

The Effect of Brand Image on Purchasing Behaviour of Female Consumers in the Context of Cosmetics.

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ABSTRACT

The purpose of this study is the effect of brand image benefits on purchasing behaviour in the context cosmetics products. Many brand image benefits are investigated consisting social, symbolic and appearance. Female consumers are very careful about their skin and appearance they always see the brand and quality of the product. The study of consumer buying behaviour is important for several reasons as different mindset and distinct consumer behaviour.

Keywords - brand image, female consumer behaviour, cosmetic products.

INTRODUCTION

Rapid changing social situation 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 alteration of consumer behaviour and influence the women's usual conception for pursuing fashion and cosmetics application in fact the makeup practices has already been regarded as a social politeness and necessary requirement for inter-personal activities by employing the means end chain theory. This study intends to explore the attribute, result, and value attached importance by female consumers towards cosmetic products in order to realize consumer's cosmetic application process.

Today the primary capital of many business is their brand, a brand is both tangible and intangible practical and symbolic visible and invisible under conditions that are economically viable for company(kapferer 1986) brand are built by persistent difference ever the long run they can not be reduced just to a symbol on a product or mere graphic and

cosmetic exercise. A brand is the signature on a constantly renewed creative process. Products are introduced they live and disappear but brands endure.

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 to getting your prospects to see that it provides 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.

The purpose of study is determined how the brand image influence the purchase behaviour of female consumers of cosmetics.

REVIEW OF LITERATURE

A successful brand image enables consumers to identify the needs that the brand satisfies and a favourable image in the minds of consumers. a favourable image holds a special place in the mind of consumers this would definitely gain a better position in the market.

Reynolds noted that 'an image is the mental construct developed by the consumers on the basis of few selected impressions through creative process. On the other side Kotler stated that brand image is set of beliefs ideas and impressions that a person holds regarding an object. And keller stated that brand image is a set of perceptions about a brand as reflected by brand associations in consumers memory. aaker also defined brand image is a set of association usually organised in some meaningful ways. It is a cluster of attributes and associations that consumers connect to the brand name.

Attributes are 'descriptive features that characterized a product or service. Attributes can be classified into Product related attributes and non-product related attributes i.e price, packaging, or product appearance information. product related attributed related refers to ingredients necessary for performing the product or service function sought by consumers while non product related refers to external aspect of the product or service that relates to its purchase or consumption. Overall image can generate value in terms of helping customers to process information, differentiating the brand generating reasons to buy give positive feeling.

Keller described that this image benefits can be classified into functional experimental and symbolic benefits . the functional benefits are related to the prodct and service consumption and usually correspond to the product related attributes. Experimental benefits refers to

feeling and mental satisfaction, while symbolic benefits are associated with the needs for social approval or personal experience self esteem. Brand values must be calculated on an individual customer basis. A successful brand experience is the process of exposing consumers to the various attributes associated with the particular brand and creates an environment in which the consumer will be surrounded by the positive elements attached to the brand.

IMPORTANCE OF THE RESEARCH

The main aim of the study is to analyse the brand image factor and its impact on female consumers while purchasing the cosmetic products. A study of female consumer buying behaviour is important because this will show behavioural pattern and also helpful in understanding behaviour the above topic will give in depth study of THE EFFECT OF BRAND IMAGE ON PURCHASING BEHAVIOUR OF FEMALE CONSUMERS IN THE CONTEXT OF COSMETICS.

OBJECTIVE OF THE RESEARCH

1. To know the impact of brand image on purchasing behaviour of female consumers while shopping cosmetics.
2. To ascertain the aspects of cosmetic brands that plays a major role in purchase decision making process.
3. To analyse the impact of brands in female consumers in influencing the decision making while purchasing cosmetics.
4. To analyze the relationship of brand image and loyalty of customers.

HYPOTHESIS OF THE RESEARCH

1. It is found that there is a positive impact of brand image on purchasing behaviour of female consumers shopping of cosmetics because female consumers are very careful about their looks.
2. The role of brands is very important in cosmetic products as

women consumers want quality products.

3. The female consumers always gives priority to quality in making purchase decision of cosmetics.
4. There is positive relationship between brand image benefits and loyalty intentions

RESEARCH METHODOLOGY

The research design 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

The study has shown the importance of brand image benefits and satisfaction. The identification of brand image benefits of the branded product will help practitioners to establish effective marketing strategies. It is very important to understand brand image dimension judgements from customer's point of view, whether these image dimensions are parallel to their perceptions expectation needs and goals

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.

Webliography

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