"THE ROLE OF BRANDS IN THE ADVERTISING OF BEAUTY PRODUCTS"

By

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DECLARATION

I ...ZWELAKHE ERICK CEBISA, Registration Number. 9402101..., hereby declare that this thesis is my own original work, that all assistance and sources of information have been acknowledged, and that it has not been submitted in part or full for any other degrees or at any other university.

....

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In memory of my late father and grandmother.

ABSTRACT

This research investigates the role of brands in the advertising of beauty products. This study was conducted at tertiary institutions in the Durban Metropolitan Area. Since, students are believed to constitute a large market for consumer goods, especially beauty products, the study also seeks to determine consumption patterns and preferences of brands of beauty products by students at tertiary institutions.

Using a survey-based study, the results of the survey highlights the importance of the branding of beauty products in promoting sales, loyalty and preference for various brands. The findings suggest that marketers' should continue to provide information to consumers about their beauty products, so that their benefits and functions are constantly emphasized, without exaggerating the claims of the brands. It has also emerged that detailed instructions on the use of beauty products and the frequency of their use be clearly indicated on their labels.

This study has also revealed that brands of beauty products entrench the image of the company through its truthful advertising.

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Chapter 1

Overview of the study

1.1 Introduction

Companies in South Africa and internationally are competing on the basis of brands, among others. Companies also spend millions of rands to target audiences in the hope that they will buy the product or use the services advertised. The fundamental purpose of this thesis is to investigate the role that brands play in the advertising of beauty products. Tertiary students are responsible for the purchase of a substantial amount of fast moving consumer goods and services. Hence, students constitute a large market for consumer goods. Therefore, the study seeks to determine consumption patterns and preferences of brands of beauty products by students at tertiary institutions.

There are various brands of beauty products in the market. Hence, there is a compelling need for the marketers of beauty products to manage their brands more effectively. From the consumer's point of view also, there is a need for this study, because the brand itself is a psychological concept which needs to be explored further. Russell (1999:77) notes that customers purchase products of a particular brand by placing their trust in the defined quality, the brand promises, as well as its refined design and performance, using the cues that spring from the cumulative brand image they have acquired.

Kotler (1999:36) notes that companies define a certain value for their own brands, give concrete form to its value in a product, and clearly inform customers about the product through media communication such as logos and television commercials. An image of the brand gradually takes shape with the customer's imagination. Furthermore, customers who are satisfied with the product and the

services develop a positive feeling toward the brand, request the brand specifically and become repeat buyers. The salient aspects to be discussed in this chapter include, inter alia, the motivation for the study, the research problem, research objectives, key questions of this study, research design, limitations, the structure of the present study, ethical considerations and conclusion.

1.2 The motivation for the study

The student population, which constitutes a significant proportion of the South African consumer market, has been given little attention as a meaningful market segment. Since students are at a formative stage of brand preference, research into their consumption behaviour will provide valuable insights into the marketing strategies required to serve this market. There are many factors that have encouraged the researcher to undertake this study, namely: the reason for the predominance of women in the market for beauty products; which brands are preferred by students at tertiary institutions and why, and whether there is a difference in consumption patterns between urban and rural students for beauty products.

1.3 The research problem

Brand, according to Shultz and Shultz (2004:14), is something that both the buyer and the seller identify with the creation of value for both parties. Moreover, a brand is technically a legal entity that can be bought and sold and resold. While the brand is expected to contribute to the profits of the organization, the exact contribution cannot be easily computed.

Hence the problem statement is:

Whether the advertising of the various brands of beauty products contributes to the purchase decisions of students at tertiary institutions.

1.4 Research Objectives

The objectives of this study are to:

1   Investigate the role that advertising plays in the purchase of branded beauty products by students;

2   Investigate the students' awareness of the various brands of beauty products;

3   Ascertain students' preference for the various brands of beauty products;

4   Determine the sources of information about various brands;

5   Investigate students' perceptions about the honesty of the advertising claims of the various brands;

6   Investigate students' reactions to dissatisfactions experienced with the products; and

7   Determine students' perceptions about the effectiveness and the price of beauty products.

Having stated the objectives, it is necessary to articulate the key questions that need to be researched.

1.5 Key questions of this study

The key questions for this study are the following:

1 What role does advertising play in the purchase of branded beauty products by students?

2 To what extent are students aware of the various brands of beauty products?

3 Which brands of beauty products do students prefer?

4 From which media sources do students derive their information on the various brands?

5 Do students believe in the honesty of the claims made in the advertisements of beauty products?

6 How do students react to dissatisfactions that they experience with beauty products?

7 How do students perceive the effectiveness of beauty products in relation to the price?

To attempt to answer these questions, the following research design will be implemented.

1.6 Research design

The research design employed in this study undertakes an assessment of the literature review of books, journals, internet, newspapers and other relevant materials. Secondly, an empirical study was undertaken among a targeted sample of 100 students from four campuses of University of KwaZulu-Natal, as well as Durban University of Technology, Mangosuthu Technikon,

University of South Africa, and ICESA Technical College. The personal interview method with the aid of questionnaires was used for data collection. The SPSS and Ms Excel programmes were used to analyse and interpret the data.

1.7 Limitations

Although males are increasingly using beauty products, only female students studying at KwaZulu-Natal tertiary institutions were chosen as a sample. The sample was drawn from the following institutions, namely, University of KwaZulu-Natal, University of South Africa, Durban University of Technology, ICESA and Mangosuthu Technikon. Therefore, one cannot generalize the results of this investigation to consumers in general.

1.8 The structure of the present study

The study is divided into six chapters. Chapter one presents an overview of the research project. Chapter two concentrates on the theoretical framework. It covers the importance of brands, the functions of brands, brand loyalty, brand position, the role of brands in the product life cycle and brand strategies, and it also covers the personal factors such as customers' perceptions about brands of beauty products. Chapter three concentrates on the literature review, and covers the brand advertising and functions of advertising. Chapter four outlines the research methodology, including the sampling techniques, sample size, sampling frame, sampling unit, statistical tests and the pilot survey. Chapter five provides a comprehensive analysis and interpretation of the results obtained from the field work. Chapter six focuses on the conclusions and discussions of this study

and provides recommendations for future research based on the findings of this research project.

1.9 Ethical Considerations

Boyce (2005:561) notes that ethics is about the moral standards that researchers maintain, or that researchers should maintain, in our relationships with other people. It is further said that ethics involves such concepts as being truthful, honest, trustworthy and open, and it is about people's right to privacy, as well as about safety, fairness and having respect for peoples' concerns. Babbie (2001:472) further notes that a research project guarantees confidentiality when the researcher can identify a given persons' responses but essentially promises not to do so publicly. In this study, respondents were assured that the study was done as a university project and no profit generated by the researcher. Moreover, this research study had no political motives. The respondents were also guaranteed that their responses will remain anonymous and confidential.

1.10 Conclusion

This chapter provides an overview of the main objectives to be explored. The next chapter will focus on issues relating to branding of beauty products.

Chapter 2

Branding

2.1 Introduction

This chapter will focus on the importance of branding, benefits and reasons for branding, functions of brands, and the influence of brands on personal factors (product preference, brand personality, brand perception), role of brands on the product-life cycle, as a precursor to understanding the significance of branding of beauty products.

2.2 Origin of brands

The first brands were developed by industrial concerns over 100 years ago to wrest control of sales of products from retailers (www.brand.com). It is said that brands originated in the field of consumer goods. Today, the concept has spread to a far wider range of "purchasable" service brands.

A brand is defined as a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence. "Value" has different interpretations: from a marketing or consumer perspective it is "the promise and delivery of an experience"; from a business perspective it is "the security of future earnings", from a legal perspective it is "a separable piece of

intellectual property". Brands offer customers a means to choose and enable recognition within cluttered markets (www.brandchannel.com).

2.3 Importance of branding

Arens and Bovee (1994:158) note that the fundamental differentiating device for all products is the brand, that is, the combination of name, words, symbols or design that identifies the products and their source and differentiate them from competitive products. Without brands, consumers could not tell one product from another, and advertising then would be nearly impossible. The brand needs to be determined before the product can be advertised.

Schultz and Schultz (2004:14) note that brand sometimes is a way of life or culture. It is further said that brand can be a product, a service, a person, a thing, an idea, a process, a country, an organization and almost anything. Therefore, a brand is something that both the buyer and seller can identify, and for which some type of exchange agreement results in the creation of value for both parties. Crainer and Dearlove (2003:14) argue that the problem with traditional definitions of brands, is that they remain pre-occupied with the physical product. It is further said that the product comes first, and the brand does little more than make it clear which company made the product and where.

Brands make it easy for consumers to identify products or services. Brands also assure purchasers that they are getting comparable quality when they reorder. For sellers, brands are something that can be advertised and that will be recognized when displayed on shelves in a store. Branding also helps sellers to control their market, because buyers will not confuse one branded product with another. Branding reduces price comparisons, because it is difficult to compare prices on two items with different brands (Arens and Bovee, 1994:158)

As products proliferate, the role of branding takes on an added significance. For consumers, brands offer instant recognition and identification. More importantly, brands also promise consistent, reliable standards of quality, taste, size, durability or even psychological satisfaction. These characteristics add to the product for both the consumer and the manufacturer. Brands are built on the differences in images, meanings, and associations (Arens, and Bovee, 1994:159).

It is up to the manufacturers to differentiate their products clearly and to deliver value competitively. The product must be perceived to be better, or get clothes cleaner, or be packaged in a more environmentally friendly container. Advertising for an established brand, particularly a well-differentiated one, is much more effective if it exploits the brand's positioning. Ideally, when consumers see a brand on the shelf, they instantly comprehend the brand's promise and have confidence in its quality. Consumers must be familiar with

and believe in the brand's promise which translates into effectiveness of advertising (Russel and Arens, 1998:32). For example Johnson's healthy skin is a brand promise. It is important for advertisers to feature people with healthy skin. In that way, brand promise can be translated into effectiveness of advertising.

Products are concrete objects. Brands, on the other hand, represent attitudes and feelings about products. Branding allows companies to favourably position themselves and their products by creating unique identities. Brand identity is increasing in importance as companies try to differentiate their products in fields that have become increasingly crowded. Russel and Arens (1998:32) point out that advertising exists because of brands. Brands allow a consumer to buy a product with the assurance of consistency from one purchase to another.

Without brand identification, advertising could serve only a limited function in promoting generic goods. The importance of brand image is so important that most companies see brand enhancement as the primary role of their advertising strategy. In many respects, consumers' opinions of specific brands create product value. Due to the historic value of brands, a recent trend toward the purchase of store brands has many major companies concerned about the future value of their own brands (Russel and Arens, 1998:32).

Boone and Kurtz (1992:344) draw the following comparisons between brand, brand name, brand mark and trade mark, respectively. A brand is a name, sign, term, symbol or some combination used to identify the products of one firm and differentiate them from competitive offerings. According to the American Marketing Association, a brand name is a part of the brand consisting of words or letters that comprise a name used to identify and distinguish the firm's offerings from competitors. A brand name is, therefore, the part of the brand that can be vocalized. A brand mark is a symbol or pictorial design. It is that part of the brand that cannot be vocalized. A trade mark is the part of the brand that has been given legal protection exclusive to its owner. For instance, Designer Notes, Avon and Revlon, Johnson's and Johnson's have different trade marks. For a company to enjoy legal protection, a trade mark must be registered.

2.4 Types of Brands

It is of utmost importance to look at different types of brands and their role in marketing. Firstly, a product is one of four elements of the marketing mix. There is also a product mix, which includes brand, label, sign, mark and package. This mix is what most people think of when they think of a 'brand' (Crainer and Dearlove, 2003:19).

The second type refers to service brands, which are an example of intangible services. Service brands are brands where the brand is predominantly perceived through the service that is associated with it rather than the material things to which the brand symbols are attached. In the case of beauty products, Shield deodorant is the product brand. In case of service brands, protection is expected. Virgin Airlines for example is a service brand (Crainer and Dearlove 2003:19). Service brands also deserve special attention, because consumers expect to derive some benefits from certain products. For example, Tetmosol Soap is advertised as a soap which clears and protects skin from rashes and irritation. Consumers tend to associate the brand with the service it is expected to deliver.

The third type refers to personal brands, for example, an individual as a brand. Personal brands encompass a range of personalities from sport stars (for example Lucas Hadebe, Zinedine Zidane, Michael Johnson, Doctor Khumalo) and through to pop music (such as Britney Spears) to business gurus and other celebrities. One of the chief disadvantages of personal brands is when the person, associated with the brand, commits a crime. It is viewed as being unacceptable by the community. Such a crime can cause irreparable damage to the brand.

The fourth type refers to organizational brands, for example, the corporate brand, charities, and political parties. Increasingly, the brand transcends the product/service and is subsumed into the organization. It is said that the

organization is the brand and the brand, becomes an integral part of the strategic planning process. For example, Unilever and Avon have all taken the concept of the brand to the core of the corporation (Crainer and Dearlove 2003:19).

The fifth type refers to event brands, for example, concerts, tournaments and races. These are events, usually sports or arts, that have taken on a life of their own and are promoted as stand-alone brands. An example of events' brands includes Sunsilk beauty contests and Lux Competitions. The primary aim of event brands is to promote the brand during that event (Crainer and Dearlove, 2003:19).

The final type refers to geographical brands, for example, countries, cities, resorts. It is said that the growth of the tourism and leisure industry and world travel, in general, has provoked the branding of locations. Carainer and Dearlove (2003) note that branding is no longer limited to products, for example, tourism industry. The only aspect that is being marketed in tourism is the attraction. For example, to market South Africa, the slogan "proudly South African" is used in the country's flag. There was a time when Woolworths was using South African flag sticker on the products. Brands were marketed using the country's flag.

2.5 Reasons for branding

A manufacturer engages in branding for several reasons. It should be noted that one of the company's objectives is to achieve repeat purchases. Therefore, branding presents the company with an opportunity to develop a favourable relationship with consumers. The manufacturer hopes that the relationship will result in a high market share and increased profitability. If consumers demand the product, the manufacturer can exercise more control over its price and distribution (Busch & Houston, 1985:360).

Busch & Houston (1985:359) point out that branding is also helpful to the consumer. A familiar brand name represents a number of important product attributes, and it enables the consumer to make a decision with minimum effort. For instance, the attributes of Bio-Oil include removing scars and stretch marks. Consumers spend minimum effort in making decisions about purchasing familiar brands. Manufacturers, who brand their products, are concerned that their brand names represent a certain standard of quality and consistency. A brand may give the consumer confidence and satisfaction in owning a well-known and high quality product. For example, an advertisement for an underarm deodorant impresses upon consumers that if they use this deodorant, a twenty-four hour protection is guaranteed.

2.6 Brand stages

The first stage is trust. Brands give customers the confidence that the product or service will deliver on its promise. For example, the underarm deodorant ensures hygiene and protection against embarrassment. Most advertisements emphasize protection and confidence when advertising deodorants. Beauty products, on the other hand, place more emphasis on appearance. Another appeal is emotion. To differentiate themselves, brands often appeal to emotions of the customer while brands are a company's strongest asset. It is widely acknowledged that to sustain brands in future, they must be made more relevant and meaningful to customers (Gad, 2000:25).

The importance of branding was originally about providing a product or service with a seal of quality and differentiating one brand from another on the basis of its superior quality. Beauty products commercials, for example, emphasize how one would be guaranteed softer than soft skin. Further, brands attempt to appeal to the emotional aspect of the customers. For instance, Black like me Lite Braid Spray, is regarded as a deep penetrating treatment. Therefore, without this spray, hair cannot be healthy. This technique is an attempt to make the product appeal to the emotional aspect of the consumers.

Successful brands are as much about perception as quality of offering. Gad (2000:24) points out that tests have shown that simply telling people that a product is made by a well-known company can make it seem to smell better than the one made by a less well-regarded competitor. Gad (2000:24) further points out that customer are becoming more knowledgeable. Consumers recognize artificial messages and they know when they are aware of the sale of a product that does not provide value for money. This shift in consumer mentality is regarded as a wake-up call.

The second stage is customer loyalty. It is very important to maintain customer loyalty (Wright, 2006:414). Customers are deserting brands that seem unrealistic. Consequently, brands that portray unrealistic lifestyles, need to smarten up and become more real. For example, exaggerated brand advertisements should be avoided. One cannot expect beauty products to do miracles such as removing wrinkles from old people or remove stubborn marks within three weeks. To gain the customer loyalty, it is then important for marketers of beauty products to be realistic.

The third stage in branding is reality. Many brands now engage at an emotional level. Brands have to be relevant to real people and real life events, or they will die. One relevant example is body firming washes. Gad (2000:25) points out that one way to make brands resonate more is to use real people. In mid 2004, the

brand received much publicity when it asked real women to strip down to their underwear to advertise the body firming wash.

The foregoing campaign strikes a chord with customers who are tired of brands that use overly inspirational ideals that are impossible to achieve. Customers are not motivated to buy a product or service as a result of being offered these ideals any more, and are feeling increasingly disconnected from the artificial, idealistic world suggested by many brands. Shepard (2004:52) points out that using real people could be a key way for brands to leverage themselves in today's overcrowded marketplace, where branded and own brand goods struggle for attention.

Another brand stage is reality and perception. Perception equals reality in the creation of an image. It is very important for the brand to create the intended impression using real people, for example, Khanyisile Dhlomo was used in the soap advertisement. People bought the product because it was associated with a person who won the beauty contest. Customers still buy the product because they think, rightly or wrongly, that it will help them in making them look beautiful.

Marketers must decide how real branding can be used to differentiate brands which are currently competing for the same emotional space. It is only another

state in the 'arms race' of fighting for attention. If everyone starts to compete on the same ground, we will be back where we started. Marketers, who want to gain an edge, use this idea to leverage truly powerful brands that deliver on their promise. Brands also have a true connection with customers and deliver value to shareholders (Shepard, 2004:52).

2.7 Functions of Brands

Brands serve various functions for consumers. Figure 2.1 represents functions of brands. The main function of brands is to make a distinction. Branding provides some benefits for buyers and sellers.
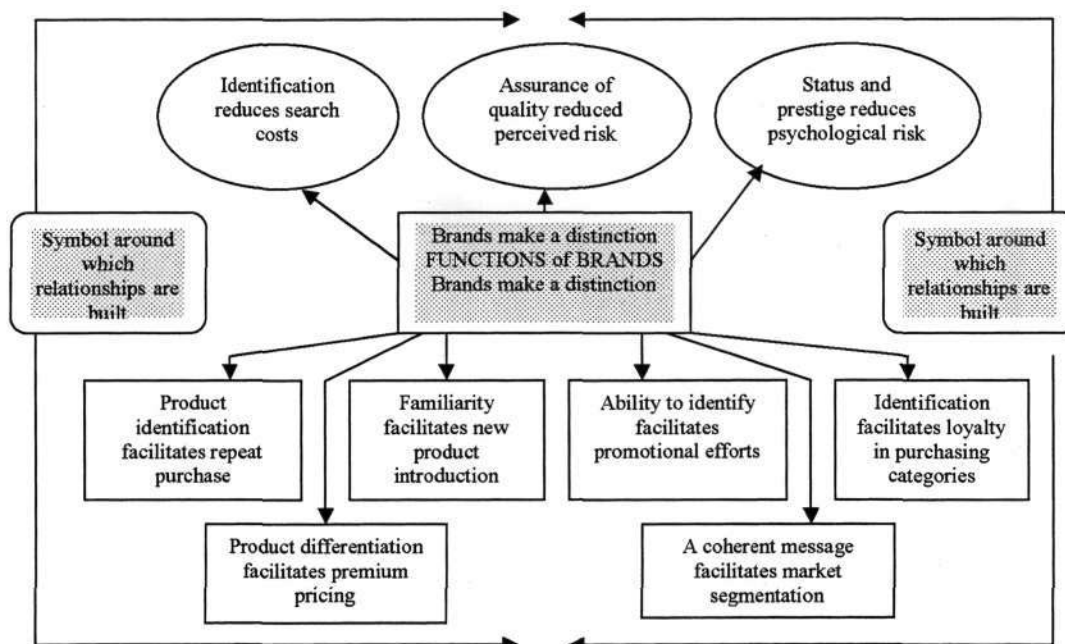
Figure: 2.1   **Functions of brands**   (Pitt 1998:95)

Pitt (1998:95) states that the essential function of branding is to create differences between entities with a similar potential for need satisfaction. From this primary distinction, a series of utilities or benefits emerge for both buyers and sellers. Branding provides some benefits for buyers and sellers. For buyers, brands effectively perform the function of reduction. Strydom, Cant and Jooste (2004:206) argue that it has been proven that brand plays a key role in helping consumers by identifying specific products, thereby reducing search costs. It would be impossible for consumers to know which toothpaste or perfume to purchase without the help of a brand. Buyers can be assured of quality by particular brands, which can subsequently be extended to new products, thereby reducing the buyer's perceived risk.

