

CHAPTER: ONE

INTRODUCTION

1.1 Introduction

We live in a world where we are constantly under scrutiny about our appearance. Personal appearance and physical attractiveness is essential to everyone since it always plays an essential role in enhancing self-confidence level. Beauty has become like an essential for every person, especially for the females. Females have an inherent love of beauty and take their look very seriously. The females, especially the teen age group, strive to look beautiful and attractive and use variety of medium to achieve it. Our research includes the females of 16-19 years. This age group seems to give physical appearance, a top priority. Therefore, this age group is increasingly becoming aware of appearance, beauty, grooming and the choice of cosmetic products (Kotler, P., 2000)

The attributes of a branded product add value for consumers, the intermediaries, and the manufacturers. The most significant contribution of a strong brand to consumers would be the reduced searching time and cost when they are confronted with a set of identical products. It helps consumers to identify and locate a product with less information processing and decision time because of the expected quality form accumulated brand knowledge (Kotler, P., 2000). Teenagers are able to find pride and confidence by being able to afford for branded goods. Most teenagers aspire to become an individual who can afford for branded goods, in which they take such aspirations positively in an attempt to become a successful person. Most teenagers have illusions that luxury brands are made with high quality or the best materials, high reliability are a symbol of wealth they also feel that this will display or change their self-image, therefore, part of the teenagers love of luxury brand products. But some teenagers will only buy these because they are what are popular and the people they like have it. Consumer Buying Behavior

has been defined by Kotler et., al, (2001), as “Consumers make many buying decision every day. Most large companies’ research consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy and why they buy”. It is argued that the making of a brand purchase is determined by consumers seeking and evaluating small amounts of information. Consumers rely only on few piece of information with which they feel confident to help them decide how the brand might perform. The amount of information that seek may be determined by various factors such as time pressure, previous experience, advice from friends and the level of involvement in the brand purchase. Teenagers spending focuses on specific brands that their peer use, sometimes called “the right brands”. Teens are shaping their identities, so having the “rights” brands is a way to fit into to the right group Due to growing spending power of teenagers, global marketers are trying to understand teenager’s wishes and needs in order to relate to reach this attractive customers base. Brand loyalty is widespread in teenagers than in adults and teens often avoid taking risks in appearance-related products given the importance of these products to their perceptions of self.

According to Business Age, Nepalese cosmetic market is growing. Similar to the hundreds or perhaps thousands of grocery stores around town, there are cosmetic shops set up at every nook and corner of Katmandu. From departmental stores to local beauty parlors, there is no dearth of cosmetic products for potential customers. Along with the growing market for cosmetic products, customer’s preference is changing drastically. People are demanding products as per their need in contrast to the past when customers used to simply buy products were available in the market. A lot of people are also moving form lesser priced products to premium ones. The rise in awareness due to the media has forced traders to bring in products to satiate the need of choosy and demanding customers. Besides Katmandu, consumption of cosmetic products is high in places like Pokhara, Dharan, Itahari and Butwal (www.businessage.com/article/view/187, 18/2/2016). Brand choice actually

indicates the consumer's selective choice of particular brand i.e. it shows the preference or demand of a specific brand over the competitor's brand. According to there are countless factors that influence the way a consumer perceives a particular brand and prefers it over the others. Describe that the extensive attention has been paid to understanding the relative influence of the factors which affects the choice of consumers between various substitute brands of product and services. Kotler, et., al, (2009) –“A social role is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his position in the family, his gender etc – and expectations of the people around him”. Social status meanwhile reflects the rank and the importance of this role in society or in social group. The social role and status profoundly influence the consumer behavior and his purchasing decisions. Psychological factors include self-identity, learning and celebrities. Motivation is the inward drive we have to get what we need. Kotler, et., al,(2009), states that learning induces changes in our behavior arising from experience. Most human behavior is learned, although much learning is incidental. Celebrity endorsement is a form of brand or advertising campaign that involves a well known person using their fame to help promote a product or service. Marketing mix includes four main factors: Product, Place, Price and Promotion. The product factor includes product variety, quality, design, features, packaging, services and warranties. The place factor includes the channels through which the products are delivered to the consumers. It includes other factors like location of outlet and coverage. This price factor includes the price charged for the product and other factor like discounts, allowances, etc. The promotion factor includes the efforts done to make the sale of the products like sales promotion, advertising, sales force etc. This research focuses on finding the impact of these factors on teenager brand choice.

Based on the above literature it can observe that, there are many factors that directly or somehow indirectly affects the cosmetic brand choice. Nepalese cosmetic market has witnessed rapid growth over the last couple of years. With

each passing year, the availability of cosmetic products has increased significantly and the consumption ratio has soared. Many manufactures hopes that luring teenagers into their brand will establish them as loyal customers for the future, ensuring the sustained future market. However, cosmetic companies need to understand the factors that actually influence the purchase decision. This research is done in order to identify those factors that the Nepalese female teenagers consider while choosing a particular brand. Therefore, this study based on finding the factor influencing the cosmetic brand choice of female teenagers only. There are several researches conducted on the same area in other parts of the world. However, it is very difficult to find such researches in the context of Nepal. Some researchers have been conducted regarding brand loyalty in the cosmetic products. This might probably be the first conducted regarding brand loyalty in the cosmetic products. However, there are lots of areas which need further study.

1.2 Statement of the Problems

Alike other industry, cosmetic industry is very competitive. Cosmetic products have shifting degree of products life cycles. Cosmetics industry has grown rapidly in recent decades keeping up with dramatic growth and aggressive consumption. Numerous cosmetic brands enter the market in order to fulfill the needs of the target customers. Female of age group 16-19 years are recognized as very large group consuming cosmetic products as looking good and beautiful is a top priority for this group. This age group use cosmetic products practically in all walks of life. We can see that the college going girls have a tendency to look more beautiful and attractive among the peers. Therefore, they use different cosmetic products include fairness cream, sun blocks, compacts, eyeliners, lipsticks, shampoo, conditioners etc. They follow up different brands according to their needs. Female teens represent not only the remarkable consumptions potential but also the future mainstream. Their choice of cosmetic brands is influenced by various factors. Therefore, the companies need to identify the factors in order to establish themselves as a successful

brand. The research focuses in identifying the factors that affect the cosmetic brand choice of the Nepalese female teenagers.

