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RESEARCH PAPER

Impact of Brand Image on Customer buying Decision in the Cosmetics Industry in the Pakistan

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ABSTRACT

This research paper deals with the relationship of brand image and customer buying decision. Businesses are working hard to build a strong brand image to aid customers' purchasing decisions as a result of increased competition and globalization. Brand image is considered primary factor in maintaining a competitive edge. In order for the cosmetic industry to accomplish their business goals in Pakistan, cosmetics companies must take a more proactive approach due to the competitive environment. By offering distinctive goods and services, businesses can build a positive reputation or image in their customers' minds using the crucial marketing tool known as brand image. It has come to light that there are a number of obstacles in the cosmetic industry in Pakistan that have to overcome in order to attain sustainability in the industry. For this purpose, this paper is examining the impact of brand image on buying decisions in the cosmetic industry in Pakistan. This paper helps marketers to adopt strategies for developing a strong brand image for the Cosmetics businesses in Pakistan This research would also add to the literature of brand image and customer buying decision. A sample of 200 customers of cosmetic industry is selected through simple random sampling. Data is collected through questionnaire and the data is analyzed using Statistical Package for Social Sciences (SPSS) to properly identify the impact of brand image on customer satisfaction in Cosmetics industry in the Pakistan. According to the study's findings, customers' perception of a cosmetics company's brand is the single most influential variable in their final purchasing decision, followed by their familiarity with the brand and their level of brand loyalty.

| **Keywords:** | Brand Image, Cosmetic Industry, Customer Buying Decision |

Introduction

The brand image is a critical feature of the cosmetics industry within Pakistan. Different businesses are developing well build up brand images to help customers in purchasing decisions. Because of the competitive environment, Cosmetics businesses in Pakistan must be more proactive in order to achieve their business objectives. With the passage of time, new businesses in the Cosmetics industry emerge, increasing the level of competition, so in order to retain and sustain successful business According to Webster (1994), cosmetic business considers customers a significant part of their business.

Cosmetics companies must work hard to create a brand identity that would attract customers in order to increase profits and market share. Cosmetics companies in Pakistan are focusing on unique product and service quality, providing customers with cost-effective goods and a commitment to product and service quality. These factors provide Cosmetics businesses in Pakistan with a significant competitive advantage, which will be advantageous during at competitive moments. Businesses' growth and progress will have a positive

impact on their progress. In order to achieve greater success in the cosmetics industry, businesses must ensure customer satisfaction The Cosmetics Services industry has recovered over the last five years after demand became stale during the economic downturn, according to IBIS World's 2015 Cosmetics Services market research report The Cosmetics Services industry has recovered over the last five years after demand became stale during the economic downturn, according to IBIS World's 2015 Cosmetics Services market research report.. The obstacles to entrance are minimal at the small-scale level, with major criteria being solid organizational and culinary abilities. Nonetheless, stricter and harmonized food safety laws in Pakistan and the European Union have typically raised the obstacles to entry for small operations since 2006. Customers' service quality has increased with time, and the value they receive is excellent, resulting in pleased consumers in the industry. Brand Image is a crucial marketing technique that enables firms to establish a strong reputation or image in the eyes of their consumers by offering distinctive products and services. Consumers have a strong view of trustworthy firms that give high-quality products and services, and they stick with them.

Brand image is explained by Ballantyne et al. (2005), as the "material property" connected with a brand, such as packaging or product name and which leads to increased profits and brand loyalty from customers. Robert and Patrick (2009) contended that consumers' impressions of a brand are based on their own subjective experiences and biases. There is a direct correlation between a well-developed brand image and high levels of customer loyalty. Companies operating in the cosmetics market need to put effort into building a positive brand identity. Customers base their purchasing decisions on the brand's reputation, so it's important to present the brand in a positive light, as stated by Wu & Fu (2009). Joewono and Kubota (2007) make it crystal clear that the best way to evaluate a customer's satisfaction with a product or service is to focus on the customer's own experiences with that product or service and the impact those experiences had on the customer's evaluation.

Lin (2007) has also emphasized the importance of delivering high-quality services to customers in order to achieve customer satisfaction and loyalty. To achieve a substantial competitive advantage, it is crucial that the business continually investigates new and improved methods of conducting business. Chi (2007) emphasized that the customer's utilization of a product or service is directly related to their purchasing decision. Consumers will be happy with the quality of services offered by reputed cosmetics companies because they pay close attention to client requirements(Mevhibe & Erdoan, 2009). Dobni (1990) theorized that the brand image is the customer's perception of the company. For customers to make more informed purchasing decisions, cosmetics companies in Pakistan must prioritize establishing a strong brand image. Cosmetics companies must create a strong brand image that is appealing to customers in order for them to purchase their products, boosting their market share in the sector and helping them to acquire a strong competitive advantage.

