

Research Article

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Influence of the Brands on Female Consumers with Reference to Cosmetics

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Abstract:

The purpose of the research is to examine the survival and growth of any organization largely depends on the extent of its brands. Brand is the main and major determinant of any organization. Brand plays a very vital role in the cosmetics market.

Rapidly changing social situations in women's equal rights and working situations. Today's women are independent and socially connected. The awareness of female consumers' consciousness during the recent years leads to an alteration of consumer behavior and influences the women's usual conception for pursuing fashion and cosmetics application. In fact, the makeup practices have already been regarded as a social politeness and a necessary requirement for inter-personal activities by employing the means-end chain theory. This study intends to explore the attributes, results, and value attached to the importance of female consumers towards cosmetic products in order to realize the consumer's cosmetic application process.

Keywords:- Branding, Cosmetics, Buying behavior of female consumers

Introduction

The rapidly changing social situation in the latter part of the 20th century such as the revolutionary movement for women's equal rights significantly affects the women consumers' behavior and improves their social status. The life style of women consumers will turn to far more diversified along with the constant market expansion. Most companies have much to learn about selling to women. The Boston Consulting Group fielded a comprehensive study on how women felt about their work and their lives and how they were being served by business. It is found that there is an increase in the standard of living in women and an increase in awareness among them. They are taking care of themselves about their looks, about their skin, their appearance and all.

According to the American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design or combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Branding is not about getting your target market but it's all about getting your prospects to see that it provides a solution to their problem. Consumers view a brand as an important part of a product that adds value and quality to a product. Brand states that you can buy a product from anywhere, you will get the same product. Now a day's people are more aware about the products and brands which they are buying

the check all the ingredients, manufacturing process, making, date of manufacturing, date of expiry all they want is a Quality product brand itself tells that consumers will receive what they want. If the consumers get what they want then they are loyal to the Brand.

Manufacturers have voiced concern about the potentiality "Parent brand image" in extending the other products categories. In today's crowded market of cosmetic products companies try to find better and innovative ways to create and sustain factors of their market. Branding increased the value to a product as it has more potential to differ it from other products existed in the category

Review of literature

A brand is defined as a distinguishing name and symbol (such as logo, design, trade mark) intended for the goods and services of either one seller or group of sellers and to differentiate those goods or services from those of competitors. A brand thus signals to the customer the source of the products and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical (Aaker 1991). Branding from the customer's point of view is defined as the total accumulation of all his/her experiences and is built at all points of contact with the customer (Kapferer 1995). A successful brand is identifiable product, service, person or place

augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely.

The brand in a sense acts as credible guarantee for the product and service allowing the consumer clearly to identify and specify products which genuinely offer added value. A powerful brand provides long term security in the market it also provides equity. We can call it as asset value to both producers and customers. It also helps in higher sales volume, premium prices differentiation. There is also a key factor i.e. consumer brand knowledge, it can be defined in consumers brand information awareness, attributes, benefits, images, thoughts, feelings, experiences etc.

An important factor influencing the selection of brand concept is consumer needs. Many brands offer a mixture of symbolic, functional benefits to customer. A brand with a symbolic concept is one designed to associate the individual with a desired group, role or self-image. If consumers get all they want from the brand they become loyal to the brand so we can call it as brand loyalty. There are many things that determine the brand loyalty of consumers.

- Customer perceived value
- Satisfaction from the brand
- Trust for the brand
- Brand price
- Brand attributes.

These are some of the determinants of brand loyalty of the consumers. There are many factors that determine brands. Among specific mix variables pricing appears to have the most consistent impact on consumers buying process but sometimes brands help them more attractive. Consumers can develop emotional feelings for products specially brands these emotions towards brands can have major influence based on brand choice it is showed that emotions leads to an interaction with the products on personal level, these emotions lead to brand loyalty, premium and influencing others to buy the brands. Consumers may face similar environments but there are several motivating conditions that play role on brand choice depending on the consumers.

Consumers often analyze the reason for their brand preferences either wilfully or as consequences of markets tactics. For example some advertisements encourages to think why they should prefer any particular brand. Brand equity is the value consumers assign to a brand above and beyond the functional characteristics of the products. Customer based brand equity can be defined as differential effects that brand knowledge has on consumer response to the marketing of the brand.

Importance of the Research

Across the globe many companies are extending different product in feminine category. The female cosmetic market in India is growing rapidly. There is need to study how brand image influence the feminine consumers on their purchasing behaviour. There many things that influences the buying

behaviour of feminine products these includes product attributes, packing and designs of the product, making of the product, Quality of the product etc.

Objective of the Research

- To examine the impact of brands on female consumers at the time of purchase of cosmetics.
- To analyze the relationship of brand image and loyalty of customers.
- To determine the role of brand extensions and product range
- To analyze the factors that influences the female consumers buying behavior.

Hypothesis of the Research

- There is positive impact on female consumers on branded cosmetics
- There is positive relationship between brand image benefits and loyalty intentions.
- Consumers give positive response in brand and product extensions because they already aware about the existed product and brand
- There are many factors that influence the buying behavior that are price of the product, making of the product, ingredients etc.

Research Methodology

The main aim of the research is to know the influence of Brands on purchasing of cosmetic. The research sample is all the ladies who are cosmetic users. The present study is both quantitative and analytical in nature both primary and secondary data is used for research.

The primary data will be collected from various respondents through a questionnaire. The questionnaire is mix of both close and open ended questions. The sampling technique used for selecting the sample is convenient sampling

Secondary data is to be collected from various journals, periodicals, and various company website as well as internet and company records.

Conclusion

As rapid changing social situation in women's equal rights and working situations. Today's women are independent and socially connected they are aware of all the things that they are using. The research reveals the reason for the choice branded cosmetics. The female consumers consider price, quality, and brand of the product at the time of purchase. The promised result of the product is also one the factor is considered in the decision making process. Manufacturers and retailers of cosmetic brands must begin to appreciate the exact taste and preferences of consumers in all their processes. Brand extension, brand awareness, brand familiarity, customer attitude has impact on parent brands.

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