Population of female of age group 15-24 years in approx. 3.5 million. Such a great population consuming cosmetic products has created additional opportunities for the cosmetic brands. On the other hand, the intense competition in the cosmetic industry has also created a need for cosmetic brands to differentiate themselves and attracts such a large age group.. This age group is now increasingly beauty consciousness and awareness, the use of cosmetics has become a part of their daily routine. Therefore, it is very important for the established brands as well as the new ones to identify the components or factors that the customer considers while choosing a particular cosmetic brand.

Now, the question arises – what are the factors that play role in the consumption of the cosmetic brands by the female teenagers? There are many factors which affect the choice of brands and type of products to be purchased. Some women buy cosmetics because of brands, some buy cosmetics because of price, some buy cosmetics because of friends and relatives recommendations and other buy cosmetic because of packaging design. Hence marketers need to consider the factors concerning women decision to buy cosmetics. Female teens spend more on personal grooming. This grooming consciousness is encouraged by women’s active participation in advertisement or fashion shows, such as the popular Fashion TV program. Access to various brands and products give them better knowledge towards cosmetics, due to fast-flowing information like from peers or family. Therefore, as a cosmetic producer, the manufacturers should be aware of the ways the image of the brand is formed. Cosmetic companies need to understand the factors that actually influence the purchase decision. This research is done in order to identify those factors that the Nepalese female teenagers consider while choosing a particular cosmetic brand. Thus, the study attempts to answer the following research questions:

- Does the social factors effects cosmetic brand choice of the Nepalese female teenagers?
- What is the role of psychological factor on cosmetic brand choice of the Nepalese female teenagers?
- Is marketing mix factors effecting on cosmetic brand choice of the Nepalese female teenagers?

1.3 Objectives of the Study

The main objective of the study is to identify the factors affecting cosmetic brand choice of Nepalese female teenagers.

The objectives of the study are as follows:

- To identify the impact of social factors on cosmetic brand choice of Nepalese female teenagers.
- To assess the impact of psychological factor on cosmetic brand choice of Nepalese female teenagers.
- To explore the impact of key marketing mix components on cosmetic brands choice of Nepalese female teenagers.

1.4 Limitations of the Study

The research was conducted under certain constraints. The limitations of the research are as follows:

- The research is focused only on the preference of the female teenagers of Katmandu. As only one city was surveyed, it may not represent to overall view of the Nepalese market.
- Since the research is focused on the teenagers group, their understanding about certain terminologies may lack. This may result in wrong interpretation of the questions asked and the answers to the question may be wrong.
- Lack of the cooperation from the respondents may affect the scope of the research as not all the respondents of selected age group may be willing to

read questions and answers them carefully. Therefore, the sample size may not ensure representative and conclusive finding.

- Convenient sampling is used as sampling method. As a result, it may not provide accurate information as random sampling method.

CHAPTER: TWO

REVIEW OF LITERATURE

This review is an examination of different scholars which attempts to explain various dimensions for customers brand choice. Previous studies and research investigations on brand choice have been analyzed and reviewed to formulate the theoretical framework.

2.1 Brand

For decades the value of a company was measured in terms of its real estate, then tangible assets, plants and equipments. However it has recently been recognized that company's real value lies outside business itself, in the minds of potential buyers or customers.

“A brand is both, tangible and intangible, practical and symbolic, visible and invisible under conditions that are economically viable for the company.” The American Marketing Association defines the term ‘Brand’ as “A name, term, symbol or design, or a combination of them, which is intended to signify the goods or services of one sellers or group of sellers and to differentiate them from those of competitors.” More importantly, a brand promises relevant differentiate benefits. Everything an organization does should be focused on enhancing delivery against its brand promise.

According to Aaker, D. (1991) “A brand is a distinguishing name and/or symbol (such as logo, trademark or package design) intended to identify the goods or services from those of competitors. A brand thus signals to the customers the sources of the products, and protects both the customers and the producer from competitor who would attempt to provide products that appear to be identical.”

It is mentioned that the brand is a sign- therefore external- whose function is to disclose the hidden qualities of a product which are inaccessible to contact. The brand served to identify a product and to distinguish it from competition.

Kotler, P., (2000) describes brand as the name, associated with one or more items in the product line, which is used to identify the source of character of the items. Branding is a major issue in product strategy. As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating a brand image.

Whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand (Keller, L. 2003). He recognizes, however, that brands today are much more than that. As can be seen, according to these definitions brands had a simple and clear function as identifiers. Before the shift in focus towards brands and the brand building process, brands were just another step in the whole process of marketing to sell products. Brand is an intangible but critical component of what a product represents. It is a set of promises that implies trust, consistency, and a defined number of expectations. The strongest brand in the world –owns a place in the customers mind and when it is mentioned, almost everyone thinks of the same things. A brand differentiates products that appear similar in features, attribute and benefits. All these help bring the brand to life and into customers' streams of consciousness, but in reality they are simply we executed marketing and selling tactics. A brand differentiates a product in several forms and it can be broadly divided into two categories- the tangible (rational), and the intangible (emotional and symbolic). Either way, while the product performs its basic functions, the brand contributes to the differentiation of a product (Keller, L. 2003). These dimensions –distinguish a brand form its unbranded commodity counterpart and gives it equity which is the sum total of consumers perceptions and feelings about the products attributes and how they perform, about the brand name and what it stands for, and about the company associated with the brand

A strong brand provides consumers multiple access points towards the brand by attracting them through both functional and emotional attributes. The tangible dimensions that a brand created are products innovations, high qualities, and/or attractive prices etc. Those are often observable from the products marketing mix and product performance. Brands serve valuable functions. At their most basic level, brands serve as markers for the offerings of a firm. For customers, brands can simply choice, promise a particular quality level, reduce risk, and/or engender trust. Brands are built on the product itself, the accompanying marketing activity, and the use (or nonuse) by customers as well as others. Brands thus reflect the complete experience that customers have with products. Brands also pay an important role in determining the effectiveness of marketing efforts such as advertising and channel placement. Finally, brands are assets in the financial sense. Thus, brands manifest their impact at three primary levels, customers market, product market and financial market (Keller, L. 2003).

