

Investigation of the effective factors on branding in cosmetic and hygienic products (Case study: ladies consuming cosmetic and hygienic products with local brands)

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Abstract

Despite the long history of brands, this concept has been considered in marketing literature for a long time such that it has attracted many experts' attention to this field as one of the most important concepts of modern marketing literature. This concept has become so important that wherever loyalty is mentioned, brand is undoubtedly considered too. This research aims to investigate the effect of marketing mixture (7Ps) on making brands of local hygienic and cosmetic products whose statistical society is ladies consuming hygienic and cosmetic products in Mashhad. The sample under analysis of this research consists of 381 people. It was identified after the analysis of their data using SPSS software and testing the research's assumptions that marketing mixture's factors are effective on making brands. In addition, the severity of the effect of each factor was identified.

Keywords: marketing, brand, making brand, marketing mixture, Hygienic and cosmetic products

Introduction

One of the effective factors on consumers' behaviors is brand which is considered as an important part of goods by consumers. It is considered as a tool for introducing the company to its target market in the initial stage which not only facilitates the selection for customers, but also give them the expectation of utilizing a certain level of quality. In addition, it makes trust and decreases the consumer's risk. Aaker (1997) believes that brand's ideas form the bases of buying decision and brand validity. In today's competitive environment, the exist-

tence of a separate image of product is very important. When products get more complicated and the market becomes more mature, consumers consider the image formed in their minds more than its properties while deciding to purchase it. Researchers found that desirable ideas about brand have a positive effect on: consumers' selection, buying performance/motivation, tendency to pay price premium, acceptance of brand extension and suggesting the brand to others (e.g. Abbasiyan, 2006).

Many researchers believe that brand is a valuable asset which would guarantee the future cash flows of the organization if managed correctly to the extent that depending on the market, up to 70% of the company's profits may be related to its brand (e.g. Chernatony, 2006).

In recent years, some companies have utilized all their power to reinforce their brands so that companies can encounter the risks under the shadow of this brand (e.g. Haywood, 2005).

However it seems that in our country, scientific methods are less used in creating brand and our products were not successful in positioning their place in the minds of consumers. When selecting, probable extinctions are usually clearly observed in competition with similar products with more well-known brands such that the consumer usually buys the product with more famous brand. Hygienic and cosmetic products are not exceptions either. New brands have entered the market which could compete with brands that existed for a long time in the minds of the consumers of Hygienic and cosmetic products.

The question is why old products could not prove their place in the customer's mind? On the other hand, what factor could lead to the success of the new brand for introducing its product's brand?

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The main problem is that domestic companies producing Hygienic and cosmetic products have not yet used the principles of scientific methods for making brand and the consumers of these products still prefer foreign brands to local ones. This issue is considered as a weakness both in terms of competition for the company's product and from the Economic point of view for stake-holders whose reason may be related to the lack of a criterion for making value for it. Therefore, by performing this study the author seeks to identify the effective factors on making a brand in valuable Hygienic and Cosmetic products.

Literature review

American marketing association (AMA) defines "brand" as follows: "Brand is a name, term, sign, symbol or a combination of them which aims to identify goods or services of a seller or a group of sellers and separate them from their competitors. These separations may be based on performance, logical or tangible or affection and intangible (e.g. Kotler and Keller, 2006).

Another way of defining brand is to declare it as any contact point that the organization has with its final customers without mentioning the industry or the company. These contact points make a sort of cognition in the customer's mind about the brand. The owner of the brand is the consumers, for this reason, companies should seek to find how their customers think, work, understand and decide to buy (e.g. Davis, 2000).

These days the understanding of brand's duties is very far from its simple standpoint of a decade ago when it used to be considered as the logo of the company or an advertisement. However now it is considered as a collection of related expectations that result from the previous experience of the customer of a company or product and also consumers' feeling about what a company/product delivers to them. Cognitions of brands will be positive if expectations and experiences are positive too (e.g. Leiser, 2004).

