

**INFLUENCE OF BRAND EQUITY ON THE PURCHASE INTENTION
TOWARDS DOMESTIC AND FOREIGN BRANDS OF COSMETICS IN**

KALAMASSERY

PROJECT REPORT

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In partial fulfillment of the requirements for the award of the degree of

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DECLARATION

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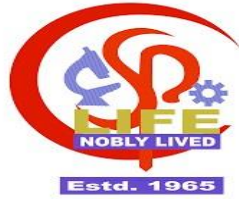
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CERTIFICATE

This is to certify that the project work entitled “**INFLUENCE OF BRAND EQUITY ON PURCHASE INTENTION TOWARDS DOMESTIC AND FOREIGN BRANDS OF COSMETICS IN KALAMASSERY** ” is a bonafide piece of work done by **ASHA V.S. (Reg. no. 170021063423)**, **ASHIL K.V. (Reg. no. 170021063424)**, **ASHNA MARY M.A. (Reg. no. 170021063425)** in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance and that this project work has not formed the basis for the award of any degree/diploma/fellowship/associateship or similar title to any candidate in any university.

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CHAPTER 1
INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 PREAMBLE

The cosmetics sector is a very dynamic sector in India. The Indian cosmetic Industry has been witnessed a rapid growth over the last couple of decades. There are a number of reasons which accelerate the growth rate. Improved economic condition, the high disposable income of consumers, the influence of media, celebrity advertisement etc. are the some of the important reasons. Furthermore, the demand for cosmetic products increased due to strong promotional campaign done by top players of international and domestic cosmetic companies. Therefore many International companies are now outsourcing cosmetics to India. Hence the industry of cosmetic products in India is growing at an average rate of almost twenty percentages annually. There are mainly two reasons for this increased demand. The first reason is that the augmented demand for Indian cost-effective products and the second reason is that the increased purchasing power of the average Indian.

Now a day there is a trend of rising demand for natural, herbal and Ayurvedic cosmetic products. Therefore, the range of cosmetic and beauty products in India has widened tremendously. Hence, the domestic companies began to manufacture products to cater to an International need. For instance, herbal cosmetics from India have a great demand in the overseas market. Therefore, many cosmetic products manufactured in India are supplied to international suppliers. In the last few years, Patanjali Ayurveda played very well in Indian cosmetic industry. In addition, the company also launched its products in modern retail outlets and launched larger self-owned stores under its “Patanjali Mega Store” concept which exclusively sold Patanjali products. To counter the growing threat of Patanjali Ayurveda, other major players in the market such as Hindustan Unilever, Dabur India, Emami and Godrej Consumer Products also focused on strengthening their natural and herbal portfolios.

Kerala is known for consumerism. They are more conscious while selecting a product. They will buy a quality product at reasonable price. Consumers of cosmetic products are intended to know more about the product before they purchase them. So, manufacturing companies invest heavily on promotion of the product. In the cut-throat competitive era, the success of every individual business unit depends on accurate knowledge about its customers. The key to tackling this issue is to understand the customers purchase intention and to build a strong brand.

1.2 SIGNIFICANCE OF THE STUDY

Cosmetic industry is growing day by day. India ranked second in terms of population. Among them, 62.5 percent of the people are in the 15-59 age categories. During this age period, consumers spend heavy on purchasing cosmetic products. . Human behavior is always unpredictable. Thorough knowledge of brand equity and purchase intention will provide specific guidelines for developing and implementing marketing strategies and helpful in managerial decision making. Brand equity is considered as an excellent indicator to measure the performance of marketing activities. There is a link between brand equity and consumer buying behavior .In recent years, there is a trend of investing a huge amount of money into the Indian market by the leading cosmetic companies to understand the customers. The present study is very particular to assist managers and academics who are interested in strategic aspects of consumer behavior. Brand equity is conceptualized from customer's point of view. So it will help the marketers to understand what consumers know about brands and what such knowledge implies for marketing strategies. It is hoped that the outcome of the present study will be useful to policymakers, managerial people to tackle the issues related with this.

1.3 STATEMENT OF THE PROBLEM

By analyzing the last 15 years data it is found that international or foreign companies cached majority of the market share. Foreign companies are ready to invest huge amount on Indian cosmetic industry. So they can provide low-cost products. Due to increased demand for the products, they enjoyed larger economies of scale. The brand has a significant influence on intention to purchase cosmetic products. Multinational companies are investing heavily in understanding brand equity. They appoint special research team for analyzing the brand equity.

Branded products have high demand in the market. There are several factors which influence the brand equity. Brand awareness, brand image, brand knowledge etc. will determine brand equity. But most of the domestic companies are not aware of these aspects. Brand equity definitely influences purchase intention. At this juncture, it is very relevant to conduct an investigation on the influence of brand equity on the purchase intention of domestic and foreign brands of cosmetic customers.

1.4 SCOPE OF THE STUDY

The study was conducted among the cosmetic customers at St. Paul's College Kalamassery. Major sectors include skincare products, hair care products and deodorants. A total of 21 brands were taken for detailed analysis. Himalaya, Emami, Fairever, Ayur from domestic skin care products, Fair & lovely, Garnier, Ponds, Lakme from foreign skin care products, Dabur, Godrej, Parachute, from domestic hair care products. The clinic, Dove, Head & shoulders, Pantene brands from foreign hair care brands. Moreover, Fogg, Engage, Eva from deodorants of the domestic brand and Wild stone, Axe, and Set Wet from the foreign brand is taken for the detailed analysis.

The study focused on investigating the influence of brand equity on purchase intention towards cosmetic brands. Important influencing factors of intention to purchase cosmetic is also been studied. The assessment of brand awareness, purchase intention and brand equity of customers towards domestic and international cosmetics brand also come under the purview of the study. The influence of brand equity in determining the purchase intention is also studied.

1.5 OBJECTIVES OF THE STUDY

- 1) To identify the factors influencing purchase intention towards cosmetics brands.
- 2) To analyze the brand awareness of customers towards cosmetic brand.
- 3) To analyze the influence of brand equity on the purchase intention of customers towards cosmetics brands.
- 4) To examine the purchase intention of customers towards cosmetics brands.

1.6 HYPOTHESIS

Following hypothesis have been developed and tested by employing appropriate statistical tools.

H0: There is no significant difference between the influencing factors of purchase intention between the customers of domestic and foreign brand.

H1: There is significant difference between the influencing factors of purchase intention between the customers of domestic and foreign brand.

1.7 DEFINITION OF THE TERMS AND CONCEPTS USED IN THE STUDY

The important terms used in the study are briefly explained below.

1. Cosmetics

Cosmetics are those articles intended to be applied in the human body for cleansing, beautifying or altering the appearance without affecting the body. Here Cosmetics include skin care products, hair care products and fragrances.

2. Brand

A brand is a name, term, sign, symbol or design or a combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate from those of competitors.

3. Domestic Brand

Domestic brands are those brands of Domestic Brand Owner (DBO). Domestic Company Owner (DCO) is those companies which are of an Indian Origin and not any Subsidiary of the Global Company.

4. Foreign Brand

Foreign brands are those brands of Global Brand Owner (GBO). Global Company Owner (GCO) is that company which is not of an Indian Origin.

5. Brand Knowledge

Brand knowledge is referred as combined effect of awareness and brand image. Brand knowledge is a function of awareness, which relates to consumer's ability to recognize or recall the brand, and image, which consists of consumer's perceptions and of associations for the brand.

6. Brand Awareness

It is the ability for a buyer to recognize or recall that a brand is a member of a certain product category. It is related to the strength of the brand node or traces in the memory, as reflected by consumers under different conditions.

7. Brand Equity

Brand equity is defined as the differential effect of brand knowledge on consumer response to the brand.

8. Purchase Intention

The intention is an indication of a person's readiness to perform a given behavior and is considered to be the immediate antecedent of behavior.

1.8 RESEARCH DESIGN

The quality of research project depends among other things, upon the suitability of the methods selected for it. Hence the study conducted is descriptive in nature so that particular aspects or dimensions of the problem studied can be focused upon. Various mathematical methods like percentage, simple average, chi-square test etc. are also used for data analysis.

1.9 METHODOLOGY AND DATA COLLECTION

1.9.1 SOURCES OF DATA

The study was based on both primary and secondary data.

A) Primary data

The primary data for the present research work was collected from cosmetic customers at St. Paul's College Kalamassery and it was collected using structured questionnaire.

B) Secondary data

The secondary data was compiled from various journals, books, study reports, research dissertations, theses, magazines and websites.

1.9.2 SAMPLE DESIGN

A) Population

A survey population is defined as the total set of individuals, groups or events that are being studied. The customer involvement is found more in cosmetics. Therefore, the present study is confined to cosmetic users of domestic and foreign brands in St. Paul's College Kalamassery.

B) Sampling plan

60 customers were randomly chosen for the purpose of study. The data was collected through structured questionnaire. Numbers of samples are selected on the basis of Krejcie Morgan table.

1.10 TOOLS OF DATA ANALYSIS

Data analysis has been done by using appropriate mathematical and statistical tools such as percentage, simple average, charts, graphs and test of significance such as chi-square test.

1.11 LIMITATIONS

- 1) Sixty respondents cannot represent the population. So findings may be biased.
- 2) The shortage of time will limit the samples into the minimum.
- 3) Most of the respondents answered the question of the research out of their memory only.

Hence, biased data may be entered in the analysis and finally affected the results.

1.12 CHAPTER SCHEME

The report of the study is presented in five chapters.

Chapter 1 deals with the introduction and methodological design of the research. It contains introduction of research problem, the significance of the study, statement of the problem, scope of the study, objectives of the study, hypotheses, definition of the terms and concepts used in the study, research design, methodology and data collection, tools of data analysis, and limitations of the study.

Chapter 2 contains review of previous studies conducted in this area.

Chapter 3 gives an overview of about the cosmetic industry and theoretical framework of purchase intention, factors influencing the purchase intention of customers, brand, brand equity and brand awareness etc.

Chapter 4 deals with analysis and interpretation of collected data and testing of hypothesis.

Chapter 5 gives the major findings, suggestions and conclusion of the study.

CHAPTER 2
REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

The core of the present research work is to conduct an investigation on the influence of brand equity between the customers of domestic and foreign brands of cosmetics. Important influencing factors of intention to purchase cosmetic is also been studied. The assessment of brand awareness, purchase intention and brand equity of customers towards domestic and international cosmetics brand also come under the purview of the study. The influence of brand equity in determining the purchase intention is also studied.

By reviewing the earlier studies, it is found that a few studies have been conducted to examine the different aspects of purchase intention, brand awareness, brand equity. Hundreds of studies concerned with brand equity have been undertaken in various countries with different marketing environment. It is also noticed that number of studies have been conducted to study brand equity of customers cosmetic products. Therefore, it is quite relevant and useful to study the available literature on the particular area to identify the gap. The current chapter is an earnest attempt in this direction

For the purpose of presentation of the available literature, the relevant studies related to the areas have been classified into three categories. They are;

1. Studies related to brand equity.
2. Studies related to purchase intention.
3. Studies related to brand awareness.

The studies coming under the above mentioned heads are presented in the chronological order in the following pages.

2.1 STUDIES RELATED ON BRAND EQUITY

Andrew A. Mitchell and Jerry C. Olson (1981) examined the basic theoretical concepts of Ajzens attitudinal theory in marketing research context. They used four

advertisements contained verbal information about product characteristics only. The study suggested that the product attribute belief had a mediator effect on brand attitudes.

Arslan & Altuna (2010) defined brand image as the positive and negative feeling about the brand concerning the brain of the customers unexpectedly or when they recall their memories. They have the view that there are three aspects of brand image which make the entire image of the brand which are; positivity, strength, and peculiarity.

Boonghee Yooa and Naveen Donthu (2001) Proposed a Multidimensional consumer based Brand Equity scale (MBE). They used Akar's Kellers conceptualizations of brand equity as a basement. They used multistep psychometric test for validating the scale. Multi-dimensional consumer based Brand Equity scale (MBE) should be worthwhile in across several cultures and product categories. There might be a potential casual order existed among the dimensions of brand equity. Brand awareness and associations precede perceived quality and that perceived quality precedes brand loyalty.

David A Aakar and Robert Jacobson (1994) investigated the role of firm's stock price in determining the value of a firm. The study found that there is a positive relationship between stock return and changes in quality perceptions. Quality measurement includes information about current accounting measures. They suggested that brand managers should depict their brand image to the stock market. Then stock market would depend on this short-term performance and managers could implement long term business strategies.

George Christodoulides, Leslie de Chernatony (2009) collected the scattered literature on customer based brand equity's conceptualization and measurement. Customer-based brand equity could be classified into direct measurements and indirect measurements. The study suggested that indirect measures of brand equity had precisely measured customer-based brand equity.

Hamza SalimKhraim (2011) assessed the impact of brand loyalty in prediction buying behavior of female cosmetic customers. The study identified the important factors of brand loyalty were a brand name, product quality, price, design, promotion, service quality and store environment.

Jan –Benedict E M Steenkamp, Rajeev Batra and Dana L Alden (2003) suggested three pathways for PBG (Perceived Brand Globalness) which influence the brand purchase. The study confirmed that Perceived Brand Globalness positively related to perceived brand quality and prestige. Perceived Brand Globalness effect was weak for high ethnocentric customers. Large economies of scale and great marketing opportunities lead companies to globalize their brand. Perceived Brand Globalness creates consumer perception of brand superiority. The global brand name can be used as a competitive advantage while marketing products.

Joseph W. Alba and Amitava Chattopadhyay (1985) made three experiments for identifying category cues of recall brand names. Brand cues might have been enhancing the knowledge level of customers. Cues in the external environment should be included in the list if situation variable which would affect competition. These cues might influence the recall of particular market offerings.

2.2 STUDIES RELATED TO PURCHASE INTENTION

Alireza Taichi Kashi (2013) Compared customer behavior on purchase intention to buy foreign and local brands. Foreign brands have more perceived quality than domestic brands. Need for uniqueness is considered as a chief influencing factor. Customer will consider the quality of the product before purchasing a product.

Archana Kumar Youn-Kyung Kim Lou Pelton (2009) examined the direct and indirect effect of individual characteristics on purchase intention on foreign and domestic brands of clothes. Indian consumers' self-concept and the need for uniqueness had an indirect relationship with purchase intention. The need for uniqueness and self-concept had a positive relation with purchase intention. Emotional value is considered as a chief influencing factor. Perceived quality did not affect purchase intention.

- Brand name has significant role in purchase behavior
- Companies should develop separate marketing strategies for different age categories.

Eastman et.all (1999) used Status Consumption Scale (SCS) for measuring status consumption and intention to purchase the local brand. They found Fashion consciousness; Price

consciousness, Recreational orientation, and Impulsiveness are the chief predictors of purchase intention.

Elif A Ergini Handan O Akbayi and Bulent Ozsacmac (2014) investigated consumer attitude towards foreign brand names. The study revealed that foreign brand name had a positive attitude in the minds of customers. The study pointed out the major reason for purchasing foreign brand includes quality, reliability, functionality and prestige. The idea of the foreign brand name is to utilize an appropriate, usually category favorable, country image to influence consumers evaluations of a product.

Ica, (2001) studied cultural variations among the customers of different countries. Different marketing strategies may need in different countries. That's why multinational companies adopting global marketing strategy. Global marketing strategy can be defined as a standard marketing mix and it is implementing in different countries after making lighter modification According to him greater standardization of marketing mix will help to bring large economies of scale and high competitive advantage of the company. Peoples usually hold a favorable attitude towards food products of local brands. Because these are more trustworthy. But in the case of personal hygiene products like toothpaste consumers shows a favorable attitude towards foreign products. He found that still there is some difference in attitude, purchase behavior among Slovenian and other European consumers.

J Michael Weber. Julie Capitant De Villebonne (2002) investigated the difference in purchase behavior among the US and French cosmetic market. According to him, purchase behavior process includes motivation, personality, family and cultural determinants. Consumer behavior results from learning that creates changes in behavior through experience and practice. The study found that French peopled learned from French culture and Americans follow US culture. So they generate different personality. The study suggested that products, promotions, and distributions strategies have to be developed and managed according to these differences.

Junghwa Son and Byoungho Jin. Bobby George. (2013) studied Indian consumers purchase intention towards foreign brands by using Ajzen's modified Theory of Planned Behavior (TPB). The study found that Indian consumers are willing to spend more on upgrading their lifestyle. Indian consumers show a positive attitude towards foreign brands. Attitude and Perceived Behavioral Control (PBC) were the most influencing factors. The study revolutionizes

the usual notion about Indian consumers, that they are highly influenced by social factors. The study suggested that foreign companies should focus on building a positive attitude about their brands by investing huge promotions. They recommend print media is the important media which influence a larger number of customers. Another suggestion is to identify target segment and develop and implement marketing strategies for that particular group.