2.1.1 Characteristics of Successful Brand

It is the brand on which every business organizations stand and explore themselves. With the volume of competition that businesses face in most industries, it has become very important to stand out and develop a unique identity and value propositions through strategic branding. Every organization works on developing a successful brand that satisfies the customer needs. A positive brand image helps the organization succeed. On the other hand, if the organization is not able to create a positive brand image, it will be a serve loss for the organization.

As concluded there are five attributes of a successful brand. They are:

a) The Brand is Properly Positioned

Regardless of your business type, in order to position your brand properly, you must know who you are, what you do, how you are better or plan to better than competitors and who are your target market.

b) The Brand Delivers the Benefits Customers Desire

Knowing your target will help to define their expectations and desires. Knowing your exact target audience will make your branding initiatives much more strategic and focused. Then your brand can start making promises to that target audience that you must consistently deliver upon.

c) The Brand is Consistent

Once the customer develops a brand expectation, whether through direct interaction, advertising or word of mouth, any deviation from that expectation can be devastating to the target audience and it's difficult, if not impossible to get a customer back after losing them.

d) The Pricing is Aligned with the Perception of Value

A brand will fail quickly if its products or services are not aligned with the customer's brand perception of value for that brand. Design and brand positioning are key for establishing a connection between price and the perceived value for your goods in the mind of your target audience.

e) The Brand Makes the Use of Appropriate Marketing Activities to Build Equity

The target defines your marketing activities. Social media is a perfect example because social media is a relatively new outlet, many businesses believe that they need to get in on the action. It's important to know if your target is using the media outlet you're attempting to use, and what they are using that outlet for. If you are marketing in a medium your primary market does not use, you'll inevitably end up wasting time and resources and you may find that you end up alienating your target audience instead of creating a fan.

2.2 Brand Equity

The brand equity concept has been mentioned in more than of the previously analyzed models. Establishing and managing brand equity is a very important

part of brand management and is one of the most significant jobs of any marketer. But what exactly is brand equity?

Brand equity has also been defined as “the enhancement in the perceived utility and desirability a brand name confers on a product” High brand equity is considered to be a competitive advantage since: it implies that firms can charge a premium; there is an increase in customers demand; extending a brand becomes easier; communication campaigns are more effective; there is better trade leverage; margins can be greater; and the company becomes less vulnerable to competition. In other words, high brand equity generates a “different effects”, “high brand knowledge” and a large “consumer response” (Keller, L. 2003), which normally leads to better brand performance, both from a financial and a customer perspective.

In the twenty-first century, branding ultimately will be the only unique differentiator between companies. Brand equity is now a key asset.” Much of the skill of marketing and branding nowadays is concerned with building equity for products whose characteristics, pricing, distribution and availability are really quite close to each other.

Feldwick, P., (1996) simplifies the variety of approaches, by providing a classification of the different meanings of brand equity as:

- The total value of a brand as a separable asset = when it is sold, or included on a balance sheet;
- A measure of the strength of customers attachment to a brand;
- A descriptive of the associations and beliefs the consumer had about the brand.

However, brand equity is concerning the positive side only when the consumers are willing to pay more for the same level of equity just because of the name attached to the product Bello, et., al.(1995). Moreover, brand equity

could be considered as a ruined if it is not properly managed. The poor product quality and deprived customers service could directly affect the brand image which reduced the sales volume.

Brand equity could provide the consumers about the information of brand and manipulate their confidence during the purchasing process. Recently, brand equity has increasingly been defined in customers- based contexts, which defines brand equity as the value of a brand to the customers Aakar, D.(1991) defines brand equity as “ a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firms customers”. Brand awareness, brand associations, perceived quality, brand loyalty and other proprietary assets were the five assets of brand equity. Defines customers based equity as he set associations and behavior on the part the brand’s consumers, channel members, and Parents Corporation that permits the brand to earn greater volume greater margins than it would without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors.

(Keller, L. 2003) argued that the power of a brand lies in the mind of the customers and what they have experienced and learned about the brand over time. He defines customers-based brand equity as “the differential effect that brand knowledge has on consumer response to the marketing of that brand”. Brand knowledge consists of brand awareness and brand image. Brand equity, itself is a wider and broad concept which can further subdivided into four main areas Aakar, D.(1991).

2.2.1 Brand Loyalty

Brand loyalty is considered as one of the core components of the brand equity which affect the brand equity positively and directly. Because of the brand loyalty consumers continue to buy the brand, regardless of the superior features, prices and convenience owned by its competitors

Aakar,D.(1991).Consumers make the purchase as a habitual towards a particular brand just because of the reason that it prominence is stock and effective promotions.

2.2.2 Brand Awareness

Brand awareness is a key determinant of brand equity. It is defines as an individual's ability to recall and recognize a brand (Aaker, D. 1996). Awareness can affect customer's perceptions, which lead to different brand choice and even loyalty (Aaker, D. 1996) A brand with strong brand recall (unaided awareness) and top of mind can affect customers' perceptions, which lead to different customers' choice inside a product category. Brand awareness refers to the ability of a potential consumer to recall and recognize the brand, linking the brand with its corresponding product class. To know about the product and to be aware of that is important for the potential consumers so that it could be one of the purchasing choices to them. This is because of that the product needs to enter the awareness set before it comes to the consideration set The increase in brand awareness is conducive to a higher chance of entering the later set. So, the brand with higher awareness would be more likely to be purchased Aakar, D. (1991).

