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**Assessment of Factors Affecting Brand Preference toward Cosmetic Products  
in South Sudan:**

**(Case study: Juba city, Central Equatoria State Female Women Cosmetic Consumers)**

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doi.org/10.51505/IJEBMR.2024.81102      URL: <https://doi.org/10.51505/IJEBMR.2024.81102>

Received: Sep 18, 2024

Accepted: Oct 08, 2024

Online Published: Nov 03, 2024

**Abstract**

In view of popular brand awareness and brand preference cosmetics products have a major problem for South Sudan's beauty and personal care market. A wide range of cosmetic and beauty product are no easily available in South Sudan a considerable price in rural areas.

Consumers in South Sudan with lower purchasing power may no often manage to buy the cosmetics product even if they are aware that these are cosmetics products. The major objective of the study was to analysis the effect of brand preference on buying behaviour of female women. The research use descriptive analysis and employed both qualitative and quantitative approaches was used to select shopping mail which composed of 25 cosmetic shops. The description statistical analysis, frequency among identified variable. The result revealed that the major of 35(70%) were strongly that brand was part of their life and the second item result revealed that 28(56%) have expressed their concern that they used cosmetics to have good appearance. The three shopping mall was selected to present the whole 25 cosmetic shops. The secondary source of data collected from internal publication journal, internet, and companies report. The sample of this study was 50 sample. The questionnaires were distributed to 50 respondent. And the response was 100%. All self-administered questionnaires to cosmetic consumer being filled and collected back. More ever, convenience sampling techniques was employed. As far as he first objective i.e. brand choice of female women awareness.

The result affirmed that the majority of the customers preferred Body Lux- Moisturizing Body Lotion.

**Keywords:** Brand Preference, buying behaviour, cosmetics, female women

**1. Introduction**

The consumer behavior of women while purchasing cosmetics of patriarchy and 'famine 'beauty standards have mostly definitely had role to play in the propagation of the narrative that to be

perceived as 'attractive', women must spend exorbitant amounts on the purchase of cosmetics products.

In today's crowded market of cosmetic produces, companies try to find better and innovative way to create and sustain their competitive advantage, which help them to beer manage he commercial key success factors of their market (Trinquecost, 1995).

As mentioned by Palmer cockton and cooper (2007), branding increased the values to produces it often has more potential to differentiate one often from other core and expected functional benefit through by consumers. In general terms cosmetic is applied to all preparations used externally to condition and beauty the body, by cleaning, coloring, softening, or protecting the skin, hair nails, lips or eyes. Cosmetics are therefore, products intended to the human body for cleansing, beautifying, promoting attractiveness or altering he appearance without affecting the body's structure.

The growth of the cosmetic and beauty products market has become significance as consumers are increasingly becoming aware of appearance, beauty, grooming and he choice of personal care products. Undemanding this sector should be of valuable use to marketers in identifying marketing opportunities to ensure greater efficiency in the use of resources and oher efforts which are directly related to consumers purchasing behavior such as market segmentation, consumer ageing product features promotional and selling efforts.

The study therefore intended to explore assessment of factor affecting brand preference toward cosmetic products a juba city career women cosmetic consumer. This study will provide useful information to the business sector as well as dealers in retailer sector.

### *1.1 Women and Consumer Behavior in the Cosmetics Industry*

Rigid beauty standards have, for centuries, influenced women's perception of what is deemed to be attractive, massively increasing the profitability of the cosmetics industry. The success of the cosmetic industry is accompanied by a consequent decrease in women's self-worth, confidence and value. In this research paper, the researcher has analyzed the consumption patterns of women and elucidate the factors responsible for such a huge differentiation in the consumer behavior of women and men, with respect to the cosmetics industry. The paper approaches the question of women's consumer behavior from an intersectional approach and elaborates on how societal structures of caste, class, race and religion influence their buying behavior. It attempts to understand how capitalism has facilitated the exploitation of women in the name of beauty and benefitted the cosmetics industry.