Leng (2008) used Fishbein multi-attribute attitudinal model for comparing attitudes of status and no status seeking teenagers toward domestic and foreign luxury brand apparel. Consumer attitude is the dependent variable and independent variables are good fit, durability, ease of care, good price, comfort, quality, choice of color, attractiveness, fashionableness, brand name, appropriateness for the occasion, and choice of style. There is a global trend most of the customers prefer foreign branded products than local branded products. Age has a significant impact on predicting consumer attitude. The study found that

- Positive correlation between fashion leaders and status seeking teenagers in buying behavior
- Non-status seeking teenagers show the more positive attitude towards local brands than foreign brand.
- Status seeking teenagers have more positive attitude towards foreign brand than a local brand.

Mackeale (2013) conducted survey among 268 Lithuanian female consumers of personal care products. Mass media work as a catalyst for increasing market share of companies. Local products enjoy the advantages “shorter way”(time) from manufacturing unit to ultimate consumers. So the local company can save the transportation cost. Intentions to purchase local and international branded product related to attitude towards these brand. If a consumer has a favorable attitude towards local brand stronger will be the intention. Perceived environmental knowledge is act as a control variable in measuring purchase intention.

Milolva Chovancova.W M C Bandra Wanninayake (2014) found that decision making styles are important because it determines the behavioral pattern of consumers. The study emphasized the need for market segmentation for successful marketing. Consumer style inventory principle component analysis is the widely used techniques for measuring consumer decision styles. He postulates the following decision-making styles have for brand preference.

Panigrahi, (2000) examined role extrinsic and intrinsic cues in purchase intention. Before making the final purchase, consumers may go through various information cues like intrinsic and extrinsic cues. The study found that County of Origin (COO) is regarded as major extrinsic cues in the absence of other intrinsic cues. The level of knowledge and product involvement has a major role in determining purchase behavior.

Patrick Poon and Felicites Gerald (2010) tried to postulate an attitudinal model by using CETSCALE. Consumer ethnocentrism is a construct most widely used in studying consumer purchase intention towards foreign made products. CETSCALE is the common measurement scale for validating ethnocentrism. They collect samples from Australian Born, Asian born migrants, and Western-born migrants. They found that ethnocentrism and purchase intention towards foreign products are negatively related. Asian born migrants show relatively low ethnocentrism. The impact of ethnocentrism may depend on the product category and another factor like cultural openness, collectivism, economic development of the host country etc. They concluded that consumer ethnocentrism and purchase intention are positively related.

Tanja Dmtrovic. Irena Vida and James Reardon (2009) found that consumer ethnocentrism affected domestic purchase behavior both directly and indirectly and word of mouth communication has no relation with consumer ethnocentrism.

2.3 STDIES RELATED TO BRAND AWARENESS

Anic (2010) has been analyzed customers attitude towards the foreign and domestic brand. The investigator classified consumers into three segments on the basis brand they prefer by using cluster analysis. The first segment consists of consumers who prefer domestic brands, second one who prefer foreign brands and last one is indifferent consumers, which means they prefer both brands. But his finding was quite interesting. Indifferent consumers constitute a major part of the segment (55%). He concluded that brand awareness has a significant role in predicting purchase intention. Brand conscious and brand loyalty are the dominant determinant of brand awareness.

Cheng –Lu Wang Noel Y.M Alice S.Y Hui (2004) analyzed the consumer decision-making styles on Domestic and Imported brand clothing. They found that customers who prefer

foreign brands have a unique lifestyle than who prefer domestic brands. They suggested that domestic manufacture should concentrate more on globalizing their brands.

Cheng Lu Wang Zhen Xion Chen (2004) has studied quality judgment, conspicuous consumption in relation with consumer ethnocentrism and willingness to pay domestic products. The study found that the impact of ethnocentrism and Willingness to Pay Domestic brand (WPD) should be greater for high-quality products. Willingness to pay may differ from country to country.

Fajer Salehal Mutawa (2015) scrutinized the impact of consumption of foreign brand in local culture in Kuwait. They collected sample from 50 female customers from Kuwait city. According to them postmodern consumer research in brands reveals that peoples in nonwestern countries use western brand not for just imitate foreign behavior, but they adopt such goods into local practice and make some creative changes and utilize it in hybrid ways. They defined postmodern brandscape is as the fragmented, loosely structured (re) constructed and constantly (re) negotiated use of symbolic brand to actively construct lifestyle orientations and personal meaning among one's neo-tribe. The postmodern brands cape allows consumers to utilize the same brand to stand out and to fit in, to express feminine sexuality, without engaging in sexuality and to be rebellious without rebelling. They found that latent consumer values have more influence than self-image.

Fournier (1998) found that brand loyalty help clients get the valued products and build a strong association of people with the products. The study found important factors effecting Brand loyalty were brand credibility, customer satisfaction, brand switching, and service quality.

Gary A Kinght (1999) compared consumer preference between foreign and domestic brand products. Country of manufacture and product quality was the important influencing factor. Consumers are willing to pay a higher price for domestically manufactured products. They found that quality was considered as an important indicator for measuring brand preference. According to the study, the perception reflects a particular degree of maturity. In the case of everyday products, consumers did make a distinction between domestic and imported goods. Product evaluation about specific countries can be negative or positive. Multinational companies that manufacture and market product in a foreign land may have risk potential loss in brand name value.

Gilles Laurent, Jean-Noel Kapferer and Francoise Roussel (1995) developed three classical measures for measuring brand awareness namely, aided, spontaneous and top of mind. Spontaneous awareness is measured by recalling the brand name spontaneously. They propounded that spontaneous brand awareness has a significant influence on purchase intention.

Isabella Schuilling and Jean Kapferer (2004) investigated the real difference between local brand and foreign brand, foreign brands are those brands exists more than one country and a local brand is a brand which exists limited geographical area only. The foreign brand had a negative impact on local brands. Strong local brands traditionally benefited from the high level of awareness in their countries. Consumers developed a close relationship with local brands. A key advantage of globalization is economies of scale. A standardized brand can generate the lower cost of production.

Jill Gabrielle Klein, Richard Ettensonson and Malene D. Morris (1998) Investigated consumer brand awareness towards foreign brands. The study found that animosity towards another nation is considered as an important predictor of intention to purchase the foreign product. This enmity did not affect beliefs about the quality of the product produced in that country.

John Bruwer et.all (2014) examined the loyalty of Japanese consumers to wine brands. They developed 18 – item scale to measure brand loyalty. They identified 6 dimensions. They found that brand loyalty is affected by consumption characteristics like income, age, and gender.

John J Watson Katrina Wright (2000) analyzed customer's attitude towards foreign made and local made products. The study found that in certain situations like foreign product with alternatives and no domestic products are available, customers prefer foreign brands only. In such case, ethnocentrism does not make any influence in a purchase decision. In all other situations like alternatives of domestic brands are available, ethnocentrism should play a vital role in decision-making process. The study suggested that marketers should consider cultural similarity while making and implementing marketing strategies.

Min Young Lee (2008) has examined the brand awareness of customers towards the local and foreign brand. Increasing competition between global brand and local brand is a common phenomenon in the world. The USA is considered as the motherland brand. US brands

are well recognized by customers all over the world. Most of the global brands enjoy the benefit of prestige and quality. They inspect consumer perception of global US brand in different countries by comparing domestic brands in their countries. They divided the entire study into two parts. First part endows with a conceptual model of branding. In the second part, they analyzed the relationship between brand type and country. They investigated university students from three countries. Countries were selected on the basis of the economic development stage, high medium and low. Their findings were:

Moraga, Parraga& Gonzalez (2008) clarified brand loyalty as continual purchasing ethics. Brand loyalty is not a onetime stroke however a continual process. It helps the organization to get customer preference, buy intention and secured profitability. Brand loyalty is the interpreter of organization's financial performance.

Neelam Kirana (2006) opined from his study that foreign brand had superior quality than domestic brand products. Foreign brand products are always available in the market at the cheapest rate. Ethnocentrism had no effect on the purchase of foreign brand. Even though Indian consumers have high ethnocentric value they purchase the foreign brand. Indian consumers evaluate foreign product have superior technology, status, and esteem than Indian brand.

Nitin Gupta (2011) found that foreign brand had a significant impact on Indian consumers. Age had a significant impact on purchase behavior on the foreign brand. The study found that younger consumers hold higher materialistic values than older age group. They suggest that marketers should concentrate more on younger consumers and modify products for older age consumers.

Oliver Parts and Irena Vida (2011) investigated the effects of consumer cosmopolitanism on foreign product purchase behavior. Cosmopolitan consumers have the tendency to purchase a foreign product than local products. They assume foreign brand products have superior quality than a local brand.

Oscar Marin and Matrin and Julio Cervino (2011) developed a framework for integrating the types and levels of the determinants of the brand. The study suggested that

marketers should consider product category and country aspects of their high involvement products. Policy makers should promote high involvement products.

Ou, Shih, Chen & Wang (2011) explained brand loyalty as inferred promise to repurchase the solicitous goods. It expands the motivation of purchasers towards buying behavior. They opined that brand loyalty can be expanded by building strong customer relationship and consumer loyalty programs.

Patrick Poon (2010) studied the role of brand awareness and ethnocentrism in determining intention to purchase local brand products or foreign brand products. According to him, consumer ethnocentrism means consumers tendencies to distinguish between products of in group (home country) and out-group's (foreign countries) and to avoid buying foreign products due to nationalistic reasons. He found that male consumers have an extra degree of ethnocentrism than female consumers. Age and ethnocentrism had positively correlated. Brand awareness is also highly correlated with purchase intention.

PauravShukla, Madhumita Banerjee and Phani Tej Adidam (2013) studied the moderate effect of socio-economic variables on consumer attitude towards private label brands. Impulsive buying is lower among low- income people and less educated people and it is high among high-income groups.

Prasad A. Naik, Ashutosh Prasad and Suresh P. Sethi (2008) propounded N- brand awareness formation model. Companies usually investing heavy on to build and maintain brand awareness. The study claimed that this model will assist managers in a systematic way to estimate effectiveness and forecast awareness levels for a particular brand. Important determinant of brand awareness are

- Price conscious

- Quality conscious

- Recreational and hedonistic orientation

S.Y.Hui (2004) conducted an empirical study on consumer decision making and choice among foreign and domestic branded products. Brand awareness is an important predictor of

intention to purchase a particular brand. The study found that COO is high in developed countries than underdeveloped countries.

Sengupta, Anikket (2014) analyzed the acceptance of international and national brand among the consumers in India. Her finding was interesting, a certain portion of Indian consumers has a strong affinity towards global brands but this group is still undecided. Another interesting finding was that consumers from North and North East India and South and West India have a similar brand choice but consumers in East India have completely different choices. Customer in West and South India hold more favorable attitude towards international brand than a local brand. So she suggested that domestic companies should take some initiatives to improve the marketing strategies in West and South India.

Sergio Olavarrieta Sota, Enrique Manzur Mobarec and Roberto Friedman (2009) examined the relationship between language and brand preference. The study suggested that language has a greater significance with brand preference. Foreign brands are more appropriate for hedonic products than utilitarian products.

Suvachart (2002) has studied the influence of extrinsic cues and intrinsic cues on brand images. He conceptualized extrinsic cues as product related attributes and intrinsic cues are non-product related attributes. He found that extrinsic cues have more influence than intrinsic cues. He also analyzed the impact of the brand image towards foreign and domestic branded products. It is found that foreign branded products have made more impact than domestic branded products. He suggested that in order to increase domestic market share companies must give greater attention to introducing newer marketing strategies

➤ The interaction effects of brand type and country on brand analysis indicate that perception of US brand and local brands in different countries are different according to their developing stages.

The study found that these eight decision-making styles have a strong influence in the choice between foreign and domestic branded products.

➤ There is clear cut and unique brand analysis strategy exist in customers in different countries for both domestic brand and local brand separately

Wanninayake W. M C Bandara, Chovancova Miloslava (2012) investigated the relationship between ethnocentrism and attitude towards foreign and domestic beer brands. They found that there is a positive relationship between consumer ethnocentrism and favorable attitude towards domestic brands. The study concluded that demographic variable does not influence on consumer ethnocentrism and attitude towards foreign brands. They suggested that marketers should consider ethnocentrism as a strategic tool while implementing branding strategies.

Wayne D. Hoyer and Steven P. Brown (1990) have made an attempt to investigate the effects of brand awareness on choice for a common, repeat – purchase product. When a quality difference exists among competing brands that time brand awareness makes wonders. The study found that building strong brand awareness is a better strategy for increasing purchase intention.

CHAPTER 3
THEORETICAL FRAMEWORK

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 COSMETICS

3.1.1 INTRODUCTION

Cosmetics are products used to enhance or change the appearance of the face, Fragrance or the texture of the body. Many cosmetics are designed for use of applying to the face and body. They are generally mixtures of chemical_compounds derived from natural sources (such as coconut_oil), or may be synthetic or artificial. Cosmetics that are applied to the face to enhance one's appearance are also known as makeup which include items such as; lipstick, mascara, eye shadow, foundation, blush, highlighter, bronzer and several other products.

In the United States, the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions". This broad definition includes any material intended for use as an ingredient of a cosmetic product. The FDA specifically excludes pure soap from this category.

3.1.2 MEANING

As per Cambridge Dictionary Cosmetics means “Substances that you put on your face or body that are indented to improve your appearance”.

3.1.3 DEFINITION

“Preparations applied externally to change or enhance the beauty of skin, hair, nails, lips, and eyes.

3.1.4 IMPORTANCE

Beauty care products are utilized to improve your appearance. Makeup has been around for a long time. The main realized individuals who utilized beautifying agents to improve their magnificence were the Egyptians. Makeup those days was simply straightforward eye shading or some material for the body. Presently a-days makeup assumes an essential job for the two people. The truth is out; even men have turned out to be more magnificence cognizant and are worried about their looks. Beauty care products can be created in the natural and hypoallergenic structure to fulfil the needs of clients.

Makeup is utilized as a wonderful help to help develop the confidence and certainty of a person. The significance of beautifying agents has expanded the same number of individuals need to remain youthful and appealing. Beautifying agents are promptly accessible today as creams, lipstick, aromas, and eye shadows, nail shines, hair showers and so on.

Different beauty care products like face powder offer shine to the skin subsequent to applying the base cream. At that point, we have lipsticks, which are connected by numerous ladies all things considered. They are produced using wax and cocoa margarine in the ideal sum. Beauty care products like creams, gels, and colognes are utilized consistently by the two ladies and men. Creams go about as a chemical for the face much of the time. All the more as of late enemy of maturing creams have been produced this can hold more youthful looking skin for a long time.

The best purifying specialists are purging cream, cleanser and water. Restorative creams fill in as skin nourishment for hard, dry and dry skin. It primarily greases up, mellows and expels undesirable soil from the skin. Some prevalent fat creams that are utilized incorporate Vaseline and Lanolin. Dry creams are utilized in the assembling of cleanser and gelatine which is utilized as a base for the skin. Hair care has turned out to be one of the quickest creating markets in the magnificence business. Items like hair gels, oils, and salves have been acquainted in the market with assistance ensure hair fall and dandruff. A few callings, similar to the entertainment biz industry, centre on the significance of the external appearance. Numerous identities and specialists have used makeup to beat the unforgiving lights and the glare of camera flashes. They very surely understand the significance of their looks and keep up them by utilizing an assortment of makeup. Their appearance is their most profitable resource and they accept each

undertaking to show up as the fans need them to show up. Late research has demonstrated that makeup helps in assurance from destructive beams of the sun. Numerous magnificence items makers have used the necessities of individuals to shield themselves and their skin from the beams of the sun. This is an extraordinary accomplishment on the grounds that prior make up and sun security couldn't mix together.

3.1.5 TYPE OF COSMETIC BRANDS

There are mainly two types of cosmetic brands; domestic brands and foreign brands.

A) Domestic brands

Domestic brands are those brands of Domestic Brand Owner (DBO). Domestic Company Owner (DCO) is those companies which are of an Indian origin and not any subsidiary of the Global Company.

B) Foreign brands

Foreign brands are those brands of Global brand Owner (GBO). Global Company Owner (GCO) is that company which is not an Indian origin.