Customers are psychologically affected by the decisions of any marketing organization, as these decisions can affect their perceptions of service quality, perceived value, trust, customer satisfaction and loyalty. The purchasing decision of a customer plays a significant role for a business as the trust and loyalty of a customer depends on the service and product of the business Kotler and Keller (2006) have correctly suggested that a customer's purchasing decision is contingent on the performance of the goods provided to them, which must meet their expectations at the time of purchase. Customers will be delighted and more likely to be satisfied with the business if their needs are met or if the product exceeds their expectations.

Cosmetic industry in Pakistan should pay attention to needs and requirements of the customer to satisfy the customers and to achieve loyal customers and sustain a good brand image.

Literature Review

This section provides information about the impact of brand image on the decisions of the customers while purchasing products in the Pakistani Cosmetics Industry. This section of the literature review is based on the following guiding information: the importance of a strong brand image for Cosmetics businesses in Pakistan, the relationship between brand image and customer purchasing decisions in the Pakistani Cosmetics industry, and finally, strategies for developing a strong brand image for Cosmetics businesses in Pakistan. This chapter will provide a review of brand image and customer decisions to help readers gain a deeper understanding of these concepts.

Overview of Cosmetics industry

Pakistan's cosmetics industry is on the mend after being severely impacted by the country's economic crisis over the past five years. Due to the decrease of demand the cosmetic companies decreased their production and producing new products. This was due to consumers' reluctance to utilize paid services and their preference to provide for themselves. From 2010 to 2013, the Pakistan economic report indicated a decline in revenue collected by the Cosmetics industry. The revenue then began to increase from the end of 2013 to the beginning of 2014. This was made feasible by a Pakistani endeavor to save the country's weakening economy and report on the Cosmetics industry's expected maturity. According to an economic estimate, the improvement of the Cosmetics business will benefit Pakistan's economy.

The Pakistani government has asked all players in the cosmetics industry to diversify their goods in order to fulfill rising customer demands and demand. As a consequence, the researcher was forced to look into the effect of brand image on consumer happiness. To appreciate the research work's base and to create a sound theoretical framework for analysis.

Branding and Brands

A brand is explained as the psychological and emotional bond that a firm develops with its consumers. The quality of a brand influences the psychological reactions, emotions, and ideas of its customers. Brand plays a significant role in customers' purchasing decisions and consequently generates distinct profit margins for the business. A company's brand brings about the following benefits. According to Mooij (1998) a brand is an idea that every buyer thinks about Consumers' comprehension of a brand's attributes and influence is key, and branding is an indispensable tool in this regard. According to Keller (1998), the American Association of Brands defines a brand as a combination of two or more of a symbol, name, design, or term that represents the goods and services of a particular seller and distinguishes them from those of their competitors. This concept emphasizes the significance of branding in developing the identity of a business and setting it apart from competitors. According to Murphy (1998), a brand is the total presentation of a product, including advertising, promotion, packaging, and the product itself.

According to Keller and Kotler (2006)branding is crucial in differentiating one product from another The writers emphasize the practical, logical, and useful facets of branding as essential factors in product distinction. These characteristics include the tangible qualities of the goods, the rational and logical appeal of the brand, and the useful advantages that the brand provides. An organization can successfully build a distinctive character for its products and stand out from its competitors by making proper use of these branding aspects.

Brand Awareness

Brand awareness refers to the degree to which consumers are familiar with a particular brand. According to Aaker (1991) and Keller (1993), brand awareness is the most important component of brand value. According to Rossiter and Percy (1987), a customer's preference for one brand over others on the market is significantly influenced by brand awareness Brand awareness, according to Keller (1993), relates to a consumer's capacity to recognize one brand from another. Moreover, Keller describes brand recognition as the consumer's capacity to recognize a product linked to a specific brand when it is shown to them. Another definition of brand recognition is the degree to which people favor a specific brand while making purchases (Keller, 1993, p.3). According to Rossiter et al. (1991), brand loyalty and increased customer desire are both influenced by brand awareness. These definitions emphasize the crucial role that brand recognition and awareness play in creating a strong brand identity and a following of devoted customers.

