

Aesthetics Marketing

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Abstract: “Aesthetics is the perception of the beautiful, a fine extension of the faculties, Platonic, universal, wonderful, drawn from the stars and filtered through the skies, without which life would be extremely dull”- (Lord Byron)

Aesthetic marketing is about the attributes related to the designing and making products beautifully and appealingly, in order to persuade customers to buy them immediately.

Key Words: Aesthetics; Consumer behaviour; USP; Appealing; Perception.



A producer can improve the overall image and identity of the Concern by following aesthetic marketing, which confers a tangible value on the organization.

Aesthetic marketing creates customer loyalty. It allows for premium pricing. It cuts through information clutter and increases the products chance of selection at the point of purchase. Aesthetics affords protection from competitive attacks. It can also save costs by increasing productivity.

Marketing aesthetics has a special role in the beauty market. And the beauty industry has been thriving for the last two decades owing to the incorporation of aesthetics in product manufacture.

Aesthetic marketing is related to consumer behaviour. Consumer behaviour is governed by aesthetic marketing. What makes a consumer tick at the market place? Scholars have succeeded in finding an answer to this question.

The answer lies in aesthetic marketing. It is by following the aesthetic principles of product manufacture and by establishing the appealing quality of a product-by-product differentiation and positioning which succeeds in persuading the customer to purchase the product instantly.

This can be achieved by changing and orienting the consumer's perception by positioning in the consumer's mind the products' 'USP' and it is here that aesthetic marketing comes handy as the immediate imperative.

The present paper is a humble attempt at finding as to how aesthetics plays a very crucial role in Marketing with special reference to the consumer along with an assessment of the value of aesthetics in product / brand positioning.

It is a well-known fact that products have demand based on their utility. But if they are also good looking, customers will be drawn to them instantly. So, the industry has understood the importance of strategic product designing and to make the product not only useful but also beautiful. A beautiful product will have a separate image and identity and customers develop loyalty to such a product and buy it, inspite of its premium pricing. This will lead to a products' brand positioning easy and this can be made easier by directing consumers' perception to its unique selling proposition or USP.

This type of marketing is also known as Aesthetic Marketing. It tries to understand the psychology of the consumer by offering him products that are appealing to him and thus converts the consumer into a prospective customer. An aesthetic product builds a tangible value for the industry and because of its unique appearance, it gets fixed in the consumers' memory and this leads to its easy selection at the point of purchase.

The writers Baisya & Ganesh Das say, when all other variables are similar, aesthetic elements can make a difference to a product's performance in the market place and therefore can provide that competitive

edge. Philip Kotler & Alexander G Rath say that “the companies have to stand out in the crowd”. Peters defines design as something which runs from aesthetics to utility. All this refers to a product’s differentiation. We have to create this difference in the consumer’s mind by directing his attention to the product’s USP. If the product is associated with the proclaimed uniqueness or the entire “Trade dress”, of the product, it will leave a lasting impression on the consumer’s mind.

The products design gained importance in 1980s and it has been since used as a key competitive weapon. It is recognized that the external appearance of the product is necessary as one of the selling features. The automobile industry comes out with a number of designs. Before a man sits in a car and starts the engine, he is attracted by its external appearance. The company Mitsubishi has been regularly producing designs which create excitement in the market place. It is evident if we look at the exhibits, Mitsubishi, Sedria, Hyundai, Sonata, Toyota, Prado & Audi.



Mitsubishi Motors

Source: Google

Audi Sedan



Source: Google

The aesthetics of the product is a total experience which includes both external and internal appearances. Attractive home appliances have now become fashionable accessories at home. Refrigerators, Washing Machines, Dishwashers, Air conditioners come under this category of consumer durables. Aesthetic aspects designed through the use of simple elements of design and material and enriched by use of graphics lend beauty and flexibility to these articles along with the use of smell, colour and shape.

Luxury Refrigerator:



Source: Google

Aesthetics has four elements (Baisya & Das, P 61), the visual, auditory, olfactory and ergonomic. Companies have started to look into all these aspects of a product to make it popular. The physical form or design of a product is a key factor to ensure its success in the market {Bloch 1995, Baisya & Das, P-83}. It initially attracts the consumers and enhances their perceptions about the quality and usage experiences. Beautiful and attractive designs have always been successful in the market place. The products form also helps to develop corporate brand identities. Many companies have distinct design philosophies. Braun, Smith & Welson and Ralph Lauren are a few of them (Baisya & Das, P 81). Style and design have been a dominating factor influencing major purchase decisions for automobiles & durables. It mostly combines with function, quality, price and availability to effectively sell a product (Moulson & Sproles-2000- P86). Tata Motors launched Indigo in Petrol & diesel versions. The product positioning is large space and good looks at the right price and so successful in influencing consumer behaviour.

