



BRANDING IS A DRIVE FOR CONSUMER'S PURCHASE INTENTION OF COSMETIC PRODUCTS– A CONCEPTUAL STUDY



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ABSTRACT

In today scenario branding of cosmetics is a tedious tasks with various brands available in the market . (Kotler, 2000) A brand is seen has to sell a promise to actually specify the set of features , benefits and services consistent to the buyers (Hislop, 2001) Branding is the process of generating an idea between an object or feeling a product or a company. Branding is also an act which is associated with symbols , purposes , passions , insights together with the product & the company with the goal of driving loyalty from the customers and creating a differentiation from the competitors. Brands and branding process are totally given the priority in the company , and the businesses has given the most importance to focus on the process of branding (Rooney, 1995). (Rooney, 1995) The trend & growth of branding will continue in the future . This article examines the various elements of branding towards the purchase of cosmetics . The size of the Indian cosmetics industry globally is \$274 billion, while that of the Indian cosmetics industry is \$ 4.6 billion ,according to the analysis & figures given by the Confederation of Indian Industries (CII) , the total Indian beauty & cosmetics market size currently stands at US\$950 million & showing growth between 15-20% per annum. The Indian cosmetic industry is growing rapidly faster over the past few years. With the development of cosmetic industry in the country. More number of cosmetics brands in the Indian market has provoked the customers to purchase branded products.

KEY WORDS: Brand, Branding, Customer, Indian Cosmetic Industry, Purchase

INTRODUCTION

The word *cosmetics* derived from the Greek meaning “technique of dress and ornament”. The word ‘cosmetics ‘ is defined by in US, the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as “intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body’s structure or functions.” This broad definition includes any material intended for use as a component of a cosmetic product. According to Euromonitor, the cosmetics and toiletries is divided in 11 categories which are baby care, bath and shower products, deodorants, hair care, color

cosmetic, men’s grooming products , oral hygiene, fragrances, skin care, depilatories and sun care. (source :Internet).Cosmetics and beauty industry is rapidly increasing in the market , now it is one of the leading industries in the world . The skin whitening products are now in demand for both type of genders few other beauty products are also growing in demand(Alexander, 2011) . In today’s market there is a increase of market share about the appaearence , personal grooming (Hamza salim khraim).



According to Levitt (1983) he refers to 4 elements that influence success of a brand, they are tangible brand, augmented brand and potential brand. Tangible product are the one which meets the basic requirements of the brand for the customer. Basic brand refers to the packing of the product which influences the potential customers, still more augmented with provision of credibility, effective after sales services. Potential brand gives raise to customer loyalty and preference, this shall help the image of the brand can be established well. Aaker (1991) refers to brand is a distinguishing name or symbol (such as logo, trademark, or package design) which identifies the goods or services of either one seller or group of sellers which shall differ from that of the competitors. A brand prompts the customer and the marketers from that of the competitors who shall be identical. Kapferer (1997) brand prompts to shows all the values of the product which we are not able to contact. It serves to recognize the product and to differentiate it from that of competition. The best challenge is to create a good image.

OBJECTIVES OF THE STUDY

1. To understand the role of branding of cosmetics products.
2. To analyze how the branding influences the customers to purchase the product.

REVIEW OF LITERATURE

Brand:-

Defining brand 'The American Marketing Association' (cf. Kotler, 2000:p. 404), which defines a brand as "...a name, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate from those of competitors". Mooij (1998) he putforths that brand is in almost in all customers mind and it is assigned by a name or symbol which can distinguish the goods and services from its competitors. The successful brands fabricates the customers to attract and retain them, it tries to generate values in the mind of the customers which forms successful product, unique identification (Doyle, 1998). (Keller *et al.*, 2008) branding is been around for many years to differentiate it from one marketer to another, in fact the very word brand is derived from the 'old Norse' word brand, it means .. to burn, as brands the owners of livestock they give a identification to their animal.

Brand Knowledge:-

Leonard - Barton (1995) he says that the brand knowledge gathers and turns information and data over a time period. Davenport T. H. (1998) brand knowledge helps an individual or an organization to generate new

ideas and information and is more than experience and values. Probst (2001) he describes a brand knowledge is total growth of apprehension and information which helps to solve problems of individuals by using their skills and thoughts Keller (2003) he investigates brand knowledge in all aspects of issues in branding information, which examines about awareness, attributes, benefits, images, thoughts, feelings, attitudes and experience which constitutes a brand which creates a consumer response, brand knowledge becomes a source of brand equity. Franz-Rudolf Esch (2006) he refers to customers purchase decisions are not fully affected by brand knowledge, it affects through brand relationships path which contributes to brand satisfaction, brand trust, and attachment to the brand. Shaheer Ellahia (2012) he says that there is positive relationship between consumption aspirations, brand knowledge and customer decision making. It is also found that higher level of customer satisfaction and a higher customer base and market share can be achieved through a higher level of brand knowledge and consumption aspiration on the part of the customer.

