

# The Brand Value of Cosmetics in the View of Customers in Thailand

Mananya Meenakorn

**Abstract**— The purpose of this research is to study the relationship customer perception and brand value of cosmetics in the view of customers in Thailand. The research is quantitative research using the survey method by questionnaire. Data were collected from female cosmetics consumer that residents in Bangkok, aged between 25-55 years. Researchers have determined the size of the sample by using Taro Yamane technic a total of 400 people. The study found the Shiseido cosmetics brand image always come with the new products innovation is in the height level. The average was 3.812, second is Shiseido brand has used innovation to produce the product for 3.792. And brand Shiseido is look luxury with an average of 3.707 respectively. In additional interms of Lancôme cosmetic brand found the brand image is luxury at the height levels for 4.170 average. The seductive glamor consider in the moderate with an average of 3.822 respectively.

**Keywords**— Brand Image, Brand Value, Cosmetics, Working Women

## I. INTRODUCTION

**B**RAND is what marketers looking for today. The most important because the brand is the property or asset of the owner and can be sustainable the company in the future.[1] In the cosmetic market now is face with the high competition because of consumer behavior rapidly changing. Therefore, is better to know the consumer insights for brand management. And to do the marketing plan and development of marketing communication for effectiveness. Especially in the concept of linking the brand with the consumer perception it will create the brand value for their brand into the minds of consumers. This is not a matter of the market unilaterally. It also includes the management technic, owner, product development, advertising, public relations, too.

But now the society is change around the world, even socialist countries like China. So it will make yourself look beautiful has become a necessity in society, and this type of cosmetics are an important tool in the creation of beauty and promotion of the human personality. You could say that cosmetic market growth is increasing due to the cause because of the several reasons. But it will not related to the perception of consumers in cosmetics at all if there is no communication to the consumer such as communicating massage to consumers are cosmetics that contain sunscreen because of the danger of UV rays in global warming. The potential marketing plan is also a key factor in making. The Cosmetics

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became necessary for people of all genders and ages unlike before. Even the men last time don't not use cosmetics but now all of them have become a target of the cosmetic industry as well.[3]

## II. LITERATURE REVIEW

### Brand Equity Concept

One important concept that has been very interested and very effect to the marketing since early 1980. The concept is brand equity that academics, marketers, advertisers and stakeholders were paying attention and studies it for continuously and define brand equity varies.

The Institute for the US market has a definition brand equity is a set of associations the related with the consumer behaviors. The Brand can generate sales or profits more than non-branded products and will make the company has the strength and stability and take advantage over the competition.[2]

The brand equity that is values of the brand is extremely relevant to the loyalty and measuring the ratio continued to adhere to the brand to users changeable.

Brand value will be interpreted as a result of brand identity However, there are product features that can make the brand is different also. The brand equity is built up the value-added for the products and souls. As a result of the investment to the brand in the past. The concept of the brand value is the added value of the brand given to products that also is related to the value of brand more than the physical benefits and that consumers willing to pay for goods or services if compared with the value of product or service that they received.[11]

Brand value is include the strength of the brand and the value of the brand it is a group of links and behaviors associated with the customer perception. The brand value it will help the company get the profits from over the competition. The brand value is the strategy and tactics for make profits in the future and can be reduce the risk as well.

In conclusion the brand equity is refers to the value added to a product or a brand that consumers pay more extra for the goods or services that we call a valuable asset.[3]

### Consumer's Perspective

The consumer's Perspective is the feeling of brand value from the perspective of the consumer after they use the product or service .It will reflect the decisions of consumers to pay for new products. The image also reflects to increase the rigidity of the attitude toward the brand. Typically, brand equity influence to the buying behavior of consumers. Because the brand equity are include the before and after

process and help consumer confidence and achieve the satisfaction in purchase decisions.[4]