When we consider the customers, a brand brings about two advantages for its owner. The first one is separation, so that the consumer insists less on the price as the basis of his/her selection and the second one which results from a satisfied customer is loyalty to the brand. Customers buy for logical reasons, but affection appendices must not be neglected. These four properties, i.e. capability, making loyalty, satisfaction of the needs and making affection resources

are among the factors related to making a brand by an employer (e.g. Davies, 2008).

Consumers evaluate similar products separately based on how the brand is determined for them. They learn something about the brand via after-usage experiences and the company's marketing programs and find out which brand can satisfy their need and which not. As a consumer, as life become more complicated and people are subjected to time limitation, the ability of a brand to facilitate decision-making and decrease the risk is very valuable. Brand brings about a definite level of quality to show that satisfied buyers would buy again from them (e.g. Kotler and Keller, 2006).

Effect of product on Branding

At the first place it is necessary to call goods or services as the problem-solving tool. On the one hand, the product solves the problems of the customers and on the other hand, it is a device which leads the organization to its long-term goals. The answer to the question that "what is the product made of?" must be found in answering the question that "what do the customer really want to buy?" What a customer seeks to obtain by buying a drill is not the drill itself, but the customer seeks to obtain a hole with his/her desired diameter.

One Of the issues which managers are encountered and has lead them to lose their competitive position in the marketplace is that they consider physical properties of their products rather than customers' benefits and what they want (e.g. Chernatony and McDonald, 2003).

Brands are separated in these issues based on goods: product's appearance, product's composition, performance, conformity, durability, reliability, repair-ability, style and design, while in relation to services it includes: ease of order, delivery, installation, customer's training, advising the customer, maintenance and repair. The reputation of a company is made based on the understood quality of its product. Some companies severely care about the quality of their product. For example, customers expect high quality from "Nestle" and "IBM (e.g. Kotler and Keller, 2006).

The brand of a product created in the customer's mind makes an image of its quality which is the initial motivation of his/her stimulation to purchase a special product (e.g. Vranesevic and Stancec, 2003).

Effect of price on Branding

Price is not solely a figure, but it is something

that surrounds us. Brands demand their special price depending on quality and conformity toward satisfying the consumer's needs. Consumers often evaluate brands based on the price stage in which they are. They often relate quality and price evaluating more expensive brands as higher quality. However there is a range of price acceptance called "price band" which enables managers to determine their acceptable brands' price flexibly (e.g. Kotler and Keller, 2006).

In their research, Farris and ReibStien investigated the relationship among relative price, relative quality and relative advertisements on 227 businesses whose results are as below:

Brands with average relative quality, but with higher advertisement relative budget are able to demand higher prices. Consumers tend to pay higher prices for products known for them than the products for which they have no knowledge.

Brands with higher relative quality and also higher relative advertisements demand the highest prices. Reversely brands with low relative quality and low relative advertisements demand the lowest prices.

There is a positive relationship between high price and high advertisements in keeping powerful in the last stages of the life curve of the product for the market's leaders (e.g. Kotler and Keller, 2006).

Tendency to pay extra price reflects the ability of a brand to receive a higher price or decrease the customer's sensitivity to the competitor's price. Tendency to pay a higher price is defined in a way that it would separate the consumer from the prices of competing products and then they are asked how much more they tend to pay to consume the same brand they have been using so far.

In an analysis done by "Millward Brown" advisory company, 209 consumable products brands were investigated whose results show that the fame of brand for the consumer may lead him/her to pay a higher price. In this analysis the consumers who showed their tight beliefs in relation to a brand than other ones in answering the questions tended to pay up to 11% more than the average price for the product to buy it.

Effect of place distribution on Branding

In the last decade, considering brands among researchers has increased such that its reflection is manifested in the market maturity and considering non-financial values of the society. Researchers have performed many studies about topics such as

brand's budget and unique brands, but few studies have been done in the field of the concept of place distributions and their dimensions in Branding and the comparison of various brands in terms of place distributions (e.g. Parment, 2008).

