COMPARISON OF FACTORS INFLUENCING BRAND EQUITY OF COSMETICS IN CHINA BETWEEN GEN-Y AND GEN-Z

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ABSTRACT

The influence of various branding factors on brand equity is the primary focus of this study. The purpose of this study is to investigate the connection that exists between brand loyalty, brand awareness, brand credibility, brand congruence, and brand image, all of which have an impact on the variable that is being investigated, which is brand equity. The quantitative research method will be used to carry out this study; specifically, for the purpose of putting a variety of hypotheses to the test, a questionnaire will be disseminated to the audiences that will be the focus of the study. The Statistical Package for the Social Sciences will be utilised in order to perform the analysis on the data (SPSS). 500 young women in Shanghai between the ages of 20 and 40 who make frequent purchases of cosmetics were asked to take part in this study. They will be disseminated alongside the survey questions that will be used to compile the data for this study. Convenience sampling was used as the method of sampling that will be carried out. On the other hand, the results of this study will be able to demonstrate that certain aspects of a cosmetic product's branding strategy may or may not have an effect on the equity of the brand. According to the findings, it is possible to prove that the independent variables that were used have a significant connection with brand equity. In today's modern society, many different cosmetic brands place an emphasis on their branding in order to attract a larger audience. In light of the factors discussed above, owners of brands ought to put more resources into their branding. This research might be helpful to advertisers in better understanding their target audience. Aside from that, business owners of brands should put money into their branding, as doing so will improve consumers' opinions of the products they sell. In addition to that, it would give information regarding the brand equity that was associated with their brand, which would assist them in improving in a variety of areas.

Keyword: Brand Equity, Brand Image, Brand Credibility, Brand Awareness, Brand Loyalty, Brand Congruence, Gen-Y, Gen-Z, Sustainable Cosmetics

INTRODUCTION

The value of a brand is referred to as its "brand equity," which is a term used in marketing. That value is established by the consumer's perceptions of the brand as well as the consumer's experiences with the brand. A brand is said to have positive brand equity when consumers have favourable opinions of the brand. A company's brand equity is said to be in the red when it routinely fails to meet consumers' expectations and continues to disappoint them to the point where they advise others to steer clear of the company's products. Since the economy of China has been expanding at such a rapid rate in recent years, the cosmetics industry there has also been expanding at a rapid rate. The retail sales of skincare products reportedly reached 260.42 billion yuan (RMB) in the year 2020, as reported by Euromonitor. The Qianzhan Industry Research Institute estimates that the size of the cosmetics market reached 52.5 billion yuan in the year 2020. This figure was derived from the institute's own data. Even though the pandemic had an adverse effect on the business of brick-and-mortar stores, the year-on-year growth rates of turnover for beauty and skin care products and colour makeup on the platform in 2020 were, respectively, 31.8% and 32.5%. Even though Chinese cosmetics are known for their regional layout and industrial innovation, it is still a fact that there are not many Chinese cosmetics brands on the high-end international cosmetics market. This is true despite the fact that Chinese cosmetics have garnered a lot of attention in recent years."China is not a power in the cosmetics industry; rather, it is a global consumer." L'Oréal S, P&G, Unilever, Estee Lauder, and Shiseido accounted for approximately 52.4% of the global market share, according to Huang Junhai, a professor in biomedical engineering at the Shanghai Pharmaceutical Industry Research Institute. The information was presented at the "chemical and skin health" Xiangshan science conference. The size of the market's 20 enterprises, of which foreign-funded enterprises accounted for approximately 80%, accounts for only approximately 20% of domestic enterprises.

