.05, it indicates that the regression model is statistically significant to predict the dependent variable, Regression model has a high fitting level for this study’s data for both Generation Y and Generation Z.



Table 4.3.3 *Coefficients*

Age Group	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Generation Z	1	(Constant)	-.140	.403	-.348	.728
		Brand Awareness	.160	.064	.159	2.518
		Brand Congruence	.150	.053	.142	2.820
		Brand Image	.167	.066	.160	2.509
		Brand Loyalty	.350	.061	.340	5.711
		Brand Credibility	.190	.056	.188	3.378
Generation Y	1	(Constant)	9.364	2.270	4.125	.000
		Brand Awareness	.054	.061	.054	.872
		Brand Congruence	-.045	.066	-.045	-.677
		Brand Image	-.227	.066	-.233	-3.424
		Brand Loyalty	.448	.043	.494	10.389
		Brand Credibility	.148	.071	.146	2.071

a. Dependent Variable: Consumer Behaviour

Thirdly, from 2 of the tables mentioned above, it have showed the combination set of the Independent variables have a very strong impact on the Dependent Variable. The following table, Coefficients table allowed us to predict the actual figures of the Consumer Behaviour with the essential information such as the B value under Unstandardized Coefficients column. According to the table, let take the Brand Awareness as the example, if the Brand Awareness is increased by one unit, the Consumer Behavior will increase 0.160 unit for Generation Z, while for Generation Y, and one unit increased in the Brand Awareness will result in 0.054 unit increase in consumer behaviour. Next, the coefficients table can actually test the statistical significance of the independent variables. At the last column of Coefficients table, there is a "Sig." column. Under this "Sig." column, it showed that for Generation Z, the five independent

variables, Brand Awareness, Brand Congruence, Brand Image, Brand Loyalty and Brand Credibility have achieved the p value of lower than 0.05, according to this result, we can conclude that, for Generation Z, all 5 Independent Variables have a statistically significant relationship with Consumer Behaviour. In another hand, the p value for Generation Y are different from Generation Z. For Generation Y, Brand Awareness and Brand Congruence has the p value of more than 0.05 which indicates these 2 independent variables has no statistically significant relationship to the dependent variable, Consumer Behaviour. However, the other 3 independent variables, Brand Image, Brand Loyalty and Brand Credibility, has demonstrates a result of p value lower than 0.05, thus, we can determine the relationship between the 3 independents variables which include Brand Loyalty, Brand Credibility and Brand Image have significant relationship with the dependent variable, Consumer Behaviour for Generation Y.

From Table 4.3.1, the different percentage of regression between generation Y and Z is almost 10%. Although this is the only 10% differences between generation Y and Z in the impacts of the combination of IVs toward consumer behaviour, this 10% plays an important part for the marketers and also in the markets.

The 10% differences between generation Y and Z toward consumer behaviour has proved that the generation gap is truly there. The things that will easily influence generation Y may not easily influence generation Z. Their view or perspective on the product is different. Because the environment they grew up with is different, it ultimately lead them to perceive and interpret things differently. This 10 % has given an idea for the marketers to understand that there is a difference of perspective between generation Y and Z, which is also known as the generation gap. By knowing this difference, marketers can effectively target their various group of consumers according to the perspective of the generations instead of generalizing their strategy to target all consumers at once.

Other than that, this 10% is important for marketers, especially in the cosmetics industry. Because most of the cosmetic brands or companies will have different cosmetic products to target different age range of consumers. This 10 % allow the marketers to know that in order to effectively target the specific age range of the consumers such as generation Y and Z, they should understand the differences between them and the things they value the most. From the table above, the impact of the combinations of brand loyalty, brand awareness, brand credibility, brand congruence and brand loyalty towards consumer behaviour between generation Y and Z, it shows that the combinations of IVs have a positive influence towards consumer behaviour for generation Y as compared to higher than generation Z. The marketers can also take note that some of the IVs will not be an effective variable to influence the generation Z's consumer behaviour. So, it can narrow down for marketers to focus more on the effective influencing variable for generation Z.

