

A Study on Brand Image and Identity towards Cosmetic Products and Its Impact on Consumer Buying Behaviour

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ABSTRACT

Cosmetics refer to all of the produce to care for and clean the human body and make it more beautiful. The main goal of such products is to maintain the body in a good condition, protect it from the effects of the environment and aging process, change the appearance and make the body smell nicer. As consumer's awareness about their appearance and beauty results in the increasing demand of cosmetic and beauty products in the market. Manufacturers are likely to be aggressive to identify consumers' needs and requirements across all categories in cosmetics.

In today's world, the customer's demand and the power of the retailers is tremendously growing due to competitive environment and changing business. It is vital to have a sustainable relationship with customers for the survival and success of producers. Nowadays in the market a tremendous growth is experienced by the beauty products and has become one of the leading industries in the world. The survival and growth of any organisation largely depends on the extent to which its brands dominate others in the industry and are accepted in the exercise of customers' purchasing power. The cosmetics market is one major area branding plays a major role in the success of products.

The purpose of this study is to investigate internal and external influences on consumers purchasing decisions on cosmetic products. The research is based on theoretical framework as well as conceptual and practical framework on the subject. The theoretical framework covered the various aspects of consumer behavior with respect to concepts, theories, factors, etc. and the practical aspect has included the measurement of actual consumer behavior with the help of statistical tools.

Keywords: Consumer Behaviour, Brand Image, Brand Identity, Cosmetic Industry

INTRODUCTION

The American Market Association (AMA) defined the brand as, "A name, term, design, symbol or any other feature that identifies one seller's goods or services as distinct from those of other sellers. The legal term for brand is trade mark. A brand may be identified as one item, a family of items or all items of that seller. If used for the firm as a whole, the preferred term is, "trade name". Once brand becomes popular, then companies try for brand extensions i.e., bringing more and more products and services under one brand. It helps company in marketing the products and save marketing cost and earn higher returns. Brands on the bases of the type of value offered can be classified into three types. There are:

- (1) Functional Brands
- (2) Image Brands
- (3) Experience Brands

Branding is assembling of various marketing mix medium into a whole so as to give an identity. The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. The customer's purchase decision is now becoming a complex process. Consumer's behaviour, perceptions and attitudes determine their purchase intentions. To evaluate and access a specific product, purchase behaviour becomes a key point for consumers. Key to the success of any business organizations lies in the hands of customers. Understanding their needs, wants and their buying behavior determines the organization success. To predict the future trends, marketing personnel are analyzing the customers buying behavior pattern.

Consumer's cosmetic consumption depends on different attributes like Price, Quality, Brand name, Brand loyalty and Labeling. All these attributes now become a new trend in the market. Currently, people are falling for quality, branded and cheap priced products. Early day's price was the only factor in the mindset of people. But now, all these factors have a major role in dominating the market.

In today's society, there is a major emphasis on beauty and physical attractiveness. Physical beauty is a desirable feature. When most people hear the word "cosmetics," they only associate it with beauty products for women, while it actually encompasses a wide range of products for both men and women, including face makeup, lotion, shampoo, powder, toothpaste, soap, deodorant, hair spray, and so on. The cosmetics industry is a very profitable, innovative, and fast-growing industry. Marketing managers need to understand the continuous changes in customers' purchase behavior.

OBJECTIVES OF THE STUDY

Objectives are the goals of the research. It is the end result of research. Research is conducted for the attainment of certain well defined objectives

1. To identify the factors (Internal and External), responsible for brand preferences by consumers.
2. To ascertain the aspects of cosmetic brands that plays a major role in purchase decision making process.
3. To establish which brand associate greatly influences the buying behavior of consumers of cosmetics products.
4. To study the influence of income level of the respondents on consumer buying behaviour dimensions.

LITERATURE SURVEY

Aaker (1991), a brand can stabilize business, fight competition, and helps customers to shop with confidence. Once a customer has decided on a brand, it helps them becomes brand loyal, generate referrals, continue to make repeat purchases, prefer it over the other. **Bhattacharya and Seen (2003)** explained the relationship between consumer and company through the branding process. Consumer relates the brands to company corporate social identity. It helps in delivering close relationship between customers and corporate. Thus, a brand reflects corporate social culture, corporate image, and corporate responsibilities towards the society. Corporate marketing activities, related to product and market innovation will have favorable impact on customers and society. Brands can build good relationship with the consumers and target market. This will help in marketing of the goods and services as the task becomes easy due to existence of brand image equity of the product in the market.

Neil Kokemuller (2007) explains the reasons as to why, consumers buy brands. These are confidence in experience, social acceptance, loyalty, personal image. Consumer buys a product in the sense that it will provide a good quality experience. They think that brand will provide consistent quality and that in turn, make brand, more and more acceptable and popular. People buy brands because they feel that it will help in social acceptance. For example, people buy clothes that are often fashionable and of current market trend. People also buy brand due to brand loyalty. It is an emotional attachment to the product. People also buy brand for personal image as professional or upper-class customers, etc. Thus, there are various motives for buying brands and these differ from person to person. It is therefore, necessary for the marketers to understand as to why customers buy their brands or other brands so, that they can provide greater efforts for the satisfaction of consumers' choice or motives and building a brand for their products. **Prof. Anute N., Dr. Deshmukh A. Prof. Khandagale A. (2015)** studied consumer buying behavior towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision.