Today, decisions about place distributions are among challenging decisions which applies a simultaneous pressure on improving the effectiveness of place distributions. Wileman and Jary (1997) suggested that in order to govern the business philosophy, you need to make a balance between making brand and the expenses. Business philosophy emphasizes on increasing the profit and sale in short-term, while the focus of the philosophy of brand management is making long-term loyalty and customer return.

Initial theories about place distributions emphasized more on decreasing expenses as the first goal of the distribution chain. In addition, basic theories assumed that it seems that there is always a market for products, therefore minimizing distribution expenses was seen as a remarkable goal in extending place distributions. In this respect, marketing – i.e. place distributions- and making brands were considered as separate activities, but Alderson (1957) declared the lack of a strategic viewpoint to distribution. He said that marketing activities and making brands are not separated from selling activities. In addition, he saw selling in terms of the optimization of expenses (e.g. Parment, 2008).

One of the reasons that factories sell their products through channel whose ownership is for them is to be able to control their brands and how to present and subject them to the customers. Today producers pay more attention to their place distributions. As the contact point of the factory with the customers, end members of place distributions may have a considerable influence on the company's brand. According to Cohlán et al (2001) the company's decisions about whether to use some or all of place distributions has a stable effect on not only the distribution, but also on production.

Producers who are identified by their marketing channels affect their final customers shaping the image of their company. Large numbers of brands has only emphasized on indirect place distributions, while superior brands usually use a combination of direct and indirect selling channels. By conforming distribution strategies, superior brand allowed brands to show the separation of the producer in the distribution level. For superior brands, place distributions are extensively controlled by the producer

so that, it can protect its brand's values in order to maintain the security of successful relationship of the brand in the place distribution.

Controlling the market communications is necessary for strengthening the brand which usually aims to separate the producer in all distribution levels including seller's facilities, management and ownership. According to Kapferer, controlling the distribution system seems necessary in order to reach all-dimensional control of the company's image and brand. In superior place distributions, brand is reflected to make, reinforce and strengthen its identity in all activities and the producer and the distributor can reinforce each other in competition in order to consider the customer (Parment, 2008).

Effect of Marketing Communications on Branding

One of the prerequisites of exchange is the communications between two people. The marketer is responsible for making communications between the customer and the organization in the following cases (Janakiraman, 1998):

Presenting goods and services to the customers

Declaring the service quality

Declaring the benefits of using goods or services to the customer

Encouraging potential customers to use the goods and services of the organization

Managers use a various mixture of promotions which is classified in four main categories (Janakiraman, 1998):

Advertisements

Sale promotions

Public communications

Personal sale

Marketing communications is defined as any attempt by the organization to acknowledge, encourage and recall the products and brands which sells to the consumer in direct or indirect manner. Marketing communications help the consumers understand which brands are presented by companies. They also encourage them to evaluate new brands as trial. Marketing communications allow companies to communicate their brand with individuals, locations, events, other brands, experiences and feelings. Marketing communications are especially effective in making special value for brand via creating a mental image in customers' minds. As the central elements of marketing communications, advertisements usually play an important role in the communicating programs of the organization (e.g. Kotler and Keller, 2006).

A considerable amount of money is spent yearly for advertisements. Only in 2003, 100 large companies spent as much as \$90.31 billion for their advertisements. It worth mentioning that in many markets in which advertisement tools are mostly used, products are very homogenous which shows that advertisements not only may increase demand, but also may change the share of reach seller in the market (e.g. Chioveanu, 2008).

For many businesses that seek to introduce a new brand to the market, the first stimulating factor is advertisement. There is no better way than musical advertising activities on TV or radio for drawing the brand in the minds of the observers, although publicities may play important roles in introducing brands to the market.