### *1.2 Intersectionality in Women and Notions of Beauty*

Feminism has over time targeted issues affecting white-upper class women. The idea of intersectionality adds the nuance of the interconnected nature of social categorizations, such as race or gender, which can create overlapping systems of privilege and discrimination. When applied to the idea of feminism, the movement takes cognizance of the experiences of women who happen to be discriminated against across various social dimensions. Understanding societal

and self-perceptions of beauty, we see that economic class, social history and physically uncommon characteristics have influenced a lot of social stereotypes that we have inherited in our culture.

The underdeveloped roads infrastructure, high transport costs, the long-standing insecurity, robberies and theft along the trade routes and multiple informal checkpoints, are some of the key challenges affecting the normal functioning of markets in South Sudan. In South Sudan there is lack of short well approach about knowing the factors affecting brand preference towards cosmetic product become great bottle neck on buying behavior. The same true to juba city female cosmetic consumers as well as other South Sudanese female cosmetics. The most of industrial apply their knowledge unfairly by engaging in unethical practice like exaggerating the appearance of cosmetics brand preference by doing so they are directly forcing consumers to purchase product (Riakurkeit, 2009) the study therefore, intended to explore assessment of factors affecting brand preference to word cosmetic products in South Sudan among the female cosmetic customer in Juba city, Central Equatoria State.

## **2. Statement of Problem**

According to Shenge (2010) consumers have a tendency to choose products from developed nations more willingly than products that are made in emerging countries. They may accordingly be more inclined to pay a higher price for the product from more developed countries than from developing countries. Cosmetics consumer behavior study focusing on Malaysian consumers reveal that product quality is the ultimate influencer of consumers' purchase intention. Most of customers are cautious about product quality, and they are prepared to pay extra for a higher quality product. Brand image also plays a role as customers tend to choose the top branded cosmetics with high brand image as they perceive those brands possess higher quality. Product knowledge is another factor that influences cosmetics purchase decision, therefore, firms require to deliver product information efficiently (Eze et al., 2012).

Study on the critical impact of brand on consumer buying behavior of fashionable clothing of youngsters and professionals in Bangladesh indicates that brand plays an inevitable tale on the consumer buying behavior in fashion cloth (Islam and Aktar, 2013). The study focuses on the consumer behavior of a different industry in Bangladesh. But upon critical probing, no significant scientific study could be found conducted focusing on the consumer behavior of cosmetics products in Bangladesh.

A study conducted by Yousaf et al., (2012) in Pakistan regarding brand loyalty in the cosmetics industry suggests that significant positive relationship exists between brand loyalty and brand credibility, brand awareness, brand association, perceived quality, and product knowledge. The study also finds that global presence of cosmetics brands is taking the foreign branded cosmetics to the highest level of success in Pakistan by adopting global branding. It focused on consumer loyalty towards the brand "L'Oreal" which is a global brand of cosmetics. The study indicates that brand awareness is the most important variable in the path to success in the cosmetics industry in Pakistan. Cosmetics industry has been able to portray itself as one of the best

business in Pakistan and hence, this study was conducted to examine the factors that play a role to build brand loyalty in Pakistan.

Kalicharan (2014) suggests in his research that even though many cosmetics consumers acknowledge the high quality of products made in specific nations, such consumers may avoid buying such products as a result of previous bitter experiences that create a negative image toward that specific country of origin.

It can be observed that significant number of studies exist focusing on the topic of consumer behavior, brand loyalty, brand awareness, and brand power. And they focus their own respective demography and industries. But no scientific peer reviewed study can be found that examines the consumer behavior and consumer perception of South Sudan cosmetics products customers precisely. Thus, a research gap in the literatures can be identified which can be further explored.

### **3. Objective of the study**

*3.1 General objective:* General objective of this studies have focused on the assessment the factor affecting brand preference of career women cosmetic products in juba city South Sudan.