According to Rossiter and Percy (1997), the primary objective of brand marketing should be to develop relationships between the brands of companies and their existing as well as potential clients or customers. Establishing a connection with customers is essential due to the fact that this is one of the considerations that go into making a purchase, and it may also assist in increasing revenue (Krishnan, Amira, Atilla, Syafawani, & Hafiz, 2017). When it comes to determining whether or not a consumer will purchase a product, the consumer's perception of the brand plays a significant role. Previous experiences are extremely important because they have the potential to influence product choice as well as brand loyalty. In addition, consumers will look to advertising and product packaging for direction in order to heighten their awareness of the brand (Krishnan, Amira, Atilla, Syafawani, & Hafiz, 2017). In addition to this, the implementation of branding strategies is essential in order to raise the level of customer recognition of the brand. According to Keller, who mentioned that the primary goal in the efforts that are put into brand marketing should be establishing a relationship between the companies' brands and the consumers and their potential consumers, this should be the primary focus of those efforts. Establishing a connection with customers is essential due to the fact that this is one of the considerations that go into making a purchase, and it may also assist in increasing revenue (Krishnan, Amira, Atilla, Syafawani, & Hafiz, 2017). When it comes to determining whether or not a consumer will purchase a product, the consumer's perception of the brand plays a significant role. Previous experiences are extremely important because they have the potential to influence product choice as well as brand loyalty. In addition, consumers will look to advertising and product packaging for direction in order to heighten their awareness of the brand (Krishnan, Amira, Atilla, Syafawani, & Hafiz, 2017). In addition to this, the implementation of branding strategies is essential in order to raise the level of customer recognition of the brand. As Keller (1993)

1766

Eur. Chem. Bull. 2023,12(4), 1765-1776

points out, there are some customers who will only buy brands that are currently available in the market.

Branding is important because it can influence cosmetics industry growth (Hulme, 2001). Few businesses succeed in this sector because they are willing to spend money on brand marketing. L'Oréal, the world's largest beauty products company, is an example. . Customer engagement, social media, and influencer marketing are examples. Cosmetics companies' marketing strategies encourage media coverage of their products. L'Oréal Paris, NYX Professional Makeup, Maybelline New York, and Urban Decay made the Top 10 in L'Oréal's annual report. 2017 earned media value. They branded well, making sure to reach the right people at the right time.

On the other hand, cosmetics are extremely significant when it comes to creating an image or being presentable for other people because they enhance a person's overall appearance (Chao and Schor, 1998). When it comes to purchasing cosmetics, there are a few factors that will influence the value of the brand. They will need to have an understanding of the factors that influence customer behaviour if they want to be the industry leader in the cosmetics business. The Gross Domestic Product of Shanghai consistently places it in first place among all of China's cities throughout the entire year. There are 25 million people living in Shanghai, and they come from a wide range of different income brackets, educational levels, occupations, and other backgrounds. Researchers will find that Shanghai is an ideal location for carrying out their work. This is due to the fact that a person's cultural background, income, and other factors may be among the factors that influence their recognition of a brand and their intention to make a purchase. Because of this, it is essential to carry out research in Shanghai because the city brings together people from a variety of different backgrounds.

The size of the cosmetics industry is projected to reach 478.1 billion yuan by the year 2021, as stated by the 2021 Chinese Cosmetics User Research and Development Forecast Research Report. The following is a breakdown of recent years' retail sales figures for cosmetics companies that exceeded the minimum required size for participation in wholesale and retail trade.

Table 1: Sales of Cosmetics

Year	Sales(billion)
2016	2,222
2017	2,514
2018	2,619
2019	2,992
2020	3,400

Source: National Bureau of Statistics of China

From Table 1, there were approximately 5,447 businesses that satisfied the requirements to become qualified to produce cosmetics, as stated by the National Drug Administration (NDA), which is part of the State Administration for Market Regulation. Guangdong Province and East China are home to the vast majority of China's cosmetics manufacturing facilities. In the year 2020, the province of Guangdong contained 2,967 qualified cosmetics production enterprises, which accounted for 54.5% of the total. This was followed by East China, which contained 1,434 enterprises with cosmetics production qualifications, which accounted for 26.3% of the total. In general, brands of cosmetics produced on the mainland

1767

Eur. Chem. Bull. 2023,12(4), 1765-1776

concentrate primarily on the low-end market, whereas brands produced overseas and through joint ventures primarily occupy the high-end market.