The buyer receives certain psychological rewards by purchasing brands which symbolize status and prestige, thereby reducing the social and psychological risks associated with owning the 'wrong' product. Brands also reduce the consumer's post purchase regret known as cognitive dissonance, for example, using celebrities when advertising brands of beauty products, such Doctor Khumalo and Naomi Campbell. If the brand symbolizes status, like featuring celebrities, post purchase regret may be limited (Pitt, 1998:95).

For sellers, brands perform the function of facilitation, that is, they ease certain tasks which the sellers have to perform. Brands enable the customer to identify

and re-identify products, thereby facilitating the repeat purchases on which the seller relies to enhance corporate financial performance. Brands also facilitate the introduction of new products. Wright (2006:432) further notes that well known brands, its function, both real and symbolic, can be immediately recognized. If the existing product carries familiar brands, customers will generally be more willing to try a new product of an appropriate type if it carries the familiar brand. For example, consumers who are familiar with Charlie Red and are loyal to that brand, will not find it difficult switching from Charlie Red to Charlie Gold.

Pitt (1998:95) further notes that brands facilitate promotional efforts by giving something to identify, and provide a name on which to focus. Brands facilitate premium pricing by creating a basic level of differentiation which should preclude the product from becoming a commodity. Brands facilitate market segmentation by enabling the marketer to communicate a coherent message to the target customer group, effectively telling them for whom the product brand is intended, and just as importantly, for whom it is not intended. Most advertisements of beauty products feature women, for example, skin lotion and perfume such as Ambi Skin care "a moisturizer that goes beyond nourishing to give you smooth even toned skin". The advertisement of this beauty product features young African, White, Indian and Coloured women. Clearly, this advertisement shows that the target consumer group is women.

Overall, brands perform a fundamental function in bringing buyers and sellers together. For buyers and sellers alike, brands accomplish the unifying role of acting as symbols around which both parties can establish a relationship, thereby creating a focus of identify.

2.8 Benefits of branding

Wright (2006: 431) notes that brands have become an inextricable part of many people's lives and the benefit of branding on both a national and global scale cannot be underestimated. Further, manufacturers have long since recognized the benefits that can accrue to the customer, to the retailer and to their own company by putting some kind of recognizable name or mark on their products. Over time, through communications, advertising, use and word of mouth, the brand, its logo, colours and personality become the driving force of consumer loyalty repelling competition and satisfying rational and emotional benefits that can be passed from one generation to the next.

Pride & Ferrel (1985: 156) state that branding can provide benefits to both buyers and sellers. Brands do play a crucial role in identifying specific products that they like and do not like, which, in turn, facilitate the purchase of items that satisfy individual needs. Without brands, product selection would be rather random, since buyers could be assured that their purchase was the preferred

item. A brand plays a major role in assisting buyers when it comes to evaluating the quality of products, especially when a person lacks the ability to judge a product's characteristics. A brand symbolizes a certain quality level to a purchaser and the person, in turn, allows that perception of quality to represent the quality of the item.

Pride and Ferrel (1985:156) note that another benefit of a brand is the psychological reward that comes from owning a brand that symbolizes status. Certain brands of perfumes and watches, for example, fall into this category. Sellers can also benefit from branding because each firm's brands identify its products, which facilitate repeat purchasing by consumers. To the extent that buyers become loyal to a specific brand, the firm's market share for that brand achieves certain stability. A stable market share allows a firm to use its resources more efficiently. Finally, branding facilitates promotional efforts because the promotion of each branded product indirectly promotes all other products that are branded similarly. Promotion of Charlie Red can indirectly promote Charlie Gold.

2.9 Brand loyalty

Arens and Bovee (1994:122) note that a major objective of many advertisers is to produce a phenomenon known as brand loyalty, a direct result of the habit of repurchasing. Brand loyalty is the consumer's conscious or unconscious decision expressed through intention or behaviour to repurchase a brand continually. This decision occurs because the consumer perceives that the brand offers the right product features such as image, quality or relationship at the right price.

In the quest for brand loyalty, advertisers have three aims related to habits. The first aim is to break the habit by getting consumers to unlearn the existing purchase habit, that is, to stop buying a habitual brand and try a new one. Advertisers frequently offer incentives to lure customers away from old brands or stores. The second aim is to acquire habits by helping consumers to learn to repurchase their brand or repatronize their establishment (Arens and Bovee, 1994:122).

The third aim reinforces habits to remind current customers of the value of their original purchase and encourage them to continue purchasing. Many magazines, for example, offer special rates for regular subscribers. Developing loyalty is a long-term objective of all marketers. Ironically, though, achieving brand loyalty is more difficult due to consumers' increased sophistication and to the legions of

habit-breaking and demarketing activities of competitive advertisers (Arens and Bovee, 1994:122).

Bovee and Thill (1992:259) further note that a brand is used by a manufacturer/marketer to distinguish his/her products from those of competitors. However, a brand involves far more than just providing identification. In some cases a brand might be the most valuable asset that an organsation can own. Pillay (2000:25) notes that a brand can facilitate decision-making and satisfied consumers may very well engage in a positive word of mouth communication in favour of a brand. If a company has more than one brand, different marketing strategies can be developed to best suit each brand. In addition, certain brands allow for premium pricing. A further benefit of brands is that they simplify the shopping experience for the consumer. Wright (2006:432) notes that brands save time by not having to personally seek out and test variables and unknown quality levels. For example, customers who are loyal to Avro Shlain beauty products, spend less time than customers who are looking for any beauty products.

According to Wansink and Ray (1996:31), advertisements which involve situational comparisons have a positive effect on mature brand usage in a new situation. Closely tied with this research is an argument proposed by Kohli and LaBahn (1997:637) who suggest that it is the belief of many marketing managers

that well-respected brand names have the ability to succeed without any support from advertising. In addition, these managers are also of the opinion that brand names are even more successful than product packaging in promoting sales and trial usage. Etzel (1997:244) states that, even though branding has some distinct advantages for both marketers and consumers, some companies choose not to brand their products. Pillay (2000:25) notes that the aforementioned authors identified three reasons for marketers not wanting to brand their products. Firstly, promoting a brand can be a very costly exercise in terms of money, time and effort. Secondly, some products cannot be physically differentiated (fruit and vegetables, cotton and nuts and bolts they are graded) from those products of competitors and as a result branding is not a viable option. In the case of beauty products, branding is a viable option since the quality, its functions, services, and smell make consumers differentiate it from those of competitors. Thirdly, consumers usually associate a certain level of quality with a particular brand and are certainly not pleased if this level of quality is below what is normally expected. Kotler and Armstrong (1991:260) agree with Etzel et al. (1997:244) in making the following comment, "manufactures often find it easier and less expensive to simply make the product and then grant permission to others to engage in branding".

Kotler and Armstrong (1991:260) note that "good brands can improve the company's image-speeding acceptance of new products marketed under the same name". For example, Far Away perfume is an Avon product which meets customers' expectations, and accords a favorable image to Avon. Should Avon manufacture and market a new product, it is likely that the new product will be easily accepted by consumers, because of the image that Avon has earned. McCarthy and Perreault (1993:272) note that the majority of new products introduced in recent years have followed the approach of extending a successful brand name.

Sinclair and Barenblatt (1993:93) suggest that brand loyalty is the repetitive purchasing of a brand by buyers who are committed to that brand. However, Dommermuth (1989:75) suggests that a more accurate term for brand loyalty is 'brand cluster'. For example, a consumer may include more than three different brands in a high preference set. It is important to note that where loyalty exists to a cluster of brands, each brand has an equal chance of being selected on a shopping visit and any relationship which exists between the purchase intention and the purchase decision can be considered to be probabilistic.

Pillay (2000:25) notes that certain products command intense brand loyalty from consumers. For example, Coca-Cola, which is regarded as the world's premier brand, is estimated to have a value of approximately $ 65.3 billion according to a

brand valuation formula developed by Inter Brand (Sunday times, 27 July 2007).

A possible explanation for the success of Coca-Cola could be embedded in the argument on brand equity proposed by Dyson, Farr, and Hollis (1996:9): who state that brands must create an active presence in the market. Successful brands are distinguished from the competition because they are seen as active and dynamic beyond their stature in the market. The same applies to brands of beauty products, brands should demand intense brand loyalty from consumers.

McCarthy (1999:273) points out that brand loyalty includes the following stages: brand rejection, brand non-recognition, brand preference and brand insistence. The need to establish brand insistence is continually increasing in importance as the world-wide trend is continually shifting towards that of supply-dominated economies, which are combined with increasing trade across national borders and markets that were previously not open to free trade. Agres and Dubitsky (1996:21) argue that these types of conditions will require that marketers create and leverage the power of the brand to realize anything more than commodity margins. Consumers have learnt to become loyal to particular brands because they have delivered product benefits successfully and manufacturers have created stable relationships with consumers who bought their products.

Figure: 2.2. shows that brands create a lasting and meaningful relationship between the manufacturer and consumer. Brands play a central role in positioning the viability and sustainability of marketers and manufactures.

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│    Manufacturer     │
└─────────────────────┘
           ▲
           │
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│       Brand         │
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│      Consumer       │
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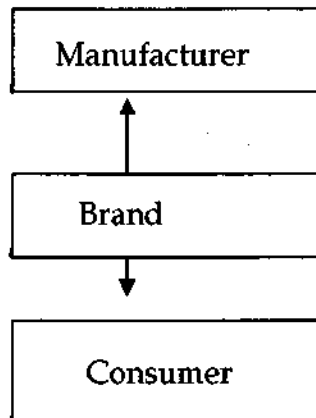
Figure. 2.2 : **Brand relationship between manufacturer and consumer** Weilbacher (1993:91)

There are alternative viewpoints about brand loyalty and its nature. On the one hand, marketers believe, almost as an article of faith, that brand loyalty is a permanent condition in most package good markets. The reality and pervasiveness of brand loyalty in the market place is suggested in this typical view. Brand loyalty is not a matter of 'what did you do for me today, but stems from a kaleidoscope of impressions and experiences, from (product) form as well as function. Advertising reinforces these impressions to solidify the consumer base, convert infrequent users into frequent ones, and turn frequent users into single brand loyalists (Weilbacher, 1993:91).

This conception of brand loyalty implies a rational process in the consumer's choice among brands. In such a process, the consumer is supposed to weigh consciously the pros and cons of alternative brands after which a final decision is made about which brand is best. Weilbacher (1993:91) points out that both intrinsic brand performance characteristics and extrinsic advertising arguments facilitate this process, with the caveat that the brand must itself perform well enough and that the promises of advertising are not contracted by consumer experience.

2.9.1 The influence of brands on product preference

Brands offer customers convenience in shopping. They make it easier to identify particular items from a multitude of goods and assure customers that it will always be the same product. For example, Avon products are easily identified by its package and trade mark. Brands provide customers with consistent quality. Once customers have established a preference for a specific brand, they can be assured of the same quality every time they buy the product. A health conscious individual, for example, will constantly buy a light margarine if she /he feels satisfied with it and believes in the product (Pitt, 1998:95).

Pitt (1998:95) notes that brands simplify the buying of replacement parts, service and accessories and assure customers that they will get a proper replacement part, or their money back if the product does work properly. Perceived risk can be reduced substantially when customers buy established brands that are known to satisfy a need optimally. For example, consumers may choose to buy an Avon or Johnson's and Johnson's beauty products because of the brand, reputable names.

Customers can also express their self-concepts as a result of branding. Individuals may buy brands that maintain or enhance their self-concepts in a non-verbal manner. For example, customers may buy a particular brand of trendy jeans to improve their self- image. In addition to assuming that the product will function as expected, the brand meets other needs like affiliation and the desire for dominance. Undoubtedly, customers prefer those brands that they view as being very satisfying (Cant, Brank, and Brijball, 2002: 220).

2.9.2 Stages of Brand loyalty

The fist stage of brand loyalty is awareness. A customer progresses through various stages before becoming truly brand loyal. Customers cannot buy a brand unless they are aware of its existence. Hence, brand awareness is a general communication aim of all promotional strategies. Promotional strategies can be

used to make customers aware of the existence of certain brands, such as below-the-line advertising strategies which, include billboards, mobile advertising (cars, buses trains) and advertisements on calendars. For example, Avon does not advertise its beauty products in any magazine. Avon uses their own magazine to make customers aware of various brands (Dibb and Simkin, 2001:72).

The second stage of brand loyalty is trial. Customers will only know a brand if they try it. Hence, most promotion strategies are aimed at increasing the probability of customers trying out the brand. For example, Edgars and Woolworths have their own brands of beauty products, which customers are allowed to try during a promotion. Therefore, they use samples to promote their brands or offer attractive reductions on prices as compared to competitors' prices. It is still believed that low prices are associated with sale whereas high prices are associated with quality. Busch and Houston (1985:222) note that another stage of brand loyalty is brand preference. This preference refers to the tendency to select a brand or product from among a set of known, available brands. When confronted with a choice of brands, the customer will have a more positive feeling about one brand than about competitor brands. So brand preference is determined by the benefits that a customer expects to derive from consuming that brand. Finally, brand habit is the last stage of brand loyalty. It is believed that a customer who prefers a particular brand of product will habitually buy it without thinking about or evaluating it. However, a customer

may consider another brand, if the preferred brand is out of stock, or far too
expensive as compared to other brands (Busch and Houston, 1985:222)

2.9.3. Marketing task associated with brand loyalty
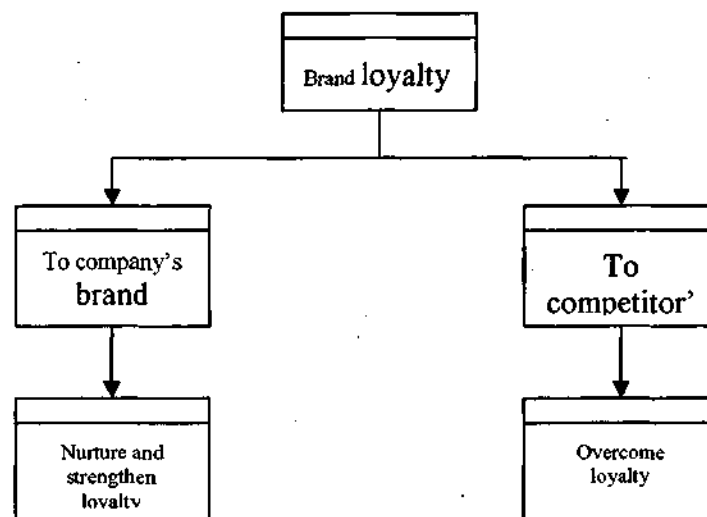
Figure 2.3: **Marketing tasks associated with brand loyalty** (Busch and Houston, 1985:222).

In figure 2.3 Busch & Houston (1985:222) state that through accumulation of
prior experience in a product class; the consumer establishes a preference for a
particular brand. These authors argue that when the desire for the product
emerges, the consumer purchases the preferred brand with no comparison or
consideration of other brands. The consumer moves directly from an internal
search to the decision stage and employs the simple decision rule, that is, buy the

preferred brand. Loudon and Bitta (1993:355) note that internal search involves scanning memory for stored information that is relevant to the purchase situation under consideration. It is strongly believed that the internal search has been simplified to a preference for one brand, which, in turn, simplifies the remainder of the process.

According to Busch & Houston (1985:222), the absence of an information search stage does not always mean that brand loyalty exists. It is further said that the consumer may hold enough knowledge about a product class in long-term memory, and that additional search is not needed. Brands are compared mentally, and a choice is made. If the choice proves unsatisfactory, the brand may be rejected. Of course, if the chosen brand proves satisfactory, brand loyalty may begin to develop. Schiffman and Kanuk (1997:185) note that consumers can avoid risk by remaining loyal to a brand with which they have been satisfied, instead of purchasing new or untried brands. Then the marketers' task is to give consumers assurance through money-back guarantees, warranties and free samples. For example, Avon magazines used to have samples of beauty products.

Busch and Houston (1985:222) further argue that brand loyalty is double-edged for those engaged in marketing, such that, when a consumer develops loyalty to a company's product, the company has achieved the ultimate in marketing

accomplishment with that consumer. The company's marketing tasks are not, however, completed. The tasks must maintain that loyalty, through continued reinforcement and provision of the utility from which the loyalty developed. Reminder advertising and in-package coupons redeemable on the next purchase are strategies to strengthen brand loyalty.

Busch and Houston (1985:222) add that a more formidable marketing task results from a brand loyalty's negative edge. When a consumer develops loyalty to a competitor's brand, the company faces a considerable barrier to inroads against the competitor. Consumers loyal to competitive brands are generally not receptive to information on other brands, and do not search for such information. It is the responsibility of a competitive company to jolt consumers out of this loyalty by getting them to consider its brand. Strong sales promotion tactics are often used to accomplish this task. Tactics include mail coupons and free samples. Thus, the phenomenon of brand loyalty requires separate marketing tasks, such as nurturing and strengthening loyalty to one's own brand, and overcoming loyalty to competing brands. For example, Avon used to put testers in its magazines; this is their strategy to make customers consider their brand of beauty products.

2.9.4 Brand personality

Brand personality is defined as the attribution of human personality traits (seriousness and imagination) to a brand as a way to achieve differentiation. It is argued that it is usually done through long-term, above the-line advertising (Television, Radio, Print media) and appropriate packaging and graphics. These traits inform brand behaviour through the people who represent the brand- its employees (http://www.brandchannel.com/education_glossary.asp).

It is argued that consumers seek brands with personalities that are congruent with either their own or their (aspirational or ideal) personalities. It is said that this process follows from the idea that consumers use a brands to help define, both for themselves and for others, their sense of self. Through the consensually shared personalities of brands, consumers purchase and consume. They tell others and themselves, who they are and what their core values are, and the reference group they identify with. Brand tells consumers the kind of people it is for (an example of Status perfume is for people who believe in themselves) and the kind of emotions and feeling it is supposed to create and deliver when consumed (www.brandidentityguru.com).

Wright (2006:429) notes that a brand can have great strength and value because of its perceived brand personality in the minds of the consumer. The brand seems be able to take on human characteristics, and consumers begin to think of some products as "people".

Cowley (1999:123) notes that the consumer has to build a relationship with a brand for it to have any strength or staying power. This is why brand personality has developed as a term. Relationships develop through awareness and familiarity and then people decide whether they want to know more about a person, become friends and strengthen that relationship. Relationships with brands develop in the same manner. Therefore, if a brand's positioning is not clear – if its personality is not clear, then consumers are likely, through lack of understanding or of trust, to reject the brand for one that they do understand.

Schaefer and Arens (2007:188) notes that the much used term 'synergy' or consistency of message, is therefore critical to the communication of a brand. If messages are confused, or if the brand personality is out of focus or split, then the brand has the potential to be rejected by consumers and undermined by competition. Part of the understanding of this is also associated with a real understanding of the role that the brand plays in the lives of its consumers.

Any communication through advertising, public relations, sponsorship, design, product development, pricing or where and how a brand is stocked and merchandised, can add to or detract from the brand positioning. The personality is, in effect, the essence of the corporate or product brand. It is as important for a brand to have values that represents for what it stands. This is what the marketing world means by value. The term should really be adding value. An understanding of the values that will result in a positive consumer response, and an understanding of how to modify or create them in order to achieve a focused brand personality, are the critical requirements of the marketer. Lepla, Davis and Parker (2003:31) further argue that the brand personality (tone and manner of the brand), principle, values and story will be the most important and useful on a daily basis for every leader living the integrated brand. It is further said that these tools align company and employee actions with a branded customer experience.