#### *3.2 Specific objectives*

- i. To examine the brand awareness effect on brand preference towards buying behavior consumers in Juba city, South Sudan
- ii To analyses brand association effect on brand preference towards buying behavior consumers in Juba city, South Sudan
- iii To identify the advertising effect on brand preference towards buying behavior consumers in Juba city, South Sudan

### **4. Material and Methods**

The Republic of South Sudan is a land-locked country that is bordered by Ethiopia to the East, Kenya to the South-East, Uganda to the South, the Democratic Republic of Congo to the South-West, the Central African Republic to the West, and Sudan to the North. It has a land area of 644,329 km<sup>2</sup> and a population that is currently estimated to be about 10 million after taking account of large influx of returnees and refugees in recent years. The average number of people per km<sup>2</sup> is only 13, making South Sudan one of the least densely populated countries in Sub-Saharan Africa

### **5. Area of the Study**

Juba County is an administrative area in Central Equatoria State, South Sudan. It is the largest county in Central Equatoria. Juba is both a capital city of South Sudan and Central Equatoria State as well as most populous city in country, founded in 1922. The study was conducted in Juba. It is with a heterogeneous population, Juba City has a population of 372,413 people with a growth rate of 4.23%. The Juba County's astronomical location is at latitude and longitude are 4.859363,31.571251 lies on the eastern and western bank of Bahr Al Jebel River in Juba county. The three shopping mall was selected to present the whole 25 cosmetic shops. The secondary source of data collected from internal publication journal, internet, and companies report. The

sample of this study was 50 female cosmetics consumer who appeared to buy cosmetic products on selected cosmetics shopping malls.

## **6. Sources and Types of Data:**

There are types of data sources which can be considered for research purpose, the data sources involved both primary and secondary sources.

### *6.1 Primary Sources of Data*

Primary sources by data definition is data gathered from the first hand information. The primary research were collected from three selected South Sudan one of shopping mall which are located in Juba Capital City. Questionnaires, Interview and schedule was distributed to female cosmetic customers who appeared to shopping during field survey In order to achieve the research objectives, primary data were collected with the use of convenience sampling techniques using questionnaire collect from shopping malls customers appearing in the shopping malls for buying cosmetic products This type of data often helps to give appropriate answers to the search questions (Ghauri and Gronhaug, 2005)

### *6.2 Secondary sources of data*

Secondary data according to Ghauri and Gronhaug (2005) this can be referred to as information by others for certain purpose that can be different from a researcher who intend to use the same information secondary sources of data was obtained by referring to written documents concerning the subject matter and the bank industries under study. book's, previous studies on the area, the media, company reports, journals etc. was used in gathering the information helpful in achieving the research objectives.

## **7. Data processing and analysis techniques**

Data analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data (Shamoo and Resnik, 2003).

The data collected from the field were analyzed using statistical package for social sciences (SPSS) version 24. All questionnaires was received were referenced and items in the questionnaire coded to facilitate data entry. Descriptive statistical analysis was performed by computing percentages of variations in response as well as describing and interpreting the data in line with the study objectives and assumptions to communicate research findings. Descriptive statistics was presented through percentages and frequencies.

## **8. Ethical Consideration**

To protect the privacy of participants, the principle of anonymity will be strictly adhere to the confidentiality of filled data were also guaranteed and no personality identifiable data. (Emory and Cooper 1995).

**9. Results and Discussions**

This section of the study concerned with analysis and interpretation data which shows and explains the description statistical analysis, frequency among identified variable. The result revealed that the major of 35(70%) were strongly that the brand was part of their life and the second item result revealed that 28(56%) have expressed their concern that they used cosmetics to have good appearance. The other item result revealed that the female cosmetic consumer preferred Body Lux- Moisturizing Body Lotion which were strongly disagree 19(36%) followed by Nice & Lovely-48 H Nourish Lotion 12(24%) were Agree with statement of brand choice for female women skin cosmetics consumer. As far as the research work began to started, the questionnaires distributed to cosmetic buyers in advance therefore, from questionnaires distributed, all 50 filled correctly and returned to the researcher. So, the response was 100%. This response was achieved due to fact the researcher used convenience sampling techniques enumerators were trained very carefully on the collect data with role play.

9.1 Demographic variable are crucial factors that affect brand preference on buying behaviors of female women cosmetic consumers.

This includes gender, age, education and occupation.

