

# Brand consciousness among women for purchasing makeup products

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## **Abstract**

*Style-conscious women account for over two-thirds of total spending on women's apparel, accessories, and beauty. The style-conscious woman spends three times more than the average woman. Price is not her most important consideration. Her favourite brands cover all price points and she is willing to pay more to get exactly what she wants. A narrow band of style-conscious women account for the vast majority of US luxury sales. Retail therapy, for long, has been a space that women have occupied. And they aren't ready to move out, even as gender differences seem to blur in this day and age. Women still want their womanly shopping time, once a week or in some cases, every other day. These women spend disproportionately on luxury — a testament to the growing luxury brands space, and look for any reason to shop.*

**Keywords:** *women's apparel, price points, Retail therapy, gender differences, luxury.*

## **Introduction**

Retailers have much to celebrate as most of the women surveyed preferred vertical retailers when it came to beauty products. Luxury departmental stores came a close second. The opposite seems to have happened with apparel and accessories. Women prefer luxury departmental stores over all else. Not surprisingly, the retailer option that came second was online-only stores.

One reason is that they can afford it. Also, they love their timeless brands. Among luxury shoppers, around 60% are willing to pay for brands with a strong heritage of quality and craftsmanship, the study states. "She (the style-conscious woman) does a significant portion of her spending online, is active in social media and is an early adopter in mobile commerce, but her purchases have not yet been strongly influenced by social or mobile media", says the study.

Online-only retailers are also delivering in spaces that physical retailers sometime fail in. A majority of women have chosen online-only retailers as the ones who are convenient, offer a range of products and brands that are hard to find and high quality products. In all, they are delivering loyalty. But, not all style-conscious women behave the same way. There are six unique segments grouped in three categories established spenders, style at a price and utility shoppers. Established spenders are the shopaholics that everyone looks up to. The women who have the money and spend it too. Next come the 'style at a price' variety. Making up 26% of the surveyed sample, they represent a younger, less-wealthier crowd who try to stay in touch with fashion with whatever little money they have. And they love deals, even if the deal is on what they don't need. The last kind are the ones who have too much on their minds to care about style or fashion. They go for comfort over everything else and are usually an older part of the population.

At the end of the day, as we say it, price is not a woman's major consideration for a purchase. Her favourite brands fulfil her price needs automatically and she is willing to pay more to get exactly what she wants. After all, what a woman wants, she gets.

**Concept of Beauty and Beauty Products:** In today's world, buying behavior of customers has entirely changed. They have technical knowledge about products, having alternatives, availability, emerging services from manufacturers and ease of access. Women have an inherent love for beauty. The rapid economic growth, coupled with the huge development of cosmetics industry in contributes to the significant changes of cosmetics consumer behavior.

Cosmetics have become a routine tool to make women more presentable. Understanding behaviour of consumers is a key to the success of business. As a huge potential consumer group, understanding of their attitudes and buying behavior towards cosmetics seems to be necessary.

Successful brands live in the hearts and minds of the consumer. Brand consciousness is the new trend in the consumer market. Today's women are going for brands which involves big name, trendy looks and style. The market is now dominated by brands which the people in the earlier days would not have thought of because of the prices and their mind set.

Women are the most influential consumer group because they directly purchase or determine purchasing decisions for not less than 80 percent of all products sold. Women are multiple markets they buy for themselves, they buy for their families, in increasing numbers, and they buy for their business. She is the chief purchasing agent of the family.

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Amaldoss and Sanjay (2002) agreed with Ling (2009) that consumers do not just attempt to fulfill their inner impulse but also, „social needs such as prestige“. Any consumer retention strategy needs to include the antecedent variable (i.e. perception) to encourage repeat buying intentions and predict the appropriate behavior. The act of beautifying physical appearance not only becomes a distinct way to express one's image but also a pattern to show respect to other people (Choi, Kim, & Kim, 2007).

An increasing number of female college students started to show strong interest in enhancing their appearance through make-up (Huang, 2003). Tinne (2011) argued that “discount offer, various schemes, promotional activities, retail store offers, display of products, behaviour of sales persons, popularity of products, influence of reference groups, income level of customers and festival seasons,” are indisputable variables on consumer impulse buying behaviour. Many consumers use price as an indication of the quality of the brand which is an important factor in purchasing decision (Nilson, 1998; Kotler & Armstrong, 1989).

Quality of a beauty care product is the main feature which women consumer turns brand loyal. The high quality of the cosmetics helps to build the confidence of target customers and convince them to use them.

Customers tend to be concerned with the quality of makeup products before deciding to purchase them. Thus, cosmetic firms should concentrate on quality control measures including improving the products consistently so as to remain competitive.

Skin care products refer to all products used for cleansing, massaging, moisturizing etc. of the skin especially the face or hands. The aim of such products is to maintain the body in good condition and protect it from the harmful effects of the environment. Skin care products also fall into the general category of cosmetics. Skin care products include cleanness facial masks, toners, moisturizers, sunscreen, tanning sets and lotions, skin lighteners, serums and exfoliants.