Brand Awareness :-

Brand awareness understand the consumer and they are deliberated in the minds of the consumer. (Aaker, 1996). Brand awareness has a significant way to purchase intention because consumers will purchase only products which are popular (Keller, 1993; Macdonald & Sharp, 2000). Brand awareness can help consumers to recognize a brand from a product category and make purchase decision (Percy & Rossiter, 1992). (Keller, 1993) brand awareness can be measured by brand recognition or brand recall. Ramasamy (2005) refers to buying behaviour which is important for brand awareness and attitude regarding the product. He says that the television advertisement has more impact than any other advertisement. Many at times consumers look into product based on the features of the product, which makes the consumer to decide to buy the product by looking in to the quality, image and price of the product. Brand awareness is quiet crucial for consumer purchase intention, few brands will always stay in our mind which impacts the consumer's purchase decisions. A product which has a good brand awareness will influence consumer preference so it will raise a market share and quality evaluation. Nazlialimen and Guldemcerit (2009) refers to the intelligence of consumers consider the brand knowledge, brand image and brand awareness which leads to targeted customer. Brands perform well in the market and the consumers assess the brand knowledge. Aaker & Alvarez Del Blanco (1995) refers that the brand awareness accidently affects purchase

behaviour, and it signifies good impact on perception and attitudes towards brand recall & retrieve the purchase of the brand and this help to repeat the purchase which in turn is customer loyalty or brand loyalty .Emma K Mc Donald and Byron M (2000) refers to the awareness is the most significant brand choice for repeat purchase of any consumer product, consumers show a good way to use hands on experience in brand awareness. Lin and Chang (2003) has put forth that the brand awareness the most effective tool for consumer purchase decisions.Christian Homburg (2010) concludes that the association between brand awareness and market performance is stronger in markets with homogeneous buying centres, greater buyer time pressure, homogeneous products, and a high degree of technological turbulence.

Brand Loyalty:-

Brown (1953) define brand loyalty as a procedure of purchasing a specific brand which is divided as undivided loyalty , divided loyalty , unstable loyalty and no loyalty .Gunningham (1956) measured brand loyalty as a all the purchase made in the product category are restored to set of brands or most purchased brand. Aaker (1991) defines loyalty as the attachment that a customer has to a brand, which considers to be a primary dimension of brand equity. Keller (1993) he refers to brand loyalty as a consequence of brand equity , that is brand equity , he says that the more needed thing is the consequence of brand equity. Aaker (1996) he has investigated that a loyal customer has lots of advantages like creates entry barriers for potential competitors, makes it possible to charge higher prices, gives the company time to react to competitors’ innovations and also function as a buffer in times of intensive price competition.

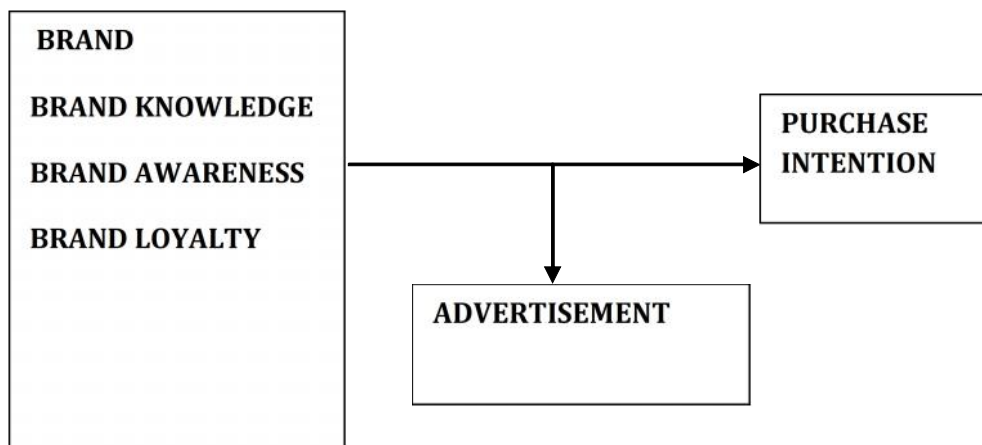


Fig: Arthur’s Model

INFLUENCE OF ADVERTISEMENT TOWARDS COSMETICS

Advertising main purpose is to reveal conscious and unconscious needs of consumers (Evans et al. 1996). Advertising is considered to be a non-personal tool to inform the mass group of people about a product or service. There are different kind of media types such as newspapers, television, radio, magazines direct mail, outdoor advertising, directories and the internet. Newspaper, television, radio and magazines are seemed to have the high-impact on consumers. The use of internet and social media is growing all the time; thereby it is seen as the fastest developing premium. The advertising- effectiveness can be measured directly by observing sales volumes during campaigns or indirectly by conducting surveys (Rix 2007). A business expert industry claims that “advertising doesn’t mirror how people are acting but how they are dreaming...reflect[ing] (not affect[ing]) beliefs, values, and ideologies” (Cortese, 2004,