Three different types of brand awareness are outlined by Aaker (1991),including top-of-mind awareness, brand recall, and brand recognition. Top-of-mind awareness describes the company that consumers think of first when they consider a specific product category. On the other side, brand recall happens when a customer can identify a brand when they are presented with a product linked to that brand. Last but not least, brand recognition describes a consumer's capacity to differentiate a specific brand from other, competitive brands. These brand awareness categories emphasize the value of a strong brand identity that connects with consumers and empowers them to make wise purchasing decisions.

Brand awareness plays a critical role in the consumer decision-making process, since it enables brands to occupy the forefront of consumers' minds. Lin and Chang (2003) conducted a study to determine the influence of brand awareness on customer behavior and discovered that it had the greatest impact on consumers' purchasing power. In a similar study, Hoye and Brown (1990) identified brand awareness as a crucial element influencing consumer purchasing decisions. Consistent with Jiang's (2004) argument that brand recognition is the most influential factor in customer purchase decisions; the study's findings supported this notion. Thus, brand awareness is essential for developing a strong brand identity that connects with consumers and encourages them to make informed purchasing decisions.

Brand Loyalty

According to Aaker, brand loyalty is the emotional bond that exists between a brand and a customer (1991, p.39). According to Yoo and Donthun, brand loyalty is the choice made by a consumer to stick with a certain brand despite the availability of similar products (2001). Brand loyalty, according to Oliver (1999, p. 34), is the propensity of a consumer to repurchase one brand over others available on the market. This is explained by the brand's sway over consumers' choices of products. Attitudinal and behavioral loyalty are the two categories into which Odin et al. (2001) divide brand loyalty. Attitudinal loyalty represents a consumer's emotional bond with a brand, whereas behavioral loyalty refers to the frequent repurchasing of a specific brand. According to Chaudhuri and Holbrooks (2001), behavioral loyalty is distinguished from attitudinal loyalty by repeated purchasing and a preference for specific brands, which ensures purchasing. This definition emphasizes the fact that a customer's loyalty to a specific product is focused on the buyer's preference for the product, resulting in behavioral or attitudinal loyalty to the brand.

Aaker (2002) asserts that a thorough comprehension of the following consumer purchasing viewpoints will help one to understand brand loyalty: Committed brand loyalty is loyalty developed as a result of a customer's genuine desire to stick with a certain brand. Those that are open to trying new brands are known as neutrality sitters because of their brand loyalty. The term "passive loyalty" refers to the brand loyalty those results from a customer's continued use of a specific product. Price hangman refers to brand loyalty

developed by customers who choose to buy items based on their prices, whereas non-client refers to brand loyalty developed by customers who are forced to buy products from the best rivals.

As stated by Kilter (2004) the ability of researchers to assimilate varied opinions on the topic has led to a wide range of perspectives on brand loyalty In particular, brand loyalty can be categorized as demand-based loyalty, observer-based loyalty, product vulnerability-based loyalty, and purchaser turnover-based loyalty. In addition, the level of brand recognition of a product is directly related to the amount of consumer attachment it generates.

Brand Image

Blackwell and Miniard (1993) defined brand image as the customer's perspective or brand affiliation, which can be either intangible or tangible. According to Keller (1993), brand image is viewed as the mental structure consumers create for a product. According to (Low and Lamb, 2000, p.352), brand image is the emotional perception consumers have of the product. To elaborate on the preceding definitions, it is evident that brand image does not refer to the product's position as a result of its innovative and distinctive characteristics. Rather, brand image is primarily reflected by the nature of promotion and advertising. The manner in which the brand image is presented to consumers empowers consumer decisions regarding the product's quality, risks associated with the product, and satisfaction the product provides.

According to Keller (1993) and Krishman (2000), brand image is a crucial factor of a brand's success in the marketing world (1996). According to Krishman (1996), a product's market position is directly related to its brand image. A praising brand image conveys high value, whereas a negative brand image conveys poor value. Marketing strategies followed by a company plats a significant role in portraying a positive the brand image of a company. According to Lassar et al. (1995), the brand premium cost and brand value increase in tandem with the brand image rating. This finding is consistent with Known's (1990) claim that the most popular brands on the market have a good brand image rating. In order to guarantee a brand's success on the market, it is crucial for marketers to cultivate and maintain a positive brand image.