As far as his survey targeted on female women cosmetic buyer (consumers), all subjects are female women. Hence, gender is a constant variable therefore convenience and manageability all demographic variable were presented in able 5.1

Age	Frequency	Percent
18-30 years	32	64
31-42 years	18	36
Total	50	100
Education	Frequency	Frequency
High School	20	40
Diploma	12	24
Degree	18	36
Total	50	100
Occupation	Frequency	Percent
Private	13	26
Self	20	40
Government	17	34
Total	50	100

Sources: Field Survey Data (2024)

9.2 Brand choice of female women awareness

The Likert scales number from 1-5 inside the table provided under: strongly disagree (1) Disagree (2) Neutral (3) Agree (4) strongly agree (5)

The major of the female cosmetic consumer preferred Body Lux- Moisturizing Body Lotion which was strongly disagree 19(36%) followed by Nice & Lovely-48 Nourish Lotion 12(24%) was Agree with agree with statement. The result confirmed the majority of customers to buy the

Body Lux- Moisturizing Body Lotion as it give extra pleasure care to females’ cosmetic consumers and 10(20%) response was Neutral about Garlic-Hand &Body Lotion

Skin Cosmetics brand products		
Items	Frequency	Percent
Garlic-Hand &Body Lotion	10	20
Body Lux- Moisturizing Body Lotion	19	36
Nice & Lovely-48 H Nourish Lotion	12	24
Total	50	100

Sources: Field Survey Data (2024)

*9.3 Factors determining brand awareness, brand association and advertisement on brand preference.*

First item was the brand awareness

(a) “ this brand is the part of life “ therefore the result revealed that 35(70%) strongly agree with the statement, 13(26%) were agree with the statement in their response and 2(4%) customer were strongly disagree.

(b) “I usually compare the price of different brands before buying cosmetics.” The result revealed the 8(16%) strongly disagree with the statement that they never compared the price of different brands before buying cosmetics.24 (48%) have agree with statement and 18(36%) have strongly agree with the statement that they usually compare the price of different brands before buying cosmetics.”

(c) “I prepare cosmetics that are affordable” The result revealed the 5(10%) disagree with the statement that they never compared the price of different brands before buying cosmetics.27 (54%) have agree with statement and 18(36%) have strongly agree with the statement that they usually compare the price of different brands before buying cosmetics.”

Second Items was the brand association

a. ‘I associate this brand with innovation ‘ therefore the result revealed that 28(56%) agree with the statement, 12(24%) were strongly agree with the statement in their response and 2(4%) customer were disagree.

b. “I use cosmetics to have good appearance”  
The result revealed that 22(44%) agree with the statement, 28(56%) were strongly agree with the statement in their response.

c. Usually I buy cosmetics from people who are experts in the field.  
The result revealed that 26(52%) agree with the statement, 21(42%) were agree with the statement in their response and 3(6%) were disagree with the statement they don’t buy cosmetics from people who are experts in the field.

Third Items was the brand advertisement

- a. ‘I feel relax using this brand ‘ therefore the result revealed that 27(54%) strongly agree with the statement, 21(42%) were agree with the statement in their response and 2(4%) customer were disagree
- b. ‘Cosmetics sold at a specialty store are better quality than sold in a discount store’  
The result revealed that 20(40%) strongly agree with the statement, 19(36%) were agree with the statement in their response , 6(12%) customer were strongly disagree and 5(10%) were disagree with the statement that the cosmetics sold at a specialty store are better quality than sold in a discount store
- c. ‘I like to use cosmetic where ever I got out’  
The result revealed that 26(52%) agree with the statement, 24(48%) were strongly agree. with the statement in their response

Table 2. Factors determining brand preference.

The Likert scales number from 1-5 inside the table provided under: strongly disagree (1) Disagree (2) Neutral (3) Agree (4) strongly agree (5)