Some of the commonly used cosmetic brands and their ranking on the basis of consumer preferences are as follows;

Basis	Brands	Manufacturer	Type of brand	Ranking
Skin care products	Ayur	RDM care India Ltd.	Domestic brand	17
	Himalaya	Himalaya Herbal Health care		16
	Fairever	India mart Intermesh Ltd		19
	Emami	India mart Intermesh Ltd		18
	F&L	Hindustan Unilever	Foreign brand	1
	Lakme	Hindustan Unilever		3
	Garnier	Loreal		5
	Ponds	Unilever		7
Hair care products	Parachute	Marico	Domestic brand	6
	Dabour	India mart Intermesh Ltd		8
	Godrej	Godrej consumer products Ltd		9
	Dove	Unilever	Foreign brand	2
	Clinic	Hindustan Unilever		4
	H&D	Procter and gamble		14
	Pantene	Procter and gamble		10
Fragrances	Fogg	Vini cosmetics Ltd.	Domestic brand	11
	Engage	ITC		12
	Eva	TTK		15
	Axe	Unilever	Foreign brand	13
	Wiled stone	Mcroe consumer products pvt. Ltd		20
	Set wet	Marico		21

TABLE 3.1.5 TYPES OF COSMETIC BRANDS

3.2 PURCHASE INTENTION

3.2.1 INTRODUCTION - MEANING

Purchase intention refers to a person's willingness to purchase certain products or services. It is the readiness of a potential customer to purchase something. In other words, it is the option for the customers to purchase goods or services. It is a part of consumer buying

behaviour. The term consumer behaviour is a vast area and it covers different aspects like acquisition, composition and disposition of goods and services, time, and ideas. It is a common rule that a person having strong intention to engage in behaviour and it should definitely reflect in his performance.

Purchase intentions are a very important metric in marketing. In fact, marketing based on intentions or intent marketing is about marketing goods & items based on the intentions of the consumers or the consumer's intent to accept, buy or use a particular product or service which may or may not have been clearly mentioned by the company or brand. Purchase intentions as a measurement are effective in designing marketing activities or promotions. The intent of a customer can make it very easy to exactly iterate what kind of content should be displayed in an advertisement. The intentions can reflect information about the knowledge levels of the consumer's mind. And on the basis of this measurement the design of marketing activities can be formed. Purchase intentions of a customer base can be analysed to make an integrated map of how to go about an advertising campaign.

3.2.2 DEFINITION

“Intentions are assumed to capture the motivational factors that influence a behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behaviour.”

-Icek Ajzen (1991)

“Type of judgments about how in the present context, a consumer will behave towards a particular act”

-Biehal et al. (1992)

“Desires are first translated into attitudes, which then develop intentions to act, which ultimately direct action.”

- Bagozzi (1992)

3.2.3 FACTORS FOR PURCHASE INTENTION

Some of the factors are as follows:

1. Stimulus/Trigger: The cue that triggers a buyer towards considering a product or a brand to be included in their consideration set. This might be the attributes of a product or simply its packaging.

2. Outcome Expectation: The outcome expected out of the use of a product or a service.

3. Aspirational Value: The product might satiate some aspirations of a buyer. For ex: A luxury car.

4. Recommendation: Recommendation by a trust worthy or reliable source.

5. Emotional Association: Being emotionally associated with a product or a brand owing to the brand's perceived personality.

Other factors can be perception about the product, associated risks and costs.

3.2.4 IMPORTANCE

Marketing based on purchase intentions as a measurement leads to the increase in the return on investment in terms of marketing activities. Having an idea or an exact measure of intentions of a customer can help design the marketing activities in ways that they reach the target audience and product the desired results that is greater customer involvement and higher return on investment. This happens because of the absence of the need for the creation of awareness about a product or service rendered by a brand in the consumer's mind before promoting it. Purchase intentions as a measurement may be predicted or recorded based on the behavioural data or the interaction database, captured explicitly when the customer tries to purchase a product or service and the transaction gets aborted or the purchase doesn't happen.

Some sources of purchase intention measurement can come from search marketing more popularly known as search engine marketing and search engine optimization. Several other sources of intent data might be site data, off-site web activity or point of sale or customer relationship managers. The data obtained from social networks known as social data may also be of a lot of help. Content consumption data or patterns are very useful in terms that the intent data obtained from them act as digital footprint because these are mapped through particular key head terms on a search engine. These come from interactions, when consumers visit a website or engage on social media platforms and they give us the brief idea or measurement of the customer's current and future purchase intentions. These intent measurements individually tell us a lot about how the design of engagement activities can be made effective so that the platforms can become more interactive and fruitful.

3.3FACTORS INFLUENCING PURCHASE INTENTION OF CUSTOMERS

The nine factors which affect the purchase intention of customers are as follows.

1. Brand:

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands are used in business, marketing, and advertising for recognition, and most importantly to create and store values as brand equity for the object identified, to the benefits of brand's customers, its owners and shareholders.

2. Price:

It means the amount of money that you must pay in order to buy something.

3. Packaging:

It means all the materials that are used to cover or protect goods before they are sold. It helps in increasing the customer's affluence, which means the customers are willing to pay even more for the convenience, appearance, dependability of better packages. Thus, the packaging is capable of influencing a buyer to initiate sales since the buyer comes in contact with the package first and after with the product.

4. Advertisements:

It means a piece of information in a newspaper, on television, a picture on a wall, etc. that tries to interest them in a new job. It provides information about the product to customer, provides awareness, and persuades them to buy the product.

5. Organic ingredients:

The term "organic" refers to the way agricultural products are grown and processed. A product that is certified organic is made from ingredients grown and processed without chemical fertilizers, growth hormones, GMOs, or synthetic pesticides. It also influences or persuades customers to make purchases.

6. Past experience:

Past experience is also an important factor in influencing purchase intention of customers. Past experience is based on the trust in the particular brand.

7. Promised effects:

Promised effects also influence customers. It is the value or experience customers can expect to receive every single time they interact with that company. The more the company can deliver on that promise, the stronger the brand value in the mind of customers.

8. Safeness:

It provided either no risk or a minimum acceptable level of risk-taking into account the normal or reasonably foreseeable use of the product and need to maintain a high level of protection for consumers. It also influences consumers.

9. Availability:

Product availability and lack of availability have the potential to trigger the intention to buy. The researchers demonstrate that when lack of availability is perceived positively, it influences intention via consumers.

3.4 BRAND – MEANING

Brand is a name used by marketers to distinguish their product from competitors. In simple words it is an outcome of all marketing efforts of manufacturer. The term product and brands are different. A product is a physical entity that lives in the real world. But a brand is perceptual entity that lives in consumers mind. The concept of brand has its own mark, signature that contains its own meaning. It is the important concept or principle behind in each creation of brand. A strong brand includes different important aspects of products like, quality, design, position, money value etc. Main duty of marketers is to create a strong brand and maintain it in a proper way.

3.4.1 DEFINITION

The concept of brand is defined by several researchers at different ways. However the important definition of the term brand is listed below;

“A brand is 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 to differentiate them from those of competitors”- AMA

“A brand is more than a product: it’s both physical and perceptual entity” - Randanzza

“Advertising is the vehicle that allows us to access the consumers mind , to create, a perceptual inventory of imaginary , symbols, feelings, that come to define, the perceptual entity called brand”- Cowley

“A good brand name can evoke feelings of trust, confidence, security, strength and many other desirable characteristics”-Aaker

3.4.2 IMPORTANCE OF BRANDING

Understanding what motivates and satisfy the needs of customers is the key to successful in modern business practices. Main duty of brand is to act as the logical and primary connection between manufacturer and producer. Hence brand managers should emphasis on brand personality modelling along with customer relationship. There are several reasons for emerging importance of branding. Among the following are considered as most important.

- Individualism
- Globalization
- Symbolic experience

The above mentioned are briefly explained below;

▪ Individualism

Customers have their own opinion on self- identity construction. Westernized societies recognize the deterioration of cultural and social identities. They try to encourage self –identity construction through consumption of branded products. The principle they followed is “you are what you buy”.

▪ Globalization

As a result of globalization an individual consumers are becoming a smaller part of a larger world. So they can easily identify their needs and satisfy it in a quick ways to guide them through globally.

▪ Symbolic experience

Consumers are buying experiences rather than commodities whose contents are largely image driven, intangible and symbolic.

3.4.3 CHALLENGES IN BUILDING STRONG BRANDS

In the present marketing environment building a strong brand is not an easy task. There are several reasons which make brand building a more difficult. According to Aaker there are mainly eight factors make this task more challenging. They are;

1. Pressure to Compete on Price

Price competition is the major pressure faced by all the firms. Reasons for Price competition may value sensitive customers, power of strong retailers, and reduced category growth etc. Sales promotion act as both driver and indicator of price focus. In the 1950's about 10 per cent of the communication mix was devoted to price promotions.

2. Proliferation of Competitors

In this era numbers of new firms are mushrooming. It becomes threaten to the existing companies and new companies. Additional competitors not only contribute to price pressure and brand complexity, but also marketing complexities. Chief Moto of every business organization is to create maximum profit. They exploit all the natural resources.

3. Fragmenting Markets and Media

Media has significant role in predicting the success or failure of an organization. In olden days it is very easy to handle all marketing activities because there were a limited number of media options. In this current situation, Penetration of social media is high. It is very difficult to coordinate different brand support activities. Brand related activities are often handled by different organizations and individuals with different perspectives and goals.

4. Complex Brand Strategies and Relationships

There was a time, not too long ago, when a brand was a clear, singular entity. Today the situation is far different. There are sub brands and brand extensions. This complexity makes building and managing brands difficult.

5. Bias to Changing Strategies.

In some cases, there are some internal pressures to change brand identity and or its execution while it is effective. The resulting changes may reduce brand equity.

6. Bias against Competition

Companies managing an established brand can be so pleased by past and current success. Some time they ignore all the small problems in the current marketing environment. By ignoring these fundamental changes in the market managers may miss important marketing opportunities. At that time a new competitor may utilize this situation and become the beneficiary of true innovation.

7. Pressure to invest elsewhere: the sins of complacency and greed

A position of strong brand strength is also a potential strategic problem. Because it may leads to attract both complacency and greed.

8. Short Term Pressure

In some case short term pressure may be ignored for better focussing of long term goals.

These are the important challenges in building strong brands.

3.5 BRAND EQUITY – THE CONCEPT

Brand has significant influence on intention to purchase any type products and services. Multinational companies are investing heavily on understanding brand equity. They appoint special research team for analysing the brand equity. Branded products have high demand in the market. There are many factors which influence the brand equity. Brand awareness, brand image, brand knowledge etc. will determine brand equity.

Customer based brand equity is the differential effect of brand knowledge on consumer response to the marketing of the brand. Customer based brand equity occurs only when the consumers have strong brand knowledge. Brand knowledge is a combined function of awareness about a particular band and strong brand image.

3.5.1 MEANING AND INTRODUCTION

'Brand equity' is a phrase used in the marketing industry refers to the perceived worth of a brand in and of itself i.e., the social value of a well-known brand name. It is based on the idea that the owner of a well-known brand name can generate more revenue simply from brand recognition, as consumers perceive the products of well-known brands as better than those of lesser-known brands.

In other words, brand equity refers to "the branding of a product name on an attention-deficit public."

In the research literature, brand equity has been studied from two different perspectives: cognitive psychology and information economics. According to cognitive psychology, brand equity lies in consumer's awareness of brand features and associations, which drive attribute perceptions. According to information economics, a strong brand name works as a credible signal of product quality for imperfectly informed buyers and generates price premiums as a form of return to branding investments. It has been empirically demonstrated that brand equity plays an important role in the determination of price structure and, in particular, firms are able to charge price premiums that derive from brand equity after controlling for observed product differentiation.

Some marketing researchers have concluded that brands are one of the most valuable assets a company has, as brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one. Elements that can be included in the valuation of brand equity include (but not limited to) changing market share, profit margins, consumer recognition of logos and other visual elements, brand language associations made by consumers, Consumers' perceptions of quality and other relevant brand values.

3.5.2 DEFINITIONS

.The Marketing Science Institute (Leuthesser 1988)

The set of associations and behaviours on the part of the brand "consumers, channel members, and Parent Corporation that permits the brand to earn greater volume or greater

margins than it would without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors.

.Aaker (1991)

The value consumers associate with a brand, as reflected in the dimensions of brand awareness, brand associations, perceived quality, brand loyalty and other proprietary brand asset.

. Swait et al (1993)

The consumer's implicit valuation of the brand in a market with differentiated brands relative to a market with no brand differentiation. Brands act as a signal or cue regarding the nature of product and service quality and reliability and image/status.

.Kamakura & Russell 1993 (Lassar et al.1995)

Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favourable, strong, and unique brand associations in the memory.

.Keller 1993

The differential effect of brand knowledge on consumer response to the marketing of the brand. Brand knowledge is the full set of brand associations linked to the brand in long-term consumer memory.

3.5.3 DIMENSIONS OF BRAND EQUITY

The concept of brand equity is an emerging term in marketing environment. The concept of brand equity has been studied by different researchers throughout the world since 19th century. Among the Keller (1993) and Aakar developed brand equity model. They are briefly explained below.

1. Customer Based Brand Equity Model- Kevine Lane Keller (1993).

Customer-based brand equity is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand.

i) Brand Knowledge

A brand can be defined as a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors'. These individual brand components are here called "brand identities" and their totality "the brand." Some basic memory principles can be used to understand knowledge about the brand and how it relates to brand equity. The importance of knowledge in memory to consumer decision making has been well documented. Understanding the content and structure of brand knowledge is important because they influence what comes to mind when a consumer thinks about a brand-for example, in response to marketing activity for that brand. Most widely accepted conceptualizations of memory structure involve some type of associative model formulation.

ii) Brand Awareness

The first dimension distinguishing brand knowledge is brand awareness. It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. In other words, how well do the brand identities serve their function? In particular, brand name awareness relates to the likelihood that a brand name will come to mind and the ease with which it does so. Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue. In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. Brand recall relates to consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from memory.

iii) Brand Image

Brand image is defined here as perceptions about a brand as reflected by the brand associations held in consumer memory. Brand associations are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers. The favourability, strength, and uniqueness of brand associations are the dimensions distinguishing

brand knowledge that play an important role in determining the differential response that makes up brand equity, especially in high involvement decision settings.

2. Brand Equity Model - Aakar (1991)

Brand equity is a set of assets (and liabilities) linked to a brand name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and or / or that firm's customer. The major asset categories are;

1. Brand Awareness
2. Brand Loyalty
3. Perceived Quality
4. Brand Association

3.5.4 IMPORTANCE OF GOOD BRAND EQUITY

1) The crucial asset of the company

Brand equity is one of the crucial assets of the company and it can be leased, sold or licensed to the other companies in the market as it has a strong foothold in the industry.

2) Premium price

The companies can charge more prices for its products and services than their actual price as per the market standards. The company is in a position to command a premium from the customers.

3) Increased marketing share

Having good and strong brand equity increases the market share of the company owing to the factor of customer loyalty and their affinity towards the brand and its offerings.

4) Introduce new line of products or services

As the company enjoys good brand equity for its existing line of products and services, it is easier to introduce the new line of offerings to the same target market and group plus to the untapped markets and consumers as well due to the strong legacy that has been formulated.

3.6 BRAND AWARENESS

Brand awareness refers to the extent to which customers are able to recall or recognise a brand. Brand awareness is a key consideration in consumer behaviour, advertising management, and brand management and strategy development. The consumer's ability to recognise or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for purchasing to proceed. For instance, if a consumer asks her friend to buy her some gum in a "blue pack", the friend would be expected to know which gum to buy, even though neither friend can recall the precise brand name at the time.

Different types of brand awareness have been identified, namely brand recall and brand recognition. Key researchers argue that these different types of awareness operate in fundamentally different ways and that this has important implications for the purchase decision process and for marketing communications. Brand awareness is closely related to concepts such as the evoked set and consideration set which describe specific aspects of the consumer's purchase decision. Consumers are believed to hold between three and seven brands in their consideration set across a broad range of product categories. Consumers will normally purchase one of the top three brands in their consideration set.

Brand awareness is a key indicator of a brand's competitive market performance. Given the importance of brand awareness in consumer purchasing decisions, marketers have developed a number of metrics designed to measure brand awareness and other measures of brand health. These metrics are collectively known as Awareness, Attitudes and Usage (AAU) metrics.

To ensure a product or brand's market success, awareness levels must be managed across the entire product life-cycle - from product launch through to market decline. Many marketers regularly monitor brand awareness levels, and if they fall below a predetermined threshold, the advertising and promotional effort is intensified until awareness returns to the desired level.

3.6.1 IMPORTANCE OF BRAND AWARENESS

Brand awareness is related to the functions of brand identities in consumers' memory and can be measured by how well the consumers can identify the brand under various conditions. Brand awareness is also central to understanding the consumer purchase decision process. Strong brand awareness can be a predictor of brand success. It is an important measure of brand strength or brand equity and is also involved in customer satisfaction, brand loyalty and the customer's brand relationships.