Consumer Behaviour

Consumer behaviour is the study of associations, organizations, and people, as well as the strategies they use to reject, acquire, and select services and products, and the consequent ideas and experiences that impact consumer decisions. According to Kuester and Sabine (2012), consumer behaviour is shaped by the economic, marketing, social anthropological, sociological, and psychological elements that impact a consumer's selection or rejection of a particular product on the market. Consumer behaviour focuses on comprehending and understanding the consumers' decision-making towards a specific product. For example, the religious background, demographic location, or cultural dimensions of a consumer can influence their behaviour.

The study of consumer behaviour has developed to incorporate a variety of aspects, such as the social groups to which people belong, reference groups, gaming, companionship, and family. Ugala, (2001) distinguished cognitive consumer behaviour and experience-oriented consumer as the cognitive behaviour of a consumer is characterized by their logical and reasoned decision-making when purchasing a product. In contrast, experience-based consumer behaviour is impacted by a consumer's emotional connection to a product (Dalqvist & Linde, 2002). Moreover, consumer behaviour can be categorized into social, unconscious, learnt, and logical categories. These categories are derived from the knowledge, attitude, and action dimensions. Understanding the various components of

consumer behaviour is essential for creating effective marketing tactics that engage customers, establish strong emotional connections with products, and eventually increase sales.

Consumers purchasing behaviour

According to Sunderland (2001), the ability of customers to make purchasing decisions is a result of various factors, including the availability of evidence, the consumer's degree of loyalty, and the consumer's thinking and mindset toward a certain brand or product. According to Kotler et al. (1999)'s five-stage model of consumer behavior, decision of the consumer depends on both internal and external factors. The consumer's recognition of a certain demand characterizes the first step, the need recognition phase. A variety of internal or external motivators, such as personal preferences, social influences, or economic limitations, may induce this need.

The behaviour and performance of business stakeholders are significantly influenced by brand trust as an intangible factor in a variety of fascinating ways. It lays the groundwork for a solid brand relationship with all stakeholders, converting simple awareness into a significant commitment (Hans-Georg Beyer, Dirk V. Arnold, 2003). Ordinary people having a stake in the business as a result become fervent brand advocates, which has corollary advantages such as easier acceptance of brand expansions, a sense of premium, and tolerance for momentary quality flaws (James, 2008).
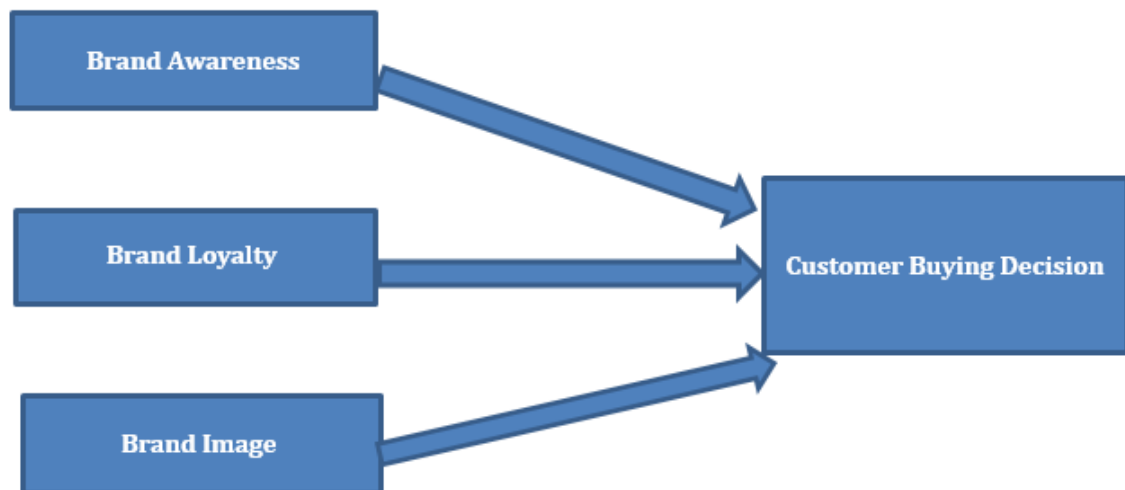

Figure 1 Theoretical Framework

Material and Methods

This study explores the crucial part brand image plays in influencing consumer choice in the Pakistani cosmetics market. The independent variable is proposed to be brand image, and the dependent variable is proposed to be consumer purchasing behavior. This framework serves as the foundation for the study approach, which includes an analysis of how brand awareness, brand loyalty, and brand image affect consumers' purchasing decisions. Due to the frequent introduction of new goods and services, Pakistan's cosmetics market is characterized by fierce rivalry. In this environment, brand image is widely seen as a crucial element for companies looking to acquire a competitive edge. Businesses can build long relationships with their customers and improve their competitive position by developing a favourable and powerful brand image.