**The Global skin care industry:** The skin care market consists of the retail sale of facial care, body care, sun care, hand care, depilatories and makeup remover products. The global markets consist of Africa and Middle East, Americas, Europe and Asia – Pacific.

The global skin care market generated total revenues of \$78.1 billion in 2011, representing a compound annual growth (CAGR) of 4.5% for the period spanning 2007-2011. Facial care sales proved to be the most lucrative for the global skin care market in 2011, generating total revenues \$50.1 billion equivalent to 64.1% of the market's overall value.

The body care segment accounts for a further 16.8% of the market sun care at 9.2%, Hand care at 5.9%, Depilatories at 2.0% and makeup remover at 1.9%. Market segmentation of the Global market Asia – Pacific accounts for 44% Europe at 33.7% of the global market, Americas at 20.4% and Africa and Middle East at 1.8%.

The market share of the leading companies of the world shows that L'Oreal S.A. is the leading player in the global skin care market generating a 12% of the market's value. Beiersdorf AG accounts for a further of 9.2% of the market share. Unilever at 7.3% and other companies at 71.5%.

**Indian Skincare Industry :** India's skincare market reportedly growing at 15-20% annually, the skincare market has witnessed tremendous growth in the last couple of years. With each passing year, range of beauty and skin care product is increasingly tremendously. The Indian skincare market was valued at INR 43,967 on (\$1,026.6m) in 2011 representing a CAGR of 9.3% between 2007 and 2011. The skincare market is divided into six categories: facial care, body care, depilatories, hand care, makeup remover and skin care. The market increased by INR 4,149.9m (\$96.9m) from 2010 to 2011, while the increase over the 2007-11 period was INR 15,722.1m (\$367.1m).

The facial care category accounted for 7.9% share of the skincare market in 2011 followed by body care and depilatories with market shares of 11.6% and 7.4% respectively. In 2011, the Indian skincare market totaled 329.7 million units, representing a CAGR of 9.3% between 2007 and 2011. The market increased by 30.2 million units between 2010 and 2011, while the increase between 2007 and 2011 was 118.1 million units. The leading brand of the Indian market is Fair & lovely with a brand share of 32.7% in 2011 followed by Veet with a Brand Share of 2.9%. In 2016, the Indian skincare market to be worth INR 89,650.2m (\$ 2,093.4m) with an expected CAGR of 12.8% between 2012 and 2016. This would entail a total increase of INR 40,507.8m (\$945.9m) over the 2012-16 periods. The facial care category is expected to account for 76.4% share of the skincare market in 2016, followed by body care and depilatories with market share of 8.3% and 8.2% respectively.

In India, fairness creams dominate the spaces with more than 45% of the share, followed by moisturizers at 22% Emami as poised to expand its fair and Handsome, while Unilever is having a major market. The major marketing characteristic observed is diversification and specification. For every specific or problem area, consumers want are specific product to treat the problem. Examples of diversification are Neck product, under eye products and so on.

The new launches for the year 2013 includes Garnier – The new white complete cream multifaction fairness and the product is launched by Oriflamme- Time Reversing skin genist range in anti aging product range.

Use of scrubs and peels is at high demand and usage in India. A high value growth was seen in facial cleaners in 2010-2011. Companies should also start working on the use of natural ingredients (herbal / Ayurvedic) in skincare products, since the consumers are shifting their focus on the benefits received from herbal / Ayurvedic skincare products.

Companies should search such unique ingredients which can create a point of differentiation by delivering effective promised effects. Example is Olay Total Effects which became game changing innovation with its trademarked vitamin complex, Vita Niacin which was a critical active ingredient in Olay Total Effects.

**Eco-friendly Skincare:** An emerging trend is observed in the Indian skincare market towards Eco-friendly Skincare products. Consumers are preferring products “free form” preservatives, ethoxylates, alkyl and alkylether sulfates etc. The new skincare segment emerging is Ayurvedic cosmetics. The consumers are more attracted towards ayurvedic skincare products. Many companies like Himalaya, Dabur India are working on these lines. A growing trend is observed regarding the use of natural ingredients.

Today, the companies are also using and looking for new natural ingredients in order to create a unique selling point. Many Brands, like L’Oreal, Christian Dior are working on these lines and lengths. The new concept has come into fashion is THE PRODUCT OF THE YEAR. It is a survey questionnaire to be filled by adult consumers. Regarding the products belonging to different categories in 2012, the product of the year in skin and body care categories was VLCC daily product Anti-Pollution lotion SPF15. Such a contest based on the consumer survey helps the companies to innovate the products and design their market strategies. The Indian skincare market forecast that is expected to grow at CAGR of 12.8% from 2012 to 2016. Facial care category is expected to account for 76.4% share of the skincare market in 2016, followed by body care and depilatories with market shares of 8.3% and 8.2% respectively.