Irshad (2012), shows that among customers there is a significant relationship for purchase intention and brand equity. **Azizi & Ajini (2012)** found a direct positive relationship between brand equity and thereby recommending it to others. **Zeeshan (2013)** in his study found that among men also brand image plays an important role and it affect their purchase decision. An important factor influencing the selection of a brand concept is consumer needs. According to **Park et al. (1986)**, many brands offer a mixture of symbolic,

functional, and experiential benefits to the customer. Functional needs are defined as those that motivate the search for products that solve consumption related problems (e.g. solve a current problem, resolve conflict, and restructure a frustrating situation). A brand with a functional concept is defined as one designed to solve externally generated consumption needs. Symbolic needs are defined as desires for products that fulfill internally generated needs for self-enhancement, role position, group membership, or ego identification. **Engel, et al. (1986, 5)** define consumer behavior as “those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts”. Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioral sciences in order to understand, predict, and possibly control consumer behavior more effectively.

RESEARCH METHODOLOGY

Research is about searching for some facts, information with the objective of solving some specific problem at hand. The word, ‘research’ is taken from the French word, ‘recherché’ which means, ‘to seek’. Research consists of two syllables, ‘re’ and ‘search’.

The research will help in finding out the comparative analysis of brands with respect to consumer brands preferences, the factors, influencing and testing of brand images. Both primary and secondary data is used. The researchers have taken 200 samples through the convenient sampling method. They have collected the primary data through the questionnaire with the component of demographic and functional variables. With respect to the secondary data, relevant literature on branding and cosmetic products from books and articles in journal were reviewed

LIMITATIONS

The limitations of this study results into the following;

- It is relevant to consumers of urban areas only and thus, this cannot be applied to consumers of rural areas.
- It is assumed that consumers have perfect knowledge about various brands, they choose. In reality, consumers may not have perfect knowledge.
- The factors, influencing the choice of brands among selected consumers may vary widely and hence, the results cannot be generalized.
- Consumer behavior is highly subjective and it is difficult to measure in quantitative terms.

FINDINGS & DISCUSSIONS

From the following research conducted with 200 response, the outcome is as follows;

	Particular	Frequency	Percent
Gender	Male	48	24
	Female	152	76
K,I Age	Below 20 years	17	9
	21-30 years	92	46
	31-40 years	62	31
	41-50 years	23	11
	Above 50 years	6	3
Education Qualification	School level	34	17
	Graduate	88	44
	Post Graduate	63	32
	Professionals	15	7
Occupation	Student	46	23
	Private Employee	71	36
	Government employee	13	6
	Business	22	11

	Professionals	34	17
	House wife	7	3.5
	Agriculturist	7	3.5
Marital Status	Married	134	67
	Unmarried	66	33
Nature of Family	Nuclear Family	122	61
	Joint Family	78	39
Size of Family	2 members	21	11
	3 members	54	27
	4 members	83	41
	Above 4 members	42	21

Table-1: Consumers' Preference for Category of Cosmetic Products

Inference: Out of the total respondents 24% are male and 76% are female. The age group also has been justified by the usage pattern. If we see the education profile of the respondents, 44% of them are graduates. 32% of them have postgraduate degrees also. Balancing also is done in the occupation category with 36% of the people being private employed, 23% being in the student category and 17% being professionals. The table above represents the clear picture of Indian family system. 67% of the respondents are married, and their family pattern is nuclear family. Around 49% of the respondents fall in the income group of 10K-30K. 24% are in below10K and 20% of the people fall under the income group of 30K to 50K. We can see that they are also nearly balanced and do not skew towards any side

S. No	Opinion	Frequency	Percentage
1.	Make-up	30	15
2.	Personal Care	85	42.5
3.	Both Make-up & Care	85	42.5
	Total	200	100

Table-2: Consumers' Opinion on Type of Cosmetics Preferred by them

Inference: It has been inferred that 85 per cent of sample subjects have opined that they are using personal care cosmetic products (42.5 per cent) and both make-up & care (42.5 per cent) respectively. Cosmetic is generally related to make-up items in India and personal hygiene products (including bath and shower products, deodorants etc.), hair care, skin care, colour cosmetics and fragrances etc. and the remaining 15 per cent of respondents consumers have said that they prefer buying make-up cosmetics.

S. No	Face Care	Frequency (N=200)	Proportionate Percentage
1.	Face wash	90	44.87
2.	Face cream/Lotion	47	23.36
3.	Fairness cream	55	27.56
4.	Day Care and Skin Care	38	18.82

Table-3: Consumers' Opinion on the Nature of Make-Up Products Consumed

Inference: The table above indicates that out of 200 respondents surveyed, 44.87 per cent of the cosmetics consumers prefer using face wash, which is considered as modern substitute to the earlier version of face care soaps consumed by Indians. Followed by 27.56 per cent of respondents have said that they use fairness creams on regular bases and 23.36 per cent of respondents have been consuming face cream / lotion and rests of the 18.82 per cent of the consumers have said that they buy day care and skin care products that are generally used for preventing the skin from direct sun radiations, protect the skin moistures, skin dullness, anti-aging, wrinkling etc.