Research Design

This study aims to evaluate how brand image affects consumer purchase choices in the Pakistani cosmetics market. An explanatory research approach is being used to clarify the connection between brand image and consumer purchasing behaviour in order to achieve this. 250 clients of Pakistan's cosmetics sector were given questionnaires to complete; 200 of them were returned, yielding a response rate of 80%. Players in the sector must take note of this development since it offers a solid foundation for making decisions. The research is largely concerned with gathering and analyzing quantitative data, which is anticipated to provide insightful information on the study process. In order to answer the stated research questions, the research technique uses a deductive approach that involves gathering information from participants. This study reveals insights that may be used to improve customer happiness and create long-term consumer loyalty, which promises to be of major use to the Pakistani cosmetics business.

Sample Size

A simple random sampling technique was utilized to choose a sample of 200 clients from the cosmetics business for this investigation. The participants filled out a survey that focuses on brand image and customer happiness. The collected data is anticipated to provide substantial insights into the significance of brand image to consumers and the cosmetics industry. This knowledge is essential for companies looking to establish long-term plans that foster a positive brand image in the minds of customers. Failing to utilize such crucial information in the creation and enhancement of corporate operations may limit development and expansion.

Data Collection

For the study, a closed-ended questionnaire was constructed, including responses on a five-point Likert scale that includes alternatives such as "strongly disagree," "disagree," "neutral," and "agree." This strategy is expected to encourage customers to provide more open and honest responses. The collected data will be essential in evaluating customer perceptions of brand image and its significance in the cosmetics market. These insights can provide firms with a competitive advantage and increase consumer satisfaction. Businesses must be responsive to change and devoted to the process of continuous improvement to achieve long-term progress and success.

Data Analysis

Customers in the Pakistani cosmetics sector were surveyed in order to collect data for the research. Using the Statistical Software for the Social Sciences (SPSS), the questionnaire results are analysed to estimate the impact of brand image on customer satisfaction in Pakistan's cosmetics business. The analysis procedure is based on a number of hypotheses and tests that help us comprehend the numerous correlations between the variables derived from the survey results. It was crucial to comprehend the many parts and characteristics of the Pakistan Cosmetics market that are relevant and important to clients, as this knowledge will surely give firms with clear direction and enable them to exceed customer expectations. Products and services that are of high quality match or surpass client expectations.

Validity and Reliability

The study procedure is carried out correctly, and all of the data acquired during the data gathering process gives legitimate and reliable information, allowing proper suggestions to be given to the Pakistan Cosmetics sector. The Cronbach Alpha test is also used in SPSS to evaluate the questionnaire's reliability. The validity of the questionnaire

demonstrates that it is gathering the necessary information, and the reliability ensures that the results will be consistent if the same questionnaire is utilized in a different place. To assure the data's authenticity and reliability, the correct procedures and techniques must be applied. Evaluating the data for reliability and validity is crucial because the research recommendations and findings are all dependent on these areas. The emphasis on accurate research and seeking to obtain reliable and valid information from the research was ensured by focusing on questionnaires and developing them effectively. It was inspired by a well-known study of customer behavior.

Ethical Considerations

The questionnaire sent to study participants contained thorough information regarding the goal and significance of the research. Consumers agreed to openly voice their views without fear of penalties. They promised that their identity would be kept absolutely anonymous, and that the information they submitted would be kept completely confidential. The study is conducted in conformity with all ethical research principles and rules. It is vital that the questionnaire be completed freely and without compulsion by the respondents. It was confirmed that all the participants are aware of the research purpose and they can respond to the questions without any force or fear. It was assured to the participants that their identity will be anonymous. Participants were informed about the nature and purpose of the study so that they feel more at ease and will be able to offer important information for the research effective conclusion.

Results and Discussion

The current study is largely concerned with gathering client feedback from Pakistan's cosmetics business. This data is significant because of its ability to affect future corporate strategies and tactics for consumer recruitment and retention. Companies seeking a competitive advantage in the sector will be particularly interested in the findings, as they will aid in the formulation of successful business plans and strategies that ensure success. The benefits of such progress are seen throughout the economy. To do this, the study polled 200 clients in Pakistan's cosmetics business to obtain data. The information gathered is extremely beneficial as it helps the industries in understanding the perception of customers, due to which firms can attain competitive advantage in the industry. The data gathered from the participants was analyzed through the Statistical Program for the Social Sciences (SPSS). According to the data, 57% responses where from males and 43% of responses where from females.