2.9.5 Brand positioning

Evans, Jamal and Foxall (2006:52) note that it is important for a marketer to look at things from the consumer's perspective rather than thinking in terms of what we are making and selling. Marketers should empathize more and think in terms of what benefits consumers buy and how they perceive products and brands. Cowley (1999:122) states that the critical point is to be able to communicate a

brand's positioning, and proposition. Marketers must recognize that for brand positioning to be effectively achieved with the consumer, it must first be achieved within the company. Shultz and Shultz (2004:27) note that the brand starts inside with its people and their commitment and enthusiasm, not with ingredients and gimmicks and made-up characters. Brand starts inside and radiates out. It does not start with customer and come back. That is why consumers are regarded as the "owners of brands". Any poorly positioned brand, without a valid proposition, is likely to be undermined by a stronger competitor, positioned alternatively by one of the many channels of distribution.

A typical manifestation of repositioning, is when supermarkets cut a brand's price or its range. In effect, they have repositioned the brand, and very often the brand owner has let them do so without complaint. The understanding of brands within marketing departments and beyond them into the whole company, can be achieved through exercises and group discussion (Shultz and Shultz, 2004:27).

Given that any brand is a mix of image and substance, the best starting point is often an exercise in understanding brand positioning related to substance, that is, what the product is and does, in isolation and in relation to its competitors. This understanding can be described as product interrogation. Understanding its image can then be introduced through exercises such as brand personality interrogation. These exercises allow real understanding of the brand to be

achieved and communicated. This understanding is critical for the competitor brands, as it is for your own.

2.9.6 Conditions for favourable branding

McCarthy and Perreault (1993:272) state that most firms, especially firms that sell consumer products, work hard to establish their respected brands. Successful branding implies that the product is easy to identify and the product quality is the best value for the price. The quality is easy to maintain, dependable and widespread availability is possible. When customers start using a brand, they want to be able to continue using it. The demand for general product class is large. Moreover, the demand is strong enough, so that the market price can be high enough to make the branding effort profitable, and there are economies of scale. Mohr and Fourie (2005:243) note that economies of scale can be experienced, if costs per unit of output fall as the scale of production increases. If branding is really successful, costs should drop and profits should increase. For example, if Avon brands are successful in the market for beauty products, the costs should drop and maximize high profit. Favourable shelf locations or display space in stores, will help the branding process.

2.9.7 Levels of brand familiarity

McCarthy and Perreault (1993:274) note that brand rejection is one of the levels of brand familiarity that is useful for strategy planning. Brand rejection means that potential customers will not buy the brand unless its image is changed. Rejection may suggest a change in the product- or perhaps only shift to target customers who have a better image of the brand. Sometimes, overcoming a negative image is difficult and can be very expensive. Brand rejection is a big concern for the service oriented business, because in the service business it is difficult to control quality of service. Consumers reject brands for many reasons. One of those reasons include not allowing consumers to air their views on the products, for example, Sunlight Bath soap with perfume. This brand was rejected in the market because consumers were not comfortable with the smell, especially those with blocked sinus.

Another level of brand familiarity is brand recognition. This means that customers remember the brand. Such memory can be a big advantage if there are many "nothing" brands on the market. Even if consumers cannot recall the brand without help, they may be reminded when they see it in store among other less familiar brands or when they see that particular brand advertised in the media. Brand non-recognition means final consumers do not recognize a brand at all- even though middlemen may use the brand name for identification and

inventory control, for example, school pencils and matches. However, when it comes to beauty products, consumers are particular about their purchases and there will not be any point where beauty product consumers cannot recognize the brand of beauty of their choice. Manufacturers cannot risk not having their brands recognised (McCarthy and Perreault, 1993:274).

McCarthy and Perreault (1993:274) further note that brand preference is one of the levels of brand familiarity that is useful for strategy planning. Brand preference means that target customers usually choose the brand over other brands, perhaps because of habit or favourable past experience. Consumers sometimes purchase particular brands without considering any alternative. Finally, brand insistence is another level of brand familiarity. Brand insistence means that customers insist on a firm's branded product and are willing to search for it. This insistence is an objective of many target marketers. Here the firm may enjoy a very inelastic demand curve. A good brand name can help build brand familiarity. It can help to highlight something important about the company or its product. For example, consumers who are familiar with Avon beauty products are prepared to pay any price for beauty products that are manufactured by Avon.

2.9.8 Kinds of brands

Companies with more than one product must decide whether they are going to use the family brand, that is, the same brand name for several products or individual brands for each product. An example of family brands is Kebler snack food products. The use of the same brand for many products makes sense if all are similar in type and quality. The main benefit is that the goodwill attached to one or two products may help the others. For instance, goodwill attached to the Shield deodorant may help other products such as Shield for Men and Women. Money spent to promote the brand name benefits more than one product. Hence, promotion costs are reduced for each product. The use of family brands makes it easier, faster and less expensive to introduce new products. Hence, the brands enjoy an important competitive advantage, and it explains why many firms are expanding the number of products sold under family brand names (McCarthy and Perreault (1993:275).

A company using individual brands can have a separate brand that is used for each product, when it is important for the products to each have a separate identity, particularly when products vary in quality or type. Some firms use individual brands with similar products to make their segmentation and positioning efforts easier. Unilever, for example, market Aim, Close up and Pepsodent toothpastes, but each involves different positioning efforts.

Sometimes, firms use individual brands to encourage competition within the company. In this case, each brand is managed by a different group within the firm. Positioning means the space that a product occupies in a customer's mind (Shultz and Shultz, 2004:72).

Shultz and Shultz (2004:72) note that the initial positioning approach suggested that there was a slot or location in the brain for everything, including products, services and brands. Through advertising and other marketing communication activities, the marketer could fill those slots in the consumer's mind with their brands. Consequently, the marketer and the brand were unassailable.

Products that some consumers see as commodities may be difficult or expensive to brand. Some manufacturers and middlemen have responded to this problem with generic products. Generic products are usually offered in plain packages at lower prices. Benett (1988: 301) points out that generic brands, primarily, grocery and drug items, are identified only by product class such as Shampoo, lemon and aspirin. Generic products are normally produced by or for large supermarkets or discount chains using the most inexpensive processing, packaging and raw materials, and thereby making lower prices possible. Bennett (1988:301) further points out that the generic product has one strong advantage over branded products, that is, lower price. The lack of brand names conveys no meaning to consumers other than the product class and price.

2.10 Selecting and protecting a brand

It is believed that the choice of a brand is a critical decision, because the name affects the customers' images and attitudes towards a product (and sometimes a firm); thus, it ultimately affects the purchase decision. Attitude is one of the personal factors which affect consumer behaviour. Pride and Ferrel (1985:285) state that marketers should consider a variety of issues when they select a brand name. The brand name should be easy for customers to pronounce, spell and recall.

Rix (2004:239) notes that selecting a good name is not an easy task. Rix (2004:239) also argues that many brand names add nothing or little to the appeal of the products they on. However, some brand names are so good they do contribute to the success of the product. Pride and Ferrel (1985:285) postulate that the brand name should allude to the product's uses and special characteristics in a positive way. Negative or offensive references should be avoided. For example, deodorant spray should not include odour in the brand name. Instead it should emphasize freshness, dryness or, perhaps, long lasting protection. For example, when marketers advertise Shield they say it protects you for 24 hours. The brand name should be descriptive of the product's major benefits. For example, Sunsilk hair products advertisements place more emphasis on strong hair. It is very important to note that the brand should be designed so that it can be used and

recognized in all types of media. Marketers should design a brand that can be protected easily through registration.

2.11 Branding strategies

Product branding is an area that is continually receiving a greater amount of attention, especially as the marketplace becomes more and more competitive and dynamic. Manufacturers can either use their own brand names or brand names of middlemen. Middlemen will need to decide whether or not to market their own unique brands or use a manufacturer's brands. Rabuck and Rosenberg (1997:17) state that large brands are generally higher priced, command higher loyalty, and can be supported by smaller advertising-to-sales ratios.

The main question to be asked by middlemen is whether to use their own brands or the brands of manufacturers, or even both sets of brands in conjunction with each other. Fairly often, middlemen choose to carry only producer brands. This choice is simply because they do not always have the resources to promote their own brands while ensuring that a consistent level of quality is maintained (Stanton, 1992:238).

A middleman, who is able to achieve brand insistence, will not only increase his control of the market, but will also be able to earn higher profits, since

middlemen are normally able to obtain this brand from a particular middleman. As a result, consumers might be drawn into the store to purchase that particular product, but may very well leave with more than the intended product (Stanton, 1992:238). It is also argued that the brand is the most valuable asset of a company. It is viewed as the driving force behind any business. In order to plan and implement a brand strategy, the current state of business must first be analyzed to uncover business needs and issues to industry. It is only by gaining this understanding and comparing it with one's vision that the brand strategy can be revealed (brandidentityguru.com).

2.12 Brand extension decisions

Dibb and Simkin (2001:331) state that brand extension involves using a highly popular brand to launch, or promote a new or updated product. Kotler and Amstrong (1991:264) note that a major advantage of using brand extension is reduced promotion costs. However, a disadvantage is the risk of failure of brand extension. The risk of failure of brand extension is not high if the beauty products and the company which produces it has a good image. It is pointless for the marketers to market products under the name of a product with a bad image. The examples of brand extension include Shield for men, and Shield for women, Charlie Red and Charlie Gold. In a recent study conducted by Loken and Joiner (1998:19) to determine if brand extensions dilute opinions relating to products

which are well respected in the marketplace, three experimental investigations were conducted, the results of which indicate that "...beliefs about flagship products are less vulnerable to dilution than beliefs about parent brand names in general...".

If the brand's identity and its product performance are, therefore, in continuous communication with the customer, this communication can be developed in order to develop the brand (Loken and Joiner, 1998:19). Brand extension must not contradict. Brand extension can surprise but not contradict. A brand extension gives to, and takes from the parent brand; any brand may need to adjust its personality over time to remain relevant. Pillay (2000:30) notes that brand extension does not adjust in isolation, but in the context of its competitors and the entire market-place. This adjustment can be achieved by practicing the basics of good marketing practice and the analogy of a fighting war or winning at sport: the rigour of achieving complete knowledge, and defining how the goals are to be achieved.

Wright (2006:172) notes that brand extension helps a company build a family of products that are trading on the one brand name. An example might be Persil (soap powder, washing -up liquid). If the brand is strong enough, "brand stretching" will allow the name to be used across a whole range of seemingly

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unconnected products. It is further argued that it is an effective and efficient way of maximizing the power of the brand.

2.13 Brand and Maslow's five levels of needs
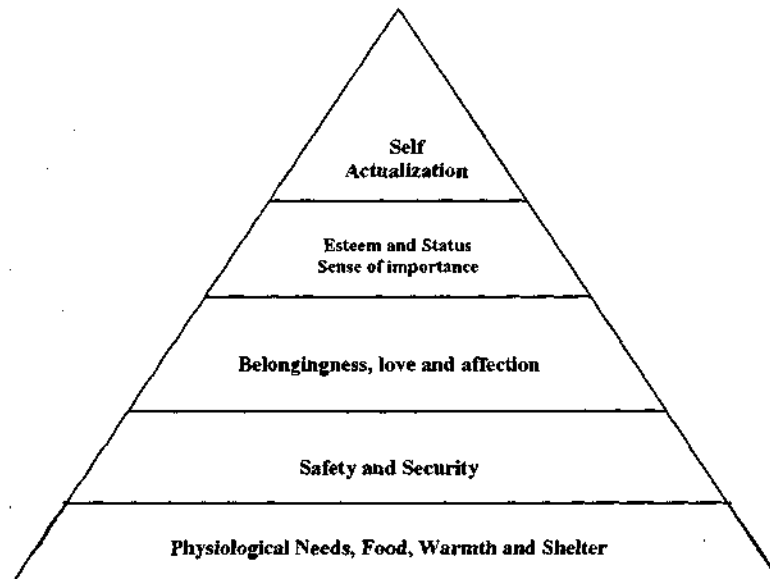
Fig. 2.4: **Brand and Maslow's five levels of needs** (Assael , 1992 :40).

One of the most commonly used theories to explain human needs and motives is Maslow's Hierachy of needs theory as represented in Figure 2.4. Motive is viewed as one of the symptoms of need. Needs and motives form the basis of all human activity and serve as the driving force behind all human behaviour patterns. Identifying and evaluating the needs and motives of the target market is imperative for the design of any marketing strategy, because motives have a direct impact on criteria used to evaluate brands. For example, should a consumer place emphasis on value for money, then his or her choice of deodrants will be influenced by certain product benefits, namely, purchase price,

durability, and reputation in the market place (Assael, 1992:40). For example, the benefits of Tissue Oil Spray (from Avro Shlain) include removing scars and stretch marks. So for a brand to be successful, understanding Maslow's Hierarchy of needs it is still relevant. Brands should create needs to consumers by emphasizing brands' benefits (Hawkins, Best, Coney and Kotch, 2004:355).

Hawkins, Best, Coney and Koch (2004:355) note that Maslow's hierachy of needs should be helpful to any marketeer as part of needs definition and understanding. Maslow explains how the current environmental awareness has allowed companies to market products such as unleaded fuel, which even five years ago would have been considered worthwhile, while other products, such as non – CFC aerosols, can die just as quickly. Maslow would argue that society moves to the next level when it has achieved material satisfaction, and that material considerations include the air, the earth and the atmosphere. Those who have recognized this awareness have achieved a lot, but those who have not, risk, major losses of market share, profitability, or an entire brand.

2.14 Multi-brand strategy

With multi-brand strategy, the manufacturer develops more than one brand of the same product class. For example, Unilever follows this strategy by marketing several different brands of perfume, such as Shield musk and Shield classic

deodorants with the aim of increasing its market share, capturing brand switchers, satisfying brand loyal customers and also encouraging keen competition within the company itself (Rosenfeld, 1997:85). Companies choosing to follow multi-brand strategy should ensure that weaker and unprofitable brands are eliminated or perhaps replaced. Rosenfeld (1997:85) points out that this concept of a multi-brand strategy is proving to be extremely popular, especially since the contemporary consumer market has become considerably more diverse in their background, their needs and their behaviours.

2.15 Brand Repositioning

Brand repositioning involves changes to both a product and the product image. Manufacturers normally reposition their brands to cater for changing consumer wants and needs and thereby also promote brand loyalty. However, emphasis should also be placed on gaining new market share while still keeping existing customers loyal. Heckler and Houston (1998:48) evaluated the effects of brand name suggestiveness on advertising recall and in terms of brand repositioning. The results of their experiment indicate that suggestive brand names will lead to lower recall of new, unrelated benefit claims than non-suggestive brand names.

2.16 Brand heaven
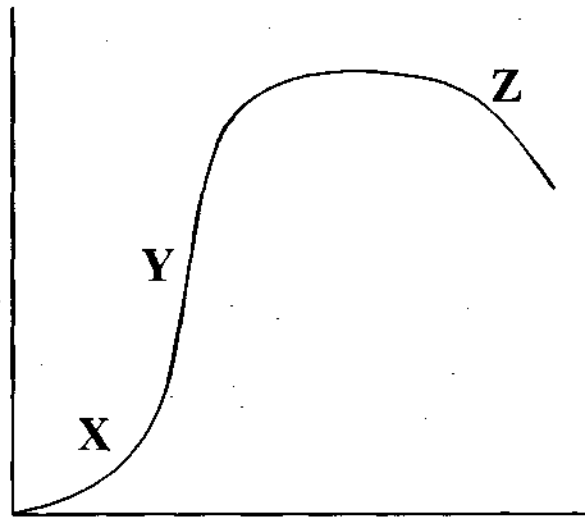
Figure: 2.5: **Phases of brand familiarity** (Weinreich, 1999:26).

Figure 2.5 represents the phases of brand familiarity. Brand heaven is located where the curve begins to band downwards. The S-curve is a handy guide to brand life and development, graphically charting birth, growth, maturity, decay and death. The S-curve can be significant in that, instead of viewing it as tracking sales volume over time, it may be considered as a series of stages in the brand's relationship with its consumers. In that way, one gains an interesting insight into brand communication requirements. If we grant each of the distinct x, y and z phases a description, we can re-evaluate brand experience in a new light.

2.16.1 The X phase: Being fashionable

Label the x section, with its steep rise, 'fashionable', the y section with its shallower increase, 'famous' and call the slowly declining z section 'friendly'. As represented in figure 2.5., in section x, the market is tiny and many brands succeed inspite of their promotional efforts because the product is innovative and excellent. No matter how ill-executed, the sheer act of advertising and making a public sales message cannot help but raise awareness and stimulate demand. The creative quality of the stimulus is almost irrelevant (and frequently ignored) as consumers rush to possess something perceived to be highly modish and desirable (Weinreich, 2001:26).

Fashionable consumers may not be numerous, but they are influential. They are neophiliacs, lovers of the new brand (called early adopters) and they wield immense influence as taste shapers. Weinreich (2001:26) notes that as the consumers consume more of the brand, it passes into phase y, which is also known as aka, the 'famous' phase. Consumers drop phase x and go after the next new thing. Phase x consumers are too cool to be doing what everyone does. Consumers are exclusive and do not want to be seen wearing, driving, eating or drinking anything that the next lot is consuming.

2.16.2 The y phase : Being famous

More fortunately, moving onwards and upwards, our y consumers are loyal and make you rich, but they too are subject to human frailties. As they age, the brand might become too expensive for them or irrelevant to their lives. They buy less and eventually disappear from the face of the brand earth. If you have not continued to make the brand relevant to new y's, you will drift on to the deadly z zone, where everyone knows about you, but they do not bother to buy from you any more (Weinreich, 2001:27).

2.16.3. The z phase: Being friendly

As represented in Figure 2.5, brands slipping into the z phase have been known to possess almost 100 percent awareness, but it does not mean a thing if consumers have turned their backs on the brand. This phase is associated with brand rejection; if such situation arises it is wise for marketers to re-brand the product and should be marketed with additional features and benefits. Any rejected brand of beauty products presents the marketer with an opportunity to seek new market and improve brands (Weinrech, 2001:27).

The challenge of z phase directs a brand either to its nemesis or its renaissance. It demands careful consideration of future plans and subtle manipulation of strategy. It is easy to tell when a badly managed brand has hit the z phase: its advertising gets overwarm, cuddly and sentimental and the antithesis of x cool. However, sometimes fashion itself can help certain brands to find themselves achieving second leases of life on the S-curve. The S-curve teaches us that, if the mythology is not carefully nurtured, the portcullis of brand hell is only a couple of blocks from the portals of brand heaven. The S-curve also teaches consumers that, if a brand has been seriously wounded and requires major surgery, one needs to go back to x. Perceived core brand values need reassessing. The brand's relevance to its target market needs to be redefined and redramatised (Weinreich, 2001:27).