2.2.3 Perceived Quality

Perceived quality is defines as the perception of the customers over the overall quality or superiority of a product or the service .Perceived quality is defined as the customers judgment about a products overall excellence or superiority in comparison to alternatives brand) and overall superiority that ultimately motivates the customers to purchase the product. It is difficult for customers to make a rational judgment of the quality. They are likely using quality attributes like color, flavor, form and appearance of the product and the availability of production information to 'infer' quality classify the concept of perceived quality in two groups of factors that are intrinsic attributes and extrinsic attributes. The intrinsic attributes are related to the physical aspects of a

product (e.g. colour, flavor, form and appearance); on the other hand, extrinsic attributes are related to the product, but not in the physical part of this one (e.g. brand name, stamp of quality, price, store, packaging and production information). It is difficult to generalize attributes as they are specific to product categories more specifically Aakar, D. (1991).further classified into quality of product and quality of service. Quality of product has got seven dimension which affect the customers perception which are performance, features, conformance with specifications, reliability, durability, serviceability and fit and finish. On the other hand service quality is judged by its corresponding tangibles, corresponding tangibles, competence, reliability, empathy, responsiveness.

2.2.4 Brand Associations

Brand association is the last dimension for brand equity. Brand associations are all the linkages that exist between a brand and the other nodes stored in memory. Aakar, D.(1991).defined brand association as “the specific linkage between memory and the brand”. Further added that the equity of brand is largely supported by consumers associations towards the brand, which contribute to a specific brand image. Brand association is one of the most complicated dimensions which connect to one another, consisting the multiple ideas, episodes, examples and facts that create a brand knowledge network further illustrates brand associations into three categories which are attributes, benefits and attitudes. Attributes refer to the specific character of the product. Benefit can be functional, experimental and symbolic where as attitudes are regarding the customers overall assessments towards a brand.

Brand association consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand. Other researchers identify different types of association that contribute to the brand equity. Aaker, D. (1996) conceptualizes brand awareness that must precede brand associations. That is where customers must first be aware of the

brand in order to develop a set of associations. Brand association contains the meaning of the brand for consumers. It is anything linked in memory to a brand (Aaker, D. (1991)).

Brand associations are mostly grouped into a product-related attribute like brand performance and non-product-related attribute like brand personality and organizational associations. Product associations include functional attributes and non-functional associations. Functional attributes are the tangible features of a product. Customers evaluate a product not merely by whether the product can perform the functions for which it is designed for but the reasons to buy this brand over the competitors (Aaker, D. (1996)) such as brands fault-free and long-lasting physical operation and flawlessness in the products physical construction. Organizational associations include corporate ability associations, which are those associations related to the company's expertise in producing and delivering its output and corporate social responsibility associations, which include organizations activities with respect to its perceived societal obligations (Aaker, D. (1996)).

According to Aaker, D. (1996), consumers consider the organization that is the people, values and programs that lies behind the brand. Brand-as-organization can be particularly helpful when brands are similar with respect to attributes, when the organization is visible (as in a durable goods or service business), or when a corporate brand is involved.

2.3 Branding

Branding has emerged as top management priorities in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms have. The essence of branding is to create a strong identity for the organization and then to build an impression in the minds of the consumers as to whom they are. Brands help the members of the organizations to establish a memorable and an active bond with the customers. A company

through its branding can make the consumer remember who they are and what they stand for, which makes the customer identify what to expect from interacting with the organization and using its product. “Brand” is your image as seen from the outside. Your brand is who you are – your strength, your integrity and your reputation. It is not simply how your logo displayed, but rather the emotional and intellectual response your logo elicits from your target audience. From a business standpoint, branding in the marketplace is similar to branding on the ranch. An effective branding program is designed to differentiate your cow from all the other cattle on the ranch, even if all the cattle on the ranch seem to look very much alike. A successful branding program is based on singularity. It creates a consumer perception that there is no other product or service on the market quite like yours.

In the 1970’s, products were made from the manufacturing, rather than the customer point of view. But with the focus shifting to the consumer, marketing has assumed a much larger role’. Significant parameters in brand building literature have experienced a dramatic shift in the last decade. Branding and the role of brands, as traditionally understood, have been subject to constant review and redefinition. Branding is a major issue in product strategy (Kotler, P., 2000). As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating a brand image. Within the traditional model, the goal was to build a brand image, a tactical element that drives short-term results. It is mentioned that the brand is a sign- therefore external-whose function is to disclose the hidden qualities of a product which are inaccessible to contact. The brand served to identify a product and to distinguish it from competition.

The attributes of a branded product add value for consumers, the intermediaries, and the manufacturers. The most significant contribution of a strong brand to consumers would be the reduced searching time and cost when they are confronted with a set of identical products. It helps consumers to

identify and locate a product with less information processing and decision time because of the expected quality from accumulated brand knowledge. Consumers will be able to develop associations and assumptions through brand name, package, label etc.

A strong brand also offers high brand credibility: it becomes a signal of the product quality and performance. This reduces the risks involved in the purchase including the functional, physical, financial, social, psychological and time risk. Consumers do not only benefit from the functional values of a brand, they also benefit from the emotional aspects. A strong brand mixes and blends the product performance and imagery to create a rich, deep and complementary set of consumer responses towards the brand. Hence consumers are attracted to more dimensions of a brand as a means of self image reflection, symbolic status, and an anchor in this forever changing world. Finally, a brand smoothes consumer's communications process to others and enrich their everyday lives. On the surface it appears that it is up to the consumers to determine brand strength but in fact it is the branding process that created a unique mental map in a consumer's mind and guides their behavior (Keller, L. 2003).

2.4 Brand Management

For over two decades it has been argued that the brand is an important value creator and should therefore be a top management priority. The organizations spend millions in planning and implementing brand activities. Developing a strategic plan to maintain brand equity or gain brand value becomes very important for every organization. It calls for the requirement of brand management, which involved supervision of brands of products and services, right from the time they are introduced in the marketplace. Brand management required a comprehensive understanding of the brand, its target market and the company's overall vision. Define a successful brand as "an identifiable product, service, person or place, augmented in such a way that a buyer or user perceives relevant and unique added values which match their needs more

closely. Furthermore its success results from being able to sustain these added values in the face of competition”. Being able to sustain consumer perceptions of a brand’s differential value is the key to successful brand management. For the firm, therefore, a well managed brand becomes an important instrument of differentiation and of competitive advantage. Furthermore, the differentiation achieved through branding constitutes a barrier to entry, by making it difficult for competitors to emulate the company’s offering Kotler,.P. (2000).