The respondents were also requested to mention their age in the questionnaire .There were 3% of participants under the age of 20, 64% between the ages of 21 and 30, 27% between the ages of 31 and 40, and 6% over the age of 41. When it comes to people's opinions, age does matter a lot.

Young individuals are notoriously more vocal and opinionated about their ideas and thoughts, despite their lack of experience and maturity. In contrast, those with extensive experience tend to make better decisions based on real-world circumstances. In the ever-changing cosmetics sector, it is vital for firms to identify the demands of their customers and develop effective retention measures. The cosmetics industry is undergoing a transformation to accommodate clients' shifting demands and expectations. If cosmetic industries does not cope with these developments they will not be able to sustain in the industry. A company can only obtain benefits in long term if they effectively and efficiently fulfilled the need and demand of the customers. Organizations in the cosmetics industry must pay close attention to the shifting tides and prioritize client happiness in their strategy.

Table 1
Reliability Statistics

Cronbach's Alpha	N of Items
.809	22

Reliability plays a significant role in validating the tools utilized in a research and assuring correctness of the obtained results. In this research, SPSS software was utilized for analyzing the data and a 22-item questionnaire was provided to participants. Reliability of the questionnaire was evaluated through Cronbach's Alpha and the results showed a coefficient of 0.809, which indicates a high level of reliability (80.9%). This study's findings suggest that the research instrument is reliable and consistent, and may be utilized to yield results that can be generalized to a larger population. These results are crucial because they indicate the questionnaire's applicability in diverse circumstances, so contributing to the study's overall validity.

Descriptive Statistics

The descriptive analysis, which aided in the overall analysis of the data, is the next crucial analysis. The skewness and kurtosis aid in determining whether the data are normal. The range that indicates that the data is actually normal is from -2 to +2, which is the normal or acceptable range for skewness and kurtosis. The questionnaire is made more suitable for the analysis process by eliminating the missing values. The overall means of the questions and the standard deviations are also displayed in the descriptive statistics in order to evaluate the degree of data variance. Compared to data with a high level of variance and standard deviation, data with consistent information is more reliable. The lowest values on the questionnaire and the largest values that represent the range of the questions being asked are explained by the minimum and maximum values. When participants provide accurate and clear information, the research process will benefit. The values for skewness and kurtosis are in the normal range, as shown in the table below, indicating that the data is normal and that further analysis of the data will be successful and produce appropriate results. In essence, this raises the level of confidence in the data's ability to produce accurate results in the future.

Table 2
Descriptive Statistics

	N	Min	Max	Mean	Std. Dev	Skewness		Kurtosis	
	Statistic	Stat	Stat	Statistic	Statistic	Stat	Std. Error	Statistic	Std. Error
Gender	200	1.00	2.00	1.1600	.36845	1.883	.241	1.578	.478
Age	200	1.00	4.00	2.3600	.64385	.889	.241	.609	.478
Brand recognition plays a pivotal role in influencing customers' purchasing decisions within the cosmetics industry of Pakistan.	200	1	5	3.09	1.240	-.304	.241	-1.032	.478
Consumers are more comfortable purchasing brands about which they have sufficient knowledge.	200	1	5	3.36	.959	-.643	.241	-.165	.478
	200	1	5	3.33	1.074	-.396	.241	-.637	.478
The Cosmetics sector is evolving and providing clients with regular updates.	200	1	5	3.44	.957	-.214	.241	-.674	.478
The intense rivalry compels firms to be more alert and cognizant of competing brands.	200	1	5	2.98	1.263	-.146	.241	-1.123	.478
Customers with brand loyalty are more receptive.	200	1	5	2.62	1.254	.036	.241	-1.391	.478
Brand loyalty is becoming apparent and important concept in the cosmetics industry of Pakistan.	200	1	5	3.45	1.067	-.529	.241	-.544	.478
Customer feedback is focused in the cosmetic industry.	200	1.00	5.00	3.6200	.91872	-.602	.241	-.160	.478
In the Cosmetics market, the brands that prioritize client happiness are successful.	200	1.00	5.00	3.0300	1.10513	-.060	.241	-1.012	.478
Companies with loyal customers are retained in the cosmetic industry.	200	1.00	5.00	3.2800	1.15540	-.409	.241	-.625	.478
The success of a business depends upon the brand image in the cosmetic industry.	200	1.00	5.00	3.2500	.91425	-.440	.241	-.048	.478