The 10% different between generation Y and Z have played an important role by showing the marketers regarding the ineffective influence of some IVs towards the consumer behaviour for generation Z as compared with generation Y. The marketers must be aware of the 10% differences between generation Y and Z when illustrating any strategies and tactics to target generation Y and Z. By taking consideration of this 10% differences, the marketers can more effectively reach their target audience and thus having a higher chance of increasing their sales. If the marketers ignore this 10% differences between generation Y and Z, it would mean that they may have a higher probability of losing the 10% customers. The marketers may think that the loss of 10% of the customer will not affect anything, but should the loss of 10% continue either monthly or yearly, it would ultimately multiply in the future, which would eventually create a ripple effect that may affect their business as a whole.

## **CHAPTER V**

### **DISCUSSION AND CONCLUSION**

#### **5.1 Discussion**

In order to undertake this study, a total of 500 respondents from both generation Y and generation Z which covers the range from 1977 to 2014, from the different districts of Perak state, were selected for this data analysis exercise. The questionnaires were distributed to them and a brief explanation was provided verbally to the participants. The respondents that participated were from all 12 districts of Perak. The students that participated in the research itself were from public relations department.

The age composition of the respondent that participated in this study compromised of 55% from generation Z and 45% generation Y. It can be interpreted that the study was biased towards generation Z. Besides that, there are 251 respondents which are students, 217 respondents are employed and 32 out of 500 respondents are unemployed. Next, this study have collected results from 12 districts in Perak state. The number of respondents are even in every district. An average of 35 to 45 respondents from the 12 districts and Kampar have a slightly higher number of respondents which is 54. Furthermore, more than half (54%) of the respondents have the level of education of Bachelor Degree studies and above. Others are in the level of education of SPM, which have 71 respondents, 28 respondents for Diploma, 28 respondents for STPM/Matriculation and 99 respondents in Foundation Studies. Only 4 respondents did not specify their education level in this data.

##### **5.1.1 Interpretation of Consumer Behaviour**

In the first test, Independent Sample T-Test was to determine the null and alternative hypothesis if there was a significant difference in consumer behaviour among Generation Y and Z or not. The results generated proved that there is a significant difference in consumer behaviour among

Generation Y and Z which accepted the alternative hypothesis and rejected the null hypothesis. The second test is to test the impacts of independent variables toward the consumer behaviour in Generation Y and Generation Z. The result showed that the combination set of these independent variables have a higher impacts toward consumer behaviour for Generation Z instead of Generation Y. To conclude, this result proved that the consumer behaviour in Generation Y and Z are difference and the independent variables have bigger chances to influence the Generation Z rather than Generation Y.

### **5.1.2 Interpretation of Brand Loyalty**

The first test, Independent Sample T-Test was being done to test the null and alternative hypothesis if there was a significant difference or no significant difference in consumer behaviour among Generation Y and Z. The results generated from the t-test proved that there is a significant difference in brand loyalty among Generation Y and Z which accepted the alternative hypothesis and rejected the null hypothesis. After the t-test, regression analysis was used to determine the impacts of independent variables such as brand loyalty toward the consumer behaviour in Generation Y and Generation Z. The result show that the brand loyalty have a higher impacts toward consumer behaviour for Generation Z instead of Generation Y. It mean that the brand loyalty will be one of the factors that influence the consumer behaviour of Generation Z, as if their experiences of using the cosmetic product had met their expectation, they will continue to purchase the product over a period of time. However, the Generation Y will not be easily influenced by brand loyalty.

### **5.1.3 Interpretation of Brand Awareness**

The Independent Sample T-Test was used to determine if there was a significant differences or no significant difference in brand awareness among Generation Y and Z in order to accept either one of the hypothesis. The results generated from the test proven that there is a significant

differences in brand awareness among Generation Y and Z which accepted the alternative hypothesis and rejected the null hypothesis. The regression test is to investigate the impacts of independent variables such as brand awareness toward the consumer behaviour in Generation Y and Generation Z. The result get from the test showed that the brand awareness has higher impacts toward consumer behaviour for Generation Z instead of Generation Y. The consumer behaviour of Generation Z will be more easily influence by brand awareness as if they have a higher awareness of a specific brand, they will tend to purchase it rather than those brand they did not aware of. While for Generation Y, the brand awareness is not as significant influence for their consumer behaviour as they may consider the features, ingredients or materials of the cosmetic product of brand instead of based on their awareness to the brand.