2.5 Consumer Buying Behavior

Schiffman et., al, (2000) mentioned that, “Consumer behavior is about how people make their decision on personal or household products with the use of their available resources such as time, money and effort”. Consumer behavior as the activities and the processes in which individual or groups choose, buy, use or dispose the products, services, ideas or experiences. Consumer behavior considers the many reasons why personal, situational, psychological and social –people shop for products, buy and use them and then dispose of them. The consumer buying behavior depends on which intensions, preferences effort to commitment ad way of identifying the consumers have. Consumers buying behavior depends on what kind of product the consumer will purchase.

Consumer Buying Behavior has been defined by Kotler, et., al,(2001), as “Consumers make many buying decision every day. Most large company’s research consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy and why they buy”.

Consumer Buying Behavior was defined by Schiffman et., al., (1997) as ‘‘the study of how individuals make decision to spend their available resources on consumption-related item, where they buy it how often they buy it and how often they use it’’. The study of consumer buying behavior is most important topic in this research. In the very beginning, the consumer behavior can

persuade the economics of a nation. They have their preference of purchasing the products from a specific retailer. On the other hand, understanding the reasons for consumers to buy the products and their buying habits helps an organization to devise corresponding marketing strategies in response to the consumers' needs. In addition, present consumer behavior studies regard consumers as important determinants of organizational success and it is found that the most successful organizations are customers-centric. Different people, no matter how similar they are, make different purchasing decisions.

Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like product, brands and the like and how the consumers are influenced by their environment, the reference groups, family and salespersons and so on. Consumer buying behavior is the study “of the processes involved when individuals or groups select, purchase, use, or dispose of product, services, ideas, or experiences to satisfy needs and desires” consumer behavior as “those acts of individuals directly involved in obtaining, using and disposing of economic goods and services, including the decision processes that precede and determine these acts”. Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigations provided by behavioral science in order to understand, predict and possibly control consumer behavior more effectively.

Consumer Behavior studies the shopping habits of consumers to form an idea of whether or not the store concepts, product ranges and strategies of the companies are appropriate towards consumer requirements. He believed that consumer behaviors are unpredictable and changing continuously changing; while trying to understand consumption-related items. These are factors that influence the consumer before, during, and after a purchase for examples, feedback, from other customers, packing, advertising, product appearance and price. The physical action or behavior of consumer and their buying decision

every day can be measured directly by marketers. For that reason many organizations these days are spending lot of their resources to research how consumer makes their buying decision, what they buy, how much they buy, when they buy and where they buy Kotler, et., al.,(2001).To get a well coherent result, organizations normally looked at this behavior base their analysis on difference conceptions; whether customers buying behavior were measured form different perspectives, such as product quality and better service, lower price structured etc.

2.6 Customer Satisfaction

Customer satisfaction has long been recognized as a process Oliver, R.(1981) and is the difference between consumers perceived and expected performance of a product or service. In other words, customer's satisfaction occurs when performance is higher than expected, while dissatisfaction occurs when performance is lower than expected. Overall, to gain customer satisfaction, some argue that organizations need to exceed predictive expectations of customers, rather than just satisfy expectations (Spreng et al, 1996).

The basis for consumer satisfaction or dissatisfaction lies in mankind's ability to learn from past experiences. Accordingly, consumer preferences are constantly being updated by way of the learning process. Learning theory posits that "a given response is reinforced either positively or negatively to the extent that it is followed by a reward. Reward, in turn, leads to an evaluation that the purchase was satisfactory" and hence it can exert an effect o brand beliefs and attitudes. The probability of engaging in a similar buying act will be increased if there are positive consequences in the act of purchase and use and vice versa" Customer satisfaction is measured by using the following variable attributes under different dimensions, namely, after sales service, ability to understand customer needs, warranty, prompt delivery, 24 hours customer care, price, discounts and rebates, convenience and accessibility, easy processing and documentation, safety measures Gupta, V. (2013)

2.7 Defining Teenagers

As this study is concerned with the factors affecting brand choice by teenagers, it is important to look and understand the concept of teenagers more accurately. The teenage years mark the transition from childhood to adulthood. Yet to them “teenager” only originated in 1921 and came into New Zealand language in the 1950s. “Youth” was a common word used for young people in the late 19th and the early 20th centuries. Those in their early teens were considered children until they left school, entered employment and became adults.

In the 2000’s “teenager” (or “teen”) was often used, perhaps as it defined a more specific group than the term “adolescent” or “youth”. Older teenagers were termed “youth” or “young adults”. The word teenager is being defined as adolescent being of the age 13 through 19 years old. Teenagers have become the consumer group with the largest buying power in this era. According to Peter Zollo (2000) of Teen Research Unlimited, there are several reasons which lead to this phenomenon. Firstly, teenagers are influential trendsetters as they have significant discretionary spending power. Secondly, in the process of formation for brand loyalties, teenagers are impressionable. Lastly, teenagers are hard to ignore depending on the sheer size of the global teenage population.

2.8 How do Teenagers Perceive Brand

Teenagers are able to find pride and confidence by being able to afford for branded goods. Most teenagers aspire to become an individual who can afford for branded goods, in which they take such aspirations positively in an attempt to become a successful person. Most teenagers have illusions that luxury brands are made with high quality or the best materials, high reliability and are a symbol of wealth they also feel that this will display or change their self-image, therefore, part of the teenagers love of luxury brand products. But some teenagers will only buy these because they are what are popular and the people they like have it.

