



A COMPARATIVE STUDY ON BRAND AWARENESS OF CUSTOMERS TOWARDS COSMETIC BRANDS

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Abstract

Central aim of the present research work is to measure the brand awareness of customers towards cosmetic brands. In order to fulfill the objective, a total of 1124 cosmetic customers in the state of Kerala consisting of 574 customers of domestic brand and 550 customers of foreign brand were selected with the help of pretested structured questionnaire. Demographic features have significant influence on the awareness level of customers in both domestic and foreign brand. Hence in order to accomplish this objective the influence of five selected demographic factors have been examined in detail

Key Words: *Brand Awareness, Brand Loyalty.*

Introduction

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. Here are also several reasons for the increased demand for cosmetic products. With the introduction of satellite television and a wide array of television channels as well as the internet. 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.

Significance of the study

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.

Objective: Main objective of the research paper is to analyze the brand awareness of customers towards cosmetics brands.

Hypotheses

H₀₁: There is no gender wise difference between the customers of domestic and foreign brands of cosmetics with regard to brand awareness.

H₀₂: There is no area wise difference between the customers of domestic and foreign brands of cosmetics with regard to brand awareness.

H₀₃: There is no age wise difference between the customers of domestic and foreign brands of cosmetics with regard to brand awareness.

H₀₄: There is no education wise difference between customers of domestic and foreign brands of cosmetics with regard to brand awareness.

Demographic wise analysis

Demographic analysis of consumers will provide a clear picture about brand awareness level of consumers towards foreign and domestic brands of cosmetics. It is evident from the literature review demographic factors has significant role in determining brand awareness.



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Gender wise Comparison of Brand Awareness

Gender is an important independent variable with respect to brand awareness of consumers. An attempt has been made to check whether there is any significant difference between male and female consumers in respect to their awareness level towards cosmetics brands. The result of the analysis is shown in the table.

Table No. 1: Gender wise Comparison of Brand Awareness

Brand	Gender	N	Mean	Std. Deviation	t	P
DB	Male	236	24.3061	2.78124	3.477	0.000**
	Female	338	23.3203	3.72050		
FB	Male	294	25.9915	3.20637	5.733	0.000**
	Female	256	23.4734	3.06132		

Source: Primary Data

Significance at 0.01 levels

In the case of domestic brand, the mean score of brand awareness of male consumers is 24.31 with a standard deviation 2.8 which is greater than the mean score of brand awareness level of female consumers which is 23.32 with a standard deviation of 3.2. Situation is same in the case of foreign brand; the mean score of brand awareness level of male consumers is 25.99 with a standard deviation 3.2 which is greater than the mean score of brand awareness level of female consumers which is 23.47 with a standard deviation of 3.06. It is clear from the table, the difference is statistically significant at 0.01 level ((t=3.477,p<0.01-DB)(t=5.733,p <0.01-FB) . So the hypothesis that there is no significant difference between male female consumers with respect to brand awareness is rejected. Hence it can conclude that male consumers have more brand awareness than female consumers.

Area wise Comparison of Brand Awareness

Area is another important determinant of brand awareness of consumers. Here, an attempt has been made to know whether there is any significant difference in residential area of the consumers with respect to brand awareness level. It is shown in the table.

Table 2: Area wise Comparison of Brand Awareness

Brand	Area	N	Mean	Std. Deviation	t	p
DB	Rural	259	22.1690	3.57660	13.632	0.000
	Urban	315	24.9080	2.58092		
FB	Rural	213	22.3475	3.16272	10.41	0.000
	Urban	337	25.5365	2.43928		

Source: Primary Data

**Significance at 0.01 level



It is clear from the Table No 2, in case of both domestic and foreign brand, consumer who lives in urban area have greater brand awareness than consumer from rural area. In foreign brand, Mean score of brand awareness is 25.54 ($\sigma=2.44$) which is higher in case of urban area than mean score of brand awareness ($\mu=22.35$, $\sigma=3.16$) in rural area. This difference is statistically significant in both case (DB= $t=13.63$ at 0.01 significance and FB= $t=10.41$ at 0.01 significance).

Age wise Comparison of Brand Awareness

From the past studies, it is understood that age of the consumer has significant influence of brand awareness of cosmetic consumers. Here, an attempt has been made to check whether the age of the consumer has any significant difference in respect to brand awareness. It is illustrated in the following Table No 3.