2.17 The role of brands in the product life cycle
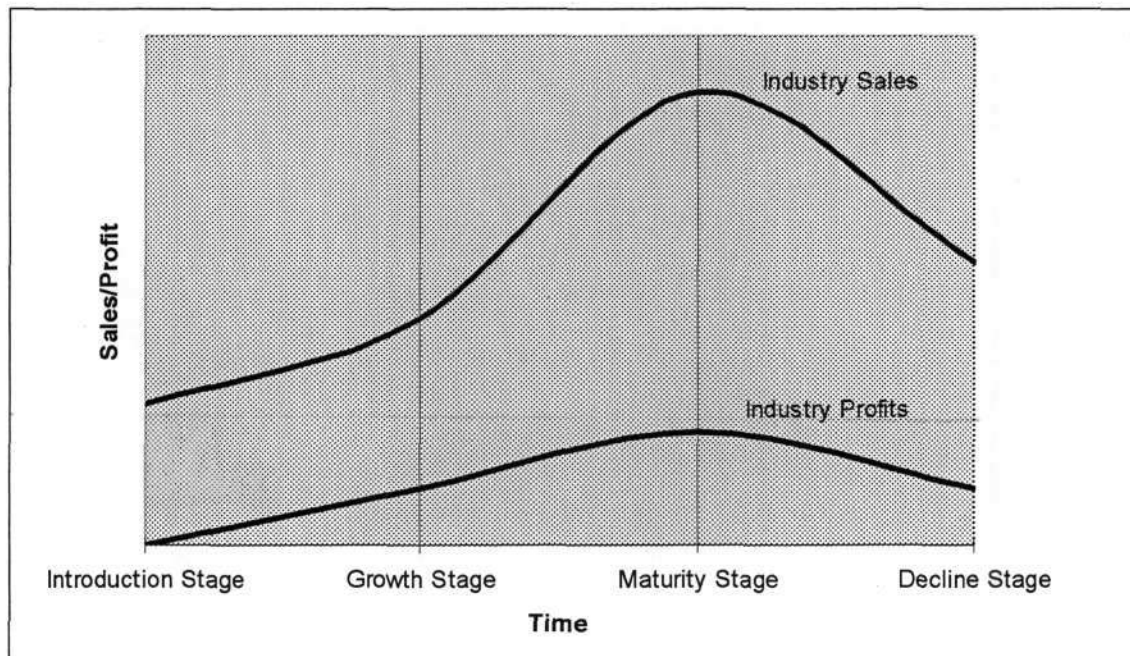
Figure 2.6: **The role of brand in the product life cycle** (Lamb, Hair, Mc Daniel, Boshoff and Terblanche, 2006: 263)

Figure 2.6 represents the role of brands in the product life-cycle. Products tend to have a life cycle, as do plants and animals from birth to eventual death. Brands undergo various phases in the product life cycle. During the introduction phase of the product life cycle, the product is an innovation and the only one available in the market. For a time, at least, it has no competitors. This cycle is pleasant, but short-lived period for the manufacturer. In real life, there are very few cases where product does not have competitors. An example is when Avon beauty Product Company introduced new brands, there were well-established companies which came into existence before them.

Pride and Ferrel (1997:211-213) argue that new products do not usually earn a profit in the introductory phase because of various costs incurred. Examples of such costs are research and development costs, marketing, launch costs, marketing and advertising costs. Therefore, profit curve is typically negative. Due to this unpredictability, the new product's development and production must often be subsidized by the cash and profit generated by older products. This introductory stage of the product life cycle is characterized by the absence of competitors, negative profit performance, and start-up cash from elsewhere in the corporation. During this stage, the producer establishes the market by creating primary demand, that is, demand for the product class as a whole.

As represented in figure 2.6, the second stage in the product life cycle is the growth stage. This stage is characterized by several new factors. Lamb, Hair, Mc Daniel, Boshoff, and Terblanche (2006:263) point out that sales and profits grow rapidly (profits often grow even faster than sales, since costs may diminish). The high profit attracts competitors to the growing market. At this stage, companies come with 'Me too strategy'. This stage is characterized by companies which place more emphasis on the brands and benefits it delivers to consumers. Examples are Avon, Revlon, Avrosh Lay Designer Notes, which place more emphasis on brand benefits. A positive cash flow is not guaranteed at this stage because of the firm's efforts to establish a strong market share ahead of its competitors. However, this emphasis does not mean that there are no profits.

Lamb, Hair, McDaniel, Boshoff and Terblanche (2000:248) note that the market is turbulent during the growth stage as competitors enter and fight for a share. Even measuring exact market share is difficult, since the total market and the number of users are growing. As competitors enter the market, however, each attempts to create a selective demand, that is, preference among buyers for its specific brand. At the growth phase, the emphasis is on the brand of the product. Therefore, companies such as Elida Ponds emphasize the brand name, when advertising beauty products such Dawn skin lotion and Vaseline Blue Seal. Therefore, the brand plays a critical role in advertising the product at this stage.

As represented in Figure 2.6, the third stage of the product life cycle is the maturity stage. Lamb, Hair, McDaniel, Boshoff and Terblanche (2000:248)) point out that this stage is characterized by a shake-out of competitors. Companies drop out if they did not establish a healthy market share during the growth stage. Sales growth may be slow during product maturity, because most potential customers may have been reached. The market becomes saturated. Profits are high but begin to decline as market leaders cut prices in a strategy to gain a share. In this stage, profit may remain large. However, the mature products become cash cows of the company, providing funds for the development of new products. Companies reduce advertising expenditure while extending brands. Brand extension can be used as the strategy to defend market share.

During maturity, although market leaders generally have the resources to expand offerings, gaining market share is difficult and expensive. Instead, the best managed companies try to hold and improve their share slightly while diverting profits from successful, mature products into the development and introduction of new ones. A balanced product portfolio is the goal. As mature products begin to reach the final stage of the life cycle, new strategies must be implemented (Lamb, Hair, McDaniel, Boshoff and Terblanche, 2000:214).

The fourth stage of the product life cycle is the declining stage. Most products and brands do eventually pass from maturity to the fourth stage of the life cycle. This stage is characterized by further drop out of competitors until only a few remain. Profits begin to fall sharply, often because of the excess production capacity. The promotion of the product is reduced or discontinued. Any remaining profits will not be reinvested in the product and no attempt will be made to rebuild demand. However, careful management can extend a declining product's life for some time (Pitt, 1998:87).

2.18 Conventional Product strategy
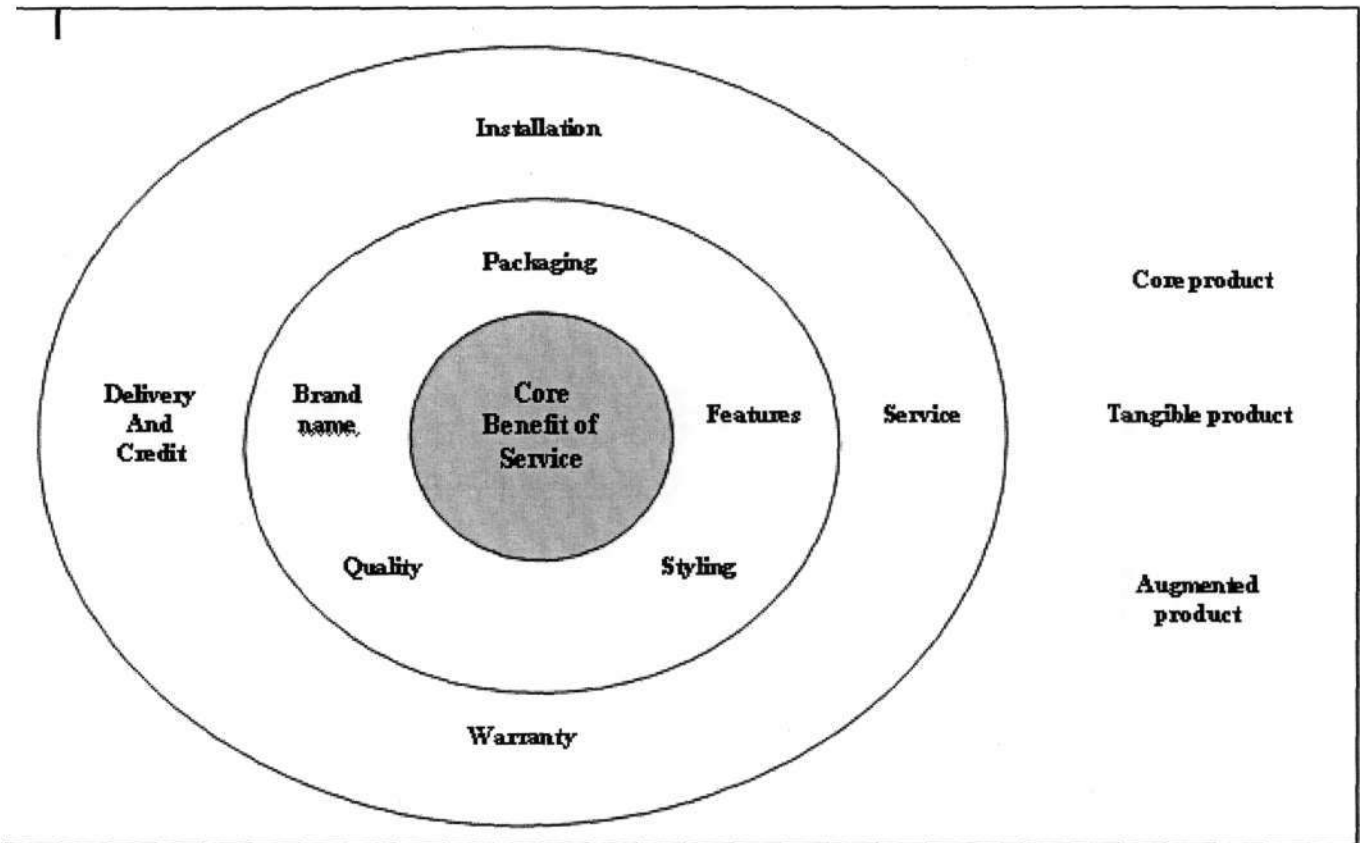
Figure 2.7.: **The conventional product strategy** (Pitt, 1998:88)

The product exists at three levels (Pitt, 1998:88). As represented in figure 2.7, the brand names form part of tangible product. Brand name exists at the second level. Pitt (1998: 83) sees a product as existing at three levels. The first level is a core benefit or service (core product). The second level is a tangible product which includes packaging, features, styling, quality and the brand name. The third level is the augmented product which includes installation, warrant, delivery and credit.

The core product is defined as the basic benefit or service that the customer receives from what he or she has purchased. For example, when a customer buys a beauty product, the customer is actually more attracted to the smell of the perfume rather than the perfume itself. For example, Shield deodorant is purchased by consumers for the primary aim of enjoying whole day protection (Pitt, 1998:83).

The second level of a product is the tangible product. It consists of the product and its visible properties, which can make it different from a similar offering by competitors. Tangible products include packaging. The basic purpose of packaging is to contain the product, protect it and prolong its life. However, packaging is often a silent salesperson, encouraging customers to purchase a particular product. Beauty products are packed in attractive packaging which are used as advertisements. A tangible product also consists of features/ attributes and styling such as "protection", "strong", and "long lasting" (Pitt, 1998:83).

Tangible products also include the brand name. A product can be regarded as high quality if it meets the customer's expectation. The name given to the product should raise the customer's expectation. There is no doubt that a clever, creative brand name can have a very positive effect on the success of a product, for example, "Dark & Lovely" hair products and "Far away" deodorant.

Customers buy these products because they believe that they meet their expectations (Pitt, 1998:83).

Pitt (1998:83) points out that the third level of a product is the augmented product (warranty, service). The augmented product is not palpable, and may not even be visible. These are attributes of the product that the customer has to take on faith. Nevertheless, the manager has to make some fundamental decisions regarding these attributes. Strydom, Cant and Jooste (2004:183) further states that these attributes are the features that can turn mere commodities into specialized offerings. They can differentiate an offering from so many other similar products.

Marketers of beauty products sometimes offer various types of guarantees, such as the money- back guarantee. The customer has to believe that the manufacturer will honour a warranty. Guarantees and after- sales services are being used as strategies to eliminate cognitive dissonance or post purchase regret (Pitt, 1998:83).

2.19 Brand Equity

Dibb and Simkin (2001:70) note that brand equity refers to the marketing and financial value associated with a brand's strength in a market. Brand is an asset to an organization, because of its image and reputation. Shultz and Shultz (2004:113-4) note that brand equity encompasses both the perceptual values attached to the brand, (i.e., what people think or feel about it) as well as the financial values that result from positive customer behaviours. There are four major components that underlie brand equity. These components are brand name awareness, brand loyalty, perceived brand quality and brand association. It is argued that brand awareness leads to brand familiarity, which, in turn, results in a level of comfort with brand. A familiar brand is more likely to be selected than an unfamiliar brand, because the familiar brand is often viewed as reliable and of acceptable quality, compared to the unknown brand.

Brand loyalty is viewed as a most valued component of brand equity, and it can also allow an organization to keep its existing customers without spending enormous amounts of resources in trying to gain new customers. Brands must be built on differences in images, meanings, and associations. It is up to manufacturers to differentiate their products clearly and deliver value competitively. The product has to taste better, or be packaged in a more environmentally friendly container (Lawson, 2004:18).

Advertising of an established brand, particularly a well-differentiated one, is much more effective if it exploits the brand positioning. Ideally, when consumers see a brand on the shelf, they instantly comprehend the brand's promise and have confidence in its quality (function of advertising effectiveness). The goal is brand loyalty, because it serves both the consumer and the advertiser. For the consumer, brand loyalty reduces shopping time, for the advertiser, it builds brand equity, the totality of what consumers, distributors, dealers, even competitors feel and think about brand over an extended period of time. For example, brand loyalty reduces shopping, such that if a consumer is looking for beauty products such as Caleidoscope, it is wise for the consumer to find the product in the Yardley collections (Kathleen, 2003:11).

Another component of brand equity is perceived brand quality. Pride and Ferrel (1997:255) note that a brand name itself actually stands for a certain quality in a customers' mind and is used as a substitute for the actual judgment of quality. Consumers cannot actually judge the quality of the product for themselves, and instead must rely on the brand as a quality indicator. Examples of brands of beauty products are Shield, Restore, Far away and Cangol. Consumers can associate these brands with quality. Perceived high brand quality can help to support a premium price, allowing a marketer to avoid severe price competition.

Finally, brand association is another component of brand equity. Sometimes, a marketer works to connect a lifestyle, or in some instances a certain personality with a particular brand. For example, Shield deodorant is associated with protection, Sunsilk with something strong, Status with people who have high self- esteem and who believe in themselves. It is further argued that the type of brand associations contribute to the brand's equity (Pride and Ferrell, 1997:255).

2.20 Brands and Personal factors

The marketing manager should know the internal and external determinants of consumer behaviour. The factors that influence consumer buying decisions include personal factors, social and physical surroundings. Perception is one of the personal factors.

2.20.1 The role of brands in consumers' buying decisions

It is very important to note that the types of consumer decision making, vary considerably. Each type is divided into 3 categories, namely, routine response behaviour, limited decision making (applies to products that are occasionally purchased and when the buyer needs to acquire information about an unfamiliar brand in the product category) and extensive decision making (employed when

purchasing an unfamiliar and expensive product) (Cant, Brink and Brijball, 2002:99).

Consumers use routine response behaviour, when frequently purchasing low-cost items that require very little search and decision effort. These items are sometimes called low-involvement products. When buying them, a consumer may prefer a particular brand, but he/ she is familiar with several brands in the product class and views them more than as being acceptable. Products bought through routine response behaviour are purchased quickly with very little effort. For example, beauty products fall in this category because consumers know exactly the brand they are looking for (Cant, Brink, and Brijball, 2002:99).

Suppose one stops at a drug-store on the way home from class to purchase soap, toothpaste, shampoo, mouthwash and/or deodorant. Without the help of brands, how would one decide what to buy? Store employees would be unlikely to allow one to uncap and taste each toothpaste and mouthwash. One might feel silly sniffing each deodorant or soap. This is another area where branding helps consumers make buying decisions by giving products some recognizable, ensured identity to easily engage in repeat purchases (Cant, Strydom and Jooste, 2004:205).

Your image of a bar of Irish Spring soap or a tube of Ultra Brite toothpaste is a combination of a number of perceptions made up of advertising you have seen, previous experience with the product, packaging, shelf placement and your current mental and physical state. A brand name helps you to combine your perceptions into an overview that helps you make a decision. Brand perceptions lead to certain expectations and allow you to make buying decisions efficiently (Cant, Brink and Brijball, 2002:99).

2.20.2 Customers' perception about brands of beauty products

Solomon (1996:56) defines perception as the process by which people select, organize and interpret stimuli to the five senses of sight, sound, smell, touch and taste. In other words, perception is the way that buyers interpret or give meaning to the world surrounding them. (Cant, Brink and Brijball, 2002:99) further note that the process of perception involves exposure to a stimulus, paying attention to it, and then interpreting its meaning in order to respond to it. For example, beauty products that have a pleasant fragrance are perceived differently from those with unpleasant smells. Brands of beauty products such as 'Unforgettable' can make consumers perceive it differently from any brand.

Rix (2004:152) points out that a critical determinant of marketplace success of a brand is how it is perceived by consumers. In the study of consumer behaviour,

it is important to understand how consumers arrive at their perception of a product, brand and store. Bovee and Arens (1989:151) note that perception is "...the personalized way of sensing the stimuli to which an individual is exposed- the act or process of comprehending the world in which the individual exists". An individual's perception does not act in isolation but instead is influenced "...by the individual's self-concept, needs and motivations, learning, attitudes and personality" (Bovee and Arens 1989:152). For example, consumers who believe in themselves go for Status.

Therefore, it is the main responsibility of marketers to ensure that messages are designed in a manner which will allow for selective retention. Sometimes, consumers find it hard to purchase a brand or product if they are not able to remember the product or brand at the time of purchase. Kotler (1997:185) states that in order to facilitate selective attention, selective comprehension and selective retention, marketers are continually attempting to create messages which are able to capture the imagination of the target market and encourage most consumers into action. To encourage consumers into action, one is made to feel that one is nothing without that brand. For example, a Shield 24 hour protection, can encourage consumers to buy Shield.

2.20.2.1   Characteristics of perception

❖ Selective Perception

One of the major characteristics of perception is its selective nature. Humans are limited in their capacity to process all of the information in the environment. A person deals with a limited subset of the myriad of objects and events in the environment. People attend to the aspect of the environment that relate to their personal concerns. They screen out the rest. The selective nature of perception reflects the difficulties encountered in advertising: consumers notice only a small subset of advertisements to which they are exposed. The ones they notice will likely involve brands that relate to their ongoing concerns (Rix, 2004:152).

❖ Organized Perception

Another characteristic of the perceptual process is that it is organized. A stimulus is not perceived in isolation from other stimuli. Stimuli are grouped into a pattern or configuration, forming a whole. Thus, when consumers attend to stimuli, consumers attempt to organize and attach meaning to it. The sound of a distant siren, for example, is associated with crime, an accident or fire. In consumer behaviour, low-priced brands are often perceived to be of lesser quality than their high-priced counterparts. However, when it comes to beauty products, highly-priced brands of beauty products are being perceived as

products of high quality. For example, Avon's products are expensive. However, cost does not stop consumers from buying them because of perceived quality (Cant, Brink and Brijball, 2002:100).

❖ **Stimulus Perception**

Another aspect of perception is that our perception and the meaning attached to it are functions of the stimulus itself. Factors associated with the objects of stimuli that influence perception include:

Colour : Advertisements in colour tend to capture greater attention than those in black and white. Moreover, colour influences the meaning we attach to an object, that is, certain colors are symbolic (Cant, Brink and Brijball, 2002:101).

Assael (1998:208) further notes that color perceptions are likely to differ among countries because of cultural associations. Cultural differences affect colour preferences for cosmetics. South African consumers of different cultures tend to attach different meanings to different colours such as purple, white, grey, and orange. So there is a close link between colour preferences and brand choice.

Contrast: The distinctiveness of an object within its surroundings increases its noticeability. The colour advertisement is more likely to be noticed in a newspaper than in a magazine with many other colour advertisements. Assael

(1998:219) notes that advertisers try to achieve contrast by varying their campaigns, or by introducing new stimuli.

Similarity: while contrast allows stimuli to be distinguished from each other, stimuli similar to each other tend to be grouped together by each perceiver (Cant, Brink, and Brijball, 2002:101).

Size: larger objects attract more attention than smaller objects of a similar nature. However, doubling the size of the object does not double its attractiveness.

Intensity: More intense stimuli, such as louder sounds and brighter colours-attract more attention. As with size, doubling, an object's intensity does not double its attention-getting powers (Cant, Brink and Brijball, 2002:102). On the contrary it might be perceived as being too intrusive.

Movement: Motion attracts attention. Thus, we see neon arrows flashing as an illusion of motion.

Context: The surroundings of an object influence its perception. For example, the place of an advertisement in a prestigious magazine may elicit different perceptions of the advertised item than an advertisement in a low – prestige magazine (Cant, Brink and Brijball, 2002:102).

❖ Personal factors

Perception is one of the personal factors that influence consumer behaviour. A person's needs, values, motives, past experiences, attitudes, and personality combine to influence what is perceived and how it is perceived. For example, a consumer who had a good experience with beauty products, tends to perceive in certain way and that can make the consumer develop a positive attitude towards it. Differences in psychological states, existing preferences, and values result in different meanings attached to the same object or event. In simple terms, what already exists within the individual plays a role in perception. Such a phenomenon is quite clear in consumer behaviour, where individuals often differ widely in their perception of the same brand (Evans, Jamal and Faxall, 2006:32).