Gap in Research

Branding-brand equity study has been done alot. Past researchers have focused on which dimenisons of brand loyalty, awareness, association, and perceived quality affect brand equity (Zia et al., 2021). Yet, there is no study that has been undertaken that evaluate the difference ingenerational gap; Gen Y and Gen Z.Independent factors in brand image, brand credibility, brand awareness, brand loyalty, and brand congruencewould contribute different brand equity (Clement et al., 2019).

Research Objectives:

1. To examine the relationship between brand loyalty and brand equity.
2. To examine the relationship between brand awareness and brand equity.
3. To examine the relationship between brand credibility and brand equity.
4. To examine the relationship between brand congruence and brand equity.
5. To examine the relationship between brand image and brand equity.

LITERATURE REVIEW

Underpinning theories

The Theory of Planned Behavior, also known as TPB, and the Brand Congruence Theory are the two that have been selected. Both hypotheses provide comprehensive explanations of how the brand equity will be impacted. The research framework provides an illustration of the factors that will have an effect on brand equity as well as the relationship between variables that are independent and variables that are dependent.
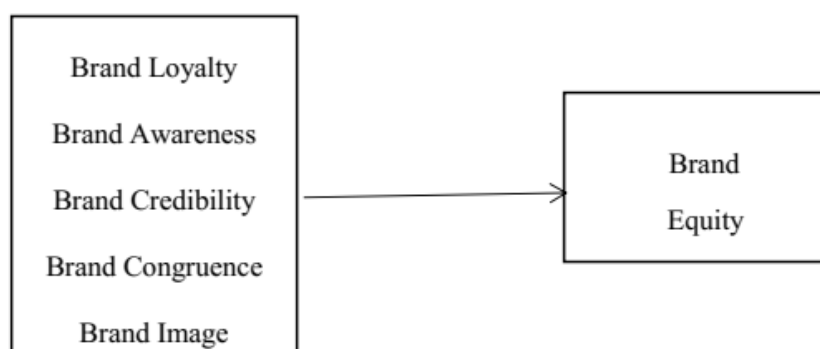

Figure 1: Conceptual Framework

Brand Loyalty

The loyalty of a company's customers to the company's brand is of the utmost importance to businesses. When there are more devoted customers, the proportion of the market that we control will grow. The consistent spending by customers on one particular brand has allowed that brand to maintain a healthy profit margin. It manifests itself whenever there is loyalty to a brand. Moving on, the concept of brand loyalty refers to making repeated purchases of the same brand. This helps to understand more about the individual's consumer behaviour in

1768

Eur. Chem. Bull. 2023,12(4), 1765-1776

relation to the specific brand. When a loyal customer of a particular brand does not make a subsequent purchase of that particular brand, the customer's loyalty to that particular brand will shift, and as a result, the consumer behaviour of the individual will also shift. On the other hand, one of the hypotheses tested in this research suggests that a customer's level of loyalty will increase as they get older. This particular hypothesis was tested. The purchasing patterns of customers will shift depending on their level of brand loyalty, which will be influenced by age in a tangential manner. According to one study, a consumer's propensity to remain loyal to a brand has a positive impact on that consumer's purchasing decisions, and consumers are more likely to buy products from brands with which they are already familiar because those brands have powerful images and meet or exceed their expectations (Mashavha, 2016).

