A Comparative Study Among Various Cosmetic Brand on their Functional and Symbolic Brand Belief

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Abstract - **The purpose of this study is to examine the effect of brand image benefits on satisfaction and loyalty intention in the context of colour cosmetic product. Five brand image benefits consisting of functional, social, symbolic, experiential and appearance enhances were investigated. A survey carried out on 97 females showed that functional and appearance enhances significantly affect loyalty intention. Four of brand image benefits: functional, social, experiential, and appearance enhances are positively related to overall satisfaction. The results also indicated that overall satisfaction does influence customers' loyalty. The results imply that marketers should focus on brand image benefits in their effort to achieve customer loyalty.**

Index Terms - **Brand Image, Satisfaction, Loyalty, Brand Strategy, Colour Cosmetic Product**

INTRODUCTION

The success of certain products sometimes depends on a simple modification of their packaging. For example, the box for the brand Kleenex, traditionally rectangular, evolved into an oval shape during the summer of 2005 on the American market. Thanks to its new package, it became the most widely sold product in the history of Kimberly-Clark, generating sales twice that of the previous season (Hamner,2006). This example illustrates the importance a product package can have in the purchasing decision, but it does not give us any explanation as to how and why this new package was such a success.

Most of the studies conducted on the subject of packaging (Bloch, 1995; Garber, Burke and Jones,2000; Shorans and Robben, 1997) testify to practitioners and researchers' interest in this subject and highlight the huge potential of the package during a consumption experience. However, very few studies have attempted to study the link between a product package and its capacity to build a strong brand by creating favourable associations with that brand(Berkowitz, 1987 a and b; Henderson, Leong and Schmitt, 2003; Orth and Mankowitz, 2008;Underwood, 2003). And yet, the packaging is the main communication element for the product at the point-of-sale and allows the consumer to appreciate the position chosen by the brand.

With that in mind, the purpose of this study is to advance previous research on brand experience. It traces the differential effects of experiential and functional values on specific brand outcomes not previously addressed by earlier research: brand equity, consumer-brand identification, and word-of-mouth (WOM). Brand equity is a key determinant of brand success and a strategic factor in the profitability and market capitalization value of firms (Srivastava et al., 2001). Consumer-brand identification is a primary psychological substrate for building the kind of deep and meaningful relationships that brand managers are increasingly seeking with consumers (Ahearne et al., 2005; Dimitriadis and Papista, 2011).

Finally, positive WOM plays an important role in influencing consumer perceptions and brand image (Amblee and Bui, 2008). In addition, we also explore whether the higher impact of brand experiential value over brand functional value depends on consumers' age because consumer behaviour literature has identified age as a critical factor influencing cognition, affect and evaluative judgments (Cole et al., 2008; Correira and Roschk, 2014; Drolet et al., 2007). Furthermore, many of the fundamental questions in marketing have had limited attention in relation to aging (Yoo and Cole, 2008), while the aging of the population is a demographic trend of great interest to marketers.

COSMETIC PRODUCT

Cosmetic products are additionally regulated as consumer products and any claims made with regard to product efficacy to the extent such claims may affect a consumer's choice whether to purchase a product or not, are regulated by the Federal Trade Commission (FTC) under the authority of the Federal Trade Commission Act (FTCA).6 The issues, therefore, that may affect anti-aging products under the regulatory system of the United States may be complex and involve more than one regulatory agency.

CELEBRITY MARKETING

Celebrity marketing is a tactic featuring a famous person to offer an endorsement of a product. This famous person might be an actor, musician, athlete, ex-politician, or a cartoon character. They do not need to be international superstars; they only need to be familiar to the target audience for instance, Aishwarya Rai and Sonam Kapoor for L'Oréal hair colour, Virat Kohli for Cinthol deodorant, Shahrukh Khan for Fair & Handsome cream for men, Karishma Kapoor for Garnier Hair colour, John Abraham and Sushant sinh Rajput for Garnier face cream for men, Varun Dhawan for Pond's. A celebrity's involvement can range from an explicit to an implicit endorsement of a product. Some celebrity marketing campaigns try to suggest that the star uses the product personally and enjoys it. Others simply involve the celebrity in the image of the brand, relying on the celebrity's reputation rather than their outright endorsement to market a product. Celebrity marketing has been used across all mediums. Print, television, radio, film, and various forms of new media have all been effective outlets for celebrity endorsed products.