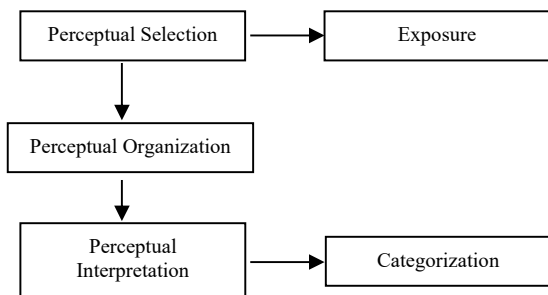


Fig. 1 The Consumer Perception Concept

Brand value is in the view of the consumer and that it is very important. The value that consumers perceive to be the acquisition is regarded as the driving brand value in view of

the company and the trade will occurred. Moreover, in the majority of marketers also can use the value of the brand. That come from the view of consumers as a guide in planning marketing strategies and achieved the brand management.

Brand value always derives from the fact that consumers are feeling. If there is no difference products shall be considered as a generic product the consumer will make decision based on price only. The response was very different from the minds of consumers because the learning experiences that consumers feel are not different. Thus, the company should create the market value based on what is in the minds of consumers. That only one way to build brand equity. It has been reflected in a matter of consumer perception, satisfaction, favorability and behavior such as consumer recognize the content of advertising or the adoption of new products (Brand Extension) also.[5]

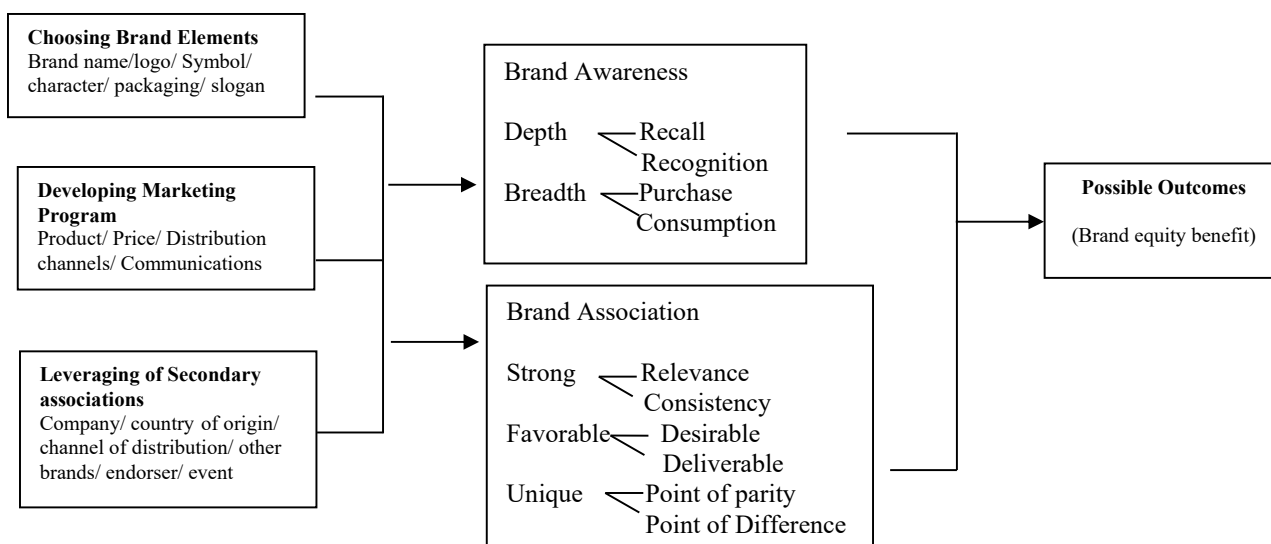


Fig. 2 Building Customer –Based Brand Equity

To build up the brand equity the company have to create a brand that consumers know and link the brand as a strong favorite and distinctive in the minds of consumers. To create awareness about the brand and build up the brand knowledge. The brand is based on three important factors as follows.

1. Choose a basic element to building a brand identity or brand elements.
2. Plan and pays attention to the integrated the brand into the supporting marketing program.
3. The other links that are not directly related to the product (Leveraging Secondary Associations).