The relationships between brand and the customer may make cognition of strong and weak points of the company in the customer's mind. Marketing communications through making knowledge in customers lead to the creation of value for the brand. On the other hand, it makes the image of the brand in the consumer's mind. For example, Subaru's car character is active, coarse and crude, because for a long time in their advertisements on TV, they showed a man who drove a Subaru car on uneven lands (e.g. Kotler and Keller, 2006).

Effect of the physical Evidence of the organization on Branding

Organizations should seriously consider the physical environment in which they work. Some retailers such as "Body Shop" or "Harrods" pay attention to the physical environment in which they work a lot (e.g. Kotler and Keller, 2006).

Physical environment is a place where the customer and the company cooperate with each other which includes all tangible facilities and equipment's to which the customer is encountered. Physical environment is a very important element which needs an effective design from the market. It leads to the creation of a positive or negative idea in the consumer's mind. Accordingly, it affects his/her initial assumptions about the product. For instance, a library decorated with proper lighting in which the books are organized properly on the shelves with properly separated spaces is very effective on the readers, creating a pleasant image in their minds. Physical environment should be designed based on the identity of the product. The more proper it is designed, the more effects it would have on people's ideas (e.g. Janakiraman, 1998).

Effect of staffs on Branding

In a simple definition, Branding by the staff is the image presented to the customers of an organization and other shareholders by its staffs which is believed to be extraordinarily important. The staffs of these organizations have the ability of creating extraordinary positive or negative images (e.g. Mangold and Miles, 2007).

Today, the staffs' roles as the source of presenting information to the customer are important. Staffs make a level between the internal and external environment of the brand. They can considerably affect the understandings of the consumers of the brand and the organization. Therefore, it seems necessary that the behaviors of the staffs would be conformed in order to reinforce the so-called resources, otherwise the creditability of the brand would be diminished (e.g. King and Grace, 2005).

In an environment with increasing competition, the ability of the staffs in making a positive or negative effect on the success of the organization improves the staffs to the point that they are located at the center of the attention of the process of making brand (e.g. King and Grace, 2005).

The staffs' understanding of the desirable image of brand is very fundamental in its creation. They should be knowledgeable and experience the image that the organization wants its customers and shareholders to experience. In addition, they have to understand what the desirable image is. How it communicates with the organization's mission and values would help the staffs make better decisions in situations where there is no obvious clearance in procedures. For example, most servicing organizations tell their staffs that the condition of success is servicing the customer (King and Grace, 2005).

The company's attempts to make a brand by its staffs seem more successful when they select the ones who are able to internalize the desirable image of their brand and reflect it to others based on individual properties. Organizations such as "South-West" airlines and "Starbucks" are famous for their ability to employ staffs and train them to perform these tasks. Here the management's performance and also reward systems may be used to help the staffs understand and internalize the desirable image of the brand (e.g. King and Grace, 2005).

Formal messages definitely seem important in making knowledge and understand the desirable image of the brand, while informal messages which result from organizational systems being included in the literature of the company's culture must be

considered too. Most informal messages are transferred via word of mouth and also by colleagues, managers and customers which results in the reinforcement or weakening the organization's values and the desirable image of brand.

Conversely, there are formal communications such as advertisements, public communications and publications of messages by the human resources unit. Controlling informal communications is more difficult for the organization. Successful Organizations in making brands by their staffs are able to manage these informal messages by managing the organizational culture and the leader's behavior to a high degree (e.g. King and Grace, 2005).

Effect of marketing process on Branding

With the increase in the knowledge about integrated quality management, directions are more deviated towards the system's outputs in order to evaluate the processes used for production, the philosophy of which is that if processes are used properly and there is a correct order for them, the output will automatically include acceptable limitations. This mental direction will be difficult in execution, but organizations shift gradually from output-oriented thought to process-oriented one, especially in servicing organizations, changes in the outputs are numerous and the standardization is limited.

In order to harmonize the services, the managers of servicing organizations must focus on controlling the processes. Process marketing mixture elements point to the procedures/ activities that are used when delivering the service underutilization.