Brand awareness is a key indicator of a brand's market performance. Every year advertisers invest substantial sums of money attempting to improve a brand's overall awareness levels. Many marketers regularly monitor brand awareness levels, and if they fall below a predetermined threshold, the advertising and promotional effort is intensified until awareness returns to the desired level. Setting brand awareness goals/ objectives is a key decision in marketing planning and strategy development.

Brand awareness is one of major brand assets that add value to the product, service or company. Investments in building brand awareness can lead to sustainable competitive advantages, thus, leading to long-term value.

Brand awareness is important when launching new products and services, and it drives consumer decisions when differentiating between competing companies. It encourages repeat purchases and leads to an increase in market share and incremental sales

3.6.2 TYPES OF BRAND AWARENESS

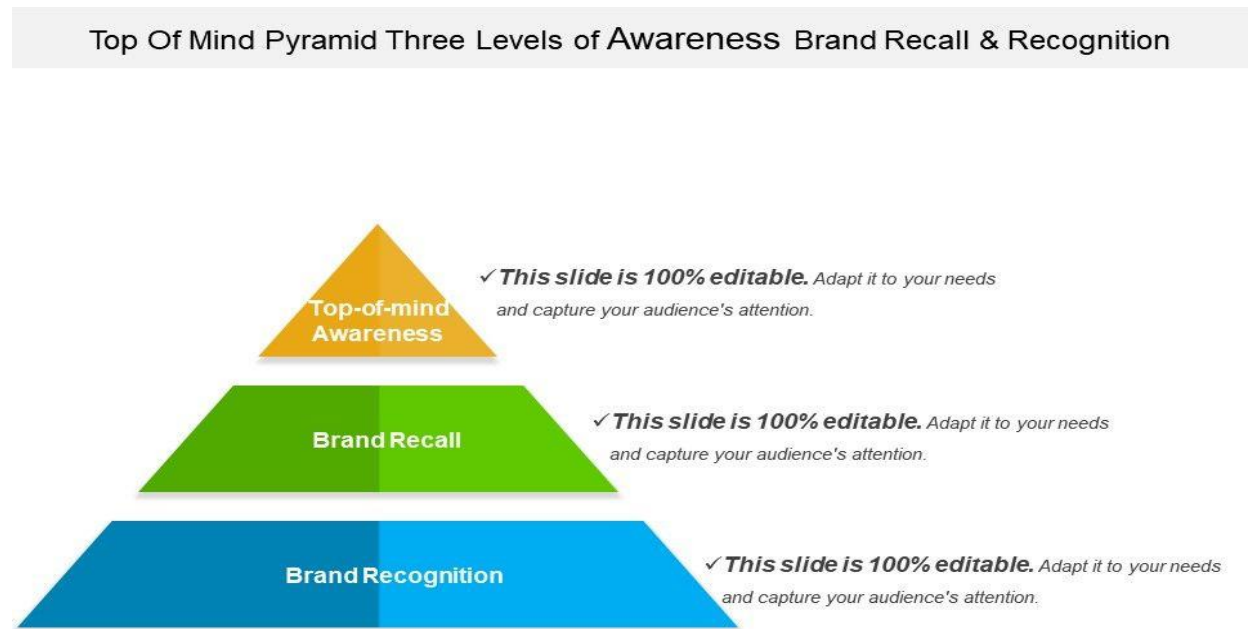


FIGURE 3.6.2 TYPES OF BRAND AWARENESS

Marketers typically identify three distinct types of brand awareness; namely top of mind awareness, brand recall (also known as unaided recall or occasionally spontaneous recall) and brand recognition (also known as aided brand recall). These types of awareness operate in entirely different ways with important implications for marketing strategy and advertising.

Top-of-mind awareness Consumers will normally purchase one of the top three brands in their consideration set. This is known as top-of-mind awareness consequently, one of the goals for most marketing communications is to increase the probability that consumers will include the brand in their consideration sets. By definition, top-of-mind awareness is "the first brand that comes to mind when a customer is asked an unprompted question about a category. When discussing top-of mind awareness among larger groups of consumers (as opposed to a single consumer), it is more often defined as the "most remembered" or "most recalled" brand name(s). A brand that enjoys top-of-mind awareness will generally be considered as a genuine purchase option; provided that the consumer is favourably disposed to the brand name Top-of-mind

awareness is relevant when consumers make a quick choice between competing brands in low-involvement categories or for impulse type purchases.

Brand recall: Brand recall is also known as unaided recall or spontaneous recall and refers to the ability of the consumers to correctly elicit a brand name from memory when prompted by a product category. Brand recall indicates a relatively strong link between a category and a brand while brand recognition indicates a weaker link. When prompted by a product category, most consumers can only recall a relatively small set of brands, typically around 3–5 brand names. In consumer tests, few consumers can recall more than seven brand names within a given category and for low-interest product categories; most consumers can only recall one or two brand names.

Research suggests that the number of brands that consumers can recall is affected by both individual and product factors including; brand loyalty, awareness set size, situational, usage factors and education level. For instance, consumers who are involved with a category, such as heavy users or product enthusiasts, may be able to recall a slightly larger set of brand names than those who are less involved.

Brand recognition: Brand recognition is also known as aided recall and refers to the ability of the consumers to correctly differentiate the brand when they come into contact with it. This does not necessarily require that the consumers identify the brand name. Instead, it means that consumers can recognise the brand when presented with it at the point-of-sale or after viewing its visual packaging. In to brand recall, where few consumers are able to spontaneously recall brand names within a given category, when prompted with a brand name, a larger number of consumers are typically able to recognise it.

3.6.3 MEASURING BRAND AWARENESS

Just as different types of brand awareness can be identified; there are a variety of methods for measuring awareness. Typically, researchers use surveys, carried out on a sample of consumers asking about their knowledge of the focus brand or category.

Three types of recall test are used to measure brand awareness. They are:

- **Unaided recall tests:** where the respondent is presented with a product category and asked to nominate as many brands as possible. Thus, the unaided recall test provides the respondent with no clues or cues. Unaided recall tests are used to test for brand recall.
- **Aided recall test:** where the respondent is prompted with a brand name and asked whether they have seen it or heard about it. In some aided recall tests, the respondent might also be asked to explain what they know about the brand e.g. to describe package, colour, logo or other distinctive features. Aided recall tests are used to test for brand recognition.
- **Other brand-effects tests:** In addition, to recall tests, brand research often employs a battery of tests, such as brand association tests, brand attitude, brand image, brand dominance, brand value, brand salience and other measures of brand health. Although these tests do not explicitly measure brand awareness, they provide general measures of brand health and often are used in conjunction with brand recall tests.

3.6.4 BRAND AWARENESS AND HIERARCHY

Brand awareness is a standard feature of a group of models known as hierarchy of effects models. Hierarchical models are linear sequential models built on an assumption that consumers move through a series of cognitive and affective stages, beginning with brand awareness (or category awareness) and culminating in the purchase decision. In these models, advertising and marketing communications operate as an external stimulus and the purchase decision is a consumer response.

- A number of hierarchical models can be found in the literature including DAGMAR and AIDA. In a survey of more than 250 papers, Vakratsas and Ambler (1999) found little empirical support for any of the hierarchies of effects. In spite of that, some authors have argued that hierarchical models continue to dominate theory, especially in the area of marketing communications and advertising.
- The hierarchy of effects developed by Lavidge in the 1960s is one of the original hierarchical models. It proposes that customers progress through a sequence of six stages from brand awareness through to the purchase of a product.

Stage 1: Awareness - The consumer becomes aware of a category, product or brand (usually through advertising).

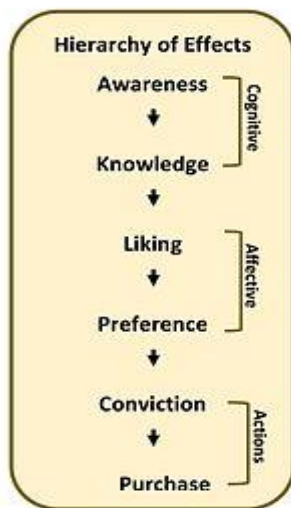
Stage 2: Knowledge - The consumer learns about the brand (e.g. sizes, colours, prices, availability etc.).

Stage 3: Liking - The consumer develops a favourable/unfavourable disposition towards the brand.

Stage 4: Preference - The consumer begins to rate one brand above other comparable brands.

Stage 5: Conviction - The consumer demonstrates a desire to purchase (via inspection, sampling, trial).

Stage 6: Purchase - The consumer acquires the product.



Source: Lavidge, R.A. & Steiner, G.A., "A Model for Predictive Measures of Advertising Effectiveness," *Journal of Marketing*, October, 1961

• Hierarchical models have been widely adapted and many variations can be found, however, all follow the basic sequence which includes Cognition (C)- Affect (A) - Behaviour (B) and for this reason, they are sometimes known as C-AB models. Some of the more recent adaptations are designed to accommodate the consumer's digital media habits and opportunities for social influence.

Selected alternative hierarchical models follow:

• Basic AIDA model: Awareness→ Interest→ Desire→ Action.

FIGURE 3.6.4 HIERARCHY OF EFFECTS

• Modified AIDA model: Awareness→ Interest→ Conviction →Desire→ Action.

• AIDAS Model: Attention → Interest → Desire → Action → Satisfaction.

• AISDALSLove model: Awareness→ Interest→ Search →Desire→ Action → Like/dislike→ Share → Love/ Hate.

- Lavidge et al's Hierarchy of Effects: Awareness→ Knowledge→ Liking→ Preference→ Conviction→ Purchase.
- DAGMAR Model: Awareness → Comprehension → Attitude/ Conviction → Action.
- Rossiter and Percy's communications effects: Category Need → Brand Awareness → Brand Preference (Ab) → Purchase Intent→ Purchase Facilitation.

3.6.5 CREATING AND MAINTAINING BRAND AWARENESS

Brand advertising can increase the probability that a consumer will include a given brand in his or her consideration set. Brand-related advertising expenditure has a positive effect on brand awareness levels. Virtually anything that exposes consumers to a brand increases brand awareness. “Repeat brand exposure in stores improves consumers' ability to recognize and recall the brand. Increased exposure to brand advertising can increase consumer awareness and facilitate consumer processing of the included information, and by doing this it can heighten consumers brand recall and attitude towards the brand.

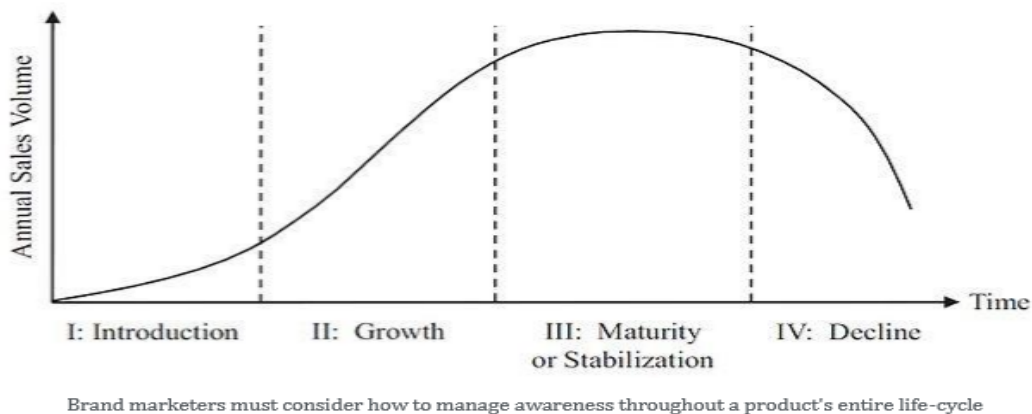


FIGURE 3.6.5 CREATING AND MAINTAINING BRAND AWARENESS

To increase the probability of a product's acceptance by the market, it is important to create high levels of brand awareness as early as practical in a product or brand's life-cycle. To achieve top-of-mind awareness, marketers have traditionally, relied on intensive advertising campaigns, especially at the time of a product launch. To be successful, an intensive campaign utilises both broad reach (expose more people to the message) and high frequency (expose

people multiple times to the message). Advertising, especially main media advertising, was seen as the most cost efficient means of reaching large audiences with the relatively high frequency needed to create high awareness levels. Nevertheless, intensive advertising campaigns can become very expensive and can rarely be sustained for long periods. Alhaddad (2015) indicates that advertising awareness plays as a good source of meaning and identity for a brand by enhance brand awareness and brand image in social media.

As new products enter the market growth stage, the number of competitors tends to increase with implications for market share. Marketers may need to maintain awareness at some predetermined level to ensure steady sales and stable market share. Marketers often rely on rough and ready 'rules-of-thumb' to estimate the amount of advertising expenditure required to achieve a given level of awareness. For instance, it was often held that to increase brand awareness by just one per cent, it was necessary to double the dollars spent on advertising.

When a brand becomes established and attains the desired awareness levels (typically outlined in the marketing plan), the brand advertiser will shift from an intensive advertising campaign to a Reminder campaign. The objective of a reminder campaign is simply to keep target audiences aware of the brand's existence and to introduce new life into the brand offer. A reminder campaign typically maintains broad reach, but with reduced frequency and as a consequence is a less expensive advertising option. Reminder advertising is used by established brands, often when they are entering the maturity stage of the product lifecycle. In the decline stage, marketers often shift to a caretaker or maintenance program where advertising expenditure is cut back.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The purpose of this chapter is to present and discuss the analysis of data collected from 60 samples of St. Paul's college Kalamassery. The data was analyzed using sample statistical technique. The result of data analysis provided information that formed the basis for discussions and interpretations which paved ways for findings recommendations and conclusion of the studies.

4.1 GENDER WISE CLASSIFICATION OF THE RESPONDENTS

Needs of cosmetic products often vary with male consumers to female consumers. The following table represents gender wise classification of respondents.

TABLE 4.1

GENDER WISE CLASSIFICATION OF THE RESPONDENTS

Gender	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Male	6	25	7	19	13	22
Female	18	75	29	81	47	78
Total	24	100	36	100	60	100

(Source: Primary data)

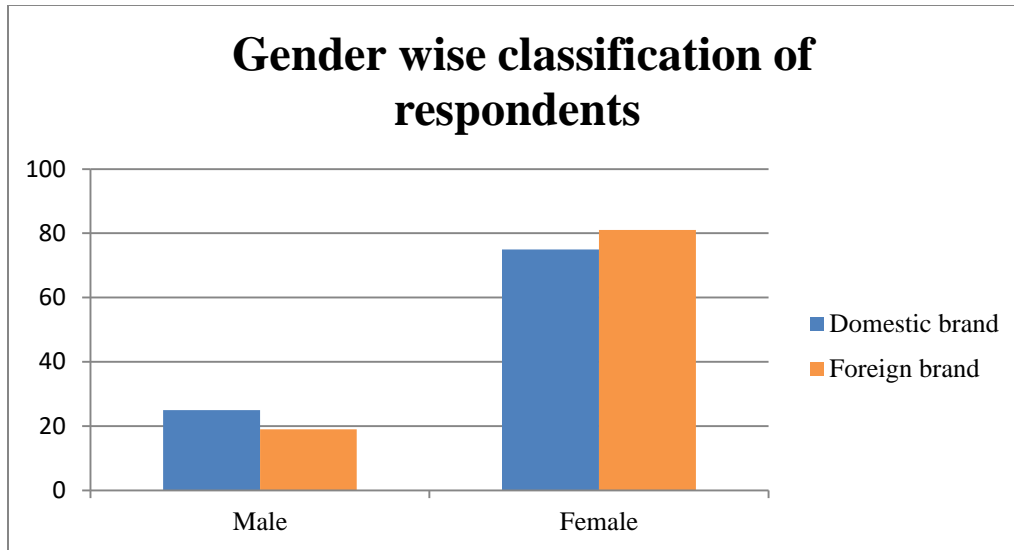


FIGURE 4.1 GENDER WISE CLASSIFICATION OF THE RESPONDENTS

From the Table No. 4.1; it is clear that out of 60 sample respondents 13 are male consumers and 47 are female consumers. In the case of a domestic brand, 25 percent are male and 75 percent are female consumers. But in the case of foreign brands out of 36 customers, 19 percent are male consumers and 81 percent are female customers. In the case of both domestic and foreign brand, the majority of the respondents are female. It is demonstrated in the figure 4.1.

4.2 AGE WISE CLASSIFICATION OF THE RESPONDENTS

The tastes, needs, buying habits or purchase intention of the cosmetic products often vary with the age of the consumers. Hence the age of the respondents has been treated as a useful demographic factor to categorize consumers into different segments. Table No. 4.2 provide the details regarding the age wise classification of the sample respondents.