Cant, Brink and Brijball (2002:101) note that influence of personal factors on perception reflects the subjective nature of reality that exists in one's mind. We cannot expect consumers to view objects in the market place in a straightforward, objective way. The meaning attached to a product and dimensions on which perception occurs differ across consumers because of differences in their psychological makeup. The perceptual process in action is revealed in the blind taste tests often conducted in developing new food brands. In these tests, a sample of consumers tastes the new item and other existing brands without knowing brand names. Often, their perceptions change when

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given the brand names. Brand names make consumers perceive products differently. Brands of beauty products such as Rare Gold can make consumers perceive it differently from other products

2.20.3 Stages in perceptual process

❖ Exposure

Exposure is the first stage in the perceptual process. It is referred to the degree to which people notice a stimulus that is within the range of their sensory receptors. Evans, Jamal, and Faxall (2006:30) note that customers do not all watch the same television programmes or read the same magazines. It is, therefore, the responsibility of marketers to place the company's messages where targeted customers will be exposed to them. For example, bill boards on roads specifically target customers who are motorists and passengers.

Usually, the brand name is written in big words so that customers will be exposed to it. Brands of beauty products are strategically placed in the magazines under the beauty section. The primary aim is get magazine readers used to the brands. Magazines such as Drum, Bona, Move, You, Reality, Cosmopolitan and True Love use to have a lot of advertisements on beauty products.

Rix (2004:152) notes that most of the stimuli to which an individual is exposed are "self-selected, i.e. we mentally tune out messages which we do not want to hear or see, and we deliberately ignore messages in which we have no interest. Customers, therefore, seek out some advertisement, some shelf displays, some salespeople or other sources of information depending on their needs and interests. For example, advertisements on beauty products are viewed as more relevant to females than males even if males know very well that they are also consumers of beauty products. Therefore, companies display advertisements in unconventional places such as on walls in sports stadiums (Cant, Brink and Brijball, 2002:101).

❖ Attention

Another stage in the perceptual process is attention. Solomon (1996:74) notes that attention is the degree to which consumers focus on stimuli within their range of exposure. Cant, Brink and Brijball (2002:102) further note that exposure to a message means only that has been seen or heard. There is no guarantee that the individual will pay attention to it. Attention is viewed as the extent to which processing activity is devoted to a particular stimulus. It is believed that attention always occurs within the context of a situation. Attention is determined by the individual, the stimulus and the situation.

Individuals (customers) are more likely to be aware of stimuli that relate to their current needs. Interest or need seems to be the primary individual characteristic that influences attention. For example, a customer who rarely notices car advertisements will become very aware of them when he or she is in the market for a new car. It is believed that the receiver's mindset, therefore, plays a crucial role in paying attention to a stimulus. Initially, a person's attention is impelled by the stimulus characteristics of, for example, contrast. Beyond the initial attention, however, a person's further processing of a stimulus advertisement or display depends on the personal interest aroused by the featured product or service. Thus, a person will pay attention only to messages that are in line with their personality, experience and attitudes and their images of themselves (self-concept) and their social and cultural environment. Consumers, who like beauty products, are more likely to pay attention than those who do not. Factors such as attitudes and personal inclination can make the consumer pay attention to brands of beauty products (Cant, Brink and Brijball, 2002:102).

Attention is also determined by stimulus. The characteristics of the stimulus itself also play a crucial role in determining what gets noticed and what gets ignored. It is said that stimuli that differ from others around them are more likely to be noticed. The contrast can be created by using size and intensity. Larger stimuli are more likely to be noticed than smaller ones. For example, a full-page advertisement is more likely to be noticed than a half-page one. Insertion

frequency, that is, the number of times that the same advertisement appears in the same issue of magazine, has an impact similar to advertisement size. The intensity, for example, the loudness and brightness of a stimulus operates in much the same manner (Cant, Brink and Brijball, 2002:103).

Evans, Jamal and Faxall (2006:32) note that marketers address the problem of clutter on a supermarket shelf with attractive package design, point of purchase display materials and shelf displays. Every aspect of the package (name, shape and colour) must provide sufficient sensory stimulation to be noted and remembered. That is why the brand names of beauty products are simple, meaningful and easy to pronounce. The idea behind this stimulation is to make it easy for marketers to advertise them and consumers to note them. When it comes to beauty products, packages play an important role in advertising them. Therefore, many beauty products are packed in attractive packages. Hence, the combination of brand names and packaging is used if the aim is to make the product to be remembered and noticed by consumers. For example, Yardley packaging is completely different from Avrosh Lay. The aim is to make consumers notice brand by looking at packaging.

Cant, Brink and Brijball (2002:103) state that colour is one of the most powerful ways to draw attention to a product or give it a distinct identity. Colour can increase attention and readership. However, colour, if not used properly, can

also distract from the message and the ability of the audience to effectively process the message. For example, black and white television advertisements are not attracting as much attention as the advertisement of the colour film television set. In the case of advertising beauty products, the brand name should be in colour that is clear. For example, in magazines, the pages that are used to advertise beauty products are completely different from other pages in terms of colour.

Another way to draw attention to a product is position. Consumers are more likely to notice an advertisement that is strategically positioned. Positioning is very important when it comes to placing an advertisement. For example, advertisements on the right-hand page are believed to be receiving more attention than those on the left (Cant, Brink and Brijball, 2002:103).

Finally, situation is viewed as another way to draw attention to a product. In perceiving a stimulus with a given set of characteristics, customers will also be influenced by the context of the stimulus, namely, the situation. The factors involved here include stimuli in the environment other than the central, focal stimulus (e.g. the advertisement or package) and temporary characteristics of the individual that are induced by the environment such as service quality, polite staff and dignified treatment (Cant, Brink and Brijball, 2002:104).

Solomon (1996:308) notes that a consumer's physical surroundings and social environment can make a big difference in motives for product usage and also affect how the product is evaluated. For example, customers feel comfortable if there is a salesperson present to provide relevant information on specific brands. The fact is that the quality of services at certain stores can also spread to brands that are being sold by those stores.

❖ **Interpretation**

The third stage of the perceptual process is interpretation. Cant, Brink and Brijball (2002:104) note that when a customer has been exposed to a marketing message, and has attended to it, the message still needs to be interpreted. In simple terms, interpretation is the meaning that people assign to sensory stimuli. Individual interpretations do vary. Individuals tend to interpret information according to their existing beliefs, attitudes and general disposition and their prior experiences. A brand name can communicate expectations about product attributes and colour customers' perceptions of product performance. For example, a consumer who believes that gold is a precious thing consumer can interpret Rare Gold perfume as something that is precious and every consumer is willing to own it.

❖ Memory/ Recall

The last stage of the perceptual process is memory. Customers do not remember all the information they see, hear, or read. Customers tend to forget the marketing message when they are actually buying something, even if they have perceived it correctly. To overcome such forgetfulness, marketers use point-of-purchase promotions to remind the customer of their messages and products, though there are factors which are seen as affecting memory or recall such as the positive –sleeper effect. This effect means that a customer may be unconvinced by an advertising message, but may still react in the desired way by buying the brand. This behaviour may be the result of very effective point-of-purchase promotion (Cant, Brink and Brijball, 2002:105).

Another factor which affects memory or recall is the boomerang effect. It may result in customers actually reversing their decision to buy a product and taking the directly opposite course of action by buying a competing brand. For example, Woolworths, has its own brand of beauty products. When customers are shopping at Woolworths, they tend to buy Woolworths brands only and ignore all other brands. This behaviour goes hand in hand with the store image. Due to the good image of Woolworths, consumers may believe that whatever is inside Woolworths is high quality. In such cases consumers may end up buying competing brands of beauty products (Cant, Brink and Brijball, 2002:105).

Finally, another factor affecting memory is overcrowding file space. Such overcrowding occurs when the customer has too much information in his or her mind. This may cause the customer to misindex the message. The confused customer may end up buying the competing brand. The marketing message should, therefore, be as simple and as direct as possible, in order not to contribute to further confusion. The initial tentative acceptance of a message by a potential customer must, therefore, be reinforced by reminder advertising (Cant, Brink and Brijball, 2002:105).

2.21 Brand attitude strategy

Rix (2004:155) defines attitude as an enduring positive or negative feelings towards an object (product / brand) that disposes the individual to behave favourably or unfavourably towards it. The attitude towards an object derives from the beliefs held about the object; it results in a feeling of affects (like or dislike) toward the object. An individual who 'likes' an object is predisposed to behave positively towards it.

Brand awareness and brand attitude are communication objectives. Consumers must be aware of a brand if they are going to buy it. They must be aware of service if they are to avail themselves of it and they should be aware of the company if they are going to do a business with it. The real heart of most

advertising messages conveys information or communicates feeling about the product or services being advertised. This is what comprises brand attitude (Arens and Schaefer, 2007:134).

There are several possible specific communication objectives related to brand attitude. These objectives depend upon what beliefs the target audience' holds for our brand. The brand attitude option is to create, increase, maintain, modify or change the audiences brand attitude. A prior knowledge of the target audience's brand attitude is essential since it enables us to know which option will be best for the brand. It is important to understand fully the attitudes of our target audience towards both the category, in general, and the brands that compete in that category (Busch and Houston, 1985:159).

There is a need to create a brand attitude for a new category of users or when introducing a new brand. It is sometimes quite difficult to imagine any other situation where someone in the market has no attitude at all towards a brand, always assuming they are aware of it. Percy (2001:137) points out that if the target audience has a moderately favourable attitude, the brand attitude communication objective will be to increase the already favourable brand attitude. Almost anyone, who at least occasionally buys a brand, will hold a moderately favourable attitude towards it. Even new category users may have

formed some tentatively positive attitudes about brand. For example, females probably begin to form a brand attitude for cosmetics before they actual try it.

Modifying a brand attitude is basically to reposition a brand. Marketers try to increase their potential target market by appealing to different motivations or reasons for seeking certain benefits in the brand. For example, Shield cosmetic was a female oriented cosmetic. Thereafter, Shield for men was introduced. A target audience could potentially be seen as appropriate for a modified brand attitude if the advertiser sees changes in the market place that demand this sort of action. Modifying brand attitude can also be useful as a communication objective when it does not appear feasible to increase brand attitude (Percy, 2001:138).

It is necessary to change the brand attitude when a significant proportion of the target audience holds a negative attitude towards the brand. A consumer may hold a number of positive beliefs towards a brand. However, if there is a significant negative belief, it will, in almost all cases, overrule the positive beliefs. Percy (2001:138) states that choosing to change a brand attitude as a communication objective involves removing the negative link between the brand and the reason why a consumer purchases the product. If this link is not removed, regardless of what the advertising may say about a brand, the consumer may have a doubt in his/her mind.

2.21.1 Characteristics of brand attitude

Brand attitude depends upon what the potential buyer wants now from the brand. This is really the motivation that drives someone to behave in a certain way. It is, therefore, essential to know why someone is motivated to make a purchase or utilize a service in a brand's category. If the consumers' motivation changes, consumers may also re-evaluate the brand in the category. Therefore, a different motivation could change the consumers' evaluation of the brand (Arens and Schaefer, 2007:134).

Brand attitude is made up of two components, namely, cognition (beliefs) and affect (feeling). The consumers' knowledge about brand, that is, the cognitive component, could be made up of several different beliefs. By relating these beliefs to advertising, consumers will be concerned with the benefits associated with these beliefs, weighted by their importance. Brand attitude is seen as relative concept. For almost any product category, a number of brands will probably satisfy a consumer's motivation in purchasing or using a product. Arens and Schaefer (2007:134) also note that to advertisers, gaining positive consumer attitudes is critical to success.

2.22 Conclusion

South African marketers are confronted with a business environment which is dynamic and unpredictable. Brands, as an asset, should be properly managed. Effective branding strategies can help marketing managers to gain a substantial market share. This chapter has examined the importance of brands, their functions, benefits, brand loyalty, brand strategies and brand stages. The inter-relationship between the brands and personal factors were also examined. The next chapter will focus on brand advertising.

Chapter 3

Brand advertising

3.1 Introduction

The previous chapter has examined the theory of branding and personal factors. This chapter will examine the role of brand advertising and functions of advertising. Reviewing the literature on advertising is seen as relevant to the study, since advertising is regarded as one of the communication tools to make customers aware of certain brands in the market.

3.2 The role of brand advertising

Duncan (2002:506) notes advertising is the promotion via a recognizable advertisement placed in a definable advertising medium, guaranteeing exposure to a target audience in return for a published rate for the space or time used. Jobber (2004:905) notes that advertising is a paid form of non-personal communication that is transmitted through the mass media such as radio, television, newspapers, magazines, direct mails, mass transit vehicles, and outdoor displays. It is non-personal in the sense that the media convey messages about brands of beauty products. Organizations use advertising to reach a variety of audiences. For example, by advertising Vaseline Intensive Care on television, the marketer reaches a vast audience (Pride and Ferrell, 1997:416).

Advertising helps buyers to learn and remember brands and their benefits by repeating the message and building associations between brands, logos, images and benefits – a form of classical conditioning. Brands play a major role in advertising. Advertising, whether it is on a national, local or direct basis, is important as it can inform, remind or persuade established or potential customers of the existence of a brand, product service or organization (http://www.blurtit.com). Smith (1998:85) notes that advertising can reach huge target audiences with simple messages that allow receivers to understand what a product is, what its primary functions are and how it relates to all the other similar products. For example, Avon, Revlon, Designer Notes, Avro Shlain, Yardley and Johnsons' and Johnson's use media to remind and inform consumers about their brands of beauty products. For example, although Red door is an old perfume, Revlon keeps on advertising it with the aim of reminding consumers.

In simple terms, the main function of advertising is to communicate with specific audiences about brands. These audiences may be customer- or organization-based, but wherever they are located, the prime objective is to build awareness of a product's brands, service or an organization (Fill, 1995:55). However, Shultz, and Shultz (2004:57) note that brands are not necessarily advertising-driven. While advertising helps, it is nevertheless argued that by spending large sums on brand advertising, does not necessarily guarantee success, that is, more brand

advertising does not mean more sales. Advertising is unlikely to be effective, if the brand image is bad.

Although it is desirable, not all advertising is brand advertising. If advertising is not contributing to brand equity and strengthening brand positioning, it is a waste of money. To be successful, brand advertising must be memorable and powerful. The brand image and brand positioning must be clear, focused and etched into the minds of target prospects and customers. The more indelible that brand image is, the more loyal consumers will be. Brand recognition and brand recall are two key goals of brand advertising.

(http://www.brandidentityguru.com/brandadvertising.htm.)

Once one has an understanding of a brand as a collection of meanings commonly held by human beings, and that these meanings affect people's purchasing behaviour, then that advertising may enhance the fortunes of that brand. The role of advertising is to manipulate the meanings connected with the brand to the brand owner's advantage. Advertising is multi-faceted and can promote goods, services, images, ideas, issues and people. Depending on what is being promoted, advertising, can be classified as either institutional (promotes organizational images and ideas) or product advertising (http://www.blurtit.com).

Product advertising is used by private businesses and government organizations to promotes the uses, features, images and benefits of their goods and services. For example, when Shield perfumes and deodorants are advertised, the emphasis is placed on the boosting of self confidence. Pride & Ferrel (1985:348) further argue that product advertising stimulates primary and selective demand.

At the introduction phase of the product life cycle, a marketer uses pioneer advertising to stimulate primary demand and to inform people about the product. Since pioneer advertising is used in the introductory stage of the product life cycle, when there are no competitive brands, it neither emphasizes the brand name nor compares brands. An advertiser uses competitive advertising to build selective demand, which is demand for a specific brand (Strydom, Cant and Jooste, 2004:250).

Cowley (1999:69) argues that advertising creates a forcible evolution of meanings that are attached to a brand. Brands swim around in the same kind of social soup that we all swim around in. As the ingredients of that soup change, so brands have to change their flavour. Cowley (1999:69) further argues that advertising equips us with new lenses to look at products. Thus, brand owners maintain long-term relationships with their customers, and provide long-term stability for their business.

3.3 The functions of advertising

The main function of advertising is to sell products to consumers. Advertising serves to inform us of the choices that we have as consumers, and leaves us to make rational decisions based on what we need. Advertising does not allow us to make any real choices between products. Consumers' choice frequently consists of different brands manufactured by the same company or is being distorted by a form of advertising reliant on frustration or other negative feelings in order to sell its products (http://www.blurtit.com).

It is very important for consumers to focus upon how they make sense of the advertisements they see, how the advertisers reach them and persuade them and the complexity involved in this process. In watching an advertisement on television, or looking at one in a magazine, consumers do not simply come under some hypnotic 'spell' resulting in an unquenchable desire to buy a new type of perfume simply because the advert states that it is the answer to all our problems. Advertisements are generally far more complex: furthermore, so are we. Depending upon the media used, adverts generally consist of images, text and sound. Each of these aspects is encoded with various meanings and messages, some of which are associated with the particular product that the advertisement is trying to sell and some which are associated with its image. ,

The phrase 'a picture can speak a thousand words' is far from untrue (Packard, 1995:96).

Consumers actively construct meaning according to their knowledge of the world and their experience in it, building association with concepts presented to them within a given advertisement. Within such a context, advertisements are largely created to appeal to the irrational aspects of our psyche, using emotional appeals, playing on our fears and our needs to belong. In doing so, advertisers offer us their product as an answer. This theory has been supported by a great deal of research, which has found relatively few purchases to be made by rational choice. Indeed, how can 'rational' choices be made between those goods which have the same use values, for example, different brands of beauty products. Advertisements have become less concerned with communicating essential information with regard to the product in question, and more involved with manipulating attitudes and social values, for example, a car advertisement (Packard, 1995:96).

Since different brands of a product are not necessarily so different in content, the advertisers must market the product in a persuasive way to the consumers'. Packard (1995:96) found that advertisers are given clues via consumer's subconscious needs, yearnings and cravings. Furthermore, once advertisers have identified consumers' psychological needs, they can design an appeal focused

towards brand and based upon the product. Packard (1995:88) went on to identify a number of psychological appeals utilized in adverts, some of which will be highlighted now.

Firsly, Packard (1995:89) found that advertisements sell a 'reassurance of worth'. Using the example of the housewife in the 1950's, he noted how advertisements would sell pride to housewives in their designated 'role' according to how 'white their whites were' or how clean their house was.

The flip side to this particular method is one that Packard did not cite, but one which has become a standard approach for some types of product; that is, to play on our guilt, fear, and insecurities. These can include anxieties regarding looks, age, loss of respect and status. Hence, particular emphasis has been placed on the anxieties of consumers, especially with regard to physical appearance. The product in question tends to be held up as a cure for physical sensitivities, for example, acne. Focusing on presenting the product as a cure for one's skin complaint also tends to present it as a cure for one's isolation, shame and feelings of unattractiveness. The majority of advertisements used to promote acne creams have tended to follow the same format, for example, a girl/boy has spots and is isolated, and after using the product, has baby-like skin, and a much improved social life as a result of being a more attractive person. Brierly (1995:167) cites the example of Ryvita, whose main selling point is that it "helps you win the inch

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war". It reminds women that they need to lose weight in order to achieve the 'ideal' 24 inch waistline, as indicated by the measuring tape on the packet.

Packard (1995:28) highlighted another approach which involves a 'sense of roots'. These advertisements tend to focus upon the 'good old days' with a certain warmth and sentimentality. A good example of such an approach would be the Werthers television advertisement in which we see a grandfather and grandson in a 'special' moment, whereby the grandfather gives his grandson his first Werthers Original sweet, because he is such a 'special boy'. Consumers are placed in a timeless situation, which emphasizes the giving of a sweet as the giving of affection, and accentuates the concept of family tradition; that all grandfathers in the family have introduced grandsons to Werthers.