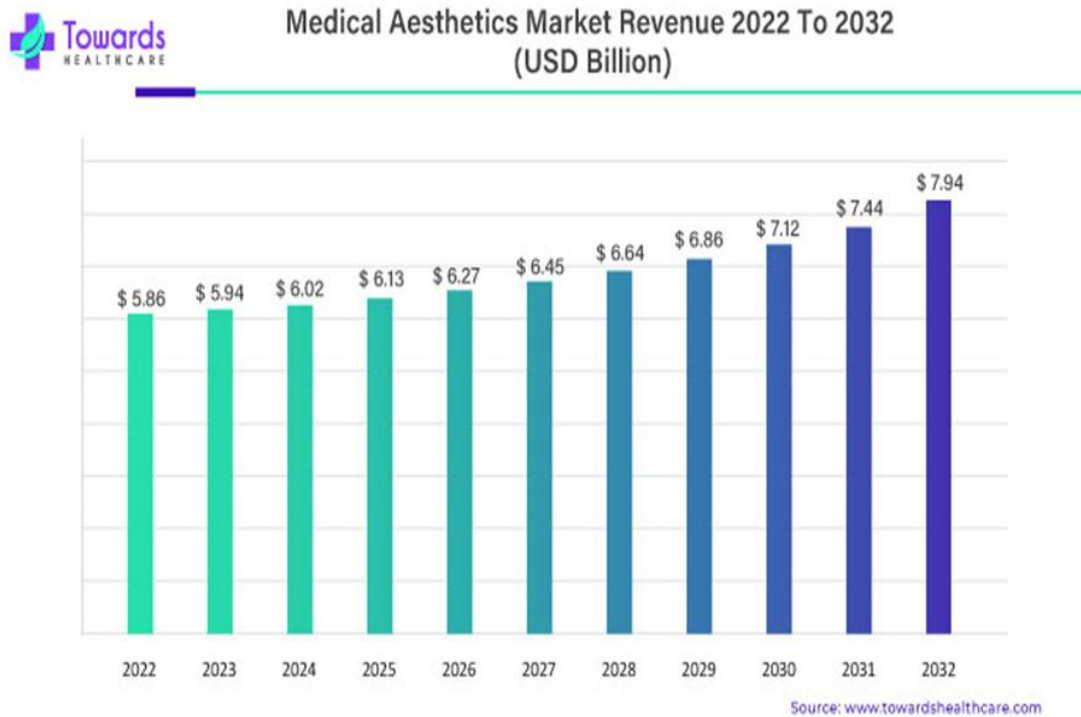
A successful product (Baisya & Das, P84) is one of the Ps of the marketing mix. Its design and aesthetics

create customer satisfaction and gain competitive advantage and this shows the importance of product in the marketing mix, the combined tools used by marketers to achieve their marketing objectives.

Consumer durables are goods that do not need to be purchased very often and last at least for 3 years. They are purchased for long term use and are intended to be used over a period of years. They are also known as durable goods or hard goods. They include automobiles, household appliances, furniture, carpets & drugs, consumer electronics, luggage & sporting goods and fine Jewellery. Here also appearance stands ahead of performance and

aesthetic image of the product overrides all other variables.

Aesthetics is equally important in the field of Medicine. Medical specialists of Cosmetology, Plastic Surgery & Liposuction are in great demand. Rhinoplasty, Wrinkle removal, Lip augmentation, Acne scars removal are common aesthetic procedures. Cine actress Late Sridevi is a famous example of Rhinoplasty or nose surgery. It is forecast that this medical aesthetic market will rise to 7.94 billion US \$ by 2032. The Google graph given below will give an idea about the rise in medical aesthetic marketing.



Aesthetics plays an important role in various purchase stages, say Baisya & Das in their book “Aesthetics in Marketing”. The demographic or the population variables also affect the level of importance given to aesthetics. If a product has a longer life cycle like an automobile or a washing machine, aesthetics gets more importance. The importance is directly proportional to the different income groups. The higher income groups give more importance to aesthetics as well as the consumers between 26-35 years. For automobiles the visual aspect of aesthetics is more important than other aspects and for home appliances the ergonomic aspects or the working conditions are given priority (Baisya & Das, P-155). Young consumers want that the aesthetic features should be connected to the function of the product. Good designing leads to good

aesthetics and hence the need for world class design centers. Hyundai Motors has come forward to set up a design centre in India and other companies should take this hint to start similar centers. By working on the various attributes and qualities of aesthetics, industries can design products with better market acceptability and less product failures. Thus, aesthetics in marketing has great significance and utility as it confers a competitive advantage on the marketers by boosting their market share and growth. Thus, both the sellers and the buyers enjoy the philosophy of the statement of John Keats that, “A thing of beauty is a joy forever”.

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