p.13). The cosmetics advertising is not just selling some artifacts , they sell hopes and dreams packages as representations which has a great influence upon the consumer’s self perception which helps them to construct their identity .In the last few years the cosmetics industry has diversely grown in cosmetics products . (Snyder 2011) shows that consumers are very eager to buy products which are ethically manufactured, positive and truthful image of a product or service. (Solomon et al.2002) A product choice depends on evaluating the alternatives, impact of previous shopping experiences, belief of the product, many consumers assume that higher the product it has better value and quality.

PURCHASE INTENTION

Mowen and Minor (2001) maintain that consumer decision making are a series of processing results from perceiving problems, searching for solutions, evaluating alternatives, and making decisions. Engel, et al. (1995) further contend that purchase intention can be divided into unplanned buying, partially planned buying and fully planned buying. Unplanned buying means that consumers make all decisions to buy a product category and a brand in a store. It can be regarded as an impulse buying behavior. Partially planned buying means that consumers only decide a product category and the specification before buying a product, and brands and types will decide in the shop later. Fully planned buying means that consumers decide which product and brand to buy before entering the shop. Kotler (2003) proposes that individual attitudes and unpredictable situations will influence purchase intention. Individual attitudes include personal preferences to others and obedience to others' expectation and unpredictable situations signify that consumers change purchase intention because a situation is appearing, for example, when the price is higher than expected price (Dodds et al., 1991). Consumer purchase intention is considered as a subjective inclination toward a product and can be an important index to predict consumer behavior (Fishbein & Ajzen, 1975). Zeithaml (1988) uses possible to buy intended to buy and considered to buy as measurement items to measure purchase intention.

IMPACT ON CONSUMERS' PERCEPTION OF BRANDS

Foxall (1980), Engel defines perception as we receive and interpreted the stimuli by an individual which turns to response. (Foxall, 1980, p.29) each procedures are unique to every consumer as perception depends on individual's trust. Foxall (1980) perception is an important task in decision making process, most of the time products are not brought based on features or their functional aspects, but they brought for some psychological identity and social reasons. (Foxall, 1980) t understands the perception process we can create two determines like discrimination and stimulus generalization h influence customer's perception on brands.

.Building on these concepts, one can elaborate on these concepts by outlining two determinants that influence a consumer's perception of brands. These two factors are stimulus discrimination and stimulus generalization (Erdem 1998). ERDEM (1998) he examines how a consumer discriminate between various ways to stimulate a consumer, he says when a customer knows about a brand through various sources like advertisement, packaging, word of mouth or any form of advertisement

which indulges the consumer decisions making process, brand awareness component slowly increases thus it leads to consumers to buy the product.

BRAND AWARENESS, BRAND LOYALTY AND PURCHASE INTENTION

Aaker and Keller (1990) refer to a brand with high awareness and image is a tool to promote brand loyalty among consumers, not only that increase in the brand awareness leads to brand trust and purchase intention among consumers. Peng (2006) shows that brand awareness has the higher impact on brand loyalty. Many businesses develop a new products or new market, promotion of brand awareness leads positively to brand loyalty (Aaker & Keller, 1990; Peng, 2006; Wu, 2002; Chou, 2005). Chang and Wildt (1994) refers that value can lead to loyalty.

Wu (2007) he refers that the perception of consumers might increase or reduce brand loyalty. Consumer's purchase intention will have a superior purchase intention with more popular brand (Kamins & Marks, 1991, Grewal, et al., 1998). Aaker (1991), Assael (1998), and Wang and Kan (2002) says that the consumers should have positive impact towards brand, so that they will produce purchase intention.

CONCLUSION

The Cosmetics industry in other words 'India Mirror' has a phenomenal growth over past years cosmetics product growth rate of 60%. Kotler (2000) has thrown light to branding of products, the communications strategy for exposing brand and also creating a brand image. In this study, the author has discussed about branding and various aspects of branding a product. A detailed review was discussed, how a consumer looks into the branding aspects. Mostafa et al (2010) the study refers to the brand plays an important role in brand equity, the study says brand awareness is secondary which actually bridge the information about the brand.

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