Items			
Item 1	Brand Awareness	Frequency	Percent
a) This brand is part of my life.	Strongly Agree	35	70
	Agree	13	26
	Strongly Disagree	2	4
	Total	50	100
b) I usually compare the price of different brands before buying cosmetics.	Strongly Disagree	8	16
	Disagree	0	0
	Neutral	0	0
	Agree	24	48
	Strongly Agree	18	36
Total	50	100	
c) I prepare cosmetics that are affordable	Strongly Disagree	0	0
	Disagree	5	10
	Neutral	0	0
	Agree	27	54
	Strongly Agree	18	36
Total	50	100	
Item 2	Brand association	Frequency	Percent



a) I associate this brand with Its innovative	Strongly Agree	12	24
	Agree	28	56
	Neutral	8	16
	Disagree	2	4
	Total	50	100
b) I use cosmetics to have good appearance	Strongly Disagree	0	0
	Disagree	0	0
	Neutral	0	0
	Agree	22	44
	Strongly Agree	28	56
c) Usually I buy cosmetics from people who are experts in the field.	Total	50	100
	Strongly Disagree	0	0
	Disagree	3	6
	Neutral	0	0
	Agree	21	42
Item 3	Strongly Agree	26	52
	Disagree	3	6
	Neutral	0	0
	Agree	21	42
	Total	50	100
a) I feel relax using this brand	Advertisement	Frequency	Percent
	Agree	21	42
	Strongly Agree	27	54
	Disagree	2	4
b) Cosmetics sold at a specialty store are better quality than sold in a discount store	Total	50	100
	Strongly Disagree	6	12
	Disagree	5	10
	Neutral	0	0
	Agree	19	38
	Strongly Agree	20	40
	Total	50	100
c) I like to use cosmetic where ever I got out	Strongly Disagree	0	0
	Disagree	0	0
	Neutral	0	0

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	Agree	26	52
	Strongly Agree	24	48
	Total	50	100

Sources: Field Survey data (2024)

**10. Conclusion**

From the analysis of this study, it was shown that there were brand preference that were appropriate in the juba city female women environment as follows; brand awareness, brand association, and advertisement. The finding revealed that the brand awareness brand association and advertisement play significance role influencing consumers to be brand preference customers. All these factors shown positive agreement with brand preference brand association more reliable and positive finding on the topic would impact on consumers, marketers policy makers.

The study aimed at understanding the relationship between women and their consumer behavior, majorly with respect to the South Sudan cosmetic industry women includes all individuals who identify as one, taking into consideration the difference in experiences of female women cosmetics consumer. Most of South Sudanese female cosmetics consumer have no clues about cosmetics product as the country is young nation which have no capacity of holding industries like cosmetics product industry. Most of cosmetics produce were brought from neighboring counties Kenya, Ethiopia Sudan and Ugandan. South Sudan female cosmetics consumer behavior is influenced by several cultural, social, economic, personal, and psychological factors. Female women coming from the abroad have been subjugated by various structural forces in the society and view makeup as a means to ensure their survival by fitting into the crowd; a way of self-expression and self-soothing; to appear youthful and socially attractive in a male-gaze dominated world or to exhibit a sense of power/status in the society.

Finally marketer should find useful to understand how brand preference affect consumer behavior in the market place which can help in segmenting consumer and marketer for their brand and marketing communication.

**11. Recommendation**

- The business women should focused on cosmetics product and consider and understand that brand has significant effect on customers money and time.
- The important effect of brand preference was over dependence on a one products. Therefore customer shall explore all the available brand at the market and see every quality components and brand awareness.
- Gender was constant crucial factors that affect brand preference on cosmetics consumers shopping orientation. Female women are more and concern for cosmetics use, they always play attention to their personal responsibility and brand resonance.
- Personal decision plays great role of cosmetics products for Juba city. Therefore, the industries can be the role module to priorities cosmetics product and their brand image.

- Nowadays, brand preference are becoming more important as product quality goes up from time to time and brands become more consistent.
- Cosmetics manufactures should focused and create the distinct product and brand differentiation among the competing brands in a highly competitive market environment

## **12. Acknowledgements**

First and for most I am very enchanted to thank almighty God who graciously helps me in all my life endeavor including the accomplishment of this paper from the beginning to its finishing. Last but not least, I am very much indebted to my wives Nyaweche., Nyabiey and my sweet kids , who unconditionally supported and loved me, without their spiritual support of whom, this article work would not have gone this far.

## **13. Statement of Conflict of interest**

The author declare that no part of the work reported in this study could have been compacted by any known competing financial interests or personal relationships.

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