The branding effect gave youngsters a concept that brand-name products were good and superior. Additionally, most adults like to use these brands to display their social status to others. Sometimes, it begins with simple acts of gift-giving, especially when the gift is given to impress someone. Essays, upon interviewing some teenagers, say that, “we found that twenty percent of them said there was no need to purchase brand-name goods. Another twenty percent said that they would need a sufficient economic capability to purchase brand-name goods. However, the remaining sixty percent of the teenagers we interviewed said that they would purchase brand name goods to just fit in with the rest of their peers”.

According to Andrew J. (2013), “value is everything to teenagers: not necessarily monetary value (many still use their parents credit cards), but personal value. This current generation wants to invest in ways that enrich their personal experiences and deepen connections with friends, family and culture. Many brands struggle to find a message that truly resonates with that mindset. Brands can connect with teens by listening to how they define value and creating digital experiences that resonate with teens”.

According to Moses (2000), teenagers spending focuses on specific brands that their peer use, sometimes called “the right brands”. Teens are shaping their identities, so having the “rights” brands is a way to fit into to the right group. Due to growing spending power of teenagers, global marketers are trying to understand teenager’s wishes and needs in order to relate to reach this attractive customers base. Brand loyalty is widespread in teenagers than in adults and teens often avoid taking risks in appearance-related products given the importance of these products to their perceptions of self (Zollo, 1999).

Branded products are less risky because they are easily recognizable and they serve as a status symbol; this combination makes them a safe choice for teens. Appealing to teenagers is an attractive business strategy because branded

product companies hope that teens choose their products as lifetime brands. Many younger consumers search for products that they consider prestigious, through association with a specific designer, brand name, or an emerging trend. In many ways, these products fulfill some type of social requirement. For those consumers with discretionary income, a significant portion of these funds are often spent on goods that accommodate a social need or message (Hemanth et al., 2014).

2.9 Cosmetics Market in Nepal

The general term “cosmetics” is applied to all preparations used externally to condition and beautify the body, by cleaning, coloring, softening, or protecting the skin, hair, nails lips or eyes. Cosmetics are, therefore, products intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body’s structure. This broad definition includes any material intended for use as a component of a cosmetic product. The growth of cosmetics and beauty products markets has become significant as consumers are increasingly becoming aware of appearance, beauty, grooming and the choice of personal care products.

According to Business Age, Nepalese cosmetic market is growing. Similar to the hundreds or perhaps thousands of grocery stores around town, there are cosmetic shops set up at every nook and corner of Katmandu. From departmental stores to local beauty parlors, there is no dearth of cosmetic products for potential customers. Along with the growing market for cosmetic products, customer’s preference is changing drastically. People are demanding products as per their need in contrast to the past when customers used to simply buy products were available in the market. A lot of people are also moving from lesser priced products to premium ones. The rise in awareness due to the media has forced traders to bring in products to satiate the need of choosy and demanding customers. According to an estimate, medium range cosmetic products enjoy a market share of around 160 percent while the premium brands

hold around 30 per cent share with the low-end segment garnering around 10 percent of the market. Around 60 percent of the market for cosmetic products within the Katmandu Valley, a trader said. Besides Katmandu, consumption of cosmetic products is high in places like Pokhara, Dharan, Itahari and Butwal. The gap in sales between Katmandu and the rest of the country is narrowing so much so that the ratio can come down to 50-50 not too far in the future.

2.10 Female and Cosmetics

Cosmetics serve as a strategy for getting acceptance from others and a symbol of the wearer's acceptance of society's aesthetic norms for women. Makeup styles at any point in history enhance women's features to look like the ideal beauty.

Business Age states that women make up more than 80 per cent of the total customers using cosmetic products. According to the cosmetic industry, cosmetics play a huge role in personality and are an essential part of what many women consider important about their outward appearance. Many women feel inadequate in terms of their self-esteem and self-confidence, which can affect their evaluation of personal beauty. In general, self-esteem refers to how positively or negatively individuals feel about the subjective image of themselves that they have constructed. Some women may also use cosmetics for hedonic enjoyment or aesthetic enhancement, not necessarily to boost self confidence. All of these motivations for use of cosmetic may result in expression of self identify. According to Lerner, (Karabenick et al, 1973), what women observe in the mirror is what she uses to measure her worth as a human being. Furthermore, some women can be their own worst critics as they look in the mirror; some women often tend to "over think" their appearance and are often not accurate in assessments of their own appearance (Lerner et al., 1973). The beginning of a young teen or teen girl's first experimentation with applying cosmetics can be seen as a rite of passage as well as development toward a feminine identity (Cash, et al.,, 1985). Indeed, the female adolescent

becomes more concerned with her appearance (Kelson, et al, 1990). In American culture, young female adolescents tend to emulate beautiful women. Advertising tells us that makeup holds the promise to women of bringing out their inner beauty and transforming them to have higher self-esteem.

Kelson, et al, (1990) found that the use of cosmetics was positively associated with traits such as self-perception, self-awareness, conformity, and introversion and negatively associated with self-confidence, self-esteem, physical attractiveness and emotional stability. Furthermore, suggested that some traits make women more aware of an interest in their physical appearance which results in the desire to manipulate appearance according to an image that is ideal and more conforming to social preferences and expectations.

One study by the smart Beauty panel found that African American women spent \$7.5 billion on beauty products each year, but when it comes to cosmetics, 80% more money was spent than women felt they should due to the fact that African America women often need to try out products first to find the right color, undertones, and pigments to match their skin color appropriately women's perception of brand personality in relation to women's facial image and cosmetic usage. This study sought to develop a better understanding of how various factor influence perception of cosmetic brands in USA. The survey included items measuring facial image, cosmetic usage, brand personality and brand attitude. The study found that consumer's facial image influence total quantity of cosmetic used. It also showed that there exists relationship between facial image and brand perception.

2.11 Brand Choice

Understanding the consumer's brand choice has been an interesting topic for both marketers and researchers. Brand choice investigation involved understanding the selection of brands among various product categories of consumer (Bentz et. al., 2000). In the past, brands have been perceived as

products with different attributes; however, brands are now viewed as personalities, identities, and have special meanings intrinsic to consumers. Brand choice research has been investigated for many years. Many researches about brand choice research have been investigated for many years. Many researches about brand choice have been through probability models to test the impact of marketing mix variables on consumer brand choice. These variables (referred in most research studies as the 4 P's) are elements such as product features, advertising, 7 promotions, availability of product, service and price (Bentz et al., 2000).