#### **5.1.4 Interpretation of Brand Credibility**

The Independent Sample T-Test was to test the null and alternative hypothesis which are there is a significant differences or no in brand credibility among Generation Y and Z or not. The results from the t-test proved that there is a no significant differences in consumer behaviour among Generation Y and Z. Thus, the null hypothesis has been accepted while rejected the alternative hypothesis. The regression is to test the impacts of independent variables such as brand credibility toward the consumer behaviour in Generation Y and Generation Z. The result show the brand credibility is slightly higher impacts toward consumer behaviour for Generation Z instead of Generation Y. The table 4.3.3 has proved that if the brand credibility increase one unit, the consumer behaviour for Generation Z will increase .190 while for Generation Y will increase 0.71 and the table 4.2.2 also showed the mean differences in brand credibility among Generation Y and Z are the smallest gap compare with the others variables.

### **5.1.5 Interpretation of Brand Congruence**

The use of Independent Sample T-Test was for hypothesis testing, the null and alternative hypothesis, if there was a significant differences in brand congruence among Generation Y and Z. The results generated proved that there is a highly significant difference in brand congruence among Generation Y and Z. Thus, the acceptance of the alternative hypothesis and rejection to the null hypothesis. As it showed the highest differences of mean between Generation Y and Z in brand congruence. The second test, regression test is to determine the impacts of independent variables such as brand congruence toward the consumer behaviour in Generation Y and Generation Z. The result showed that brand congruence had a more significant impact towards consumer behaviour in Generation Z rather than Generation Y. To conclude, the brand congruence have an impact on Generation Z such as they will be easily influenced by the celebrity-endorsement if the celebrity is congruent with the brand but Generation Y will have little to no influence by brand congruence toward their consumer behaviour.

### **5.1.6 Interpretation of Brand Image**

The first test, Independent Sample T-Test was to determine if there was a significant difference in brand image among Generation Y and Z or not in order to reject or accept the specific hypothesis. The results generated proved that there is a highly significant difference in brand image among Generation Y and Z. Therefore, alternative hypothesis has been accepted while the null hypothesis has been rejected. The regression test is to test the impacts of independent variables such as brand image toward the consumer behaviour in Generation Y and Generation Z. Its result proved that brand image has a higher impact towards consumer behaviour for Generation Z instead of Generation Y. It can be concluded that Generation Z pays more attention to the image of a brand and they tend to purchase the cosmetic product that harbours good image. However, Generation Y have little care about the brand image as compared to

Generation Z, as they focus more on the quality of the product. Thus, the marketers should know, in order to influence the consumer behaviour of Generation Z, they should put effort in building, creating and maintaining the good brand image to attract the attention of Generation Z.

## **5.2 Recommendations**

As a recommendation for future study, a different set of the combination of independent variables toward the impacts of consumer behaviour can be used. The future study may use a different independent variable from this research. For example, taking out the brand image, brand awareness and brand loyalty, and replace it with new independent variables such as brand recall, brand placement, and brand personality. The use of different or alternative independent variables in the future research that have not been tested before will enable the researcher to identify more branding factors that will influence or impacts the consumer behaviour.

Aside from that, the suggestion for the future research is to increase the study of the generation and sample size. In this study, it only covers generation Y and Z which ranges from 1977 until 2014. It can increase the study of age range such as adding in one more generation such as generation X to increase the complexity of the research and also provide the reader a more comprehensive understanding about the differences between generations. The sample size of this research only cover 500 respondents in Perak state. The respondents are only valid for the generation Y and Z of Perakians. For future research, the research can include more respondents and widen the area of the study. For example, the future research can have a larger sample size and including three different generations' respondents of the whole Malaysia instead of retrain from one state.

Other than that, the theories used in this research are Theory of Planned Behaviour (TPB) and Brand Congruence Theory. The use of other theories which is suitable for the testing of the



consumer behaviour in the future research is recommended as it will enable readers to have a new understanding of the theory and also broaden their knowledge. By using other theories in the research, it will also enhance the marketers understanding of the how the consumer behaviour will be generated, affected or influenced. Other than TPB and Brand Congruence theory, other theories such as Theory of Reasoned Action (TRA), Elaboration Likelihood Model (ELM) and Brand Relationship theory are recommended for the future study that relates to consumer behaviour.