BRAND NAME

Famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names (Keller, 2003). Instead of many unfamiliar brand names, consumers get impressed and attracted to purchase famous brand and this is responsible for repeat purchasing behaviour. For instance, L'Oréal, Himalaya, Lakme, Garnier etc. Brand name is the creation of an image or the development of a brand identity and is an expensive and time-consuming process. Consumers tend to perceive the product from an overall perspective, associating with the brand name all the attributes and satisfaction experienced by the purchase and use of the product (Kohli&Thakor, 1997).

LITERATURE REVIEW

THE BRAND

Today the primary capital of many businesses is their brands. For decades, the value of a company was measured in terms of its real estate, then tangible assets, plants and equipment's. However, it has recently been recognized that company's real value lies outside business itself, in the minds of potential buyers or consumers.

According to Manohar David of Philips (Director and Senior Vice President, Philips India Limited, 1996), a challenge loving, risk taking Brand Manager, who retired after a 31 year marketing career with Philips, and responsible for its brand success has to say; "In the 1970's, products were made from the manufacturing, rather than the customer point of view. But with the focus shifting to the consumer, marketing has assumed a much larger role".

Orth and Malkewitz (2008) defined five factors which allowed them to design five holistic perceptions of product package (sturdy, contrastive, natural, delicate, and indefinable/ miscellaneous). They show that consumers' responses to these different holistic perceptions of package generated variations in brand personality and beliefs for two product categories (bottles of wine and bottles of perfume). Thus, sincere brands should be packaged naturally, exciting brands contrastively, competent brands delicately, sophisticated brands naturally or delicately and rustic brands contrastively or sturdily. However, this research does not allow us to precisely identify the antecedents of brand personality and the role of the different physical characteristics of the product.

It is only possible to have a very general vision of the traits of brand personality generated by the various packages identified. On the other hand, it seems difficult to proceed to package modifications on this basis (for example, a change of colour or shape), given that this research does not allow us to predict the consequences. Indeed, the gestalt vision of packaging does not allow the emphasis to be placed on the physical characteristic of the product package which will influence the attribution of personality traits and

beliefs to the brand. We henceforth propose to utilize amor analytical procedure in order to identify variables which are likely to create and modify the personality of the brand. Our analysis will be conducted on two key attributes (package colour and shape) identified by several authors and as influential variables in the attribution of brand personality traits(Aaker, 1996; Aaker, 1997; Batra, Lehmann and Singh, 1993; Keller, 1993; McCracken, 1986;Ogilvy, 1985; Plummer, 1984-1985)

SATISFACTION

Oliver (1997) defined satisfaction as "the consumer's fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment" (p. 13).

Szymanski and Henard (2001) noted that previous research on consumer's satisfaction focused primarily on the effects of expectations, disconfirmation of expectations, performance, affect, and equity on satisfaction. The importance of expectations has been acknowledged in previous studies on customer's satisfaction (e.g. Churchill &Surprenant, 1982; Oliver, 1980; Tse & Wilton, 1988). Customer's expectations are pre-trial beliefs about a product (Olson & Dover, 1979) that function as comparison standards or reference points against which product performance is judged (Oliver, 1980; Bearden & Teel, 1983).

The expectancy disconfirmation paradigm suggests that consumers are satisfied when the product perform better than expected (positive disconfirmation), dissatisfied when consumers' expectations exceeded actual product performance (negative disconfirmation), and neutral satisfaction when the product performance matches expectations (zero disconfirmation/confirmation) (Oliver, 1980; Churchill & Superman, 1982; Oliver & Sarbo, 1988; Bearden & Teel, 1983).

PRODUCTS

Elif A. Ergin et al (2005), carried on a research study with view to determining brand loyalty among Turkish women with respect to skin-care products and enabling cosmetics players to penetrate to the Turkish market and to shape marketing strategies. The results showed that there is a brand loyalty among Turkish women for cosmetic products.