Positive Brand image have a significant impact on the purchasing decision of the customer.	200	1.00	5.00	3.0700	1.11242	-.185	.241	-.778	.478
Customer assess the different products and services according to the brand image and reputation	200	1.00	5.00	3.1100	1.10914	-.403	.241	-.756	.478
Customers consider that successful brands are not risky and are safe.	200	1.00	5.00	3.2900	1.09448	-.414	.241	-.524	.478
The sales of businesses with a positive brand image are significantly more than those with a negative brand image.	200	1.00	5.00	3.1200	1.09434	-.101	.241	-.879	.478
The customer's level of awareness about the products and services of the Pakistan cosmetics business affects their purchasing decisions.	200	1.00	5.00	3.4600	1.10481	-.631	.241	-.385	.478
When a company offers discounts and specials that boost sales, customer purchasing decisions are simplified.	200	1.00	5.00	3.6200	1.04234	-.545	.241	-.296	.478
Brands with a positive reputation are more likely to be purchased.	200	1.00	5.00	3.1000	1.15907	-.040	.241	-.902	.478
Price of the products has a great influence on the purchasing decision of the customer.	200	1.00	5.00	3.5400	1.03884	-.357	.241	-.877	.478
If the Cosmetics industry places an emphasis on the quality of its products and services, this can be advantageous for the corporate image.	200	1.00	5.00	3.2100	1.16597	-.265	.241	-.762	.478
Valid N (listwise)	200								

Table 3
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.693
Bartlett's Test of Sphericity	Approx. Chi-Square	687.044
	df	190
	Sig.	.000

The KMO and Bartlett's test is used to determine whether or not the sample selected for the study is sufficiently representative. According to Kaiser (1967), the range should be between 0.6 and 1. In this instance, the KMO measure of sample adequacy is 0.693, indicating that 200 participants were adequate for the study. On the basis of additional data analysis, additional decisions are undoubtedly possible. The Bartlett's test of sphericity indicates that the information is significant because p0.05, indicating that the data can be further analysed and that we can rely on the given result.

Table 4
Correlations

		BA	BL	BI	CBD
BA	Pearson Correlation	1	.418**	.382**	.453**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
BL	Pearson Correlation	.418**	1	.470**	.459**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
BI	Pearson Correlation	.382**	.470**	1	.437**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
CBD	Pearson Correlation	.453**	.459**	.437**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation plays an important role in identifying the relationship between variables. Some variables which do not have effect on each other do not reveal any accurate results. The reported data indicates that brand awareness, brand loyalty, and brand image have an impact on the dependent variable of customer purchase decisions. A correlation of

at least 0.50 suggests a significant association between the variables. A correlation of 0.453 between brand awareness and consumer purchase decision exists. The correlation between brand loyalty and consumer purchasing decisions is 0.459, and the correlation between brand image and customer purchasing decisions is 0.437.

Table 5.
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.574[a]	.329	.308	.59032	1.801

a. Predictors: (Constant), BI, BA, BL
b. Dependent Variable: CBD

To determine the strength of the relationship between variables regression analysis was conducted through SPSS software. The R value indicates that the three predictors in the model, brand awareness, brand loyalty, and brand image, predicted 0.574 or 57% of the value of customer purchasing decisions. R square is a better measure, indicating that the three independent variables predicted or explained 32.9 or 33% of the variance. Collinearity matter does not exist in the data as according to Durbin Watson test it should be less than two, and in this case it is less than two, indicating that the independent variables are not affecting each other. The standard error or any data issues that may exist can be accounted for by adjusting the data or the regression equation by adding an error value of 0.59032, which will yield more accurate and appropriate results.

Table 6
ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	16.406	3	5.469	15.693	.000[b]
1	Residual	33.454	197	.348		
	Total	49.860	200			

a. Dependent Variable: CBD
b. Predictors: (Constant), BI, BA, BL

The anova table is also very important because it shows the overall variance. The goal of using anova is to check the consistency of the data in smaller groups. If there is a problem or issue that may exist, it will be accounted for in this table. The explained values are 16.4 and the residual is 33.45 out of 49.86. According to social science research, such information is acceptable and up to date, as demonstrated by Kaiser's work (1967).