TABLE 4.2

AGE WISE CLASSIFICATION OF THE RESPONDENTS

Age	Domestic brand		Foreign brand		Total	
	Number of Respondents	Percentage (%)	Number of Respondents	Percentage (%)	Number of Respondents	Percentage (%)
18-19	4	16.67	10	27.78	14	23.33
20-21	12	50	19	52.78	31	51.67
22-23	2	8.33	2	5.56	4	6.67
24-25	2	8.33	3	8.33	5	8.33
Above 25	4	16.67	2	5.56	6	10
Total	24	100	36	100	60	100

(Source: Primary data)

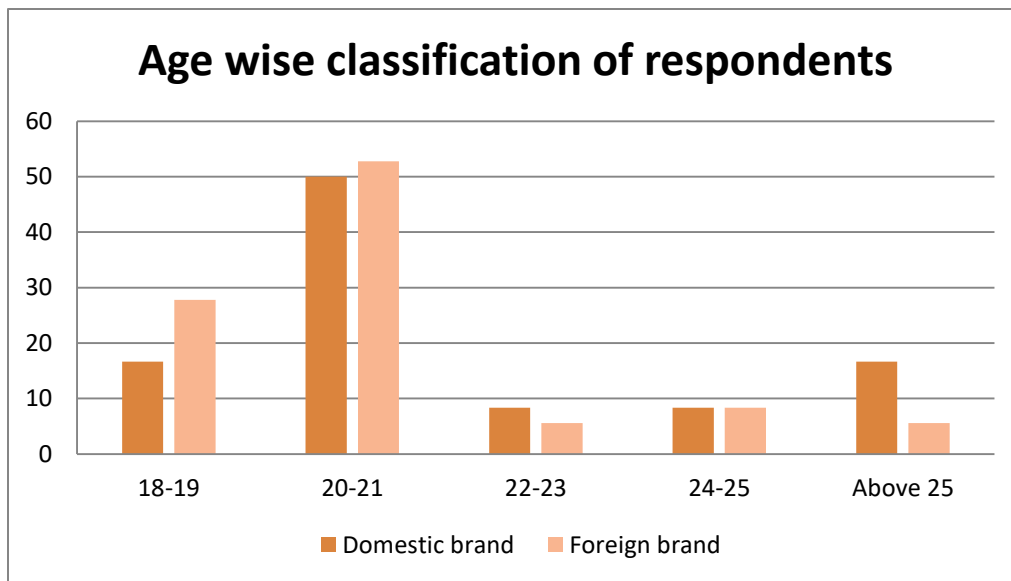


FIGURE 4.2 AGE WISE CLASSIFICATION OF THE RESPONDENTS

On the basis of age, the respondents are divided into five categories as shown in the table. It is very clear from the table, in the sample, majority i.e., out of 60 respondents, 23.33 per cent represent the youngest age ranging from 18-19 years, 51.67 per cent of 20-21 age group, 6.67 percent represent 22-23 age groups.8.33 per cent represents 24-25 age group, 10 per cent

represent above 25 age group. In the case of both domestic and foreign brands, the majority of the respondents are under the age category of 20-21 (51.67%).

4.3 EDUCATION WISE CLASSIFICATIONS OF THE RESPONDENTS

Education plays an important role in influencing human behavior and its motives an individual to perform or not perform any action. Table No. 4.3 provide the details regarding the classified education level of the sample respondents.

TABLE 4.3

EDUCATION WISE CLASSIFICATIONS OF THE RESPONDENTS

Basis	Domestic Band		Foreign Brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Primary	0	0	0	0	0	0
SSLC	0	0	0	0	0	0
+2 /pre degree	0	0	0	0	0	0
Graduate	18	75	28	77.78	46	76.67
Post Graduate	6	25	8	22.22	14	23.33
Professional	0	0	0	0	0	0
Total	24	100	36	100	60	100

(Source: Primary data)

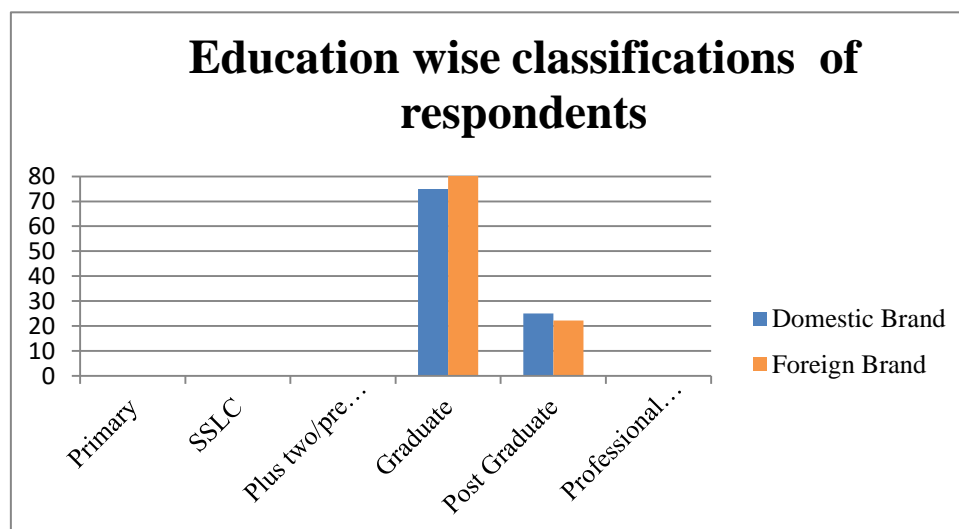


FIGURE 4.3 EDUCATION WISE CLASSIFICATIONS OF RESPONDENTS

The Table No 4.3 shows that out of 60 sample respondents, 0 percent of the sample respondents constitute primary, SSLC, Plus two/pre degree customers. 46 respondents constitute graduate customer (76.67 per cent), 14 respondents constitute PG customers (23 percent) and 0 per cent in case of Professional Degree customers. In the case of both domestic and foreign brands majority of the customers are graduates. It is graphically represented on the figure no 4.3.

4.4 CLASSIFICATION BASED ON PURPOSE OF USING COSMETIC PRODUCTS

People have many reasons for using cosmetic products. Table No. 4.4 provide the details regarding the classification on the basis of purpose of using cosmetic products.

TABLE 4.4

CLASSIFICATION BASED ON PURPOSE OF USING COSMETIC PRODUCTS

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Facial care	10	41.67	19	52.78	29	48.33
Better feeling	6	25	8	22.22	14	23.33
Being fashionable	7	29.17	6	16.67	13	21.67
Medical purpose	1	4.17	3	8.33	4	6.67
Total	24	100	36	100	60	100

(Source: Primary data)

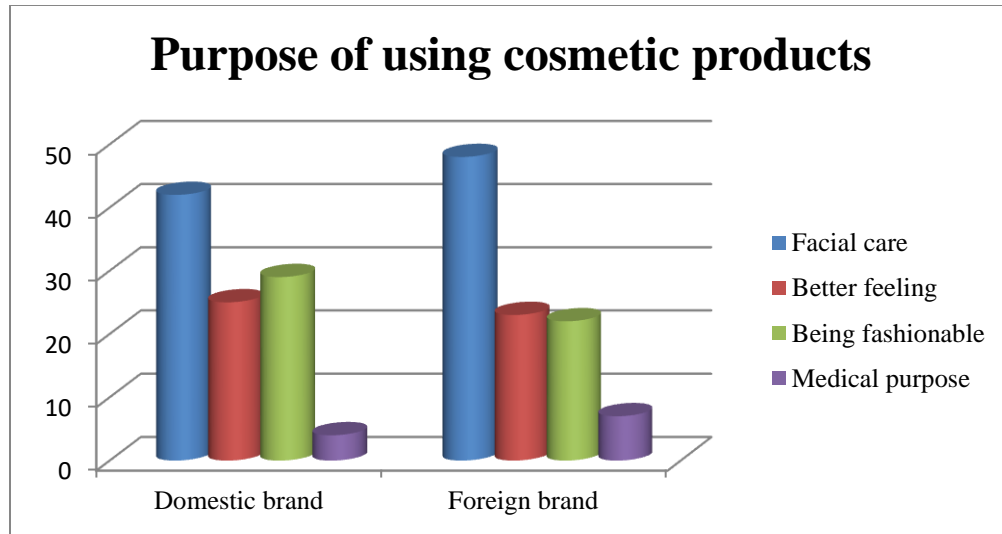


FIGURE 4.4 CLASSIFICATIONS BASED ON PURPOSE OF USING COSMETIC PRODUCTS

The Table No 4.4 shows that out of 60 sample respondents 29 respondents (48.33 per cent) use cosmetics for the purpose of facial care, 14 respondents (23.33 per cent) use cosmetics for better feeling, 13 respondents (21.67 per cent) use cosmetics for being fashionable and 4 respondents (6.67) use cosmetics for medical purposes. In the case of both domestic and foreign brands majority of the customers represents use cosmetics for facial care. It is graphically represented on the figure no 4.4.

4.5 CLASSIFICATIONS ON THE BASIS OF ATTITUDE OF CUSTOMERS TOWARDS EXPENSIVE AND CHEAPER PRODUCTS

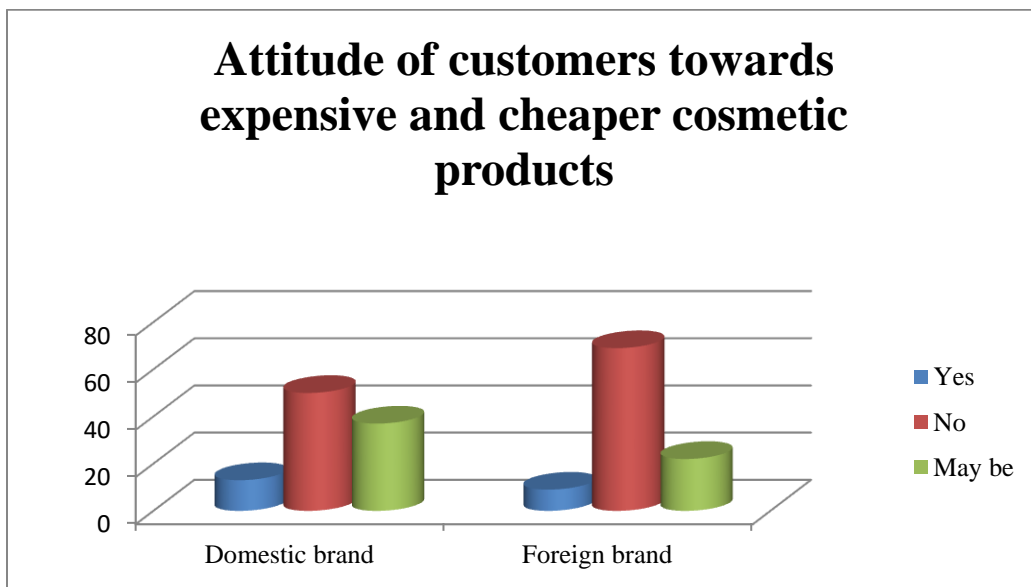
Many cheaper cosmetic products contain cheaper ingredients that may have harmful effects on our skin over time. But don't assume more expensive products are better. Table No. 4.5 provides the following details.

TABLE 4.5

**CLASSIFICATIONS ON THE BASIS OF ATTITUDE OF CUSTOMERS TOWARDS
EXPENSIVE AND CHEAPER PRODUCTS**

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Yes	3	12.5	3	8.33	6	10
No	12	50	25	69.44	37	61.67
May be	9	37.5	8	22.22	17	28.33
Total	24	100	36	100	60	100

(Source: primary data)



**FIGURE 4.5 CLASSIFICATIONS ON THE BASIS OF ATTITUDE OF CUSTOMERS
TOWARDS EXPENSIVE AND CHEAPER PRODUCTS**

The Table No 4.5 shows that out of 60 sample respondents, 6 respondents (10 per cent) states that expensive products are better than cheaper products, 37 respondents (61.67 per cent) states that expensive products are not better than cheaper products. That is it's more to do with ingredients than price; it means that price have no relation with quality of products. 17 respondents (28.33 per cent) states that price may or may not affect the quality of the products.

In the case of both domestic and foreign brands majority of the customers states that price have no relation with quality.

4.6 CLASSIFICATION ON THE BASIS OF INFLUENCE OF SALES PERSON ON PURCHASE INTENTION

Influence of sales person increases the purchase intention of customers, helps in building customer trust, etc. Table 4.6 shows that whether customers purchase cosmetics on the recommendation of the sales person or beauty professionals.

TABLE 4.6
CLASSIFICATION ON THE BASIS OF INFLUENCE OF SALES PERSON ON PURCHASE INTENTION

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Always	7	29.17	12	33.33	19	31.67
Sometimes	5	20.83	6	16.67	11	18.33
Rarely	6	25	9	25	15	25
Not at all	6	25	9	25	15	25
Total	24	100	36	100	60	100

(Source: Primary data)

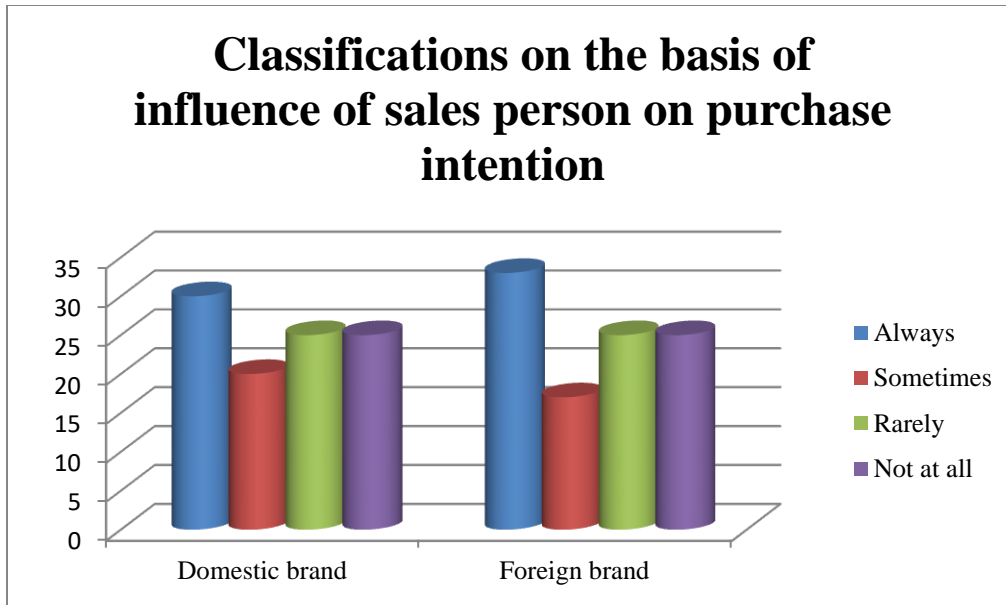


FIGURE 4.6 CLASSIFICATIONS ON THE BASIS OF INFLUENCE OF SALES PERSON ON PURCHASE INTENTION

The Table No 4.6 shows that out of 60 sample respondents 19 respondents (31.67 per cent) purchase cosmetics products on the recommendation of sales persons, 11 respondents (18.33 per cent) sometimes purchase on the recommendation of sales persons, and 15 respondents (25 per cent) rarely or not at all purchase cosmetic products on the recommendation of sales persons. In the case of both domestic and foreign brands majority of the customers purchase products on sales persons or beauty professional’s recommendation.

4.7 CLASSIFICATION ON THE BASIS OF SPENDING ATTITUDE OF CUSTOMERS TOWARDS NATURAL INGREDIENT PRODUCTS

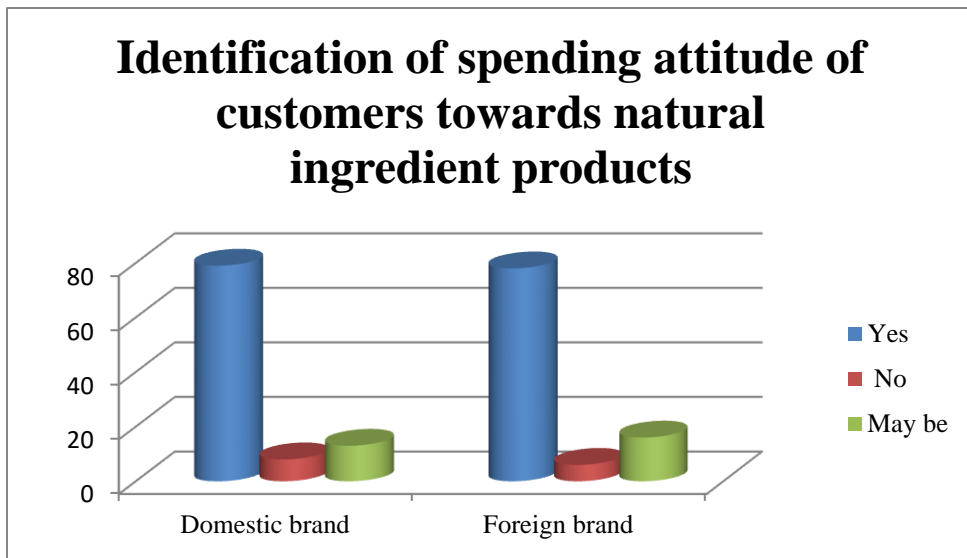
Organic products also influences customers purchase intention. Table 4.7 shows the spending attitude of customers towards natural ingredient product.