Sondoh Jr., Stephen L et al (2007), examined the impact of brand image benefits on satisfaction and loyalty intention for colour cosmetic product. Results revealed that brand image benefits viz. functional, social, experiential and appearance enhances are positively related to overall satisfaction and loyalty intention is significantly influenced by functional and appearance enhance.

HamzaSalimKhraim (2011), analysed how factors of brand loyalty towards cosmetic brands influence the consumer buying behaviour. The findings of this study disclose that there is positive and significant relationship between factors of brand loyalty namely brand name, product quality, price, design, promotion, service quality and store environment with cosmetics brand loyalty.

LOYALTY INTENTION

Jacoby and Chestnut (1978) have identified more than 50 operational definitions of brand loyalty, which can be classified as behavioural, attitudinal and the composite approach in the literature. Generally, more than 60% (33) of the 53 loyalty measures are behavioural terms found in Jacoby and Chestnut's (1978) work. Behavioural loyalty has been considered as repeat purchase frequency (e.g. Brown, 1952) or proportion of purchase (e.g. Cunningham, 1956), whereas attitudinal brand loyalty included "stated preferences, commitment or purchase intentions of the customers" (Mellens, Dekimpe, &Steenkamp, 1996: p. 513). However, most of these behavioural definitions above are criticized by Oliver (1999), Jacoby and Chestnut (1978) and Day (1969) as problematic. Oliver (1999) for instance argued that "all of these definitions suffer from the problem that they recorded what customer did, and none tapped into the psychological meaning of loyalty" (p. 34).

The composite definition of loyalty emphasized two different approaches of loyalty: the behavioural and attitudinal concept, which was initially proposed by Jacoby and Chestnut (1978) and later by Oliver (1997).

THE SPECIFIC ROLE OF PACKAGING

colour and shape Steve Jobs, the CEO of Apple, declared that the choice of colour would become one of the main criteria for buyers of micro-computers (Legoff, 1999). This has indeed become a considerable

element of differentiation in markets where the products on offer have become more and more standardized.

Colour allows the creator to communicate a certain image of the product or brand to the consumer, and particularly so in the packaging of the product. It gives the brand identification and a visual distinction, but also provides emotions and associations capable of reinforcing the symbolism and the benefits produced. However, these choices often result from the personal tastes and subjective preferences of the decider, neglecting their influence on the perceptions and emotional states of the consumers.

Marked disparities between what the brand wishes to convey and what is perceived by the consumers then ensue (Divard and Urien, 2001). Several studies have stressed the effects of colour on individuals within the context of their working or consumption environment, but also in the field of commercial communications (Mehta and Zhu, 2009).

Nonetheless, we observe that very few have focused on package colour for mass consumption products. The product categories the most often studied are coffee and pharmaceuticals, as the following studies will testify.

RESEARCH METHODOLOGY

DATA COLLECTION

Tool A structured questionnaire was used to collect relevant data pertaining to the said research. The researcher administered it having been examined by experts and after undertaking pilot testing. A pilot study was conducted to judge the validity of the questionnaire. The first part of this questionnaire deals with respondent's demographic information, whereas the second part deals with consumer behaviour, factors building brand loyalty and types and brands of cosmetic products used by the respondents.

POPULATION AND SAMPLING

The population of this study consists of Indian youth whose age is between 18 to 40 years. The researcher distributed 120 questionnaires among youth of Kheda district and Vadodara district. However, 113 questionnaires were completely filled and effective to use. The researcher adopted convenient sampling method.

PERIOD OF STUDY

The present study is mainly based on primary data. The data from youth have been collected from June to August 2019.

LOYALTY INTENTION

In this study, 4 items adapted from Zeithaml, Berry, and Parasuraman (1996) were used to measure loyalty intention: consumers' intention to repurchase and their willingness to recommend the branded product, using five-point Likert scale ranging from 1 for "very unlikely" to 5 for "very likely".

ANALYSIS OF DATA

Data in this study were analysed using SPSS V13. Statistical tools used are frequency analysis, factor analysis, reliability analysis, and regression analysis.

OBJECTIVES OF STUDY

To study the brand loyalty among youth for cosmetic products to study the customers perception towards factors responsible for building brand loyalty to know the portion of male and female in cosmetic market to study the consumer behaviour for cosmetic products.