Table 3: Age wise Comparison of Brand Awareness

Brand	Age	N	Mean	Std. Deviation	Std. Error	F	P
DB	18-25	192	25.1422	2.54377	.16958	22.564	0.000
	26-35	136	23.3571	3.26794	.29113		
	36-45	156	21.9911	3.69927	.34955		
	46-55	78	23.8228	3.07913	.34643		
	above 55	12	21.3750	2.50357	.88515		
FB	18-25	225	26.5990	2.56243	.18493	36.884	0.000
	26-35	126	23.0074	3.16812	.27166		
	36-45	112	22.4038	3.21845	.25768		
	46-55	79	25.5000	2.38910	.27051		
	above 55	8	25.3333	1.55700	.44947		

Source: Primary Data

**Significance at 0.01 level

From the Table No 3 it is clear that brand awareness is higher for consumer whose age Below 25 for both domestic brand ($\mu=25.1422$, $\sigma=2.54377$) and foreign brand ($\mu=26.5990$, $\sigma=2.56243$). Brand awareness is lower for consumer whose age between 36- 45 for foreign (and age above 55($\mu=22.4038$, $\sigma=3.21845$) in case of domestic brand ($\mu=21.9911$, $\sigma=3.69927$). This different is statistically significant at 0.01 levels. The result of One Way ANOVA shows that there is significant difference among the consumers of different age groups for both domestic and foreign brand. To examine this difference in detail Scheffe test for multiple comparisons is applied and it is shown in the following Table No 4.

Table 4: Post Hoc Test: Age wise Comparison of Brand Awareness

		Type of brand					
		DB			FB		
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	Mean Difference (I-J)	Std. Error	Sig.
18-25	26-35	1.78508**	.33994	.000	2.59161**	.32146	.000
	36-45	3.15115**	.35329	.000	3.19511*	.30916	.000
	46-55	1.31944*	.39953	.029	.09896	.38511	.999



	above 55	3.76722	1.09917	.020	.26563	.85345	.999
26-35	18-25	-1.78508*	.33994	.000	-2.59161*	.32146	.000
	36-45	1.36607*	.39675	.019	.60351	.33648	.523
	46-55	-.46564	.43843	.890	-2.49265*	.40738	.000
	above 55	1.98214	1.11390	.531	-2.32598	.86373	.125
36-45	18-25	-3.15115**	.35329	.000	-3.19511*	.30916	.000
	26-35	-1.36607*	.39675	.019	-.60351	.33648	.523
	46-55	-1.83171*	.44887	.002	-3.09615*	.39774	.000
	above 55	.61607	1.11804	.990	-2.92949*	.85923	.021
46-55	18-25	-1.31944*	.39953	.029	-.09896	.38511	.999
	26-35	.46564	.43843	.890	2.49265*	.40738	.000
	36-45	1.83171**	.44887	.002	3.09615*	.39774	.000
	above 55	2.44778	1.13351	.325	.16667	.88938	1.000
above 55	18-25	-3.76722*	1.09917	.020	-.26563	.85345	.999
	26-35	-1.98214	1.11390	.531	2.32598	.86373	.125
	36-45	-.61607	1.11804	.990	2.92949*	.85923	.021
	46-55	-2.44778	1.13351	.325	-.16667	.88938	1.000

Source: Primary Data

**Significance at 0.01 level

*Significance at 0.05 level

In the case of domestic brand , consumer whose age is between 18-25 is significantly differ from consumers whose age between 26-35, 36-45and 46-55 and consumer whose age is between 26-35 is significantly differ from consumers whose age between 36-45. It is also found that there is significant difference among the consumer whose age is between 36-45 years with the consumer whose age is between 46-55 years. But in case of foreign brand , consumer whose age is between 18-25 is significantly differ from consumers whose age between 26-35 and 36-45 and consumer whose age is between 26-35 is significantly differ from consumers whose age between 46-55. The result of Post Hoc also shows that there is significant difference among the consumer whose age is between 36-45 with the consumer whose age is between 46-55 and age above 55.

Education wise Comparison of Brand Awareness

Brand awareness level of consumers on the basis of educational qualification is compared and it shown in Table No 5.