TABLE 4.7

**IDENTIFICATION OF SPENDING ATTITUDE OF CUSTOMERS TOWARDS
NATURAL INGREDIENT PRODUCTS**

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Yes	19	79.17	28	77.78	47	78.33
No	2	8.33	2	5.58	4	6.67
May be	3	12.5	6	16.67	9	15
Total	24	100	36	100	60	100

(Source: Primary data)



**FIGURE 4.7: IDENTIFICATION OF SPENDING ATTITUDE OF CUSTOMERS
TOWARDS NATURAL INGREDIENT PRODUCTS**

Table no. 4.7 shows that out of 60 respondents, 47 customers (78.33 per cent) are willing to pay more if the product consists of natural ingredients, 4 customers (6.67 per cent) are not willing to buy and 9 customers (15 per cent) may or may not buy product at high price if it consists of natural ingredients. In the case of both domestic and foreign brands majority of the customers are willing to buy at high price if it has natural ingredients.

4.8 CLASSIFICATION ON THE BASIS OF CONSUMERS RESPONSE TOWARDS PROMISED EFFECTS OF COSMETIC PRODUCTS

Promise effects also influences purchase intention of customers. Table 4.8 shows the following details.

TABLE 4.8

CLASSIFICATION ON THE BASIS OF CONSUMERS RESPONSE TOWARDS PROMISED EFFECTS OF COSEMETIC PRODUCTS

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Very much	3	12,5	5	13.89	8	13.33
Fairly much	4	16.67	7	19.44	11	18.33
To some extend	9	37.5	15	41.67	24	40
Fairly little	4	16.67	6	16.67	10	16.67
Very little	4	16.67	3	8.33	7	11.67
Total	24	100	36	100	60	100

(Source: Primary data)

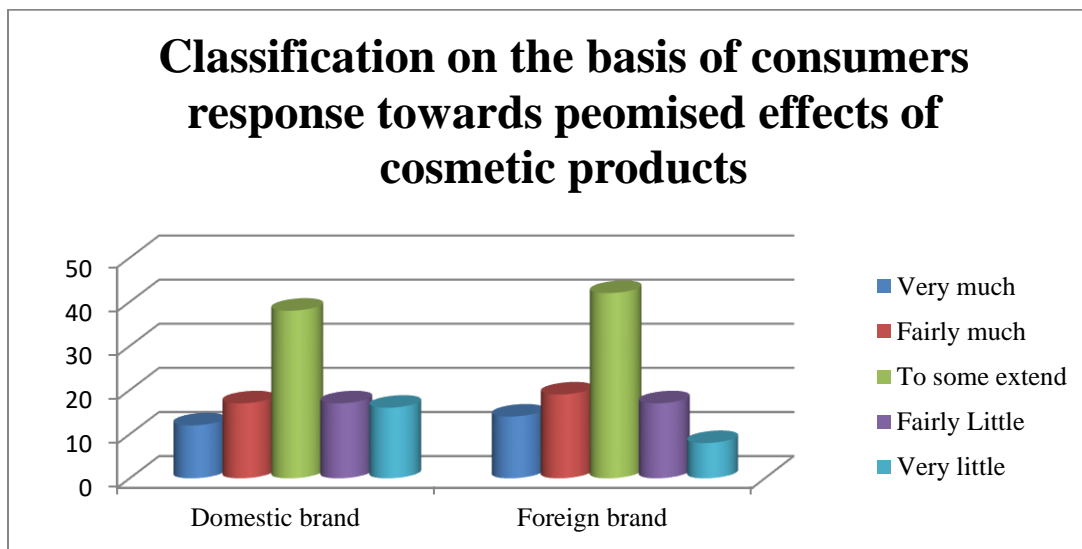


FIGURE 4.8 CLASSIFICATIO ON THE BASIS OF CONSUMERS RESPONSE TOWRDS PROMISED EFFECTS OF COSMETIC PRODUCTS

Table 4.8 shows that out of 60 respondents, 8 respondents (13.33 per cent) and 11 respondents (18.33 per cent) have very much and fairly much response in case of promised effects of cosmetic products. 24 respondents (40 per cent) may or may not have opinion about promised effects, 10 respondents (16.67 per cent) and 7 respondents (11.67 per cent) have fairly little or very little opinion about promised effects of cosmetics. . In the case of both domestic and foreign brands majority of the customers may or may not have opinion about promised effects.

4.9 BRAND WISE CLASSIFICATION OF THE RESPONDENTS

The brand has a significant influence on purchase intention of cosmetic products. So it is worthwhile to classify cosmetic products according to the brand. In this study, researcher focuses on two brands namely domestic brand and foreign brand. It is represented in the table 4.9

TABLE 4.9

BRAND WISE CLASSIFICATION OF THE RESPONDENTS

Type of brands	Number of respondents	Percentage (%)
Domestic brand	24	40
Foreign Brand	36	60
Total	60	100

(Source: primary data)

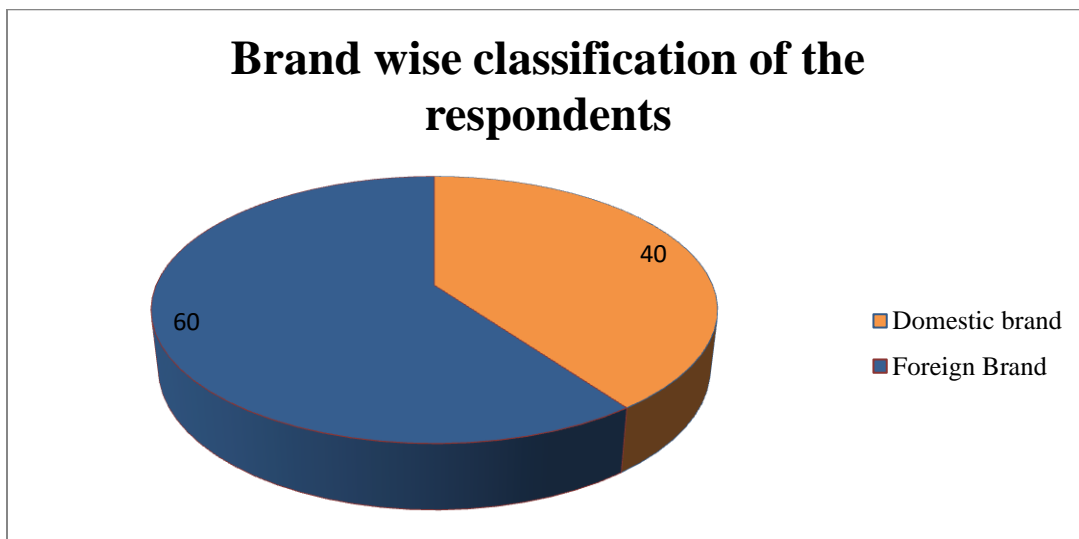


FIGURE 4.9 BRAND WISE CLASSIFICATIONS OF RESPONDENTS

From the Table No. 4.9 it is clear that, out of 60 sample respondents, 36 respondents (60 per cent) of the foreign brand and 24 respondents (40 per cent) of domestic brands. It is graphically represented on the fig no 4.9.

4.10 CLASSIFICATION ON THE BASIS OF BRAND CONSCIOUSNESS OF CUSTOMERS

Table 4.10 provides the following details.

TABLE 4.10

CLASSIFICATION ON THE BASIS OF BRAND CONSCIOUSNESS OF CUSTOMERS

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Yes	19	79.17	28	77.78	47	78.33
No	5	20.83	8	22.22	13	21.67
Total	24	100	36	100	60	100

(Source: Primary data)

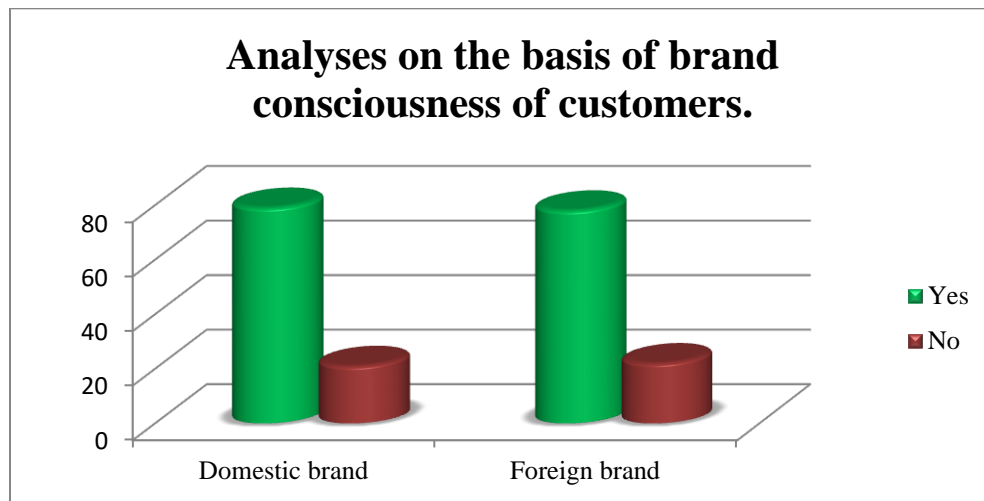


FIGURE 4.10 ANALYSES ON THE BASIS OF BAND CONSCIOUSNESS OF CUSTOMERS

Table 4.10 provides that out of 60 respondents 47 respondents (78.33 per cent) make purchase on the basis of brand, and 13 respondents (21.67 per cent) purchase products without

considering or without giving priority to particular brand. In case of both domestic and foreign brands customers purchase products by considering the brand.

4.11 CLASSIFICATION ON THE BASIS OF FACTORS INFLUENCING PURCHASE OF COSMETICS

There are certain factors which influences the purchase intention of customers. Table 4.11 shows the factors influencing consumers while choosing the right cosmetic products.

TABLE 4.11

CLASSIFICATION ON THE BASIS OF FACTORS INFLUENCING PURCHASE OF COSMETICS

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Advertisements	17	70.83	27	75	44	73.33
Work place	2	7	4	11.11	6	10
Family	0	0	0	0	0	0
Any other	5	20.33	5	13.88	10	16.67
Total	24	100	36	100	60	100

(Source: Primary data)

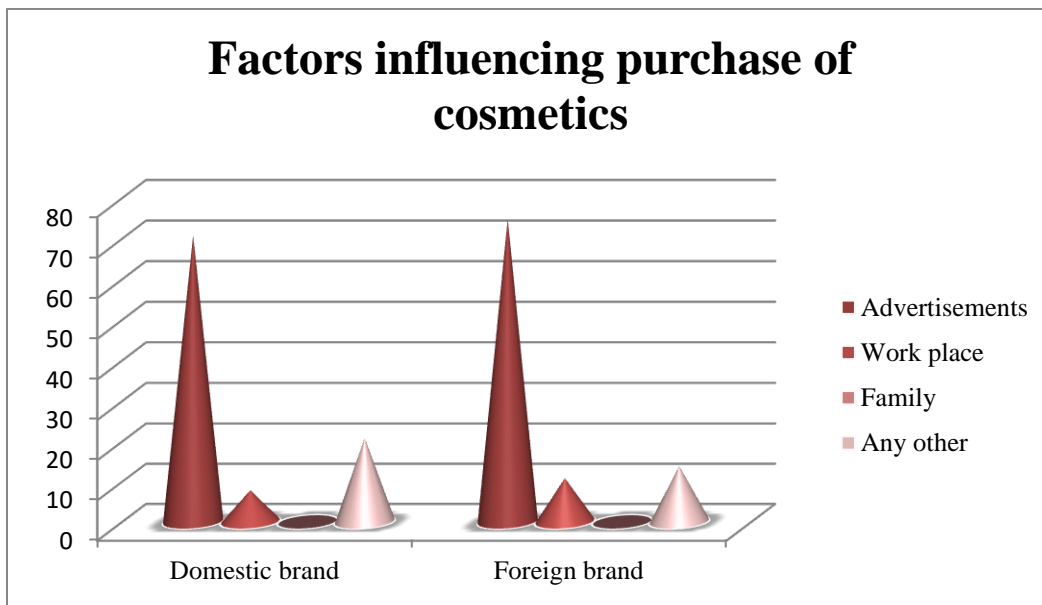


FIGURE 4.11 FACTORS INFLUENCING PURCHASE OF COSMETICS

Table 4.11 shows that out of 60 respondents, 44 respondents (73.33 per cent) are influenced by advertisements, 6 respondents (10 per cent) are influenced by their work place; none of the respondents are influenced by families and 10 respondents (16.67 per cent) are influenced by other factors. In case of both domestic and foreign brands most of customers are influenced by advertisements while choosing their cosmetic brands.

4.12 CLASSIFICATION ON THE BASIS OF FACTORS MOTIVATING PURCHASING PROCESS

There are many factors which motivate customers purchasing process. Table 4.12 provides the following details.

TABLE 4.12

CLASSIFICATION ON THE BASIS OF FACTORS MOTIVATING PURCHASING PROCESS

Basis	Domestic brand		Foreign Brand		Total	
	Number of Respondents	percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Discount	3	12.5	2	5.56	5	8.33
Latest trend	11	45.83	18	50	29	48.33
Advertisements	2	8.33	8	22.22	10	16.67
Price	8	33.33	8	22.22	16	26.67
Total	24	100	36	100	60	100

(Source: Primary data)

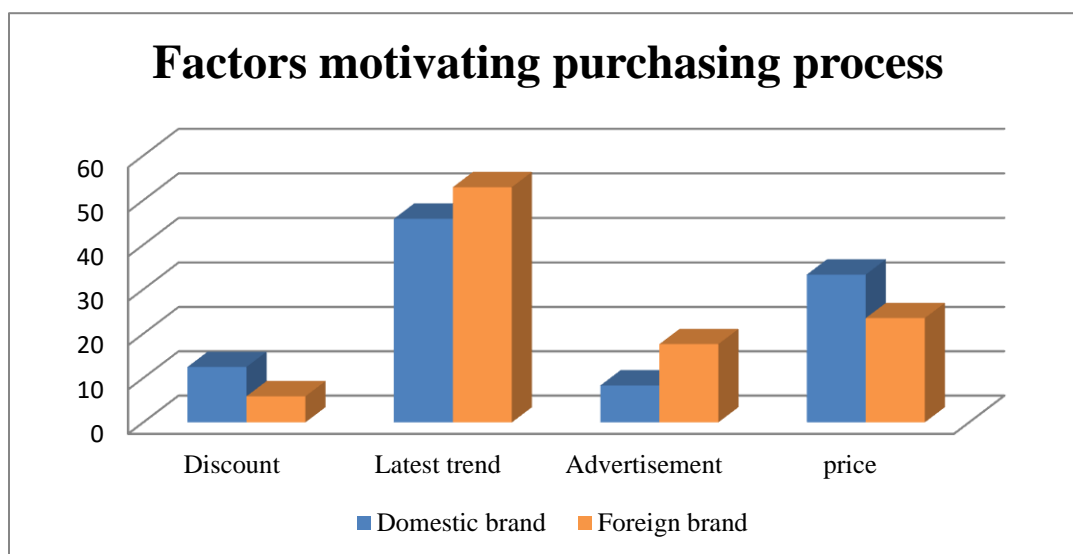


FIGURE 4.12 FACTORS MOTIVATING PURCHASING PROCESS

Table 4.12 shows that out of 60 respondents, 5 respondents (8.33 per cent) are motivated by the discounts offered by the company, 29 respondents (48.33 per cent) are influenced by the latest trend, 10 respondents (16.67 per cent) are influenced by the advertisements shown through different media and 16 respondents (26.67 per cent) are influenced by the price of product. In case of both domestic and foreign brands most of the customers are influence or motivated by latest trend of product.

4.13 CLASSIFICATION ON THE BAIS OF COLLECTION OF INFORMATIONS

Consumers usually collect information's before buying products. They collect information about quality, ingredients, price, usage, etc. Table 4.13 provides the following details.