**Building Customer –Based Brand Equity**

1. After choose a basic element of branding. The basic elements supposed to be uniqueness and present the product information such brand logo, product personality, packaging and slogan by these elements may be used to create a

recognizable of the brand. Regarding the supplement information in association with a strong brand. Favorable and distinguished.[10]

To select a design and branding elements to build brand equity is required to consider the following five reasons:

- 1) Easy to Memorability and recall
- 2).Meaningful, reliable and attractive
- 3) Transferability between product types.
- 4) Flexible enough and contemporary
- 5) Protected by law.

**III. METHODOLOGY**

Researchers conducted a survey research model with one-shot description study by using questionnaires as a tool to collect data.

Population

The population of this study are female aged between 25-55 years old and lives in Bangkok. Because most people in this age range are of working age and have the power to purchasing things for themselves also experience in branded consumer products in any brand of cosmetics.

**Sample Size**

In determining the sample size by using statistical tables set of Taro Yamane by the 95 percent confidence. This research used a sample size for 400 samples. [6]

**Random Sampling**

The study was to collect data from consumer by using multi-stage sampling method both the probability theory (Probability Sampling) and none probability theory. (Non-probability Sampling).

**Data Processing**

After collect the data from the questionnaire and the researcher will encode data (Coding) and process it by using software package SPSS (Statistical Package for the Social Sciences / for Windows).

**Data analysis**

Data analysis will done by the statistics are based on the frequency, percentage and presenting information in the table to explain the basics of the sample.

1. Demographic characteristics, including age, education, occupation and income limits.
2. Brand value
3. Consumer Perception
4. Brand Knowledge
5. Valuable Brand

**Inferential analysis**

The analysis to test the hypothesis using.

Pearson's Correlation Coefficients to analyze the relationship between independent variables and the dependent variable.[7]

The research conceptual framework is shown in Fig. 1.

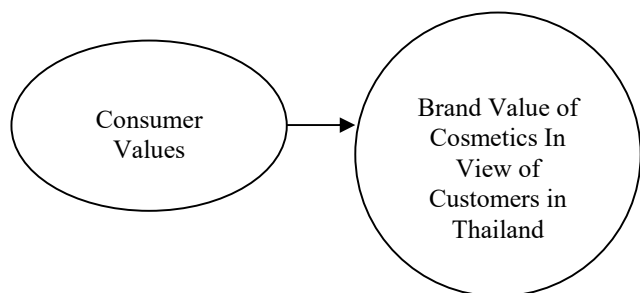


Fig. 1 Research Conceptual Framework

**IV. FINDINGS**

**Descriptive data analysis**

1. The general information and demographic characteristics of the sample it found the majority are ages between 25-30 years for 216 people representing for 54 percent. Followed by the age between 31-35 years represent by 72 percent, the age

between 36-40 years for 42 person represent by 10.5 percent. The older age group is 51-55 years for 19 people, represent by 4.8 percent.

Most of the studies in the undergraduate for 283 person represent by 70.8 percent. Master's or higher degree for 97 people representing 24.3 percent ,the diplomas or the equivalent for 17 people representing by 4.3 percent.

Most of the respondent are private company employees for 263 people representing by 65.8 percent. Followed by the student for 63 person represent by 15.8 percent, the business owner for 38 people representing 9.5 percent, also had a career as a government official or employee enterprises for 16 people representing 4.0 percent of women .Most of respondent earning more than 30,000 baht for 122 people represent by 30.5 percent, followed by 10001-15000 baht for 67 people 16.8 percent and 20,000 baht for 61 people accounted for 15.3 percent of the samples.

TABLE I  
DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS.