Table 7
Coefficients'

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.908	.367		2.476	.015
1	BA	.278	.099	.266	2.816	.006
	BL	.276	.112	.244	2.466	.015
	BI	.219	.097	.280	2.265	.026

a. Dependent Variable: CBD

Regression Equation

Y= Constant + B_1X_1 + B_2X_2 + B_3X_3 + standard error

Y= 0.908 + 0.280BI + 0.266BA + 0.244BL + 0.367

The regression equation greatly facilitates the precise analysis of the data. The information aids in comprehending the relationships between the various variables. All three independent variables have an effect on the customer's purchasing choice. The values in the regression table for all three independent variables, namely brand awareness, brand loyalty, and brand image, are significant because they are all less than 0.05 (p0.05). This demonstrates that they all impact the purchasing decision of the customer. Another crucial aspect of the regression test is that it enables us to determine which of the three variables has the greatest influence on the purchasing decisions of customers. The opinions of customers indicate that brand image has the greatest influence on the purchasing decisions of customers in the Cosmetics industry, with a beta coefficient value of 0.280, followed by brand awareness with a value of 0.266, and brand loyalty with a value of 0.244.

Companies are well aware of the importance of the information they get from the customers because due to these information they can meet the requirements of the customers in a proper manner. If they do not make an attempt to capture customers' attention, the relationship between the firm and the client will suffer. Companies now use their strategies efficiently and effectively because they know how to impact the decisions of the customers. To retain their loyal customers companies must focus on building a positive brand image and brand awareness. The challenges that firms experience in the Pakistan Cosmetics sector can be handled over time by applying the proper actions and techniques that will lead to their progress and competitive advantage.

Discussions

The paper presents evidence that substantiates the study's thesis or subject matter, namely, that brand image has a beneficial impact on customers' purchasing decisions. In the Cosmetics industry, customers engage in a series of decision-making stages if they intend to purchase specific products or services. Initially, customers must recognize their needs, and in Pakistan, if they seek Cosmetics services for events, parties, weddings, or other special occasions, they have completed the first stage. The second crucial stage is information gathering, which demands considerable time and effort as customers research the market to locate all possible providers of the desired products or services.

In order to make informed judgments while acquiring cosmetics services, buyers typically acquire information from multiple providers. This decision-making process involves examining multiple elements, such as customer reviews, market reputation, and brand image, which influence the customer's attraction to a specific organization. Customers rank various options based on services provided, price, quality, and delivery time in order to make the best decision. After completing the evaluation, the buyer chooses a specific cosmetics company as the fourth step. Post-purchase conduct reflects whether or not the business has satisfied the customer's needs. Significantly determining an organization's quality is its capacity to meet or exceed client expectations. In order to build a pleasant post-purchase behaviour and maintain high-quality standards, cosmetics companies must focus client pleasure.

Conclusion

With the passage of time, the Pakistan cosmetics industry is growing and expanding as consumers become more aware of their needs and desires. The world of business and commerce is evolving as businesses are no longer restricted to local markets but can reach customers worldwide. A greater emphasis has been placed on customer relationship management as a result of the rapid changes and development of technology. According to the research on customer relationship management, companies with a strong brand image have a greater chance of attracting new customers and retaining existing ones. The research cantered on the purchasing decision-making process of Pakistani cosmetics industry customers. A sample of 200 participants filled out questionnaires to express their views and

opinions. All ethical considerations for appropriate and ethical research were adhered to. The data collection process was completed successfully, and SPSS was then used for analysis.

The information received from customers yielded surprising results that would prove beneficial to the Pakistan cosmetics industry. Customers did concur that the company's brand image is crucial. Customers ranked the brand image of a business as the most important factor, followed by brand awareness and brand loyalty. Customers also noted that brand loyalty helps businesses improve their performance. Long-term success would be achieved if Cosmetics businesses in Pakistan worked diligently to maintain their brand image. The favourable brand image would result in improved business performance and increased sales. Businesses are now aware that brand recognition aids customers in making purchasing decisions; therefore, extensive advertising is required to attract the attention of consumers.

In order to investigate the significance of brand image in the customer's purchasing decision, future researchers ought to expand their sample size and extend their analysis to other industries, such as education, beverage, airline, and textile industries, to name a few. By doing so, researchers can determine whether industry-specific trends exist or if the role of brand image remains consistent across industries. To better understand customer needs and support business growth on a global scale, marketers have focused on comprehending customer perceptions and purchasing patterns. Businesses can overcome the problems and obstacles encountered in many industries by continuing to improve the quality of their products and services. The cosmetics business is committed to improving their product and service offerings to fulfil the needs of their customers.

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