TABLE 4.13

CLASSIFICATIONS ON THE BAIS OF COLLECTION OF INFORMATIONS

Basis	Domestic brand		Foreign Brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Always	16	66.67	28	77.78	44	73.33
Sometimes	5	20.83	4	11.11	9	15
Rarely	2	8.33	2	5.56	4	6.67
Not at all	1	4.17	2	5.56	3	5
Total	24	100	36	100	60	100

(Source: Primary data)

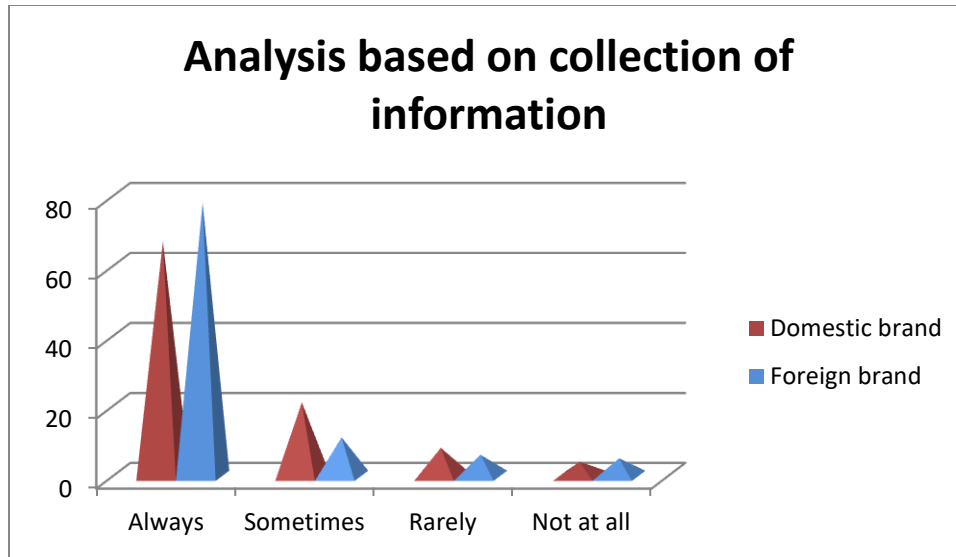


FIGURE 4.13 CLASSIFICATIONS ON THE BASIS OF COLLECTION OF INFORMATIONS

Table 4.13 shows that out of 60 respondents, 44 respondents (73.33 per cent) always collect information before buying products, 9 respondents (15 per cent) sometimes collect information's, 4 respondents (6.67 per cent) rarely collect information's and 3 respondents (5 per cent) not at all collect information's. In case of both domestic and foreign brands majority of customers always collect information's while buying products.

4.14 PRODUCT WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.14 provides the following details.

**TABLE 4.14
PRODUCT WISE CLASSIFICATION OF THE RESPONDENTS**

Band	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Skin care products	6	25	10	27.78	16	26.67
Hair care products	10	41.67	18	50	28	46.67
Fragrance	8	33.33	8	22.22	16	26.67
Total	24	100	36	100	60	100

(Source: Primary data)

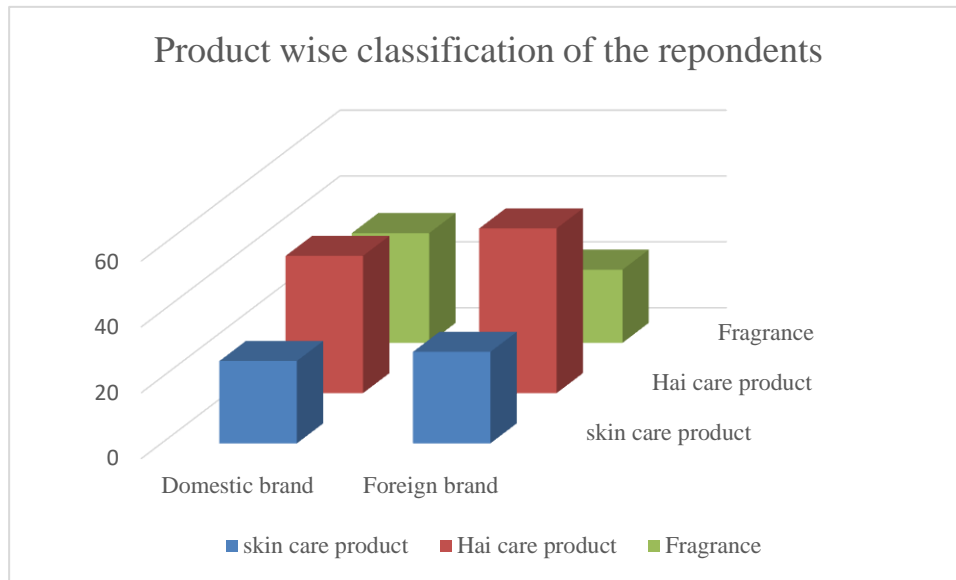


FIGURE 4.14 PRODUCT WISE CLASSIFICATIONS OF RESPONDENTS

Table 4.14 shows that out of 60 respondents, 16 respondents (26.67 per cent) use hair care products, 28 respondents (46.67 per cent) use hair care products, 16 respondents (26.67 per cent) use fragrances. In case of both domestic and foreign products majority of customers use hair care products.

4.15 CLASSIFICATION ON THE BASIS OF NUMBER OF USAGE

Table 4.15 shows during past three months how many times customers purchased the brand cosmetics.

TABLE 4.15

CLASSIFICATION ON THE BASIS OF NUMBER OF USAGE

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
1 time	2	8.33	4	11.11	6	10
2 times	4	16.67	6	16.67	10	16.67
3 times	14	58.33	24	66.67	38	63.33
More than 3 times	4	16.67	2	5.56	6	10
Total	24	100	36	100	60	100

(Source: Primary data)

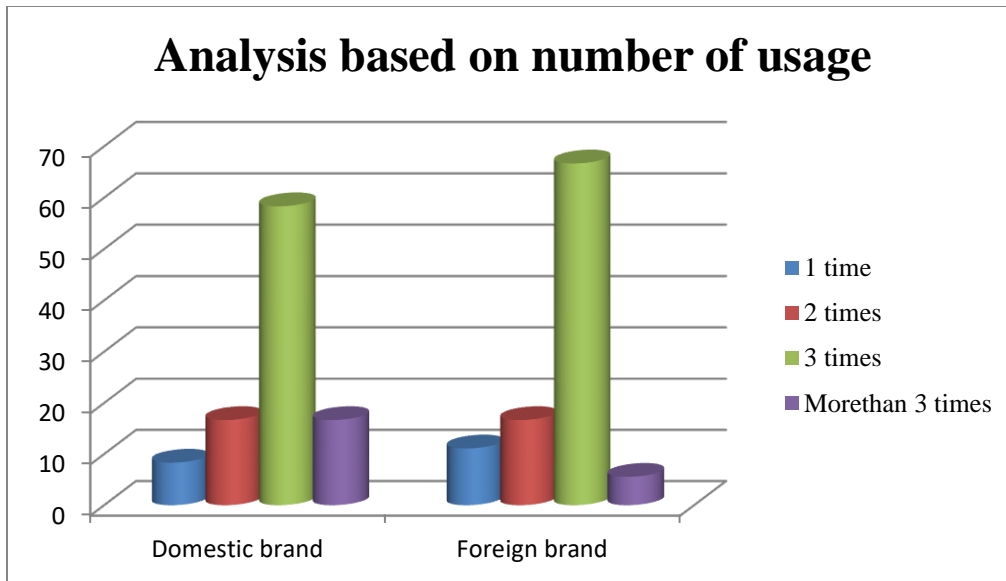


FIGURE 4.15 CLASSIFICATIONS ON THE BASIS OF NUMBER OF USAGE

Table 4.15 shows that out of 60 respondents, 6 respondents (10 per cent) use cosmetic products once during three months, 10 respondents (16.67 per cent) use cosmetic products 2 times during three months, 38 respondents (63.33 per cent) use cosmetic products 3 times during three months and 6 respondents (10 per cent) use cosmetic products more than 3 times during three months. In case of both domestic and foreign brands majority of customers use cosmetic products 3 times during three months.

4.16 CLASSIFICATION ON THE BASIS OF PLACE OF PURCHASING COSMETICS

The following table 4.16 provides details about the place of purchasing cosmetic products by the respondents.

TABLE 4.16

CLASSIFICATION BASED ON PLACES OF PURCHASING COSMETICS

place of purchases	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Exclusive showroom	0	0	5	13.89	5	8.33
Super market	8	33.33	12	33.33	20	33.33
Online shopping	8	33.33	14	38.89	22	36.67
Medical shop	4	16.67	4	11.11	8	13.33
Others	4	16.67	1	2.78	5	8.33
Total	24	100	36	100	60	100

(Source: Primary data)

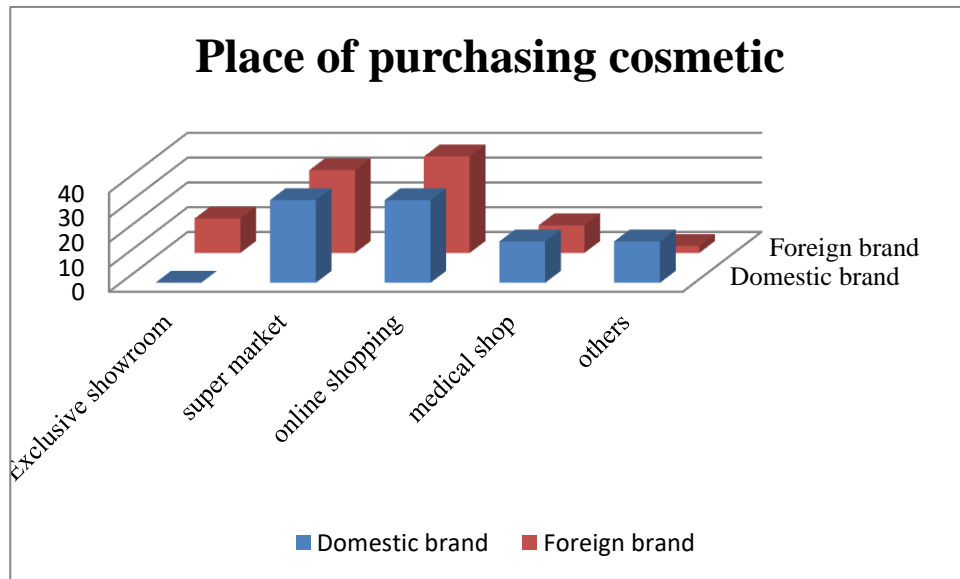


FIGURE 4.16 CLASIFICATION ON THE BASIS OF PLACES OF PURCHASE

From the table 4.16 out of 60 respondents, 5 respondents (8.33 per cent) buy cosmetics from exclusive showrooms, 20 respondents (33.33 per cent) buy cosmetics from super markets, 22 respondents (36.67 per cent) buy from online shopping, 8 respondents (13.33 per cent) buy from medical shops and 5 respondents (8.33 per cent) buy from other sources. In case of both domestic and foreign brands majority of customers buy cosmetics from online shopping.

4.17 CLASSIFICATION ON THE BASIS OF HOW LONG YOU ARE USING THE BRAND COSMETICS

Table 4.17 shows the following details about the use of cosmetics.

TABLE 4.17
CLASSIFICATION ON THE BASIS OF HOW LONG YOU ARE USING THE BRAND COSMETICS

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Less than 1 year	2	8.33	4	11.11	6	10
1-3 years	6	25	9	25	15	25
3-5 years	12	50	18	50	30	50
More than 5 years	4	16.67	5	13.89	9	15
Total	24	100	36	100	60	100

(Source: Primary data)

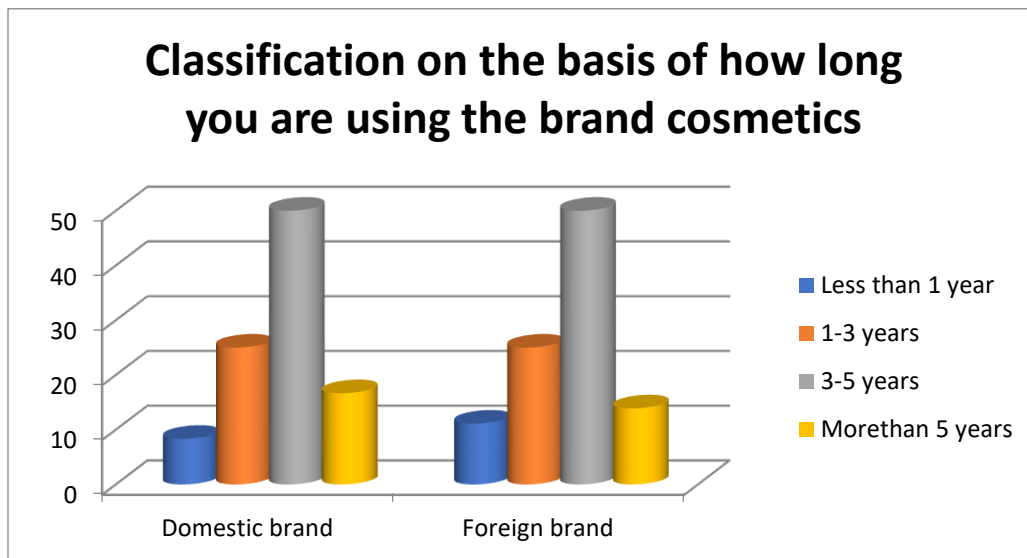


FIGURE 4.17 CLASSIFICATIONS ON THE BASIS OF HOW LONG YOU ARE USING THE BRAND COSMETICS

Table 4.17 shows that out of 60 respondents, 6 respondents (10 per cent) are using cosmetic products for less than 1 year, 15 respondents (25 per cent) are using cosmetic products from 1-3 years, 30 respondents (50 per cent) are using cosmetic products from 3-5 years and 9 respondents (15 per cent) are using cosmetic products for more than 5 years. In case of both domestic and foreign brands majority of customers use cosmetic products for 3-5 years.

4.18 CLASSIFICATION ON THE BASIS OF FACTORS INFLUENCING PURCHASE OF COSMETICS

There are so many factors which influences the customers in case of purchase of products, such as brand, safety, past experience, organic ingredients etc. Table 4.18 provides details about the factors which influence customers to buy products.

TABLE 4.18
CLASSIFICATION ON THE BASIS OF FACTORS INFLUENCING PURCHASE OF COSMETICS

Basis	Domestic brand		Foreign brand		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Brand	5	20.83	20	55.56	25	41.67
Safeness	2	8.33	4	11.11	6	10
Advertisements	3	12.5	2	5.56	5	8.33
Availability	1	4.17	2	5.56	3	5
Price	2	8.33	1	2.78	3	5
Organic ingredients	8	33.33	4	11.11	12	20
Past experience	3	12.5	3	8.33	6	10
Total	24	100	36	100	60	100

(Source: Primary data)

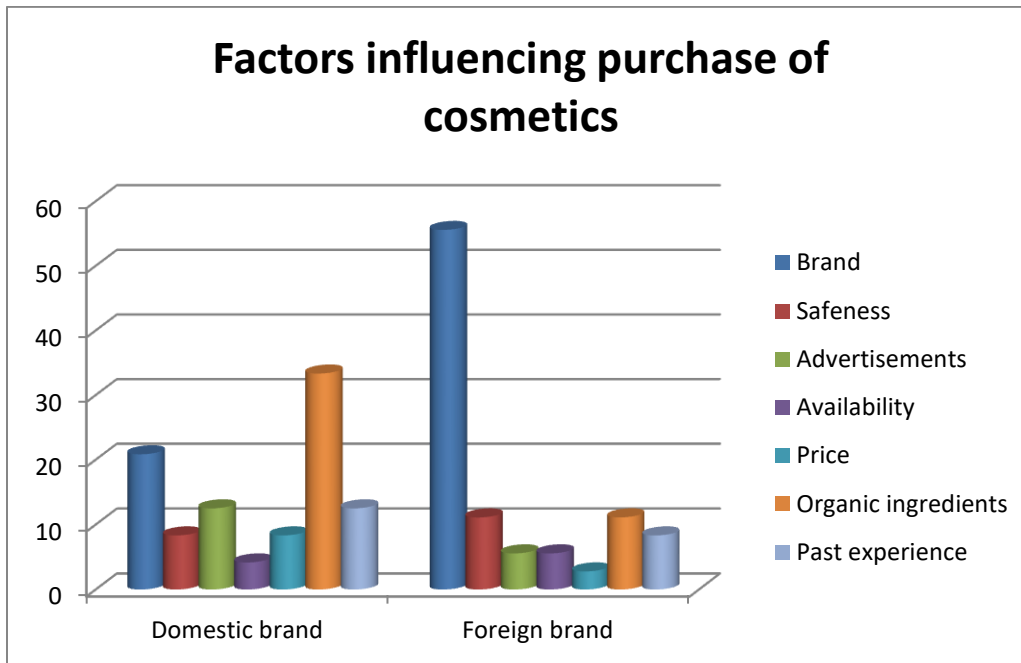


FIGURE 4.18 FACTORS INFLUENCING PURCHASE OF COSMETICS

Table 4.18 shows that out of 60 respondents, 25 respondents (41.67 per cent) purchase cosmetics on the basis of brand, 6 respondents (10 per cent) purchase cosmetics on the basis of safeness, 5 respondents (8.33 per cent) purchase cosmetics on the basis of advertisements, 3 respondents (5 per cent) purchase cosmetics on the basis of availability of products, 3 respondents (5 per cent) purchase cosmetics on the basis of price, 12 respondents (20 per cent) purchase cosmetics on the basis of organic ingredients and 6 respondents (10 per cent) purchase cosmetics on the basis of past experience. In case of both domestic and foreign brands, customers purchasing domestic cosmetics purchase on the basis of organic ingredients and customers purchasing foreign brands purchase on the basis of brand.