Variable	Frequency	Percentage (%)
<b>Age</b>		
25-30	216	54
31-35	72	18
36-40	42	10.5
41-45	26	6.5
46-50	25	6.3
51-55	19	4.8
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Level of education</b>		
Primary school	1	0.3
High school	2	0.5
College/vocational	17	4.3
Bachelor's Degree	283	70.8
Master's Degree or Doctorate	97	24.3
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Occupation</b>		
student	63	15.8
government official	16	4.0
Employee	263	65.8
businessman/owner	38	9.5
Contractors	6	1.5
housewife	14	3.5
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Income per month</b>		
<5,000 Baht	9	2.3
5,001-10,000 Baht	38	9.5
10,001-15,000 Baht	67	16.8
15,001-20,000 Baht	61	15.3
20,001-25,000 Baht	53	13.3
25,001-30,000 Baht	50	12.5
>30,000 Baht	122	30.5
<b>Total</b>	<b>400</b>	<b>100</b>

**Brand Recognize**

The study found after sample ads each cosmetic brand. The samples had seen advertised brand ESTEE LAUDER for the most number of 182 people represent by 45.5 percent, followed by the brand LANCOME for 136 people represent by 34.0 percent and had seen advertised brand SHISEIDO minimum of 102 percent.25.5

TABLE II  
CORRELATIONS BETWEEN THE VARIABLES IN THE PROPOSED STRUCTURAL MODEL FOR STUDY

	Ever Number (Percentage)	Never Number (Percentage)	Total Number (Percentage)
Shiseido	102 (25.5%)	298 (74.5%)	400 (100.0%)
Estee Lauder	182 (45.5%)	218 (54.5%)	400 (100.0%)
Lancome	136 (34.0%)	264 (66.0%)	400 (100.0%)

Most of the sample opinion about the Shiseido brand image cosmetics is a product of a innovation for average of 3.812, followed by brand Shiseido has used innovation to produce a product represent by 3.792. Shiseido is a brand of tastes good with an average 3.742. Brand Shiseido is outstanding with an average of 3.737 and brand Shiseido is luxury averaged is 3.707 respectively.

TABLE III  
THE NUMBER AND PERCENTAGE OF OPINIONS ABOUT THE BRAND IMAGE OF SHISEIDO.

The Brand image of Shiseido.	Opinions about the brand image						Level of brand image
	Highest	High	Middle	little	least	Average (0-5)	
1. The brand is highly visible.	76 (19.0)	169 (42.3)	132 (33.0)	20 (5.0)	3 (0.8)	3.737	pretty good
2. Using innovations in production.	83 (20.8)	172 (43.0)	126 (31.5)	17 (4.3)	2 (0.5)	3.792	pretty good
3. New products are always	91 (22.8)	165 (41.3)	122 (30.5)	22 (5.5)	0 (0.0)	3.812	pretty good
4. Luxury	52 (13.0)	200 (50.0)	130 (32.5)	15 (0.8)	3 (0.8)	3.707	pretty good

### ESTEE LAUDER

The study found the sample opinion about the brand image of Estee Lauder in terms of brand luxury are in the height level for averaged 4.187 and good taste brand averaged for 4.112. Brand Estee Lodge reflects to the charm and glamor was enacted. The product is outstanding, with an average of 3.767, 3.712 and 3.707 respectively.

### V. CONCLUSION

Brand Shiseido use the links on the side of the packaging to attract the customer to pay more attention regarding the details of the package design. The main idea of the product it also has links with the celebrities with image compatible and image of the product. Including the use of the product attribute that association with the brand to create a positive image of young seductive and beautiful and chic target.[8]

The study found brand Estee Lauder are come with the luxury Image in the height level. The packaging is elegant and gold prices are quite high. It is also linked to the image of beauty and charm. The associated between the glamors with price are related. The packaging use of colors or symbols to convey the product.

To create a brand image leading cosmetics in Thailand. The leading cosmetics brand has to been linked in various categories benefit to the consumer awareness of the details and information. Follow by associate the product benefit link with the customer memories. Whenever you get the values attitudes in the minds of consumers, that will lead the brand to the customer purchase decision in the finally.[9]

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