



**"DOES BRANDING REALLY MATTER? A STUDY OF  
RETAIL CUSTOMERS' BUYING DECISION ON  
LOCAL COSMETICS PRODUCTS IN KOTA  
KINABALU"**

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## CHAPTER ONE

### 1.0 INTRODUCTION

### 1.1 OVERVIEW OF; DOES BRANDING REALLY MATTER? A STUDY OF RETAIL CUSTOMERS' BUYING DECISION ON LOCAL COSMETICS PRODUCTS IN KOTA KINABALU

Does branding really matter? The real question is, as a consumer do we care about the brand of the product we wish to buy? Or simply we just need to purchase that certain product that suits us. As most of the women and men all over the world and specifically in Malaysia, brand is simply one of the essence that sales a cosmetic to their eyes. Marketers always keep the cosmetics business updated through research and awareness of what women and men needs. We need to look good, feel good and believable to the outside world so that we have the confidence to perform well in any field that we wish for. That is actually the main platform for marketers to trigger and sell the product to consumers especially consumers in Malaysia specifically in Sabah.

As a marketers or the company that sells cosmetics and facial skin care products, it is actually very hard to give the consumers variety because of their differences of demands, needs and preferences. This include their favourites compatibles as for the ability and the power to purchase.

Everyday each of us makes numerous decisions concerning every aspect of our daily lives. However, we generally make these decisions without stopping to think about how we make them and what is involved in the particular decision-making process itself. I might say it difficult to be the best consumers because the varieties of good product that includes familiar brand are amazingly too many. We don't know how to choose without arguing inside our own heads and brains, and that is how we sometimes end up choosing the wrong kind of product.

In most general terms, a decision is the selection of an option from two or more alternative choices. In other words, for a person to make a decision, a choice of alternatives must be available. When a person has a choice between making a purchase and not making a purchase, a choice between a local brand or foreign brands that has been established longer than the local brand.

In Kota Kinabalu City Center Sabah, the awareness of taking a good care of facial skin is a concern for both women and men. It is because of the weather, stress at works, relationships and other environmental factors contribute the reason to make a decision to purchase facial skin care product for them to stay healthy and look good. This is also the major problem solution for them if they have skin problem that is to seek for treatment throughout the product they choose.