The OBJECTIVES this project is based on the satisfaction of the cosmetic product among female customers.

To find out the most preferred type of cosmetic and factors influencing to purchase.

To identify the consumers 'brand preferences towards cosmetics products

LIMITATION OF THE STUDY

The study is restricted to Calicut city only. The data collected is based on the questionnaire and the results would be varying according to the options of the individuals. Only 100 respondents were taken as the sample.

Table no. 1Costumer Brand Preference

Serial No.	Brand	Respondents	Percentage
1	Elle 18	3	3
2	Avon	6	6
3	L'Oreal	4	4
4	Lakme	11	11
5	Maybelline	18	18
6	Nivea	5	5
7	Ponds	8	8
8	Johnson	4	4

9	Pavion	3	3
10	Nandolia	4	4
11	M.A.C	4	4
12	Chambor	3	3
13	Colour Bar	12	12
14	Ori Flame	5	5
15	Himalaya	8	8
16	Others	2	2

Chart No. 1 Costumer Brand Preference
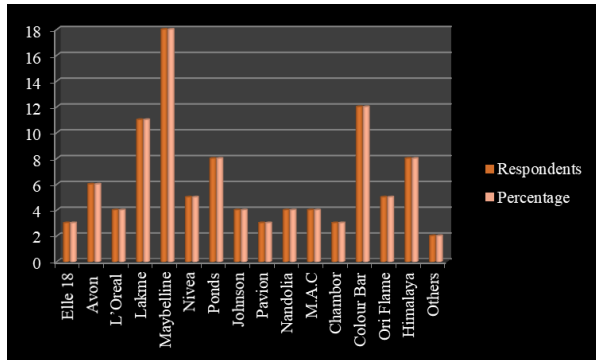
The above chart shows that 18% of the respondents prefer Maybelline products. And 12% of them prefer Colour Bar items. The least number of brands are M.A.C, Chambor, and Elle 18 etc.

Table 2 mostly used Cosmetics Products

Serial No.	Cosmetics	Respondents	Percentage
1	Baby Care Product	14	14
2	Men's Product	8	8
3	Perfume	6	6
4	Hair Care	7	7
5	Colour Cosmetics	8	8
6	Scene Care	6	6
7	Eye Cares	7	7
8	Lipsticks	10	10
9	Face Cream	30	30
10	Others	4	4

Chart 2 mostly used Cosmetics Products
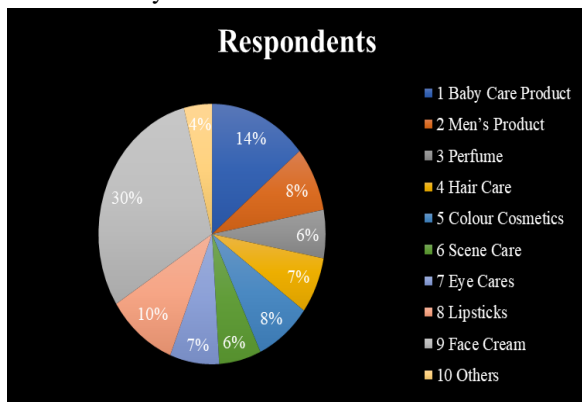
The above Pie chart indicates that most of the respondents use faces cream products i.e., 30%. Then Second position goes to Baby care products i.e., 14%. Out of 100 respondents 10% of them prefer b Lipstick and other prefer Skin care items.

Table 3 Factors Influencing Cosmetics purchase decision

Serial No.	Factors	Respondents	Percentage	Rank
1	Brand Loyalty	43	43	I
2	Price	30	30	II
3	Quality	16	16	III
4	Quantity	11	11	IV

From the above Ranking method, we can interpret that Brand Loyalty is the main factor affecting or influencing Cosmetics Purchase decision. Second Rank goes to Price of the particular product. Quality plays third position. Fourth rank given to Quantity

CONCLUSION

Cosmetic market is one of the best growing market sections which have been competitive and grown continually during the past few years. This study is aimed to investigate the Consumers preference and brand awareness of cosmetic products in Gwalior. It is concluded that Maybelline brand has a very good market and Brand choice.

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