Brand Awareness
The level of consumers' brand awareness is a factor that influences their intentions to buy a product (Shahid, Hussain, & Zafar, 2017). If a customer is familiar with a brand, they will choose to make their purchases from that brand rather than one that is unfamiliar to them. An additional illustration of how familiarity with a brand can influence the actions of consumers will be provided in the following explanation. In the first place, customers are aware of their requirements, which must be fulfilled (Stankevich, 2017). Awareness of the brand is absolutely necessary in the second and third stages. A high level of brand awareness both increases the likelihood of the product being found in the consumer's mind and leads to a greater degree of preference when the product in question is compared to others on the market. In the end, it has an effect on the purchasing behaviour of consumers because it helps them decide which brand is best suited to satisfy their requirements. In conclusion, the business should increase their advertising efforts, continue to keep customers aware of the brand, and portray a positive image of the brand in the consumers' minds in order to stimulate their desire to make a purchase of the brand. One way to explain the effect of brand awareness on consumer behaviour is through the purchasing choice of consumers (Ashraf, Naeem, & Shahzadi, 2017).

Brand Credibility
The credibility of a brand has an effect not only on the choice of brands but also on their consideration (Erdem & Swait, 2004). Even though they offered consumers a product of superior quality, a number of the more recent brands that had been launched onto the market were unable to make it through the cutthroat competition. This is because the consumer does not have a positive attitude towards the brand in and of itself. Consumers are influenced to behave differently despite the fact that they are aware that the claimed feature of the product is ambiguous, that it takes them time to gather and process the information, and that there is a high perceived risk.

Brand Congruence
Moreover, the frequent use of celebrities as spokespersons originates from the assumption that linking a product with a well-respected celebrity would boost consumers' opinions of the brand. This belief drives the frequent use of celebrities in marketing campaigns. This misconception has resulted in the widespread usage of celebrities in marketing and advertising. The high match-up hypothesis between the items and spokespeople may impact the consumer's desire to make a purchase. For instance, when a professional athlete who is also very attractive and is known to be a celebrity endorses a product that is related to sports, it has a tendency to increase the consumers' intention to make a purchase of the product. This is because the consumers view the athlete as a role model and they believe that they would

1769

Eur. Chem. Bull. 2023,12(4), 1765-1776

benefit from purchasing the product. To get to a conclusion, it is more successful for creating favourable reactions from consumers in advertising when a celebrity and a product are a good match for one another than when they are not a good fit for one another. This is due to the fact that it is more probable for the target audience to be interested in a product if it is associated with a well-known celebrity (Kamins & Gupta, 1994).

Brand Image

It is common knowledge that there has been a significant emphasis placed on research regarding brand image in recent years. This is due to the fact that the image of the brand plays a crucial part in the development of a strong brand equity (Zhang, 2015). The best way to explain what is meant by the term "consumer behaviour" is to think of it as the actions that customers take when they are looking for specific goods or services that they believe will be able to fulfil their wants or requirements. Keller (1993) came up with an intriguing idea that he called "customer-based brand equity" (CBBE), with the goal of understanding the various responses from customers who have knowledge regarding the brand, but to varying degrees. To put it another way, one of the foundations and sources of brand equity is known to be a company's brand image. A positive brand image can be achieved when it is connected to a distinct and powerful brand association with consumers' memories of the brand through various marketing campaigns. This can be done to achieve a positive brand image. To put it another way, the level of uncertainty and perceived risk that is associated with a brand will invariably have an effect on the actions that customers take.

RESEARCH METHODOLOGY

This study utilised a survey questionnaire as one of the research instruments, in addition to the quantitative research methodology, for its data collection. The research design consisted of a cross-sectional study, and the measurement scale was a Likert scale model. The structure of the research design was a cross-sectional study. Non-probabilistic sampling, also known as sampling based on convenience, was selected as the method of choice. Researchers had focused on participants in the 20–40 age range because they were the most likely to use cosmetic products. By the year 2020, it is anticipated that Shanghai will have a total population of 25 million people(Statista, 2023) According to Krecjie and Morgan (1970), the bare minimum number of respondents required is 384. However, we were able to secure more participants for the study, and as a result, we were able to collect 415 responses. We were able to produce a more accurate result thanks to the increased number of respondents. A questionnaire was used to collect the data from the respondents, and the data were then analysed using the SPSS software. It had been suggested that SPSS be used as the instrument to perform data analysis because it is not only simple to use but also gives the researchers more leeway in terms of the evaluation of the research design (D'Amico, Neilands, & Zambarano, 2001). In addition, SPSS makes it possible to generate graphs and charts from the data, as well as descriptive statistics, tabulated reports, and complex statistical analysis, all of which are helpful to researchers.