2.12 Factors Affecting Brand Choice

It is argued that the making of a brand purchase is determined by consumers seeking and evaluating small amounts of information. Consumers rely only on few piece of information with which they feel confident to help them decide how the brand might perform. The amount of information that seek may be determined by various factors such as time pressure, previous experience, advice from friends and the level of involvement in the brand purchase.

For consumers whose purchased decision depends primarily on the perceived quality of durable goods, Garvin's (1987) propose six quantitative dimensions:

- Conformance
- Features
- Durability
- Serviceability
- Performance and reliability
- Perceived quality

Their research demonstrates that brand name is better than price as an indicator of quality, and that a high price alone does not suggest quality without the validation of a brand name. Confirmed that manufacturers of big-ticket consumer durable goods do not use high prices to signal high quality. In fact,

some high-priced consumer durables have extremely low brand loyalty, particularly among innovators. Furthermore, the use of price deals for consumer durables has a negative effect on quality perception and brand image. Consumer buying decision eventually is influenced by the number of factors or reasons; this concept of decision making is rooted historically in personal, psychological, demographic and social concerns of the consumer. There are numerous reasons to buy a brand in a given situation. To choose a brand among from available brands of low involvement product category in a situation where consumer does not know about the brands under consideration seems very critical because the most theories of consumer behavior support the awareness as a dominant factor in consumer choice. On the other hand it was also assumed that excess of everything is dangerous, likely it can be guessed that more information may confuse the consumer about the brand to be selected, Jacoby, Speller and Berning (1974) are of the opinion that “Consumers actually make poorer purchase decisions with more information”.

Attitude of the consumer plays an important role in making decision making in a given situation. A consumer’s attitude and purchase intention towards a brand is not only a product of their cognitive evaluations of that individual brand but are also determined by their perception of other competing brand within the consideration set. (Ronnie, Anne and Karinna, 2006). Consumer’s need for uniqueness is also distinct from independence, a motivation that may inadvertently manifest in social different as result of adhering to one’s personal taste. Decisions shift the focus from the choice of options to the choice of reasons. “Buyers who explain their decisions and have high need for uniqueness tend to select unconventional reasons and are more likely to make unconventional choices.” Itamar et., al,(2000) further support their view that “the effect of NFU (Need for Uniqueness) on choice emerges when consumers have the opportunity to explain their decisions and do not expect to be individually evaluated.”

Uniqueness and Innovation play a significant role in making choice of a brand particularly in unawareness condition, as (Tepper, 1997) view it as “Conceptual models of social nonconformity recognize that behaviors that render a person different relative to other people may reflect several motivational processes, Although such a choice may at times differentiate the decision maker from others, this outcome is incidental to acting consistent with personal standards”. Desire for social distinction via unusual products influences new product adoption and variety-seeking behavior’. Where commenting that “Because consumer choices, particularly creative choices, may establish one’s uniqueness, such choices are likely to attract followers who see to develop their specialness or share a common link with early adopter groups”. And “Initially unpopular consumer choice may later gain social acceptance and thereby positively distinguish the consumer as an innovator or fashion leader.” “The consumer decision-making process does not occur in a vacuum. On the contrary, underlying cultural, social, individual and psychological factors strongly influence” Itamar et., al,(2000)

2.12.1 Quality of Product

According to Jerome E. (2009), a product is seen as an item that satisfies what a consumer needs or wants. The most important aspects of the product would be quality, appearance, packaging, service and support. What makes our product ‘better’ than someone else’s does? How does our product look as compared with our competitors? The quality of product answers these questions.

Product quality brings many benefits for a company, from revenue to brand credibility. Product quality allows companies to set higher prices to consumers. In addition, having a higher product quality gives a competitive advantages which leads to increase profit and market share. However, some researchers have shown that quality may not equate to success without the proper marketing techniques in order to reach and communicate with consumers.

Quality is not defined as a situation of using money to make money. Sometimes a product's quality can be improved by reducing waste, increasing satisfied consumer, and being more efficient in the production of the product. There has been research to support the theory that companies do not have to spend much money to make their product superior in order to have high quality. Instead of that, they should put more attention to quality as a differentiating approach in dealing with competitors. Quality is important factor that impacting brand choice because it is a part of personal risk that a consumer can take when making a decision of evaluating the purchase of product. Besides that, quality is a reason for customers to choose a brand because quality is a part of product perspective of a brand's identity (Uggla, H. 2001).

2.12.2 Price

Pricing policy is an important strategic and tactical competitive weapon that, in contrast with other elements of the international marketing mix, is highly controllable and inexpensive to change and implement. In the view of marketers, prices set too low may mean the company is missing out on additional profits that could be earned if the target market is willing to spend more to acquire the product. Additionally, attempts to raise an initially low price to a higher price may be met customers resistance as they may feel the marketer is attempting to take advantage of their customers. In contrast, prices set too high can also impact revenue as it prevents interested customers from purchasing the product. However, with customers, it is possible to use price as a reason for brand choice in two ways: seek the lowest price to avoid financial risk or seek the higher price to gain product quality. Aaker,D. (1991) also showed that price was consistently found to be a strong quality indication, nearly as strong as brand name. The higher price will lead to increase sale because a higher price was followed by an increasing relative perceived quality. However, setting a suitable price for customer is not easy. Some says that a higher price means that the perceive quality is high. The others do not

think so. If customers are brand loyal, they will be relatively insensitive to prices in their brand choice decisions, yet they respond to deals by stocking up on their preferred brands (Krishnamurthi et., al, j, 1991). Brand switchers, on the other hand, act in the opposite manner, they do not stock up on any one brand, but their initial brand choice decisions are highly sensitive to changes in price.