Advertisements have been found to sell a 'sense of power'. Packard (1995:29) found that men, particularly, have an inherent desire for power. Advertisers have tapped into these motives and exploited them. This type of sales technique has obviously been aimed at men, with products such as cars and deodorant (Lynx). As an appeal, the use of the 'powerful man' has been applied in contexts such as power over the environment, physical power, and power over women. Increasingly, however, the power appeal has also been used in advertisements aimed at women; yet these tend to be within a more traditional feminine context. For example, a girlfriend gets revenge on her boyfriend for criticizing her driving

(Fiat Punto). The eighties saw the birth of women in advertising displaying the same aggressive qualities of power traditionally associated with masculinity.

The power appeal is arguably just one aspect of the fantasy that is created in an advertisement. The purpose of such adverts is to associate the stereotypes which surround our views of 'paradise' with the product in question. Brierly (1995:167) argues that 'the familiar elements are more important than the unfamiliar'.

Advertisements tend to be a paradox of the two types of elements. As a general rule, advertisements tend to be based on reality but exaggerated somewhat. Some have accused advertisements as 'perverting' the truth. Myers (1986:112) points out that the particular perversion that advertising carries out, does not concern misleading the consumer with regard to the properties of the product, but it has been accused of concealing the 'true condition of life'. Indeed, 'real' life, as we would know it, is not perfect. Each of us, our environments and possessions are all flawed in some manner. This is not the case in advertisements.

The concept of perfection is now presented to us in a more realistic fashion than it ever was, owing to the advances made in technology, namely, computer technology. The temporary nature of these two advertisements have been easy to identify. However, it is far more subtle in many adverts and not just restricted to beauty products. With technology, we can transform any product into perfection,

at the same time, misleading the consumer into seeing it as 'real', and thus permanently providing impossible standards. Therefore, advertising can suspend our sense of reality in order to reinforce the image of a product (Williamson, 1991:13).

The image that the product has is one main aspect which differentiates it from similar products. Very often, it is the product's image that we are actually buying into. We tend to create ourselves and create our images via images of the products we consume (Williamson, 1991:13). "Instead of being identified by what they produce, people are made to identify themselves because of what they consume". We are made to feel that our status and who we are is sustained through what we buy. We have an inherent need to belong, and the images of products presented to us provide us with an imaginary 'belonging'.

If a product (sign) is associated with a particular (signified) concept, meaning and or emotion which is reinforced by the advertising campaign, the consumer tends to eventually skip the translation, thus taking the sign for the signified. In this way, we associate different products with different meanings. For example, with the impulse advertisements, the product has been associated with 'man you have never met before, giving you flowers'. In similar ways, diamonds have come to be associated with love, in associations of lasting forever, being strong and beautiful. In a large number of adverts, our bodies and other aspects of our

lives are broken down into separate parts. In order to renew ourselves as 'whole beings', therefore, we consume the products, thus recreating ourselves from what refers to as our 'identikit of parts' (Williamson, 1991:14).

While a product can be imitated, it is far more difficult to imitate an attractive personality image. A large number of consumers buy a product because of its image. Packard (1995:49) found that the majority of smokers and beer and whiskey drinkers could not actually identify their favourite brand. This finding further indicates the irrationality with which people tend to purchase their products.

3.4 Conclusion

Brands of beauty products make it easier for advertisers to manipulate the consumer's mind. Advertising, on its own, does not sell a product. Advertising impacts on the brand image and benefits associated with that brand of beauty products. Consumers can be exposed to a number of advertisements, but that does not mean that there will be more sales for a brand's products. The next chapter will focus on the research methodology.

Chapter 4

RESEARCH METHODOLOGY

4.1 Introduction

It was clear from the literature review that key questions relating to brands of beauty products were not adequately answered due to a dearth of information on branding of beauty products to students at tertiary institutions. Hence, an empirical study was necessary.

In this research, the sample of the study was drawn from females studying at tertiary institutions in the Durban metropolitan area. The data were collected through the use of semi-structured interviews and questionnaires. The study was conducted at tertiary institutions because one of the main purposes of the study is to determine the consumption patterns of the students for beauty products.

4.2 Data Collection

In the social sciences, there are two different methodological approaches, namely, qualitative and quantitative (Mouton 1998:275). Both approaches have their strengths and weaknesses. The best research method depends on the

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study's research problem and the accompanying research questions. A qualitative method enhances the understanding of social processes and relations.

A quantitative research is generally considered to be the only approach that gives an objective truth, because it converts information into numbers. This method is generally used when the researcher conducts a wide investigation that contains many units. Holme and Solvang (1997:44) point out that the researcher must maintain a distance to the investigated object to reach a satisfying degree of objectivity.

In order to provide a greater depth of understanding of the present study, it is necessary that various techniques are utilized in the collection of data. Therefore, both qualitative and quantitative methods were used. The combination of both qualitative and quantitative methods is referred to as triangulation. Babbie and Mouton (1988:275) argue that combining such methods in the same study can help in overcoming possible deficiencies that flow from one method alone.
Dawson (2002:20) notes that the combination of both quantitative and qualitative methods is a good way of approaching research as it enables the researcher to counteract the weaknesses in both qualitative and quantitative components.

Kumar, Aaker and Day (1998:186) state that the purpose of the qualitative approach is to find out what is in the consumer's mind. Qualitative method helps

the researcher to become oriented to the range and complexity of consumer activity and concerns. "Qualitative data are collected to know more about things that cannot be directly observed or measured such as feelings, thoughts, intentions and behavior".

Dawson (2002:14) states that the qualitative method explores attitudes, behaviour and experiences through such methods as interviews or focus groups. It attempts to get an in depth opinion from the participants. The quantitative method generates statistics through the use of questionnaires or structured interviews. Data for this study was collected through the use of individual interviews and questionnaires.

4.3   The Sampling Technique

Kumar, Aaker and Day (1998:704) define a sample as a subset of elements from a population. Bless and Higson-Smith (1995:134) note that the sample of the study can be described as the subset of the whole population which is actually investigated by the researcher, and whose characteristics will be generalized in relation to the entire population. Mouton (1998:134) describes the population of the study as the collection of elements, either known or unknown, from which a sample is drawn. Sampling is the procedure whereby a specified number of

elements are drawn from the sampling frame that represents the entire population.

In social science, there are two sampling methods/ techniques, namely, the probability and non-probability sampling techniques. Probability sampling gives all the members of the population under study an equal chance of being selected (Kumar, Aakar and Day, 1999:376).

Kumar, Aakar and Day (1998:389) state that "in probability sampling, the theory of probability allows the researcher to calculate the nature and extent of biases in the estimate and to determine what variation in the estimate is due to the sampling procedure. It requires a sampling frame- a list of sampling units or a procedure to reach respondents with a known probability". Shaughnessy, Zechmeister and Zechmeister, (2000:154) state that "the distinguishing characteristic of probability sampling is that the researcher can specify for each element of the population that it will be included in the sample".

Kumar, Aakar and Day (1998:389) state that in probability sampling techniques, the costs and trouble of developing a sampling frame are eliminated. The results can contain hidden biases and uncertainties that make them worse than no information at all. These problems, it should be noted, are not alleviated by increasing the sample size.

Kumar, Aakar and Day (1998:389) note that non-probability sampling typically is used in situations such as the exploratory stage of a research project, pretesting a questionnaire, dealing with the homogeneous population, when a researcher lacks statistical knowledge and when operational ease is required. There are four types of non-probability sampling procedures, namely, judgmental, snowball, convenience and quota sampling. In this study, quota sampling was used. Quota sampling is based on demographic data such as geographic location, age, sex, and income. In this study a convenience sample (non-probability) of approximately 100 respondents was drawn from tertiary institutions such as University of KwaZulu-Natal (UKZN), University of South Africa (UNISA), Durban University of Technology formerly known as Durban Institute of Technology (DIT), Mangosuthu Technikon, and ICESA. Convenience sampling has been found to provide acceptable results for commercial purposes and at a cheaper cost than random sampling. While it is a commonly applied sample selection method in market research, it lacks statistical purity.

4.4 The Sampling frame

Mouton (2006:135) notes that defining the population is a two-step process. Firstly, population which one wishes to generalize must be identified and for this to be operational, the sampling frame must be constructed. Zikmund (1997:418)

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notes that sampling frame is called the working population because it provides the list for operational work. As this study made use of a non-probability sample, it was not defined any further than the female students at tertiary institutions in the Durban Metropolitan Area.

4.5 The Sampling Unit

Zikmund (1997:421) notes that a sampling unit is a single element or group of elements subject to selection in the sample. Every 5th student who entered the library was interviewed. The purpose of choosing the library was to get registered students interviewed.

4.6 The Sample Size

Samples are selected from populations. In this case the population represented the students whose views are to be represented and students were selected randomly. These students are involved in different levels of study. 100 questionnaires were issued but only 86 were usable. Females studying at tertiary institutions in Durban Metropolitan Area were sampled for the purpose of the study.

4.7   The Data Collection Instrument

4.7.1 Questionnaires

Questionnaires have both open -ended and closed structured questions. One of the advantages of using closed questions is that they are time- saving. Sometimes, respondents become bored when filling questionnaires that require them to elaborate on their answers.

Kumar, Aaker and Day (1998:315) state that the choice between open and closed response questions is not necessarily an either/or distinction. Open-response questions can be used in conjunction with closed-response questions to provide additional information.   Using open-ended questions to follow up a closed response question is called a probe. The probe can efficiently combine some advantages of both open and closed questions. They can be used for specific pre-chosen questions or to obtain additional information from only a subset of people who respond to previous questions in certain ways. A common example of the latter is to ask respondents who choose "none of the above" a follow-up question to expand on their answers.

In this study, 100 questionnaires were given to students studying at tertiary institutions in the Durban Metropolitan Area, but only 86 were usable. Each questionnaire consisted of 28 questions. For the purpose of this study, all data

were collected through the use of structured interviews where questionnaires were administered by the researcher. Wysocki (2004:202) points out that a questionnaire involves the written questions that are given to the respondent through the mail, email or in person. Wysocki (2004:177) further notes that a self-administered questionnaire is issued to the respondents who fill them on their own and return them to the researcher.

The major disadvantage of the self-administered questionnaire is the low response rate. Due to time constraints, respondents may not return the questionnaires. Moreover, there is no urgency in filling the questionnaires if the interviewer is not present. The presence of the interviewer has a positive effect on the response rate (Kumar, Aakar and Day, 1999:239).

4.8   The Research Questionnaire

The questionnaire consisted of twenty eight questions and was divided into seven sections, namely biographical details, educational background, project related information, and media related information, customers' perceptions, and customers' reactions. The purpose of asking biographical information was to relate information to the consumption of beauty products by people from

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various geographical areas, language background, marital status and level of education.

The purpose of asking project related questions were to ascertain students' awareness of various brands of beauty products. The purpose of asking media related questions was to find out about the role played by media in advertising brands of beauty products. Questions about customers were asked with the aim of finding out about customer's perceptions of various brands of beauty products and lastly, it is vital to understand whether customers are satisfied with brands of beauty products. These questions were analyzed using the Statistical Product Service Solution (SPSS) which includes tables, Chi-Square tests, Cronbach Alpha test, Pearson's Correlation and t-tests. These statistical tests played an important role in measuring the relationship between variables.

4.9   Face-to-face personal interview

The face-to-face interaction between the interviewer and the interviewee (respondent) was chosen for this investigation with the view to increasing the response rate by explaining the nature of the study and its significance to the target population.

4.9.1 Scheduled structured interviews

Bless and Higson-Smith (1995 :106) state that

"The most structured way of getting information directly from the respondents is by means of scheduled structured interviews. This method is based on the establishment of the questionnaire, which is a set of questions with fixed wording and sequence of presentation, as well as more precise indications of how to answer questions".

❖ **Advantages of using interviews as a method of data collection**

Interviews give respondents and the researcher direct personal contact. Hence, the researcher can have a clear and broad understanding of the attitudes and thinking of participants.

Secondly, the use of interviews makes data interpretation easy and swift since the researcher will be reading his/her own handwriting and will be familiar with the responses as he or she can recall what was happening during data collection when she or he was recording responses (Bailey, 1994:174).

In addition, it is believed that the interview will most likely have a high response rate as compared to the other techniques. Interviews will assist the respondents

to ask for clarification of the questions they do not understand, and they give the researcher the guarantee that all questions were fully answered in the right context. Bailey (1994:174) points out that one of the major advantages of interviews is their flexibility. Interviews can probe for more specific answers and can repeat a question when the response indicates that the respondents misunderstood the question.

Furthermore, the interviewer is present to observe the non-verbal behaviour and assess the validity of the respondent's answer. The interviewer also has control over the question order and can ensure that respondents do not answer the questions out of context. The interviews can also ensure that all answers are complete (Bailey, 1994:174). If respondents clearly misunderstand the intent of a question or indicate that they do not understand the question, the interviewer will clarify matters, thereby obtaining the relevant responses. Before the questionnaire was formally administered, a pilot survey was undertaken.

4.10 The Pilot Survey

Saunders, Lewis and Thornhill (2003:308) view a pilot survey as a rehearsal of the final research project that ensures that the procedures will allow the collection of data needed for the study. It is further said that the purpose of pilot test is to refine the questionnaire so that respondents will have no problems in

answering the questions and there will be no problem in recording the data. Before the actual study was conducted in the tertiary institutions of the Durban Metropolitan area, 10 female students were interviewed by the researcher to determine whether the questionnaires were understandable by the intended respondents.

Crouch and Housden (2003:272) note that the primary purpose for the pilot survey was to pretest the questionnaires. Some questions were eliminated and others were added. Pilot surveys also help to test questions and to determine the costs of research. The pilot survey was conducted during April to May 2005.

4.11 Conclusion

It is very important to note that the quantitative method has been used in this study. Since quantitative research is generally considered to be the only approach that gives an objective truth, because it converts information into numbers. Many loopholes that emanate from the adoption of a singular method can be avoided through the adoption of triangulation research method (that is the combination of quantitative and qualitative methods. The next chapter presents a discussion of the survey findings.

Chapter 5

Data Analysis and interpretation

5.1 Introduction

This chapter deals with the analysis and interpretation of data collected in order to be able to draw conclusions in the next chapter. The data was subjected to the Statistical Product Service Solution program (SPSS).

Table 5.1 Respondents' place of residence

	Frequency	Percent	Cumulative Percent
Rural- KZN	29	33.7	33.7
Urban- KZN	39	45.3	79.1
Rural - Out of KZN	7	8.1	87.2
Urban - Out of KZN	11	12.8	100.0
Total	86	100.0	

Table 5.1. reveals the group dispersion of participated respondents in this project, that is, 33.7 % are from rural- KZN, 45.3 % are from urban -KZN, 8.1 % are from rural areas outside of KZN and 12.8 % are from urban areas outside of KZN.

Table 5.2 Respondents' language

	Frequency	Percent	Cumulative Percent
Zulu	43	50.0	50.0
English	14	16.3	66.3
IsiXhosa	19	22.1	88.4
Sesotho	7	8.1	96.5
Afrikaans	3	3.5	100.0
Total	86	100.0	

Table 5.2 results reveal the home language dispersion of respondents in this project, that is, 50.0 % are Zulu speaking, 16.3 % are English speaking , 22.1% are Isixhosa speaking, 8.1 % are Sesotho speaking and 3.5 % are Afrikaans speaking. Clearly, since KwaZulu-Natal is a predominantly Zulu speaking province, the majority of respondents speak IsiZulu. From a marketing point of view, especially communication efforts, it will be prudent to include or use the language of the dominant group in addition to English in conveying the message to the target market. Furthermore, the language of the target market plays a crucial role when designing brands of beauty products.

Table 5.3 Respondents' marital status

	Frequency	Percent	Cumulative Percent
Married	8	9.3	9.3
Single	77	89.5	98.8
Divorced	1	1.2	100.0
Total	86	100.0	

Table 5.3. reflects the marital status of respondents in this project, most

respondents are single because the study was done at KwaZulu-Natal tertiary institutions where most students are unmarried, having entered the university after secondary school. However, consumption patterns appear to be the same amongst married, single and divorced respondents.

Table 5.4 Age group of the research sample

	Frequency	Percent	Cumulative Percent
17 - 20 yrs	52	60.5	60.5
21- 24 yrs	16	18.6	79.1
25 - 28 yrs	9	10.5	89.5
29 - 32 yrs	7	8.1	97.7
33 - 36 yrs	2	2.3	100.0
Total	86	100.0	

Table 5.4. reveals the age group dispersion of respondents in this project, that is, 60.5 % are between 17 - 20 years, 18.6 % are between 21 -24 years, 10.5 % are 25 - 28 years, 8.1 % are between 29 - 32 years and 2.3 % are between 33 - 36 years. Clearly, the results indicate that the majority of students who are studying at tertiary institutions are under 29 years, having entered the institution after school. Brands of beauty products have different appeal to different age groups.

Table 5.5 Respondents' sources of income

	Frequency	Percent	Cumulative Percent
Allowance	70	81.4	81.4
Part -time work	7	8.1	89.5
Full time work	5	5.8	95.3
Bursary or study scheme	4	4.7	100.0
Total	86	100.0	

Table 5.5 indicates sources of income of respondents in this project. There are 81.4% who are deriving income from allowances, 8.1% derive income from part-time work, while 5.8% derive income from full-time work and 4.7% from bursaries or study schemes. The incomes are not expected to be as high as those in employment. Consequently, their purchases are expected to be judicious rather than extravagant.

Table 5.6 Respondents' monthly income

	Frequency	Percent	Cumulative Percent
Under R 1000	78	90.7	90.7
R 1000 - 2000	6	7.0	97.7
R 4001 to R 6000	1	1.2	98.8
Above R 6000	1	1.2	100.0
Total	86	100.0	

Table 5.6 reveals the monthly income dispersion of respondents in this project, that is, 90.7% have a monthly income of under a R1000, 7.0% have a monthly income of between R1000 and R2000, 1.2% have a monthly of between R4000 and

R6000 while 1% have a monthly income in excess of R6000. Students' incomes are expected to be associated with their consumption level of beauty products. The extent to which the aspects of vanity supersede the other purchase needs might depend on the characteristics of the different women, where it is expected that some will spend a disproportionately higher percentage on beauty products if they are very conscious of their appearance.

Table : 5.7 Respondents' cosmetics expenditure for three months

	Frequency	Percent	Cumulative Percent
R 100 - R200	6	7.0	7.0
R 201 - R 400	19	22.1	29.1
R 401 - R 600	61	70.9	100.0
Total	86	100.0	

Table 5.7 reveals the dispersion expenditure on cosmetics for three months, where 7.0% spent between R100 and R200, 22.1% spent between R201 and R400, while 70.9% spent between R401 and R600. This finding reveals that a disproportionate amount of money is spent by students on beauty products when compared to employed women. The fact that young women at tertiary institutions are single and do not concern themselves with household expenditure, explains the high proportion of their allowance spent on beauty products.

Table: 5.8 Respondents' educational background

	Frequency	Percent	Cumulative Percent
Unisa	8	9.3	9.3
UKZN	54	62.8	72.1
DUT	13	15.1	87.2
Mangosuthu technikon	7	8.1	95.3
ICESA	4	4.7	100.0
Total	86	100.0	

Table 5.8 indicates the dispersion of respondents at tertiary institutions. 9.3% were studying at the University of South Africa, 62.8% at the University of KwaZulu-Natal, 15.1% were studying at the Durban University of Technology, whereas 8.1% were studying at Mangosuthu Technikon and 4.7% were studying at ICESA.

Table : 5.9 Respondents' registered qualifications

	Frequency	Percent	Cumulative Percent
U.G. (Degree)	78	90.7	90.7
U.G. (Certificate)	2	2.3	93.0
Diploma	6	7.0	100.0
Total	86	100.0	

Table 5.9 indicates the qualifications for which students are registered. A majority of 90.7% were studying for an undergraduate degrees, while 2.3% were registered for certificates, and 7.0% were registered for post graduate degrees.

Table :5.10 Respondents' educational status

	Frequency	Percent	Cumulative Percent
U.G.	80	93.0	93.0
P.G.	6	7.0	100.0
Total	86	100.0	

A further breakdown reveals the respondents' educational status in this study. A majority of 93.0% were at the undergraduate level while 7.0% were at postgraduate level. Clearly, the undergraduates dominate at tertiary institution in terms of numbers. It is significant to conduct such a study at tertiary institutions since the behaviour of the consumers in the market place is influenced by demographic factors such as educational status, income and age. This finding is confirmed by Evans, Jamal and Foxall (2006:106) who note that consumer demographics are important for marketers because consumers are targeted using variables such as age, income, occupation and level of education. It is further argued that consumer behaviour differs with demographic variables. For example, there are brands of beauty products that are targeted at mothers with babies such as Johnsons' Baby Vaseline.