With the aid of regression analysis, a more in-depth investigation of the nature and strength of the connection as a whole is carried out. According to Tabachnick and Fidell's (2007) findings, the regression analysis was not successful in determining which factors have a substantial role in the correlations between the variables. With this strategy, the researcher will not be able to explore the link between more than one independent variable and more than one dependent variable. Using the use of regression analysis, the connection between brand loyalty, brand awareness, brand credibility, brand congruence, brand image (IVs), and brand equity was studied (DV).

1770

Eur. Chem. Bull. 2023,12(4), 1765-1776

FINDINGS

The generational breakdown of the respondents who took part in this study was as follows: 55% were members of generation Z, and 45% were members of generation Y. It is possible to draw the conclusion that the study had a preconceived notion of generation Z. In addition to that, there are a total of 251 respondents who are students, 217 respondents who are employed, and 32 respondents who are unemployed out of the total of 500 respondents. In addition, more than half of the respondents, or 54%, have attained a level of education equal to or higher than that of a bachelor's degree.

Table 2: Levene's Test

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

Source: Authors compilation

Brand Loyalty

According to the hypothesis, Generations Y and Z have low brand loyalty and equity. Table 2 shows that Levene's Test for Equality of Variances' sig. column is 0.240, which is greater than 0.05. The test is significant. This shows that Generation Z and Y have similar brand loyalty. Thus, the "Equal Variances Assumed" row will determine the t-test result. The brand loyalty two-tailed sigmoid correlation coefficient is 0.004 (p 0.004). Brand loyalty affects the cosmetics industry. Brand equity has a higher significance level than brand loyalty (0.004) because the t-test significance level is 0.05. The t-test suggests accepting the alternative hypothesis and rejecting the null hypothesis.

Brand Awareness

In Table 2, "Levene's Test for Equality of Variances," brand awareness's "Sig." value is 0.913, which is greater than 0.05. Brand awareness is similar in Generation Y and Generation Z. Thus, the "Equal Variances Assumed" row will determine the t-test result. Brand awareness Sig (2-tailed) is 0.023, corresponding to p 0.023. The brand awareness score is lower than the 0.05 t-test significance level (p = 0.023). Thus, cosmetic brand equity is statistically significant. The t-test suggests accepting the alternative hypothesis and rejecting

1771

Eur. Chem. Bull. 2023,12(4), 1765-1776

the null hypothesis..

Brand Credibility

The independent samples test table 4.2.2 shows Sig in Levene's Test for Equality of Variances as 0.623. Based on test results. Brand credibility significance differs from 0.05. Generation Z and Generation Y have similar brand credibility. Thus, the "Equal Variances Assumed" row will determine the t-test result.

The brand's credibility two-tailed significance test is 0.0241. The two variables are significantly related because the t-test significance level is 0.05 (p = 0.05) and brand credibility is lower than 0.0241. Credibility greatly impacts cosmetics brand equity. Thus, brand credibility and cosmetics brand equity are statistically significant. The t-test suggests accepting the alternative hypothesis and rejecting the null hypothesis.

Brand Congruence

Brand Equity and Gen Y/Z Brand Congruence differ significantly. Table 4.2.2 shows that Levene's Test for Equality of Variances' sig. column value of 0.401 exceeds the significance level of 0.05. . Thus, the "Equal Variances Assumed" row will determine the t-test result. Sig (2-tailed) for brand congruence is 0.000, corresponding to p 0.000 and less than 0.05. Brand congruence affects cosmetics brand equity because the t-test significance level is 0.05. Brand congruence is below the significance level, 0.000. Brand congruence impacts cosmetics brand equity. The t-test suggests accepting the alternative hypothesis and rejecting the null hypothesis.

