

The Role of Parent Brands Image of Cosmetic Products on Buying Behaviour of Female Consumers

Anuja P Mudholkar^{1*} and Dr. S.S Agrawal²

¹Matoshri Pratishthan, School of Management, Nanded-431602, Maharashtra-India

²Associate prof. & H.O.D commerce dept. Toshiwal College, sengaon

Abstract:

The purpose of the present research is to study the role of parent brands image of cosmetic products on buying behaviour of female consumers. 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 mind-set and distinct consumer behaviour. Rapidly changing social situation working styles and living styles today's women are independent. Brand is the main & major determinants of any organisation. Brand plays a vital role in cosmetic market.

Keywords:- Parent Brand image, Cosmetics , Buying behaviour of female consumers.

Introduction:

Manufactures have voiced concerned about the potentiality of "Parent Brand Image" in extending the other products category. In today's market of cosmetic products companies are trying to find better and innovative ways to sustain in the market. One way to differentiate themselves from competitors is the creation of strong brands and try to increase the profitability reduce their marketing brands, the importance of brands is not only measured in terms of competitive advantage it is a future opportunities that available in markets, in this way company can access new markets through an existing brand known to reduce both the cost of the introduction of new products and the risk of product failure.

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 cannot 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.

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. An important factor influencing the selection of brand concept is consumer needs many brands offer a mixture of symbolic, functional and experimental benefits to consumers. The purpose of the study is to determine The Role of Parent Brands Image of Cosmetic Products on Buying Behaviour of Female Consumers.

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.

Brand is the both tangible and intangible practical and symbolic visible and invisible. Brands are built up by persistent difference over the long run they cannot be reduced just to a symbol on a product. A brand is a signature on a constantly renewed creative process which yields various products. a brand means much more even than its product and service features. Brands are built from customer experience with product service or company customer's total brand experience determine whether a customer buys anything more from the company and just as importantly whether the customer spreads awesome word of mouth to reference group or family .

Cosmetics are defined substances used to enhance the beauty of human body it is used for enhancing personal appeal of human being and care of body parts. The Indian cosmetic industry is going through active phases in terms of product development and marketing. The cosmetic industry can be broadly classified into body care, eye care, colour cosmetics etc. There is a great demand for more advanced and specialised cosmetics. In India number of female consumers is increasing tremendously, this is because of increasing number of women becoming earning members of the family. Rising westernisation and changing lifestyle have made urban women to proactively seek for health and beauty offerings to look and feel good. Media influences and increasing levels of literacy is stimulating awareness of personal hygiene as well as beauty consciousness enhancing the adoption and frequency of usage of cosmetics and toiletries especially amongst users.

Significance of the Research

A study of The Role of Parent Brands Image of Cosmetic Products on Buying Behaviour of Female Consumers is important for several reasons as there is different mind-sets and distinct consumer behaviour pattern. The research on the above topic will give in depth analysis of decision making process towards cosmetics. This research

will examine how female consumers respond to various brands of cosmetics. This study needs to understand the role of Brands in choosing a particular product especially in cosmetics range. Changing consumer needs, preferences change in social and economic factor, advancement in technology there is need for manufacturer to always update. According to research conducted worldwide on global cosmetics there is tremendous rise in cosmetics stores, beauty parlours, grooming and make up workshops, fashion events etc.

Objective of the Research

1. To ascertain the aspects of cosmetics brand that plays a major role in purchase decision making process.
2. To understand the specific features that consumers take into consideration before purchasing a particular cosmetic brand
3. To analyse the buying behaviour of female consumers while shopping of cosmetics.

These objectives are listed out for the research, the study will show the importance how parent brand image of cosmetic products impact on female consumers. 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.

- 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.

Research Methodology

This study is designed to accomplish to accomplish the given objectives. 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

The purpose of the research is to understand The Role of Parent Brands Image of Cosmetic Products on Buying Behaviour of Female Consumers an attempt was made to understand impact of overall satisfaction about the brand. 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.

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