



**PURCHASING BEHAVIOR OF COSMETICS BRAND
AMONG THE YOUNG DAYAK EXECUTIVES LADIES**

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ABSTRACT

This study examined consumer's purchasing behavior, focusing on the difference between held for western and eastern product by young Dayak executive's (Iban and Bidayuh) in Kuching area and their comparison between Mustika Ratu and L'Oreal cosmetics. It also examines consumer ethnocentric tendencies , finding very low levels of ethnocentric among respondents and results indicate had no effect on brand preference purchase intention.

Nowadays, you can hardly find any unbranded products. Since branding has become so important that marketers need to consider several key branding decisions. Brands exist among the customers' cognitive structure as images through labeling, advertising and packaging. A brand is a name, term, symbol, design, sign or a combination of these features intended to identify the goods or services of a seller and to differentiate them from those of their competitors. Brands have become very important to consumers and retailers that consumers would go to another store if the brands they were looking for were not available at the first place.

CHAPTER ONE

INTRODUCTION

1. INTRODUCTION OF THE STUDY :

Malaysia has the second highest per capita income in the region with 4.5% growth, and is a stable country in the otherwise volatile Southeast Asia. The cosmetics market is strong and continues to grow. And Malaysia continues to be a U.S. product friendly market. Buoyed by strong economic growth in 2003, the Malaysian cosmetics and toiletries market recorded sales of approximately US\$800 million. Sales were sustained by increased urbanization, a rise in the number of women working and aggressive marketing and promotional activities of the retailers.

The numerous new product launches also signified that the market still has room for growth. Imported cosmetics and toiletries are well received and are perceived to be of high quality. An increase in purchasing power resulted in more women seeking higher quality products and branded cosmetics. Competition is stiff in the local market, especially among the companies from the U.S. and France. Advertising and promotion play an important role in cosmetic and toiletries products.

The local cosmetics and toiletries market is valued at approximately RM3 billion or about US\$800 million, with a growth rate of 13% annually. It is estimated that there are more than 60,000 types of cosmetic products in the local market.

i. L'Oreal

L'Oreal is the oldest and largest firm, which was founded by Eugene Shueller in 1909 as the French Harmless Hair Coloring Company (now owned by **Liliane Bettencourt** 27.5% and **Nestlé** 26.4%, with the remaining 46.1% are publicly traded). It was one of the world's top beauty care brands, offers men and women on every