Most of the times, the experience of consumers is not solely at the end of using the services, but it includes all stages taken, so that the service is delivered to the customer. This factor should be designed carefully so that it would lead to the quality of a delivery service (e.g. Janakiraman, 1998).

Research Questions

What factors cause the consumers of Cosmetic and hygienic products prefer a brand to another one?

What is the priority of relative effectiveness of these factors in making a valuable commercial brand?

Hypothesis

H1: Marketing mixture (7Ps) is effective on Branding in Cosmetic and Hygienic products.

H1.1: The properties of products are effective on

Branding in Cosmetic and Hygienic products.

H1.2: The prices of products are effective on Branding in Cosmetic and Hygienic products.

H1.3: Place distributions of products are effective on Branding in Cosmetic and Hygienic products.

H1.4: Marketing communications are effective on Branding in Cosmetic and Hygienic products.

H1.5: Physical evidence is effective on Branding in Cosmetic and Hygienic products.

H1.6: The personnel of the organization are effective on Branding in Cosmetic and Hygienic products.

H1.7: Marketing process is effective on Branding in Cosmetic and Hygienic products.

Methodology

The statistical societies of this research are ladies consuming Cosmetic and Hygienic products with local brands (only domestic brands) who buy their required products from the drugstores of western region of Mashhad. About sampling of the people of the statistical society, it was revealed according to interviews done with the sellers of Cosmetic and Hygienic products in drugstores and investigations made on drugstores in Mashhad that the number of consumers who buy Cosmetic and Hygienic products during the research is about 1 million per product which is obtained by the following formula:

The number of samples required was 374, but 400 questionnaires were prepared and distributed among the people of the sample in order to perform a more exact estimation, which 381 acceptable questionnaires were obtained. (All the tables are on the basis of research results)

Table 1. Sampling statistical distribution from the drugstores of western region of Mashhad

No.	towns	Number of drug-stores	relative distribution	Share of the sample
1	1st region	51	52%	208
2	2nd region	32	32%	128
3	3rd region	15	16%	64
total		98	100%	400

Data collection tools

In this research, questionnaires were used for collecting the research data. The questionnaire designed for this research consisted of 7 parts (34

questions) in which Lickert's five-score scale (from very high to very low) was used. It worth mentioning that since the author seeks to measure the viewpoints of the individuals about the research's questions, Lickert's scale was used which is one of the most common scales for measuring the viewpoint.

Reliability and validity

In this research, Cronbach's alpha method was used for calculating the reliability of the designed questionnaire whose value for the questions of this research is 0/80 which is considered as a proper figure in terms of the reliability of the questionnaire. The validity of the measurement tool designed in this research was measured by university professors, master's degree students and experts of marketing management and finally the validity of the contents of the questionnaire was confirmed after the application of various ideas about the variables of the questionnaire.

Statistical Analysis methods

After collecting the data of the research and classifying them, the analysis stage begins in which descriptive statistics are used in order to examine the data. In addition, right-range t-test was used to compare the two samples and also changes coefficient were used to show the order and the priority of the factors in Branding.

In this session, the agreement table of the research versus the number of purchases is depicted. As seen in table 3, this table shows that largest number of consumers of Cosmetic and hygienic products have bachelor or diploma degrees in terms of the individuals' educational level followed by post-diploma, masters and PhD degrees.

Chi square test was used to investigate the independence of the educational level and the number of consumers whose results showed that educational level and the number of consumers are not independent.