Table: 5.11 Respondents' brand awareness

	Frequency	Percent	Cumulative Percent
Ponds	16	18.6	18.6
Dark & Lovely	67	77.9	96.5
Nivea	3	3.5	100.0
Total	86	100.0	

The results as reflected in table 5.11 reveal that 18.6% of respondents are aware of Ponds, 77.9 % of Dark & Lovely and 3.5 % of Nivea. Brands give consumers confidence and can make consumers develop positive attitudes. For example, Dark and Lovely consumers want to look lovely. The advertisers believe that the word "lovely" boosts consumers' confidence. Evans, Jamal and Foxall (2006:279) note that consumers develop love and passion for brands. Consumers often have the passion to possess a brand and will feel anxious if the brand is not available. Satisfaction derived from the benefits of the brand can lead to consumers developing emotional attachment.

Table: 5.12 Respondents' brand preference

	Frequency	Percent	Cumulative Percent
Ponds	16	18.6	18.6
Dark & Lovely	67	77.9	96.5
Nivea	3	3.5	100.0
Total	86	100.0	

Table 5.12 reveals that 18.6% of the respondents prefer Ponds while 77.9% prefer Dark and Lovely and 3.5% prefer Nivea. It seems that familiar brands are more preferable than unfamiliar ones and advertising appears to lend familiarity to the brands, especially when consumers are confronted with the brands on a frequent basis.

Table :5.13 Media which provide information to respondents on beauty products

	Frequency	Percent	Cumulative Percent
TV	69	80.2	80.2
Radio	9	10.5	90.7
Magazines	4	4.7	95.3
Newspaper	4	4.7	100.0
Total	86	100.0	

Table 5.13 reveals that 80.2% of respondents obtain information from television, while 10.5% get their information from radio and 4.7% obtain information from magazines and 4.7% from newspapers. This finding indicates that television dominates. However, students do read magazines and listen to radio but it is not a daily event like television. Television seems to have a stronger influence, probably because it is a medium that is used more often by students.

Table: 5.14 Exposure to advertisements

	Frequency	Percent	Cumulative Percent
Infomercials	22	25.6	25.6
Commercial ads	64	74.4	100.0
Total	86	100.0	

Table 5.14 results reveal the time of exposure of the advertisements on television and radio. 25.6%, a small proportion of advertisements, are exposed to infomercials and 74.4% are exposed to commercial advertisements which are of a shorter duration.

Table: 5.15. Suitable media for advertising beauty products

	Frequency	Percent	Cumulative Percent
TV	66	76.7	76.7
Radio	13	15.1	91.9
Magazines	5	5.8	97.7
Newspapers	2	2.3	100.0
Total	86	100.0	

Table 5.5 reveals that 76.7% of respondents consider television, 15.1% prefer radio, 5.8% prefer magazines and prefer 2.3% newspapers as being suitable media for advertising beauty products. One of the reasons why television is preferred is that it appeals to the sense organs. The design of televisions advertisements make consumers see, the effects of and hear about the brand of beauty products.

Table: 5.16 Respondents' introduction to brands of beauty products

	Frequency	Percent	Cumulative Percent
Dermatologists	3	3.5	3.5
Friends	16	18.6	22.1
TV ads	61	70.9	93.0
Doctors	2	2.3	95.3
Magazines ads	4	4.7	100.0
Total	86	100.0	

Table 5.16 reveals that respondents were introduced by different people and media to the brands of beauty products, 3.5% were introduced to brands of beauty products by dermatologists, while 18.6% were introduced by friends,

70.9% by television advertisements, and 2.3% by doctors and 4.7% by magazines ads. Television still dominates in terms of introducing respondents to various brands of beauty products. However, the study conducted by Professor Simpson (Sunday Times, April 15, 2006) director of the UCT Unilever Institute, placed more emphasis on word of mouth. Prof. Simpson notes that "the word of mouth is the fastest –growing form of marketing. The institute has been researching the impact of word of mouth communication on brands. Professor Simpson further said that if you want your product to sell get the right people to talk about it".

Simpson believes that the percentage of effective advertising may be as low as 10%, given the plethora of media. He says it is in the "offline" environment- face-to-face discussions and non-verbal cues- that people's attitudes towards brands are mostly powerfully influenced. This finding is especially true in South Africa, where most consumers do not have access to Internet and rely on the word of mouth to develop opinions on brands. His research findings show that 17% of the population can be classified as "igniters" – people who can have a radical effect, either positive or negative, on a brand (Sunday Times, April 15, 2006).

Table: 5.17 Respondents' perceptions about brands of beauty products

	Frequency	Percent	Cumulative Percent
Very dissatisfied	8	9.3	9.3
Dissatisfied	11	12.8	22.1
Satisfied	25	29.1	51.2
Very Satisfied	42	48.8	100.0
Total	86	100.0	

Table 5.17 reveals the perceptions of respondents towards brands of beauty products, 9.3 % who were very dissatisfied, while 12.8 % were dissatisfied, 29.1% were satisfied, and 48.8 % were very satisfied towards the statement. Consumers' satisfaction largely depends on the way they perceive that particular advertisement. Marketers should always make sure that the way they advertise beauty products is boosting confidence and customer self-esteem.

Table: 5.18. The extent to which marketers offer guarantees to consumers

	Frequency	Percent	Cumulative Percent
Not often	13	15.1	15.1
Very often	46	53.5	68.6
All the time	27	31.4	100.0
Total	86	100.0	

Table 5.18 reveals the extent to what marketers offer guarantees to consumers, 15.1% expressed ' not often', while 53.5% expressed 'very often', and 31.4% expressed "all the time". Offering guarantees such as after sales services and money back are some of the ways used by marketers to provide assurance of quality to buyers of particular brands. Offering of guarantees also reduces consumers' doubts when it comes to purchasing a particular brand. For example,

Shield deodorant gives incredible women incredible protection and "It won't let you down".

Table: 5.19 Types of guarantee offered

	Frequency	Percent	Cumulative Percent
You will see results after 14 days	33	38.4	38.4
You will see results after 30 days	22	25.6	64.0
Money back guarantee	18	20.9	84.9
Show before and after pictures	13	15.1	100.0
Total	86	100.0	

Table 5.19 reveals the type of guarantee offered by marketers to respondents in this study. 38.4% of the respondents expressed that they will see results after 14 days, while 25.6% stated that you will see results after 30 days, 20.9% offered money back guarantee and 15.1% showed before and after pictures as a type of guarantee. Offering guarantees gives consumers confidence when purchasing and consuming certain brands of beauty products.

Table: 5.20 Type of guarantee offered together with pictures of the real people.

	Frequency	Percent	Cumulative Percent
Yes	13	15.1	15.1
No	41	47.7	62.8
Sometimes	32	37.2	100.0
Total	86	100.0	

Table 5.20 reveals whether the guarantee offered shows a picture of real people.

Only 15.1% said that the picture of real people accompanied the guarantee offered rather than computer images to show the authenticity of the results, while 47.7% disagreed and 37.2% said it occurred sometimes. This finding indicates that the majority of respondents do not believe in pictures used in the advertisements of beauty products. This is understandable since new technology has succeeded in air-brushing to get the desired results in the media. Consumers do not regard those pictures as pictures of real people.

Table: 5.21 Type of guarantee offered and its influence on consumers' decision- making process

		Frequency	Percent	Cumulative Percent
Valid	Yes	56	65.1	65.1
	No	30	34.9	100.0
	Total	86	100.0	

Table 5.21 reveals the views of respondents on the influence of guarantees offered on the consumers' decision making process. There are various factors which influence consumers' decision-making. Such factors include personal factors (learning, needs, attitudes, values, perception, beliefs and self-concept), social factors such as culture, family, social class and reference groups) and physical surroundings. Marketers should also make use of guarantee in order to play on emotions of consumers in the target market. For example, if the results are guaranteed, consumers tend to buy those products. A product such as Bio-Oil is guaranteed when it comes to removal of stretch marks.

Table: 5. 22 Honouring of the guarantee by marketers

	Frequency	Percent	Cumulative Percent
Yes	22	25.6	25.6
No	50	58.1	83.7
Sometimes	10	11.6	95.3
Often	4	4.7	100.0
Total	86	100.0	

Table 5.22 reveals the degree of respondents' satisfaction with the honouring of

guarantees by marketers in the study. 25.6% of the respondents expressed `Yes',

while 58.1% expressed `No', and 11.6% expressed `Sometimes' and 4.7% `Often'.

This finding indicates that marketers should strive to honour the guarantee. In

other words, the product should deliver promises to the consumers. However, it

is sometimes difficult to honour a guarantee. For example, removal of stretch

marks within three weeks cannot be guaranteed.

Table :5.23 Consumers' beliefs in the statements made in the advertisement about beauty products

	Frequency	Percent	Cumulative Percent
Yes	43	50.0	50.0
No	19	22.1	72.1
Sometimes	20	23.3	95.3
Do not know	4	4.7	100.0
Total	86	100.0	

Table 5.23 reveals respondents' beliefs in the statements made in advertising of

beauty products in this study. 50.0% of the respondents expressed `Yes', 22.1%

expressed `No', while 23.3% expressed `Sometimes' and 4.7% expressed `Do not

know'. This finding shows that marketers should not deviate from their promises. Despite the failure of marketers to honour guarantees, consumers still believe the statements made in the advertisement about beauty products.

Table: 5.24 Consumers' beliefs about claims made in the advertisements

	Frequency	Percent	Cumulative Percent
Yes	37	43.0	43.0
No	49	57.0	100.0
Total	86	100.0	

Table 5.24 reveals claims made about beauty products in the advertisements. There are 43.0% who expressed `Yes' and 57.3% who expressed `No', respectively about consumers beliefs about claims. It is important for marketers of beauty products not to be too exaggerative when advertising beauty products.

Table: 5.25 Customers' reaction if they are dissatisfied with beauty products

	Frequency	Percent	Cumulative Percent
Never	81	94.2	94.2
Sometimes	5	5.8	100.0
Total	86	100.0	

Table 5.25 reveals reactions of the respondents in this study. These were 94.2% who expressed `never dissatisfied' and 5.8% who expressed `sometimes dissatisfied', respectively. In fact, when customers purchase products, they also purchase the benefits associated with products. It is important for any products to meet the customer's expectations. For example, if Tissue Oil Sprays are

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expected to perform some miracles on the dry and flaky skin, it is significant to meet those expectations.

Table: 5.26 Consumers' expression of disappointment

	Frequency	Percent	Cumulative Percent
Never	61	70.9	70.9
Sometimes	17	19.8	90.7
Always	8	9.3	100.0
Total	86	100.0	

Table 5.26 reveals `expression of disappointment' of respondents in this study. There were 70.9% who said that they were `never disappointed', while 19.8% expressed `sometimes disappointed' and 9.3 % said that they `always disappointed'. Sometime, consumers do not complain due to manufacturers or retailers due to ignorance, lack of information and fear of embarrassment. Consumers complaints should be viewed in a more positive light since it provides marketers with feedback and it helps to identify areas of improvement.

Table: 5.27 Respondents' beliefs about effectiveness of highly-priced beauty products

	Frequency	Percent	Cumulative Percent
Sometimes	21	24.4	24.4
Always	45	52.3	76.7
Do not believe so	20	23.3	100.0
Total	86	100.0	

Table 5.27 reveals respondents beliefs about the effectiveness of highly priced

products in this study. There were 24.4% who expressed `sometimes', while 52.3% expressed `always' and 23.3% expressed `do not believe so'. It is psychological that highly-priced products are of superior quality. In reality, consumers tend to associate price with quality.

Table: 5.28 Respondents' beliefs about factors that contribute to highly-priced beauty products

	Frequency	Percent	Cumulative Percent
Packaging	36	41.9	41.9
Promotional strategies	1	1.2	43.0
The brand name	14	16.3	59.3
Superior quality product	33	38.4	97.7
Customer service	2	2.3	100.0
Total	86	100.0	

Table 5.28 reveals the beliefs that respondents have about factors that contribute to highly priced products. The responses were as follows: 41.9% (packaging), 1.2% (promotional strategies), 16.3% (brand name), while 38.4% (superior quality product) and 2.3% (customer service). This finding indicates that expensive packaging leads to highly priced products. However, since the product package constitute an integral part of promotion, it often appeals to consumers, for example, Yardley's White Satin.

5.2 Reliability analysis (Cronbach Alpha test)
Interpretation Rules:

1 If Cronbach Alpha value is between 0.4 to 0.7, it indicates medium internal consistency and reliability.

2 If Cronbach Alpha value is between 0.7 to 1.0, it indicates high or good internal consistency and reliability

5.2.1 Reliability Statistics

Zikmund (1997:334) notes that reliability applies to a measure when similar results are obtained over time and across situations. Reliability is further described as the degree to which measures are free from random error and, therefore, yield consistent results.

Question 17 relates to customers' satisfaction with the ways in which advertisements promote brands of beauty products and question 18 relates to the offering of guarantees by marketers.

Table: 5.29 Reliability statistics of customer satisfaction and guarantee by marketers

Cronbach's Alpha	N of Items
.731	2

Reliability analysis results of the questionnaire's continuous study variables for question 17, and question 18 reveal that the Cronbach's alpha value is 0.731,which is above 0.7. This finding indicates that this research instrument's (Questionnaire) continuous study variables for question 17 and question 18 have good internal consistency and reliability.

Question 25 relates to customers' reaction if they are dissatisfied and Question 26 relates to the customers' expression of disappointments

Table 5.30 Reliability Statistics of customer reaction and expression of disappointment

Cronbach's Alpha	N of Items
.565	2

Reliability results of the questionnaire's continuous study variables for questions 25 and 26 reveal a Cronbach's alpha value of 0.565, which is below 0.7. This finding indicates that this research instrument's (questionnaire) continuous study variables for questions 25 and 26 have medium consistency and reliability. Customers' reaction relates to the way in which disappointments are expressed.

Question 17 relates to customers' satisfaction with the ways in which advertisements promote brands of beauty products, Question 18 relates to the offering of guarantees by marketers, Questions 25 relates to customers reaction if they are dissatisfied and Question 26 relates to customers' expression of disappointments.

Table 5.31 Reliability Statistics for combination of factors

Cronbach's Alpha	N of Items
.563	4

Reliability analysis results of questionnaire study variables for question17, 18, 25, and 26 reveal a Cronbach's Alpha value of 0.563, which is below 0.7. This finding indicates that this research instrument's (questionnaire) continuous study variables have medium internal consistency and reliability.

5.3 Chi-Square tests
Interpretation Rule:

2. If the p value is greater than **p>0.05**, there is NO statistically significant relationship.

p indicates probability significant value.

Question 9 relates to the respondents' registered qualifications and Question 11 relates to consumers' brand awareness.

Table: 5.32 Chi-Square Tests: qualifications and brand awareness

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.675	4	.000
N of Valid Cases	86		

The above Chi-square (χ) test result indicates a p value of **0.000**, which is below 0.05. This result reveals that there is a **statistically significant relationship** between question 9 and 11. These two variables are associated and dependent on each other.

Question 10 relates to respondents' year of study and question 11 relates to consumers' brand awareness.

Table: 5.33 Chi-Square Tests: year of study and brand awareness

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.442	2	.000
N of Valid Cases	86		

The above Chi-square (x) test result indicates a p value of **0.000**, which is below 0.05. This result reveals that there is statistically significant relationship between

question 10 and 11. These two variables are associated and dependent each other.

It is possible that the students' year of study can relate to brand awareness.

Question 11 relates to consumer brand awareness and Question 12 relates to brand preference.

Table: 5.34 Chi-Square Tests: brand awareness and brand preference

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	172.000	4	.000
N of Valid Cases	86		

The above Chi-square (x) test result indicates a p value of 0.00, which is below 0.05. This result reveals that there is a statistically significant relationship between question 11 and 12. These two variables are associated and dependent on each other. It is possible that the brands of beauty products, known by the consumer, are the ones that are preferred.

Question 13 relates to respondents' media which provides information and Question 14 relates respondents' exposure to advertisements on brands of beauty products.

Table: 5.35 Chi-Square Tests: media and exposure to advertisements

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.323	3	.150
N of Valid Cases	86		

The above Chi-square (x) test result indicates a p value of 0.150, which is above 0.05. This result reveals that there is no statistically significant relationship

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between question 13 and 14, these two variables are not associated and are independent of each other.

Question 13 relates to the media which provides respondents with information on beauty products and question 15 relates to the suitability of the media for advertising the beauty products.

Table: 5.36 Chi-Square Tests: media and its suitability for information

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	90.106	9	.000
N of Valid Cases	86		

The above Chi-square (x) test result indicates a p value of 0.00, which is below 0.05. This result reveals that there is a statistically significant relationship between question 13 and 15, these two variables are associated and dependent on each other. It might be possible that the media which provides respondents' with information on various brands of beauty products can be regarded as the most suitable one.

Question 14 relates to respondents' exposure to advertisements on beauty products and question 15 relates to suitable media for the advertising of various brands of beauty products.

Table: 5.37 Chi-Square Tests: media and its suitability for advertising

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.958	3	.030
N of Valid Cases	86		

The above Chi-square (x) test result indicates a p value of 0.030, which is below 0.05. This result reveals that there is a statistically significant relationship between question 14 and15. These two variables are associated and dependent on each other. The media that respondents' are exposed to, can be regarded as the most suitable one.

Question 16 relates to the introduction of respondents' to brands of beauty products and question 11 relates to respondents' brand awareness.

Table: 5.38 Chi-Square Tests: introduction to brands and brand awareness

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.508	8	.000
N of Valid Cases	86		

The above Chi-square (x) test result indicates a p value of 0.000, which is below 0.05. This result reveals that there is a statistically significant relationship between question 16 and 11. These two variables are associated and dependent on each other. Respondents' brand awareness directly relates to the respondents' introduction to various brands of beauty products.

Question 13 relates to media which provides respondents with information on brands of beauty products and question 16 relates to the introduction of respondents to brands of beauty products.

Table:5.39 Chi-Square Tests: media information and introduction of brands of beauty products

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	120.006	12	.000
N of Valid Cases	86		

The above Chi-square(x) test result indicates a **p** value of 0.00, which is below 0.05. This result reveals that there is a statistically significant relationship between question 13 and 14. These two variables are associated and dependent on each other. The introduction to brands of beauty products sometimes depends on the respondents' media.

Question 19 relates to type of guarantee offered and question 20 relates to type of guarantee accompanied by the picture of real people as proof.

Table: 5.40 Chi-Square Tests: types of guarantee with proof

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	167.360	6	.000
N of Valid Cases	86		

The above Chi-square(x) test result indicates a **p** value of 0.000, which is below 0.05. This result reveals that there is a statistically significant relationship between question 19 and 20. These two variables are associated and dependent

on each other. Pictures used in the advertisements about beauty products depend on the guarantee offered.

Question 21 relates to influence of type of guarantee on consumers' decision-making process and question question 22 relates to honouring of guarantee by marketers.

Table: 5.41 Chi-Square Tests: type of guarantee and honouring of guarantee

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	69.799	3	.000
N of Valid Cases	86		

The above Chi-square(x) test result indicates a p value of 0.000, which is below 0.05. This result reveals that there is a statistically significant relationship between question 21 and 22. These two variables are associated and dependent on each other. The honouring of guarantees can influence consumers' decision-making process.

Question 21 relates to the influence of the type of guarantee on consumers' decision making process and question 24 relates to the beliefs about the claims made in the advertisements

Table: 5.42 Chi-Square Tests: influence of guarantee and beliefs about claims

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.273	1	.000
N of Valid Cases	86		

The above Chi-square(x) test result indicates a p value of 0.000, which is below 0.05. This result reveals that there is a statistically significant relationship

between question 21 and question 24. These variables are associated and dependent on each other. Respondents' belief in the claims made in the advertisements depend on the type of guarantee and its influence on consumers' decision-making process.