Brand Image

Gen Y and Gen Z have different Brand Image and Brand Equity. Table 2 shows that Levene's Test for Equality of Variances' sig. column is 0.471, which is greater than 0.05. The test is significant. This shows that Generation Z brand image variation is similar to Generation Y. Thus, the "Equal Variances Assumed" row will determine the t-test result. Brand image two-tailed sigmoid correlation is 0.000. (p 0.000). The brand image difference between Generations Y and Z is highly significant because the t-test significance level is 0.05 (p = 0.05) and the brand image score is 0.000. T-test significance is 0.05. The SPSS rounded p-values down to 0.000 because the original p-value was too low to round up to 0.001. The t-test suggests accepting the alternative hypothesis and rejecting the null hypothesis.

Table 3: Model Summary

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

Table 3 above shows R and R2 values. R values of 0.959 for Generation Z and 0.903 for Generation Y indicate a high correlation. Next, the R2 value in the R Square column indicates the level of variation in the dependent variable (Brand Equity) that can be explained by the independent variables (Brand Awareness, Brand Credibility, Brand Congruence, and Brand Loyalty and Image). R Square contains this value. According to the table above, Generation Z's R2 value of 0.920 and Generation Y's 0.815 indicate that the combination set of independent variables can explain brand equity by 92% and 82%, respectively. . The

1772

Eur. Chem. Bull. 2023,12(4), 1765-1776

remaining 8% (100%-92%) and 18% (100%-82%), however, contain other variables that are not independent variables for brand equity research. Leftover percentages from previous calculations.

Table 4: ANOVA

Age Group	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	3706.286	5	741.257	576.077	.000b
Generation Z 1	Residual	320.396	249	1.287		
	Total	4026.682	254			
	Regression	2946.476	5	589.295	210.767	.000c
Generation Y1	Residual	668.235	239	2.796		
	Total	3614.710	244			

Second, the ANOVA table can help us understand how well the regression equation fits this study's data. For Generation Y and Generation Z, the interception point of the "Regression" row and the "Sig." column has a p value of 0.000. . The regression model can predict the dependant variable because its p value is less than 0.05. The regression model fits Generation Y and Generation Z data well in this study.

Table 5: Coefficients

Age Group	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
Generation Z 1	(Constant)	-.140	.403		-.348	.728
	Brand Awareness	.160	.064	.159	2.518	.012
	Brand Congruence	.150	.053	.142	2.820	.005
	Brand Image	.167	.066	.160	2.509	.013
	Brand Loyalty	.350	.061	.340	5.711	.000
	Brand Credibility	.190	.056	.188	3.378	.001
Generation Y 1	(Constant)	9.364	2.270		4.125	.000
	Brand Awareness	.054	.061	.054	.872	.384
	Brand Congruence	-.045	.066	-.045	-.677	.499
	Brand Image	-.227	.066	-.233	-3.424	.001
	Brand Loyalty	.448	.043	.494	10.389	.000
	Brand Credibility	.148	.071	.146	2.071	.039

Finally, two tables show that the combination of independent factors strongly affects the variable being researched. The B value under "Unstandardized Coefficients" in the Coefficients table helped us predict brand equity statistics. Consider. Next, use the coefficient table to assess independent variable statistical significance. "Sig." is last in the coefficients table. . Brand awareness, image, loyalty, and credibility. Each of the five independent factors is statistically significant for Generation Z Brand Equity. Generation Y's p value differs from Z's. Brand awareness, consistency, and equity in Generation Y are not statistically significant. Brand image, loyalty, and credibility have p values below 0.05, so we can link them to

1773

Eur. Chem. Bull. 2023,12(4), 1765-1776

Generation Y brand equity.