Table 2. Agreement table of the number of consumptions

	Number of observations	Expected number	residual
One	120	95.3	24.8
Two	194	95.3	98.8
Three	58	95.3	-37.3
More than three	9	95.3	-86.3
Total	381		

Table 3. Agreement table of the educational level

	Number of observations	Expected number	re-sidual
Diploma	121	76.2	44.8
Post-diploma	76	76.2	-0.2
Bachelor's degree	131	76.2	54.8
Master's degree	48	76.2	-28.2
PhD	5	76.2	-71.2
Total	381		

Table 4. Chi Square test for investigating the independence of the educational level and the number of consumptions

	educational level	number of consumptions
Chi square test	142.714	201.478
Degree of freedom	4	3
sig	0.000	0.000

Table 5. Agreement table of the relationship between the educational level and the number of consumptions

No. purchase	Educational level						total
	diploma	Post-diploma	Bachelors	Master	PhD		
One	39	25	38	18	0	120	
two	50	41	77	21	5	194	
three	25	9	15	9	0	58	
More than three	7	1	1	0	0	9	
total	121	76	131	48	5	381	

Results

Here the research's assumptions were examined for all of the responders based on one way t-test. The confidence interval considered for the test was

95%. It is identified based on the results of the test which are shown in table 7, that due to the fact that the meaningfulness level in all variables is less than α , all assumptions of the research are confirmed in this safety factor.

Table 6. One-way T-test for all responders

variables	Test value= 3				Confidence interval 95%	
	t-value	d.f	sig	Std. deviation	Minimum	maximum
product	55.961	380	0.000	0.95	0.92	0.99
Price	23.270	380	0.000	0.69	0.63	0.75
Place distributions	24.456	380	0.000	0.67	0.62	0.73
Marketing communications	16.266	380	0.000	0.50	0.44	0.56
Physical Evidence	11.111	380	0.000	0.30	0.25	0.36
Personnel	30.900	380	0.000	0.78	0.73	0.83
Marketing process	9.444	380	0.000	0.31	0.24	0.37

Classification of the effective factors on Branding

In this stage of data analysis, the effective factors on making a brand were classified. According to the co-scale manner of the standard deviation and average, the method used for classifying was

using changes coefficient formula. Changes coefficient is calculated as follow:

The less this coefficient, the higher degree of the effect of the variable it shows.

$$CV = \frac{S_x}{\bar{x}}$$

Table 7. Classification of the effective factors on making a brand from the standpoints of the responders

	Variables	Samples	Minimum	Maximum	Mean	Std.deviation	C.V
1	product	381	3	5.00	3.9570	0.3338	0.0843
2	Price	381	2	5.00	3.6955	0.5834	0.1312
3	Place distributions	381	2.25	5.00	3.6791	0.5333	0.1449
4	Marketing communications	381	2	5.00	3.5059	0.6070	0.1575
5	Physical evidence	381	1.8	4.80	3.3097	0.5440	0.1643
6	Personnel	381	2.33	5.00	3.7865	0.4968	0.1731
7	Marketing process	381	1.25	5.00	3.3103	0.6414	0.1937

On the basis of research results, it is obvious that all the factors which are product, price, place distribution, marketing communications, physical evidence, personnel, marketing process have their own impact on branding in cosmetic and hygienic products. Furthermore, among these factors, product and price have the highest effect while personnel and Marketing process have the lowest effect.

Conclusion

According to the results of the research, the following suggestions are declared in the order of their importance for the usage of the producer and supplier of Cosmetic and Hygienic products and other organizations that are related to brand in one way or another: Using the best standards in the process of production such as ISO 9001:2008 and also executing quality management rules in the organization and making quality guarantee and attempt to make quality in all aspects related to make a sort of affection with the consumer which should be specially considered in marketing process. Management of pricing process of products and attempt to use pricing systems based on value optimum management of place distributions and evaluation of their performance in a circular way and also making close communications with small-sellers and retailers attempt to use informational tools and communicating with the market effectively such as advertisements and promotions and also direct personal sale and public communications for which the existence of the department or the advertisement unit including the experts of this field seems necessary. Creating a neat, chick and clean environment with a proper view and also using conformational brochures and documents such as quality licenses selection, ed-

ucation and training of polite expert, committed and responsible personnel with proper clothes and training them the way of communicating effectively management on marketing processes, its clearance for the individuals of the organization and using the products from the moment request to the point of the delivery of the product

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