In addition, this study is conducted within 21 weeks to complete the whole research. Within this 21 weeks, research about this topic from related journal or article, collect data from respondents, analyse and interpret the data and the other things that are needed to be done. Thus, this study would not be as reliable and accurate as compared to other research that are given a longer research period. Because this research is being done in a more compacted time, a recommendation for the future research is to have longer period of time to conduct their research so that the researchers can have enough time to involve a larger respondents sample and wider region to show a more accurate and reliable research.

### **5.3 Conclusion**

To conclude, this research is focusing on the comparison study for the impacts of branding toward cosmetic product between generation Y and Z in Perak State. It studies the combination set of independent variables included brand loyalty, brand awareness, brand credibility, brand congruence and brand image toward the dependent variable, consumer behaviour. The different impacts of branding toward the consumer behaviour are shown between generation Y and Z in Perak state after the data have been collected from 500 respondents. As the outcome of t-test, the alternative hypothesis is accepted by consumer behaviour, brand loyalty, brand awareness,

brand congruence and brand image. However, the only one independent variable that accepts the null hypothesis and rejects the alternative hypothesis is brand credibility.

Furthermore, the result of this research is able to help marketers to improve their branding when they are targeting different groups of generation. The adamant existence of differences in perspectives of generation Y and Z allow the marketers to have a better understanding of the perception of both generation towards the cosmetic products. Thus, the marketers can utilize this knowledge to design their strategy or tactic according to their target generation or adjust their strategy and tactic to best suit the both generation.

To sum it all up, we hope that this research would provide some degree of better understanding for marketers to improve their branding towards different set of generations, increase their understanding of how different generation thinks, and provide students a better understanding of how branding can impact different generations which may aid in their future study.

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## APPENDICES



We are students of Bachelor of Communications (HONS) Public Relations currently doing a research: **The Impact of Branding Toward Cosmetics Products: A Comparison Study Between Generation Y and Generation Z in Perak State**. The purpose of our questionnaire is to investigate the knowledge and opinions of targeted respondents on branding and consumer behaviour. We would greatly appreciate your help in providing your responses to the questions below. The information gathered will only be used for academic purposes and the identity of respondents will be kept confidential.

Thank you.

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**Section A: Demographic Details**

## 1. Sex:

☐ Male☐ Female

## 2. Age Group:

☐ Generation Y ( 25 to 42 )☐ Generation Z ( 5 to 24 )

## 3. Marital Status:

☐ Single☐ Married☐ Others

## 4. Race:

☐ Chinese☐ Malay☐ Indian☐ Others

## 5. Religion:

☐ Muslim☐ Buddha☐ Hindu☐ Christian☐ Others

## 6. Occupation Categories:

☐ Student☐ Government Sector☐ Private Sector☐ Self-employed☐ Unemployed

## 7. Level of income:

- |   |   |
|---|---|
| <input type="checkbox"/> Less than RM1000 | <input type="checkbox"/> RM1001 – RM2000  |
| <input type="checkbox"/> RM2001 – RM3000  | <input type="checkbox"/> RM3001 – RM4000  |
| <input type="checkbox"/> RM4001 – RM5000  | <input type="checkbox"/> More than RM5001 |

## 8. District:

- |   |  |
|---|--|
| <input type="checkbox"/> Batang Padang    | <input type="checkbox"/> Hilir Perak   |
| <input type="checkbox"/> Kampar           | <input type="checkbox"/> Kerian        |
| <input type="checkbox"/> Kinta            | <input type="checkbox"/> Kuala Kangsar |
| <input type="checkbox"/> Larut and Matang | <input type="checkbox"/> Manjung       |
| <input type="checkbox"/> Mualim           | <input type="checkbox"/> Perak Tengah  |
| <input type="checkbox"/> Selama           | <input type="checkbox"/> Ulu Perak     |

## 9. Level of Education:

- |  |  |
|--|--|
| <input type="checkbox"/> SPM                       | <input type="checkbox"/> STPM/ Matriculation |
| <input type="checkbox"/> Diploma                   | <input type="checkbox"/> Foundation studies  |
| <input type="checkbox"/> Bachelor's degree studies | <input type="checkbox"/> Master's degree     |
| <input type="checkbox"/> Doctoral degree (PhD)     | <input type="checkbox"/> Others: _____       |

**Section B: Brand Awareness**

Following statements are used to describe your opinion, please tick (✓) the boxes in accordance to your opinion.