Question 22 relates to honouring of guarantees by marketers from consumers' experience and question 23 relates to the beliefs about the statements made in the advertisements about beauty products.

Table: 5.43 Chi-Square Tests: honouring of guarantee and beliefs about statements

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	169.665	9	.000
N of Valid Cases	86		

The above Chi-square test result indicates a **p** value of 0.000, which is below 0.05. This result reveals that there is a statistically significant relationship between question 22 and question 23. These variables are associated and dependent on each other. If marketers honour guarantees, it leads to consumers believing in the statements made in the advertisements about brands of beauty products.

Question 23 relates to beliefs made about the statements in the advertising about beauty products and Question 24 relates to whether the product lives up to the claims.

Table:5.44 Chi-Square Tests: beliefs about claims and actual experience with

products

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.095	3	.000
N of Valid Cases	86		

The above Chi-square(x) test result indicates a p value of 0.000, which is below

0.05. This result reveals that there is a statistically significant relationship

between statement question 23 and question 24. These two variables are

associated and dependent on each other. Beliefs about claims made in the

advertisements depend on the statements made in the advertisement about

beauty products.

Question 22 relates to the honouring of guarantees by marketers from consumers' experience and question 24 relates to whether the product lives up to claims.

Table: 5.45 Chi-Square Tests: honouring of guarantee and actual experience with product

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.310	3	.000
N of Valid Cases	86		

The above Chi-square (x) test result indicates a p value of 0.000, which is below 0.05. This result reveals that there is statistically significant relationship between question 22 and 24. These two variables are associated and dependent on each other. Beliefs about claims in advertisements depend on the honouring of guarantees. For, instance, marketers should make sure that beauty products deliver the expected benefit to customers'.

5.4 Correlations

Correlation scale (Interpretation Rules)

1 If the significant value (p value) P <= 0.05, then there is statistically significance correlation.

2 Pearson correlation co efficient (r) values starts from -1 to +1

3 Negative correlation means if one variable increases other variable will decrease

4 Positive relationship means if one variable increases the other variable will also increase

5 Negative (-) sign and positive (+) indicates direction of relationship between two variables

r = .10 to .29 or -.10 to -.29   small (moderate) correlation

r = .30 to .49 or -.30 to -.49   medium correlation

r = .50 to 1.0 or -.50 to -1.0   large (strong) correlation

Question 18 relates to the extent to which marketers offer guarantees, question 25 relates to customers' reaction if they are dissatisfied and question 26 relates to customers' expression of disappointment

Table:5.46 Correlations with guarantees, customers' reaction and expression of disappointment

Correlations

		Q18	Q25	Q26
Q18	Pearson Correlation	1	.014	.152
	Sig. (2-tailed)		.898	.162
	N	86	86	86
Q25	Pearson Correlation	.014	1	.618**
	Sig. (2-tailed)	.898		.000
	N	86	86	86
Q26	Pearson Correlation	.152	.618**	1
	Sig. (2-tailed)	.162	.000	
	N	86	86	86

**. Correlation is significant at the 0.01 level (2-tailed).

- When question 18 is correlated with Question 25, and 26 we have p values 0.898, and 0.162 respectively. These p values are above 0.05. They indicate that question 18, 25 and 26 do **not have statistically significant correlations.** The extent to which marketers offer guarantees has nothing to with the way in which customers react to dissatisfactions and expression of disappointments.

- The questions 25 and 26 have p value of 0.000. These p values are less than **0.05.** This indicates question 25 and 26 have a **statistically significant correlation.** The positive sign in front of question 26 indicates a positive correlation. The Pearson product correlation coefficient r value of 0.618 indicates a strong correlation between them. The way in which customers'

express disappointments depend on the customers' reaction to dissatisfaction about brands of beauty products.

5.5 T – Test

Interpretation Rule

1 the p value is less than or equal p≤ 0.05, statistically there is significant difference between the two group's opinions.

2 the p value is greater than p>0.05, statistically there is NO significant difference between two groups' opinions.

* p indicates probability value

Question 14 relates to respondents' exposure to the advertisements on beauty products, question 17 relates to the customers' perception about the ways in which advertisements promote brands of beauty products, question18 relates to the extent to which marketers offer guarantees, question 25 relates to the customers' reaction if they are dissatisfied with brands of beauty products and Question 26 relates to customers' expression of disappointments.

Table: 5.47 T-Test of various factors

T - Test

		t	df	Sig. (2-tailed)
Q17	Equal variances assumed	3.217	84	.002
	Equal variances not assumed	4.559	79.277	.000
Q18	Equal variances assumed	2.867	84	.005
	Equal variances not assumed	2.995	39.551	.005
Q25	Equal variances assumed	-1.349	84	.181
	Equal variances not assumed	-2.311	63.000	.024
Q26	Equal variances assumed	-1.697	84	.093
	Equal variances not assumed	-2.216	66.427	.030

- The above T-test results indicate that, the p significance values are 0.002, 0.005 for questions 17, and 18 respectively. These values are below 0.05. These results reveal that there is a statistically significant difference between question 14 groups' respondents (Infomercials & Commercial) perceptions towards the above study statements. (This means that both groups of respondents have different types of perceptions towards these study questions 17 and 18. There is a difference in opinions.

- The above T-test results disclose that the p significance values are 0.181, 0.093 for questions 25 and 26. These results reveal that there is no statistically **significant difference** between question 14 group respondents.

5.6 Conclusion

The objective of this chapter was to analyse and interpret data obtained from students studying at tertiary institutions in the Durban Metropolitan Area (DMA) regarding the role of brands in the advertising of beauty products. The data collected from structured questionnaires were analysed with the aid of the computer programmes Excel and SPSS. The results obtained from this computer analysis of the data were presented by means of tables. The comparisons with other studies were also made. The next chapter will provide a conclusion of the entire research and offer recommendations.

Chapter 6

Conclusions and Recommendations

6.1 Introduction

This study focused on beauty products purchased by a defined target market of final consumers, namely, female students at tertiary institutions in Durban Metropolitan area.

The focus of this chapter is on the extent to which the research has been able to solve the research problem identified in chapter 1 and provide answers to the research questions based on the empirical results presented in the previous chapter (chapter 5) some of the questions relating to brand awareness were answered in the literature review. Question 2 is substantially answered where Mc Carthy and Pereault (1993:274) note that brand recognition means customers are aware of these brands. The fact that students managed to select some brands, shows that they are aware of brand recognition. The familiar brands were the preferred ones. The empirical result also endorses this as well as key question 1.4.

Question 1.4 was also answered in the literature review since television was regarded as an important source of information on brands of beauty products. Pride and Ferrel (1997:416) among others note that mass media, such as radios

and televisions, are used by organizations to reach a variety of market segments. Many of the key questions could not be substantially answered, through the literature survey, hence the empirical study was conducted. These questions which are restated from chapter 1 were addressed in the empirical study receive attention below."

6.2 The role that advertising plays in the purchase of branded beauty products by students

Key question 1.1

What role does advertising play in the purchase of branded beauty products by students?

From the results presented in chapter 5, the majority (80.2%) of the respondents got their information about the brands of beauty products from advertisements on television. From the Chi-square test results, in table 5.36 where the p significance value is 0.00 which is less than 0.05, these results reveal that there is a statistically significant relationship between the role of advertising and the purchase of beauty products. The results indicate that television has a strong influence, irrespective of which channels are being used. It can be argued that almost all advertisements communicate information about brands with the aim of influencing consumers' purchase decisions. On the other hand, brands determine the nature of the advertisements. For example, advertisements on the Status brand feature celebrities to increase their impact. There is a major link between various brands of beauty products and advertising. Advertising exists

because of brands and the nature of advertisements is largely shaped by the brands.

6.3 Students' awareness of the various brands of beauty products and brand preference

Key question 1.2

To what extent are students aware of the various brands of beauty products?

Table 5.37, in chapter 5 of this study, reveals that a Chi-square value p of 0.030, which is below 0.05, indicates that there is a statistically significant relationship between the number of known brands and the ones that are preferred. It can be argued that brands of beauty products that are known to students are more likely to be the ones that are preferred. However, a known brand does not necessarily mean that it is always preferred. Besides awareness, factors that contribute to brand preference include consumer experience and benefits that the brand delivers.

6.4 Media which provide students with information on brands of beauty products

Key question 1.4

From which media sources do students derive information on the various brands?

Table 5.39, in chapter 5 of this dissertation reveals a Chi-square value of p =0.000, which is below 0.05 indicating that there is statistically significant relationship between the media that provide information and the media that are thought to be suitable for the advertising of beauty products. It can be argued that media which provide information on brands of beauty product is more likely to be regarded as the most suitable. This finding shows that television dominates the media the industry.

6.5 Students' perceptions about the honesty of the advertising claims of the various brands

Key question 1.5

Do students believe in the honesty of claims made in the advertisement of beauty products?

As indicated in Chapter 5, 50% of the participated respondents indicated their beliefs in the statements made on advertisements about beauty products. It is an important finding as it would help to explain why despite being aware that claims are exaggerated in advertisements, consumers, nevertheless wish to

believe that they contain some truth, showing that they want to place their trust in marketers and expect them to be truthful.

Table 5.45, in chapter 5 of this dissertation, reveals a Chi-square value of p is 0.000, which is below 0.05. This result reveals that there is a statistically significant relationship between the statement made by marketers and consumers' beliefs in the statements made in the advertisement about beauty products. This result indicates that if marketers can live up to the promises, deliver exactly what has been promised, consumers may be more likely to believe the statements made regarding advertisements.

6.6 Students' reactions to dissatisfaction experienced with the products

Key questions 1.6

How do students react to dissatisfaction that they experience with beauty products?

According to Table 5.24, in chapter 5, 94, 2% of the respondents indicated that any dissatisfaction experienced with the products led to discontinuity. Table 5.47, indicates a p value of 0.000. This value p is less than 0.05 for question 25 and 26. Hence, both questions have statistically significant correlations. A Pearson's product correlation coefficient r value of 0.618 indicates a strong correlation between dissatisfaction and expression of it by students. If the decision is to

discontinue with those products, it is highly possible that consumers may not see the need to express dissatisfaction, but merely defect. This is often viewed as a tacit boycott of the product. This finding indicates that consumers are somehow brand switchers. This finding indicates the future brands to deliver benefits, compels consumers to switch from one brand to another.

6.7 Students' perceptions about effectiveness and price of beauty products

Key question 1.7

How do students perceive the effectiveness of beauty products in relation to its price?

According to Table 5.26, in chapter 5, 52,3% of the respondents indicated that highly-priced products are more effective than lower priced products. This finding shows that the tendency of consumers in general is to associate price with quality. Highly-priced brands of beauty products are viewed in a much more positive light, since high prices are associated with high quality.

From the answers to the key questions above, it can be deduced that the advertising of the various brands of beauty products contributes to the purchase decision of students at tertiary institutions.

6.8 Limitations of this study

Since this study focused only on female students at tertiary institutions in KwaZulu-Natal, its results are limited in application, especially since males are becoming a significant target market for beauty products as well.

6.9 Recommendations for marketers

Since brands of beauty products are so meaningful to consumers, it would be logical to assume that these brands promote the image of their companies as well. In addition, the companies that promote their image also promote the sales of their branded products. Consequently, consumers who are satisfied with the company will purchase alternative brands within the same company when they wish to diversify their choices of various beauty products. The brand image clearly leads to loyalty and increased purchases.

The marketers' role should be to continue providing information to consumers about their beauty products, such that the benefits and functions of the brands of beauty products are constantly emphasized. However, marketers should avoid being too exaggerative of their claims. When advertising brands of beauty products, no mention should be made of a time frame, such as promising

customers that they will see the results within three weeks. Instead, emphasis should be placed on the use of brands of beauty products. If for example, when advertising a Tissue Oil Spray, they should rather state that the time frame to see an improvement depends on the extent of damage on the skin rather than stating that it would improve the skin within a specified period.

Furthermore, detailed instructions on the manner in which the product should be used together with precautions and frequency would help to provide the intended results. Product guarantees should be meaningful and authentic so that the image of the company is not tarnished if it fails to meet its claims.

The marketers should include or use the language of the dominant group in the area of distribution in addition to English in conveying the message to the target market. Hence, the language of the target market plays a crucial role when designing the brands of beauty products. The attention should also be paid to media that are often used by students. Choosing the right media for the right target market is very important.

The markers' role should also be to test the strength of the relationships of brand satisfaction and brand loyalty. Additionally marketers should assess whether customers are satisfied enough to recommend the brands product to others. Immediate response survey to elicit honest answers after the sale of products will

help to remedy problems sooner rather than later when it is too late to save the reputation of the brand. In addition to other media, it has been proven that word of mouth is a very potent medium. The marketers would therefore be well-advised to ensure the loyalty of their customers by addressing problems in a manner that indicates that their service recovery is acceptable to their customers.

6.10 Conclusion

This study presented the findings from both the literature survey and the empirical survey on the role of brands in the advertising of beauty products to female students at tertiary institutions, and has firmly endorsed the perception that the branding of beauty products is vital in promoting sales, loyalty and brand preference as well as entrenching the image of the company through its truthful advertising.

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APPENDIX

RESEARCH OFFICE (FRANCIS STOCK BUILDING)
HOWARD COLLEGE
TELEPHONE NO.: 031 – 2603587

19 APRIL 2005

MR. ZE CEBISA   (9402101)
BUSINESS MANAGEMENT

Dear Mr. Cebisa

ETHICAL CLEARANCE

I wish to confirm that ethical clearance has been granted for the following project:

"The role of brands in the advertising of beauty products"

Yours faithfully

MS. PHUMELELE XIMBA
RESEARCH OFFICE

PS: The following general condition is applicable to all projects that have been granted ethical clearance:

THE RELEVANT AUTHORITIES SHOULD BE CONTACTED IN ORDER TO OBTAIN THE NECESSARY
APPROVAL SHOULD THE RESEARCH INVOLVE UTILIZATION OF SPACE AND/OR FACILITIES AT OTHER
INSTITUTIONS/ORGANISATIONS. WHERE QUESTIONNAIRES ARE USED IN THE PROJECT, THE
RESEARCHER SHOULD ENSURE THAT THE QUESTIONNAIRE INCLUDES A SECTION AT THE END
WHICH SHOULD BE COMPLETED BY THE PARTICIPANT (PRIOR TO THE COMPLETION OF THE
QUESTIONNAIRE) INDICATING THAT HE/SHE WAS INFORMED OF THE NATURE AND PURPOSE OF THE
PROJECT AND THAT THE INFORMATION GIVEN WILL BE KEPT CONFIDENTIAL.

cc. Faculty Officer
cc. Supervisor

Letter of informed consent

The role of brands in the advertising of beauty products

My name is Zwelakhe Erick Cebisa. I am an M.Com. student at the University of KwaZulu-Natal. I am conducting research on the role of brands in the advertising of beauty products.

Your participation in this study is voluntary and please note that you are free to withdraw from this study at any stage. I would like to thank you in advance for agreeing to participate in this study. Above all I would like to assure you that this study is done as a university project and no profit will be generated by the researcher. I guarantee that your responses will remain anonymous and confidential.

Surname : Cebisa   Z.E.

Address : UKZN (Westville Campus), School of Business Management
             Private Bag X54001
             DURBAN
             4000

Tel. No. : 031- 2607386
Fax   : 031-2607871

Supervisor: Prof. K. Poovalingam
Tel. No.   : 031 2607254
Fax   : 031-2607871

INTERVIEWS: PLACE:_____
DATE:_____

SECTION A: BIOGRAPHICAL DETAILS

1. Where is your permanent place of residence?

KZN Rural areas, specify	1	
KZN Urban areas specify	2	
Rural areas out of KZN specify	3	
Urban Areas out of KZN specify	4	

2. What is your first language?   _____

3. What is your marital status?
   o Married   1
   o Single   2
   o Divorced   3
   o Widowed   4

4. Indicate your age group
   o 17 -20   1
   o 21-24   **2**
   o 25-28   **3**
   o 29-32   **4**
   o 33 - 36   5
   o Over37, specify 6

5. Do you derive an income from?

   o Allowance   **1**
   o Part-time work   **2**
   o Full-time work   3
   o Bursary or study scheme 4

6. Indicate your monthly income level

- o Under R1000　　　　1
- o R1000 – 2000　　　 2
- o R2001 - 4000　　　 3
- o R4001 - 6000　　　 4
- o Above R6000　　　　5

7. How much do you spend on cosmetic <u>per three months</u>?

- o R100 - 200　　　　**1**
- o R201 – 400　　　　**2**
- o R401 – 600　　　　**3**
- o R601 - 800　　　　**4**
- o R801 - 1000　　　 **5**
- o Above R1000　　　 **6**

SECTION B: EDUCATIONAL BACKGROUND

8. Where are you studying?

☐ University of South Africa (UNISA)　　　**1**

☐ University of KwaZulu-Natal　　　 2

☐ Durban Institute of Technology　　　 3

☐ Mangosuthu Technikon　　　 4

　　o University of Zululand (Umlazi Campus)　5

　　o ICESA　　　　**6**

9. What diploma/degree have you registered for? _____

10. What is your year of study? _____

SECTION C: PROJECT RELATED INFORMATION

11. How many brands of beauty products do you know? Please tick as many as you like.

Sunsilk	Johnson & Johnson	Hand Cream	Vaseline	old spice
Dark & Lovely	Ponds	Chalie	Dawn	Far away
Isoplus	Revlon	Cangol	Mouson	Shield
Restore	Chalie	Classic	Nivea	Lace
Soft `n free	Esteelouder	Cutex	Lux	Bruit
	Clinique			Yardley

12. What brands of beauty products do you prefer? Please refer to the list provided above if relevant, if not specify.

_____

_____

_____

_____

_____

_____

MEDIA RELATED INFORMATION

13. From which Media do you obtain your information on beauty products?

13.1   Televison

13.2   Radio

13.3. Magazines

13.4   Newspapers

14. If it is the radio or TV when do you get exposed to these ads on beauty

products?

- o   Infomercials

- o   Commercial ads

15. Which media do you think is most suitable for the advertising of beauty

products?

15.1. Television

15.2. Radio

15.3. Magazine

15.4. Newspaper

16. Who introduced you to the brands of beauty products the one you are using right now?

16.1   Dermatologists

16.2. Friends

16.3. Television ads

16.4. Doctors

16.5. Magazines advertisement

Customers' Perceptions

17. Are you satisfied with the way in which ads promote brands of beauty products?

☐ Very dissatisfied   1

☐ Dissatisfied   2

☐ Satisfied   **3**

☐ Very satisfied   **4**

18. To what extent do marketers offer guarantees to consumers?

   o   Not often   1

   o   Very often   **2**

   o   All the time   3

19. What type of guarantee do they offer?

- You will see results after 14 days   1
- You will see results after 30 days   2
- Money back guarantee   3
- Show testimonials of improvement   4
- Show before and after pictures   5

20. Does the type of guarantee offered show you a picture of the real people?

- Yes   1
- No   2
- Sometimes   3

21. Do you think that the type of guarantee offered influences consumer's decision-making process?

- Yes   1
- No   2

22. From your experience, does the marketer honour the guarantee?

- Yes   1
- No   2
- Sometimes   3
- Often   4

23. Do you believe the statement/claims made in the advertisement about beauty products?

- o Yes   1
- o No   2
- o Sometimes   3
- o Do not Know   4.

24. Do you believe that the product that you have used lives up to claims made in the advertisement?

- o Yes   1
- o No   2

Customers' Reaction

25. If you are dissatisfied with a beauty product, do you continue to purchase them?

- o Always
- o Sometimes
- o Never

26. If you are dissatisfied with these products, do you inform the retailer/ manufacturer about your disappointment?

- o Never   1
- o Sometimes   2
- o Always   3

27. Do you believe that highly-priced products are more effective than the lower priced products?

- o Sometimes   **1**
- o Always   **2**
- o Do not believe so   3

28. Do you believe that highly-priced products are priced in such a manner because of the...

- o Packaging   **1**
- o Promotional strategies   2
- o The brand name   3
- o Superior quality product 4
- o Customer service   5

I ....hereby confirm that I was informed of the nature of the study and purpose of the project and that the information given will be kept confidential.