4.19 CLASSIFICATION ON THE BASIS OF CUSTOMERS OPINION ABOUT THE BRANDS

Table 4.19 provides the following details.

TABLE 4.19

CLASSIFICATION ON THE BASIS OF CUSTOMERS OPINION ABOUT THE BRAND

Attributes	Domestic Brand			Foreign Brand		
	Skin care products	Hair care products	Fragrances	Skin care products	Hair care products	Fragrances
Brand Awareness						
*I can always recall my favorite brand	16	12	14	20	15	20
*I can always recognize my favorite brand	4	4	3	9	6	6
*I am familiar with my favorite brand	4	8	7	7	15	10
Brand Knowledge						
*I have opinion about this brand	20	15	21	20	22	25
*I heard about this brand	4	9	3	16	14	11
Brand loyalty						
*I would have to recommend this brand to others	12	17	14	20	18	19
*I consider myself loyal to this brand	12	7	10	26	18	17
Brand Image						
*Reliability of my brand is very high	11	10	9	12	15	11
*This brand will be my first choice	13	14	15	24	21	25
Brand Equity						
*If there is another brand as good as my favorite brand, I prefer to buy my favorite brand	13	12	15	24	18	20
*Even if there is	11	12	9	12	18	16

another brand with same features ,I prefer to buy my favorite brand						
Purchase intention						
*I will always prefer the same brand	20	18	16	30	28	23
*I plan to switch from my current brand to new brand	4	6	8	6	8	13

(Source: Primary data)

Table 4.19 shows the attitude of customers towards the brand. In case of brand awareness both domestic and foreign brand customers can recall their favorite brand. In case of brand knowledge both domestic and foreign brand users have proper knowledge about their brand. They have their own view points and opinion about brands. In case of brand loyalty, customers consider themselves loyal to the brands and at the same time they also like to recommend brand to others. In case of brand image customers consider their brand as their first choice. In case of brand equity most of the customers prefer to buy the same brand product even if there is another brand which is good as their brand. In spite of the substitute products they prefer to buy the same brand product due to the brand equity and in case of purchase intention of customers they will always prefer the same brand and they are not ready to switch from their current brand to new brand.

TESTING OF HYPOTHESIS

H0: There is no significant difference between the influencing factors of purchase intention between the customers of domestic and foreign brand.

H1: There is significant difference between the influencing factors of purchase intention between the customers of domestic and foreign brand.

Chi – square test

Basis	Factors influencing purchase intention							
	Brand	Safeness	Advertisements	Availability	Price	Organic ingredients	Past experience	Total
Domestic Brand	5	2	3	1	2	8	3	24
Foreign brand	20	4	2	2	1	4	3	36
Total	25	6	5	3	3	12	6	60

Observed values(O)	Expected values (E)	(O-E)	(O-E) ²	(O-E) ² /E
5	10	-5	25	2.5
2	2.4	-0.4	0.16	0.067
3	2	1	1	0.5
1	1.2	-0.2	0.04	0.033
2	1.2	0.8	0.64	0.533
8	4.8	3.2	10.24	2.133
3	2.4	0.6	0.36	0.15
20	15	5	25	1.67

4	3.6	0.4	0.16	0.044
2	3	-1	1	0.33
2	1.8	0.2	0.04	0.022
1	1.8	-0.8	0.64	0.356
4	7.2	-3.2	10.24	1.422
3	3.6	-0.6	0.36	0.1
Calculated value				9.86

Calculated value= 9.86

Degree of freedom= (C-1) (R-1)

$$= (7-1) (2-1) = 6$$

Level of significance= 0.05

Tabular value= 12.59

Calculated value < Tabular value

Here, calculated value is less than tabular value so we accept null hypothesis (H0)

There is no significant difference between the influencing factors of purchase intention between the customers of domestic and foreign brand.

Here, we reject the alternate hypothesis (H1) i.e. there is significant difference between the influencing factors of purchase intention between the customers of domestic and foreign brand.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

Brand has a significant influence on the intention to purchase cosmetic products. Brand equity is meant for ‘an added value or asset to a brand product’ and such values give customers positive feelings and influence them to purchase product. Branded products have high demand in the market. Multi-National Companies are investing heavily on understanding brand equity. There are several factors which influence brand equity. Brand awareness, brand image, brand knowledge, etc. will determine brand equity. Most of the companies are unaware of these aspects. Brand equity is an important source to increase profitability of business. It is an important tool for associating a brand and influencing customers in making purchase decision for particular brand. Brand equity effects purchase intention of customers.

This chapter deals with findings and conclusion made from the study and suggestions made for improving current situations.

5.2 FINDINGS

The main findings which are derived from the study as follows;

1. Majority of the respondents are female. Among the 60 respondents 40% of respondents are male and 60% of respondents are female. Most of these female respondents i.e. 47% of female respondents are using foreign brand cosmetics.
2. Majority of the respondents of this study are belonging to the age group of 20-21 i.e. 52% of the respondents belongs to this age category. Among them 61% of respondents are using foreign brand cosmetics.
3. Majority of the respondents are graduates. Almost 77% of respondents belong to this category. Among them 61% of respondents are using foreign brand cosmetics.

4. Majority of the respondents are using cosmetic products for facial care. Almost 48% of respondents are using cosmetics for facial care. Among them 66% are using foreign brand cosmetics.
5. Majority of the respondents i.e. 62% of the respondents have the opinion that expensive products are better than cheaper products. Among them, 66% of respondents are ready to purchase expensive foreign brand cosmetics.
6. Majority of the respondents are influenced by the sales man while purchasing products. Almost 31% of respondents are influenced by the sales man while making purchase.
7. Majority of the respondents are willing to pay more for a product which contain natural ingredients. Almost 78% of the respondents are ready to spend more to purchase natural ingredient products. Among them 60% of respondents belongs to those who purchase foreign brand products.
8. Majority of the respondents have the opinion that the products have the promised effect to some extent. Almost 40% of the respondents come under this category.
9. Majority of the respondents are using foreign brand cosmetics. I.e. 60% of the respondents are using foreign brand cosmetics.
10. Majority of the respondents are brand conscious consumers. Almost 78% of the respondents are brand conscious consumers. Among them 60% are using foreign brand cosmetics.
11. Majority of the respondents are influenced by advertisement. Almost 73% of the respondents get influenced by the advertisement while choosing their cosmetic brand. Among them 61% of the respondents are using foreign brand cosmetics.
12. Majority of the respondents are motivated by latest trends while purchasing a product. Almost 43% of respondents get influenced by the latest trends. Among them 62% of respondents using foreign brand cosmetics.
13. Majority of the respondents always collect information before buying cosmetic products. Almost 73% of the respondents always collect information about the cosmetics products. Among them 64% of respondents are using foreign brand cosmetics.
14. Majority of the respondents are using hair care product. Almost 47% of respondents are using hair care product. Among them 64% are using foreign brand hair care product.

15. Majority of the respondents purchase cosmetic products 3 times during three months. Almost 63% of respondents purchase cosmetics 3 times during three months. Among them 63% are using foreign branded cosmetic products.
16. Majority of the respondents prefer online shopping for the purchase of cosmetic products. Almost 37% of the respondents prefer online shopping. Among them 63% respondents using foreign brand cosmetics.
17. Majority of the respondents are using the cosmetics products for 3-5 years. Almost 50% of the respondents are using cosmetics products for 3-5 years. Among them 60% of respondents are using foreign brand cosmetics.
18. Majority of the respondents purchase cosmetics by the influence of brand. Almost 42% of respondents are purchasing cosmetics by the influence of brand. Among them 80% are using foreign brand cosmetics.
19. In case of brand knowledge both domestic and foreign brand users have proper knowledge about their brand. They have their own view points and opinion about brands. In case of brand loyalty, customers consider themselves loyal to the brands and at the same time they also like to recommend brand to others. In case of brand image customers consider their brand as their first choice. In case of brand equity most of the customers prefer to buy the same brand product even if there is another brand which is good as their brand. In spite of the substitute products they prefer to buy the same brand product due to the brand equity and in case of purchase intention of customers they will always prefer the same brand and they are not ready to switch from their current brand to new brand.

5.3 SUGGESTIONS

Based on the above mentioned findings, the following suggestions are offered for improving current situations.

1. Develop brand awareness program especially for male customers and customers in the age group of 36-45 years.
2. Cosmetic companies should devise a feedback mechanism. Hence, they can identify and measure the extent of brand equity of their customers. This should be made an integral part of the research and development process of their organisation.

3. Marketers should focus on building a strong brand reputation in the market place. So the brand image can be enhanced in the customers mind and brand name should be easy to recall.
4. Companies need to create strong consumer awareness and brand preference among all its buyers, existing and prospective from time to time so that its brand value does not depreciate over time.
5. Moreover companies should also use its strong brand names to launch new products with instant recognition and less advertising outlay. E.g. Dove has successfully extended their products from bathing soap to hair care products like shampoos and conditioners and Pond's from moisturizing creams to face wash and anti-aging products.
6. Companies should make several brands in the same product category. Such as Pond's, Fair and Lovely and Lakme are three brands owned by Hindustan Unilever Ltd. in the skin care segment of the beauty and personal care products. Each brand meets different consumer's want and competes against specific competitor's brands.
7. Government can promote domestic companies by offering more incentives and subsidies considering its importance in the current scenario.
8. The government should enforce strict implementation of Drugs and cosmetics Act 1945 for the quality assurance.
9. The government should do regular surveys to control and check counterfeit products. This will further help to evaluate the extent of the problem.
10. Companies should harmonize the regulations regarding the safety, stability and labelling issues.

5.4 CONCLUSION

Brand has significant influence on intention to purchase any type of product and services. Now-a-days people give preference to foreign branded cosmetic products than domestic branded cosmetic products. Most of the customers purchase cosmetics for the purpose of facial care. Factors influencing purchase intention towards domestic and foreign brands are different. The 'organic ingredient' is the most influencing factors of purchase intention in the case of the domestic brand. But it is 'Brand' in the case of a foreign brand. Brand awareness is also different in the case of both foreign and domestic brand. Female customers have more brand awareness in

both domestic and foreign brand. The brand wise analysis reveals that foreign brand customers have higher brand equity and purchase intention than domestic brand customers. Age wise analysis reveals that customers whose age above 25 years have more brand equity in case of the domestic brand. But in the case of a foreign brand, youngest customers (age group between 20-21 years) have more brand equity. Graduate customers have higher brand equity in case of both domestic and foreign brands.

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APPENDIX

APPENDIX

QUESTIONNAIRE FOR SAMPLE CUSTOMERS

Topic: influence of brand equity on the purchase intention towards domestic and foreign brands of cosmetics.

1. Name of the respondent :
2. Gender : (1) Male (2) Female
3. Age :
4. Education : (1) Primary (2) S.S.L.C (3) Plus two/pre degree
(4) Graduate (5) Post graduate (6) Professional degree
5. What is the purpose of using cosmetic products?
(1) Facial care (2) Better feeling (3) Being fashionable (4) Medical purpose
6. Do you think expensive cosmetic products are better than cheaper products?
(1) Yes (2) No (3) May be
7. Do you purchase cosmetic products based on a recommendation of a sales person or beauty professional?
(1) Always (2) Sometimes (3) Rarely (4) Not at all
8. Are you willing to pay more for a cosmetic product if it consists completely of natural ingredients?
(1) Yes (2) No (3) May be
9. How much do you believe in the promised effects of cosmetic products?
(1) Very much (2) Fairly much (3) To some extent (4) Fairly little (5) Very little

10. Are you a brand conscious customer?

Yes

No

11. If yes, which brand you most prefer?

Domestic brand

foreign brand

12. Which factor influence you most while choosing your cosmetic brand?

(1) Advertisement (2) Work place (3) Family (4) Any other

13. What motivate your purchasing process in terms of any cosmetics?

(1) Discount (2) Latest trend (3) Advertisement (4) Price

14. Whether you collect information before purchasing cosmetic product?

(1) Always (2) Sometimes (3) Rarely (4) Not at all

15. Out of the list of following categories of brand of cosmetics which are those that you had purchased and used consistently (please provide tick mark)

Skin care products		Hair care products		Fragrances	
<i>Domestic brand</i>	<i>Foreign brand</i>	<i>Domestic brand</i>	<i>Foreign brand</i>	<i>Domestic brand</i>	<i>Foreign brand</i>
Ayur <input type="checkbox"/>	Fair and lovely <input type="checkbox"/>	Parachute <input type="checkbox"/>	Dove <input type="checkbox"/>	Fogg <input type="checkbox"/>	Axe <input type="checkbox"/>
Himalaya <input type="checkbox"/>	Lakme <input type="checkbox"/>	Himani <input type="checkbox"/>	Clinic <input type="checkbox"/>	Engage <input type="checkbox"/>	Wiled stone <input type="checkbox"/>
Fairever <input type="checkbox"/>	Garnier <input type="checkbox"/>	Dabour <input type="checkbox"/>	Head&Shou lders <input type="checkbox"/>	Eva <input type="checkbox"/>	Set wet <input type="checkbox"/>
Emami <input type="checkbox"/>	Ponds <input type="checkbox"/>	Godrej <input type="checkbox"/>	Pantene <input type="checkbox"/>		
Please Specify any other.....	Please specify any other.....	Please specify any other.....	Please specify any other.....	Please specify any other.....	Please Specify any other.....

16. During past 3 months how many times you purchased cosmetics.

Domestic brand

Skin care products

Hair care products

Fragrances

Foreign brand

Skin care products

Hair care products

Fragrances

17. From where you purchase cosmetics. (Frequently provide Tick Mark)

Domestic brand			
<i>Places</i>	<i>Skin care products</i>	<i>Hair care products</i>	<i>Fragrances</i>
Exclusive show rooms			
Super market			
Shopping(online purchase)			
Medical shops			
Others(please specify)			
Foreign brand			
<i>Places</i>	<i>Skin care products</i>	<i>Hair care products</i>	<i>Fragrances</i>
Exclusive show rooms			
Super market			
Shopping(online purchase)			
Medical shops			
Others(please specify)			

18. How long you are using your brand cosmetics.

Periods	Less than 1 year	1 – 3 year	3 – 5 years	More than 5 year
Products				
Skin care products				
Hair care products				
Fragrances				

19. Make your response about the following relates to the factors which influence you to purchase cosmetics (please provide Tick Marks & be sure to answer all columns)

DB – Domestic brand FB – Foreign brand

Attributes	Hair care products		Skin care products		Fragrances	
	<i>DB</i>	<i>FB</i>	<i>DB</i>	<i>FB</i>	<i>DB</i>	<i>FB</i>
Brand						
Safeness						
Advertisement						
Availability						
Price						
Organic ingredient						
Past experience						

20. Please record your response to the following questions in the light of your favorite brand (please provide Tick Mark & be sure to answer all columns).

DB – Domestic brand FB – Foreign brand

Attributes	Skin care products		Hair care products		Fragrances	
	<i>DB</i>	<i>FB</i>	<i>DB</i>	<i>FB</i>	<i>DB</i>	<i>FB</i>
<i>Brand awareness</i>						
.I can always recall my favorite brand						
.I can always recognize my favorite brand						
.I am familiar with my favorite brand						
<i>Brand knowledge</i>						
.I have opinion about this brand						
.I heard about this brand						
<i>Brand loyalty</i>						
.I would have to recommend this brand to others						
.I consider myself loyal to this brand						
<i>Brand image</i>						
.Reliability of my brand is very high						
.This brand will be my first choice						
<i>Brand equity</i>						
.If there is another brand as good as my favorite brand, I prefer to buy my favorite brand						
.Even if there is another brand with same features I prefer to buy my favorite brand						
<i>Purchase intention</i>						
.I will always prefer the same brand						
.I plan to switch from my current brand to new brand						

.....**THANK YOU**.....