**(1) = Strongly Disagree****(2) = Disagree****(3) = Neutral****(4) = Agree****(5) = Strongly Agree**

No.	Statement	1	2	3	4	5
1.	I am aware about the point of difference between brands when I am going to purchase cosmetics.					
2.	I do have adequate knowledge of the cosmetic brand I want to purchase than other cosmetic brands in the market.					
3.	The position of the cosmetic brand I want to purchase is extremely higher in the choice set when I am going to make a purchase decision.					
4.	I am aware of other cosmetic brands when I am going to purchase a particular cosmetic brand.					
5.	I purchase the cosmetic brand that has strong awareness in my mind.					

**Section C: Brand Congruence**

Following statements are used to describe your opinion, please tick (✓) the boxes in accordance to your opinion.

**(1) = Strongly Disagree****(2) = Disagree****(3) = Neutral****(4) = Agree****(5) = Strongly Agree**

No.	Statement	1	2	3	4	5
1.	I agree that brand congruence occur when the product match up well with the ambassador's attractiveness.					
2.	After viewing this advertisement, I can fairly make judgement that this is the product I tend to purchase.					
3.	If I saw my favorite endorser as the ambassador of a product or brand in advertisements, it will raise my interest in purchasing the products.					
4.	I pay more attention to celebrity-endorsed advertisement as compared to Non-celebrity advertisement.					
5.	I agree that celebrities are able to influence my Perception towards a product or a brand.					



**Section D: Brand Image**

Following statements are uses to describe your opinion, please tick (✓) the boxes in accordance to your opinion.

**(1) = Strongly Disagree****(2) = Disagree****(3) = Neutral****(4) = Agree****(5) = Strongly Agree**

No.	Statement	1	2	3	4	5
1.	Appearance of a celebrity in a publicly known cosmetic brand will affect me.					
2.	I am willing to pay more for a famous brand.					
3.	I am content with price I pay for the branded cosmetics that is suitable for me.					
4.	I would consider purchasing other cosmetic products from the same brand.					
5.	Applying celebrity-endorsed cosmetic brand gives me a feeling of accomplishment.					

**Section E: Brand Loyalty**

Following statements are used to describe your opinion, please tick (✓) the boxes in accordance to your opinion.

**(1) = Strongly Disagree****(2) = Disagree****(3) = Neutral****(4) = Agree****(5) = Strongly Agree**

No.	Statement	1	2	3	4	5
1.	I will change my feelings toward the cosmetic product that is recommended by others.					
2.	I will switch to the cosmetic product/ brand that the majority is using.					
3.	I will recommend the cosmetic product that i am using to others.					
4.	I will constantly purchase the cosmetic product that is suitable for myself.					
5.	I will stick to the cosmetic product I like which is less influenced by significant people.					

**Section F: Brand Credibility**

Following statements are uses to describe your opinion, please tick (✓) the boxes in accordance to your opinion.

**(1) = Strongly Disagree****(2) = Disagree****(3) = Neutral****(4) = Agree****(5) = Strongly Agree**

No.	Statement	1	2	3	4	5
1.	The cosmetic brand I choose deliver or would deliver what it promises.					
2.	What the cosmetic brand I choose had claimed is believable.					
3.	Over time, my experiences with the cosmetic brand I choose had led me to expect it to keep its promises.					
4.	The cosmetic brand I choose is committed to delivering its claims.					
5.	The brand I choose has the ability to deliver what it promises.					

**Section G: Consumer Behaviour**

Following statements are uses to describe your opinion, please tick (✓) the boxes in accordance to your opinion.

**(1) = Strongly Disagree****(2) = Disagree****(3) = Neutral****(4) = Agree****(5) = Strongly Agree**

No.	Statement	1	2	3	4	5
1.	I would purchase cosmetic products/brands that I have seen before.					
2.	I will influenced by others regarding the cosmetic band I want to purchase.					
3.	I will start to use cosmetic brands after seeing them in advertisement					
4.	I will stop using the cosmetic brand that fail to deliver their promises.					
5.	I will purchase the cosmetic products/brands that celebrities endorsed.					

-----**THANK YOU**-----