S. No	Make-Up	Frequency (N=200)	Proportionate Percentage
1.	Face powder	137	68.40
2.	Eye-liner	52	25.88

3.	Lip stick	35	17.48
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Table-4: Popular brands of cosmetics consumed by consumers

Inference: The study observed that 68.40 per cent of cosmetics consumers have said that they have been using compact powders for enrichment of their skin tones. On additional, it has been inferred that 25.88 per cent of consumer have said that they use eye-liner for the beautification of their eyes and 17.48 percent of cosmetics consumers have stated that they are using lipsticks.

S. No	Brand Name	Frequency (N=200)	Proportionate Percentage
1.	Lakme	50	24.87
2.	Biotique	16	7.90
3.	Shahnaz Husain	10	5.21
4.	Himalaya	67	33.61
5.	Ponds	31	15.63
6.	Jovees	12	5.88
7.	Lotus	28	14.12
8.	Banjaras	22	10.76
9.	Garnier	21	10.42
10.	Dove	21	10.26

Table-5: Demographic and Socio-Economic Status of Consumers and its Influence on their Preferences towards Cosmetics

Inference: From the elaborate data analysis it has been inferred that Himalaya, Lakme, Ponds, Lotus, Banjaras and Garnier are top five cosmetic products mostly sold in the Mumbai regions. Further, it has been commented that as stated in the above table, majority consumers prefer natural cosmetics products, so they prefer buying organic cosmetic brands.

Result of Chi-Square Analysis

Variables	Make-up (N:39)		Care (N:92)		Both Make-Up & Care (N:69)		F Value	Sig
	Mean	SD	Mean	SD	Mean	SD		
Gender	1.795	0.409	1.793	0.407	1.696	0.463	1.192	.306
Age	2.385	1.016	2.500	0.818	2.696	0.959	1.667	.192
Educational Qualification	2.410	0.818	2.173	0.897	2.390	0.751	1.801	.168
Occupation	2.846	1.871	2.880	1.561	2.898	1.840	0.012	.989
Monthly Income	1.923	0.807	2.108	0.818	2.188	0.895	1.241	.291
Marital Status	1.307	0.467	1.315	0.467	1.362	0.484	0.249	.780
Nature of Family	1.461	0.505	1.347	0.488	1.405	0.494	0.794	.454
Size of the Family	2.179	0.823	2.902	0.852	2.811	0.927	9.827	.000
Number of Earning Members	2.487	0.942	2.891	0.919	3.087	0.799	5.742	.004

Level of Significance: 5%

Inference : From the above table it has been inferred that probability value of ANOVA at 5 per cent level does not establish good relationship between the variables tested. Since majority of the variables tested were above probability mark of five per cent, and it has been concluded that the demographic and socio-economic status of consumers does not influences their preference towards cosmetics. Since the usage of cosmetics among the modern men and women is considered as a life-style necessary. However it is exceptional in the case of family size and number of earning members of the family of consumers, where it has been observed that their demographic and socio-economic status of consumers do influence their cosmetics buying behavior.

Factors Influencing Purchase of Cosmetics (n = 75);

Factor Average	SCORES
Brand Image	3.88
Quality	4.30
Fragrance	4.17
Quantity	4.20
Advertising	3.67
Price	3.64
Packaging	3.78
Softness	3.93
Skin Protection	4.48
Protection from Germs	4.38
Moisturizing Effect	4.38
Suitability for the Skin	4.14
Easy to Use	3.83
Availability	3.57
Refreshment	3.98
Natural Ingredients	4.12
Seasonal Change	4.12

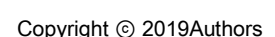
Shampoo	Points	Soap	Points	Fairness Cream	Points
Pantene	10	Pears	07	Boroplus	05
Clinic plus	10	Dove	15	Fair n lovely	35
L'Oreal	12	Dettol	20	Natural extracts	15
Nyle	26	Lifebuoy	25	Olay	05
Vatica	07	Madimix	02	Vicco	06
Head & shoulders	05	Lux	04	Garnier	02
Garnier	02	Nima	05	Shenaz	01
Sunsilk	01	Vivel	02	Dove	05
Himalaya	02	Nirma	02	L'Oreal	01

Preference towards consumer products



Statistics of cosmetic industry - Source: perry “A cosmetic industry overview for cosmetic chemists”

Source: Boyd et al (1998)



consumer loyalty. Propensity to switch is high in what appears to be a low-trust environment and a market which is still developing, with a great deal of churn as new products appear and new opinions form about them. However, information has been gathered here which should help in structuring communications campaigns and designing promotional efforts. Future research in this area will attempt to expand the number of respondents and to extend the geographical base. Research will also be conducted to measure perception or customer satisfaction regarding cosmetics products and on in-depth brand loyalty by considering factors affecting brand loyalty in a variety of ways.

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