Looking to the present scenario and emerging trends of the Indian skin care market, it can be analyzed that future of the Indian skin care market seems to be promising for the next five years. It is anticipated that consumer consciousness and changing needs coupled with the entry of international and national brands marking their presence will give thrust to the market. In addition, facial care segment will remain the most lucrative market in the forthcoming years.

**The Pricing and Consumerism Balance:** Lower prices do not really affect the purchasing decision. Evidence shows some consumer even failed to recall the purchase prices. (Bolton et. al. 2003) Most people understand the basic premise of supply and demand, and realize the impact these factors have on prices. However, according to Bobinski et al. (1996), consumers tend to purchase products during the discount period. It was reported that over 60 percent of US department store volume is sold at “sales” period. In general, lowering the price is a common method used by many companies. (Lee, 1993; Lee, 1998; Kim, 2001).

Majority of consumer respond to lower price and quality improvement and also design and packaging of container. Consumers responded to lower price, improve quality and sophisticated container design. Alston and Prince Roberts (1999) found, in their research on environmental strategy and new product development, that there was a willingness to pay slightly more for environmental improvement in cleaning products than to sacrifice product performance.

Environmental concern refers to an affective attribute that can represent a person’s worries, compassion, likes and dislikes about the environment (Yeung, 2005). As consumers have been recognizing the importance of protecting the environment, environmentalism has become a major issue in the marketplace (Brown, 1996; Kalafatis et al., 1999). Consumers are willing to pay higher price to purchase a products/ services that purport environmental friendly. Alston and Prince Roberts (1999) found, in their research on environmental strategy and new product development, that there was a willingness to pay slightly more for environmental improvement in cleaning products than to sacrifice product performance.

The awareness level among the Women Skincare Consumers is contributed by education, exposure to media and advertisements displaying the use of unique ingredients used in their products to create a unique selling point. Women buyers in the state of awareness, education level and media exposure have made women buyers quite conscious about what they are wearing or using on their skins.

As from the responses obtained from the buyers 66.80 % of Women Skincare Consumers are accepted that products should not have any side effects is first important factor that influenced to purchasing of skin care products.

Manufacturers of skincare products should lay emphasis on the Research Department. Since, the consumers are more conscious about the side effects caused by skincare products. A growing consciousness among consumers regarding the side effects caused by skincare products. Companies should strive hard to explore new natural ingredients which are safe and effective in their usage.

An inclination of the consumers towards natural ingredients should lead a path for the companies to prepare skincare products containing unique ingredients which can create a unique selling proposition for their products. Secondly, companies should launch skincare products which are scientifically and clinically tested, and approved by international panel of dermatologists.

**The Market for Luxury Brands:** The market for global luxury brands has been steadily expanding for more than a decade. In today’s marketplace, the luxury market is a significant business sector accessible to global consumers (Rosen 2008). China, Japan, and South Korea are currently among the highest consumer markets in Asia. The U.S. and EU luxury brand fashion markets are eager to expand their presence in these growing Asian markets by varying their activities with a balance of increased profits and minimal risk (Kyllo 2010).

The increased accessibility of luxury purchasing has been motivated by social and business factors (Silverstein and Fiske 2003). Luxury fashion brands signal social status and prestige (Barnett 2005). As brand names gradually become a part of public language (Friedman 1985), brand consciousness plays an increasingly important role in consumers' lives, especially for consumers in East Asian cultures, who perceive social status and prestige as important values (Hofstede 2001). With the increasing global accessibility of luxury brands, consumers are becoming more familiar with luxury brand names, something that naturally leads to increased brand consciousness. However, no one can assume that the consumption decisions of these global consumers are identical (Watchravesringkan 2008).

Brand consciousness concerns brands as signals of functional or symbolic value (Nelson and McLeod 2005). Consumers in collectivist cultures, such as those of Asian countries, tend to favor national or global brands more than consumers in more individualist cultures as in the West (Batra and Sinha 2000). Also, consumers in a collectivist culture such as Korea tend to have a higher public self-consciousness than consumers in an individualist culture such as the United States (Lee and Burns 1993).

## Conclusion

Consumers in collectivist cultures—in contrast to consumers in individualist cultures—consume luxury brand products to boost their social status (de Mooij and Hofstede 2002). All of these factors may lead consumers in collectivist cultures to have higher levels of brand consciousness, manifested in their global brand consumption. However, although these variables may be related to each other, there has been little research into the determinants of consumer brand consciousness, particularly among Asian consumers such as Koreans.

For successful luxury market expansion into Korea, global luxury brand retailers or marketers need to understand what kinds of variables impact young Korean consumers' purchasing of global luxury brands so that they can develop more effective luxury brand marketing strategies. The results of this study may help increase our understanding of young Korean consumers' cultural values and the influence this has on their consumption of luxury goods.

Thus, it is important to understand Korean consumers' personal values, such as collectivism or public self-consciousness, with regard to global luxury brands. Therefore, the purpose of this study is to examine the determinants of Korean consumers' brand consciousness, particularly as regards to global luxury brands.

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