DISCUSSION

Brand Loyalty:
An independent sample t-test was used to assess the null and alternative hypotheses to see if Generations Y and Z have different brand equity. The t-test showed that Generations Y and Z have different brand loyalty, supporting the alternative hypothesis and rejecting the null hypothesis. After the t-test, regression analysis was done to examine how independent variables like brand loyalty affect brand equity in Generation Y and Z. Brand loyalty affects Generation Z brand equity more than Generation Y. Brand loyalty will affect Generation Z's brand equity if their cosmetic product experiences meet their expectations and they continue to buy the product. Brand loyalty won't sway Generation Y.

Brand Awareness
The Independent Sample T-Test was performed to test if Generations Y and Z had substantial brand awareness differences to accept either hypothesis. . The regression test examines how independent variables like brand awareness affect brand equity in Generation Y and Z. Generation Z's brand equity was more affected by brand awareness than Generation Y's. Generation Z is more likely to buy a brand they're familiar with than one they're not. For Generation Y, brand recognition is less important since they may examine the cosmetic product's qualities, substances, or materials instead of the brand.

Brand Credibility
The Independent Sample T-Test tested whether Generations Y and Z have substantial brand trust differences. The t-test showed that Generations Y and Z had similar consumption behaviour. . The regression examines how brand trust affects Generation Y and Generation Z customer behaviour. Brand reputation influences Generation Z customer behaviour more than Generation Y. The table 4.3.3 shows that if brand credibility grows by one unit, consumer behaviour for Generation Z would increase by.190 and for Generation Y by 0.71. The table 4.2.2 shows that the mean differences in brand credibility between Generations Y and Z are the lowest among the variables.

Brand Congruence
The results showed that Generations Y and Z had quite different brand congruence. Hence, accepting the alternative hypothesis and rejecting the null hypothesis Brand consistency exhibited the greatest mean variances between Generations Y and Z. The regression test examines how independent variables like brand congruence affect Generation Y and Generation Z consumers. Brand consistency affected Generation Z customer behaviour more than Generation Y. To summarise, Generation Z is readily persuaded by celebrity endorsements if the celebrity is compatible with the brand, whereas Generation Y is not.

Brand Image
An independent sample t-test was used to evaluate if Generations Y and Z have different brand images to reject or accept the hypothesis. Results showed that Generations Y and Z had quite different brand images. The null hypothesis was rejected and the alternative hypothesis accepted. Generation Z is more influenced by brand image than Generation Y. Generation Z values brand image and buys cosmetics with a solid reputation. Unlike Generation Z, Generation Y cares more about product quality than brand image. Hence, marketers must construct, create, and sustain a positive brand image to influence Generation Z's purchasing

1774

Eur. Chem. Bull. 2023,12(4), 1765-1776

behaviour.

CONCLUSION

This research examines the effects of cosmetic product branding on generations Y and Z in Shanghai. It examines how brand loyalty, awareness, credibility, congruence, and image affect brand equity. 500 Shanghai respondents reveal how branding affects brand equity for generations Y and Z. . This data also helps marketers brand to distinct generations. Marketers can better grasp how generations Y and Z see beauty items due to their distinct viewpoints. Consequently, marketers may tailor their approach or method to their target generation or both generations. To conclude, we believe this research will help marketers enhance their branding for different generations, develop their awareness of how different generations think, and help students understand how branding affects different generations, which may help them in their future studies. Future study should evaluate brand equity's effects using a new set of independent factors. Future studies may employ a different independent variable. Replace brand image, awareness, and loyalty with brand recall, positioning, and personality. Future study will find other branding characteristics that affect brand equity by using new independent variables. Also, future research should enhance study population and sample size. This study solely includes generations Y and Z, 1977–2014. Adding a generation, such as generation X, can expand the intricacy of the research and provide the reader a better grasp of generational distinctions. This investigation sampled 500 Shanghai residents. Shanghai generations Y and Z are the only valid responders. . Instead of retraining respondents from one state, future study might use a bigger sample size and three generations of Chinese respondents.

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