Table 5: Education wise Comparison of Brand Awareness

Brand	Education	N	Mean	Std. Deviation	Std. Error	F	p
DB	SSLC	31	22.2273	4.29764	.91626	7.405	0.000
	Plus Two/Pre Degree	115	22.5538	3.41427	.42349		
	Graduate	179	23.7401	3.00417	.19939		
	PG	114	24.8571	3.02801	.26256		
	Professional Degree	135	23.9417	3.48618	.34350		



FB	SSLC	22	21.7419	4.23452	.76054	10.258	0.000
	Plus Two/Pre Degree	65	23.4000	2.95522	.27558		
	Graduate	227	23.8659	3.18598	.23813		
	PG	133	24.7018	3.07985	.28845		
	Professional Degree	103	25.0296	2.84668	.24500		

Source: Primary Data

**Significance at 0.01 levels

*Significance at 0.05 levels

It is clear from the table that, PG qualified consumers ($\mu=24.8571$, $\sigma=3.02801$) have more brand awareness in the case of domestic Brand. But it is shown differently in case of foreign brand and professionally qualified consumers ($\mu=25.0296$, $\sigma=2.84668$) have more brand awareness. It is also found that SSLC qualified consumers ($\mu=22.2273$, $\sigma=4.29764$) have less brand awareness in the case of domestic Brand. But it is shown similar in case of foreign brand; SSLC qualified consumers ($\mu=21.7419$, $\sigma=4.23452$) have less brand awareness. This difference is statistically significant. This result shows that there is significant difference among the consumers of different age group with regard to brand awareness. Hence to test this difference in detail, Scheffe test for multiple comparisons is applied and it is depicts in the following Table No 6.

Table 6: Post Hoc Test: Education wise Comparison of Brand Awareness

(I) Education	(J) Education	Type of Brand					
		DB			FB		
		Mean Difference (I-J)	Std. Error	Sig.	Mean Difference (I-J)	Std. Error	Sig.
SSLC	Plus Two/Pre Degree	-.32657	.79231	.997	-1.65806	.62906	.140
	Graduate	-1.51282**	.71727	.0350	-2.12399*	.60472	.016
	PG	-2.62987*	.73932	.014	-2.95982*	.62965	.000
	Professional Degree	-1.71447*	.75445	.0272	-3.28769*	.61909	.000
Plus Two/ Pre Degree	SSLC	.32657	.79231	.997	1.65806	.62906	.140
	Graduate	-1.18624	.45189	.143	-.46592	.37149	.814
	PG	-2.30330*	.48613	.000	-1.30175*	.41083	.041
	professional degree	-1.38790**	.50884	.0116	-1.62963*	.39446	.002
Graduate	SSLC	1.51282**	.71727	.0350	2.12399*	.60472	.016
	Plus Two/Pre Degree	1.18624	.45189	.143	.46592	.37149	.814
	PG	-1.11705*	.35077	.039	-.83583	.37248	.285
	Professional Degree	-.20166	.38162	.991	-1.16371*	.35434	.030
PG	SSLC	2.62987*	.73932	.014	2.95982*	.62965	.000



	Plus Two/Pre Degree	2.30330*	.48613	.000	1.30175*	.41083	.041
	Graduate	1.11705*	.35077	.039	.83583	.37248	.285
	professional degree	.91540	.42162	.319	-.32788	.39539	.953
Professional Degree	SSLC	1.71447*	.75445	.0272	3.28769*	.61909	.000
	Plus Two/Pre Degree	1.38790**	.50884	.0116	1.62963*	.39446	.002
	Graduate	.20166	.38162	.991	1.16371*	.35434	.030
	PG	-.91540	.42162	.319	.32788	.39539	.953

Source: Primary Data

**Significance at 0.01 level

*Significance at 0.05 level

From the Table No 6 it is clear that , in case of both domestic brand foreign brand, SSLC qualified consumers are significantly differs from consumers who have Graduate, PG and professional degree qualifications and plus two qualified consumers are significantly differs from PG and professional degree . It is also found that in case of domestic brand graduate consumer are significantly differ from PG qualified consumers with regard to brand awareness.

Conclusion

Brand awareness 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. From the results it can be conclude that demographic factors have significant influence on brand awareness of customers.

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