2.12.3 Location

The role of distribution channel is to provide to a company the accomplishment of the task of delivering the product at a right time, place, and quantity at a minimum cost. Most definitions of power within studies on supply chains marketing channels are based on the definition by EI-Ansary and Stern (1972), who define power as “the ability of a channel member to control the decision variables in the marketing strategy of another member in a given channel at a different level of distribution”.

According to Rosen B. (1999), he stated that the effectiveness of location to distribute the product is considered as a necessary tool for competing successfully in a harsh competitive market. If a firm has a strong distribution channel with advantages in location for consumer coming easier, they will have a chance to attract more consumers and leave an impression in customer’s mind.

2.12.4 Advertisement

Advertisement is a tool to tell to consumers about the existence and benefits of products and services and tries to persuade consumers to buy product. Moreover, Kotler, p., (2000) claimed that the purpose of advertising is aim to attract target consumers to either think or react to the product or brand. As a way to reaching the advertisement goals, advertisement as well as their content play a vital role in the process of commercial communication. More specifically, it is the advertised product and brands as well as the content of the

advertisement that determine greater or lesser memory retention among the consumers.

Advertising is also one of five major components of promotional mix. It will help the firm create the brand awareness, position products in consumer's minds. Kotler, p. (2000) states the following objectives of advertisements:

- To inform customers about their product and services.
- To persuade customers to purchase their product and services and
- To remind the customers about their products and services.

When introducing a new product category, informative advertising is used to build a primary demand, but when competition increase, persuasive advertising becomes more important. Here, the company's objective is to build selective demand for a brand by persuading consumers that it offers the best quality for their money. On the other hand, reminding advertising is used to keep customers thinking about the product (Kotler,p., 2000).

There are many types of advertising activities such as direct marketing to consumer, public relations to introduce product, build awareness system, sale promotion. An advertisement can be in the types of television, print advertisements, posters, radio, internet and others such as innovative media, transit and displays (Jobber, 2001).

2.12.5 Group Influence

The next of factors affecting consumers brand choice is social grouping, which includes small groups, social roles and status, and family that affect all individuals to some extent. There are two types of social influences, informational and normative type (Deutsch et., al, 1995). The informational social influence means that “influence to accept information obtained form another as evidence about reality”, while normative social influence is “influence to conform the expectation of another on a person, i.e. membership

groups, groups that a person can belong to and reference groups which “serve as direct (face to face) or indirect points of comparison or reference in forming a person’s attitudes or beliefs” (Armstrong et al., 2005). However, some people are affected by groups in which they do not belong to; such as groups that a person desires to belong to and a fan’s admiration for an idol, etc. Finally, a wife, husband or a child have strong influence on a consumer and thus the family plays a vital role in consumer buying behavior in society (Kotler et al., 2009).

It indicated that the consumer brand choice can be influence by others such as social groups or interpersonal influence. Their decision may be suggested by friend’s relatives or word-of-mouth from the society.

2.12.6 Brand Credibility

Brand credibility is originated form source creditability. Credibility is positive characteristics of a sender that influence receiver’s message acceptance or the believability of an entity’s intentions. Previous research described that source credibility comprised of trustworthiness, expertise and attractiveness. Hence, brand credibility refers to believability in characteristics of brand product information.

Trustworthiness

Trustworthy means that a person who receive a message trusts in the sender. The extent to what entity is considered reliable or honest source of information. Expertise: The extent to what entity has good knowledge and skills.

Attractiveness

The extent to what entity is valued by personality characteristics. Therefore, brand credibility required consumers to perceive that the brand is willing (trustworthiness), has the ability (expertise) and is dedicated (attractiveness) to consistently deliver what they promised (Erdem et., al, 2004).

2.12.7 Brand Awareness

Rossiter et., al (1987) describe brand awareness as being essential for the communications process to occur as it precedes all other steps in the process. Without brand awareness occurring, no other communication effects can occur. For a consumer to buy a brand they must first be made aware of it. Brand attitude cannot be formed and intention to buy cannot occur unless brand awareness has occurred (Rossiter et., al, 1987). Brand awareness has been hypothesized to play a crucial role in determining the consideration set: the small set of brands which a consumer gives serious attention when making a purchase. The composition of this small set of brands which are considered during decision making is important.

A brand that is not considered cannot be chosen and further, the probability of the brand being chosen is a function of the number of other brands in the consideration set. Wilson (1985) confirmed the importance of top-of-mind awareness in a study which found that the higher the position of the brand in the consumer's mind measured by unaided recall, the higher the purchase intention and the higher the relative purchase of the brand. In another study, increase in brand awareness was shown to increase the probability of choice even without any accompanying change in attitude or perceptions.

2.12.8 Celebrity Endorsement

In recent years, celebrity endorsement has become much more common and is used as a part of a company's marketing strategy for their brand communication by resorting to different celebrities who play the role of presenters of a particular brand or in the words, act as a spokesperson for a specific brand. Celebrities, because of their special characteristics such as personality, good looks, special skills and classy lifestyles have a leading role in public's decision making. The significance of celebrities in advertisement and came up with the conclusion that in order to add glamour and excitement to their brands, advertisers use celebrity endorsers. Various studies have indicated

that using celebrity endorsers generates a more positive response and higher purchase intentions than non-celebrity endorsers. The study of Agrawal, et., al.,(1995) showed that celebrity endorsement is used in about 20% of the advertisements as a promotional strategy. According to Mc Cracken (1989), a celebrity provides a kind of cultural meaning and the association of it later transfers on to the brand. In turn, customer's perceptions and opinions regarding an advertised brand are thus improved.

2.13 Theoretical Framework

The theoretical framework represents the relationship between variables in the study and shows the relationship graphically. It is a hypothesized representation identifying the concepts under study and their relationship. In order to examine the factor influencing the cosmetic brand choice of Nepalese female teenagers, a model has been developed on the basis of literature. The model describes the relationships between social factors, psychological factors, marketing mix factors and cosmetic brand choice. Social factors, psychological factors and marketing mix factors are independent variables while brand choice is a dependent variable. The objective of the study is to identify the impact of these independent variables: social, psychological and marketing mix factors on the dependent variable: brand choice.

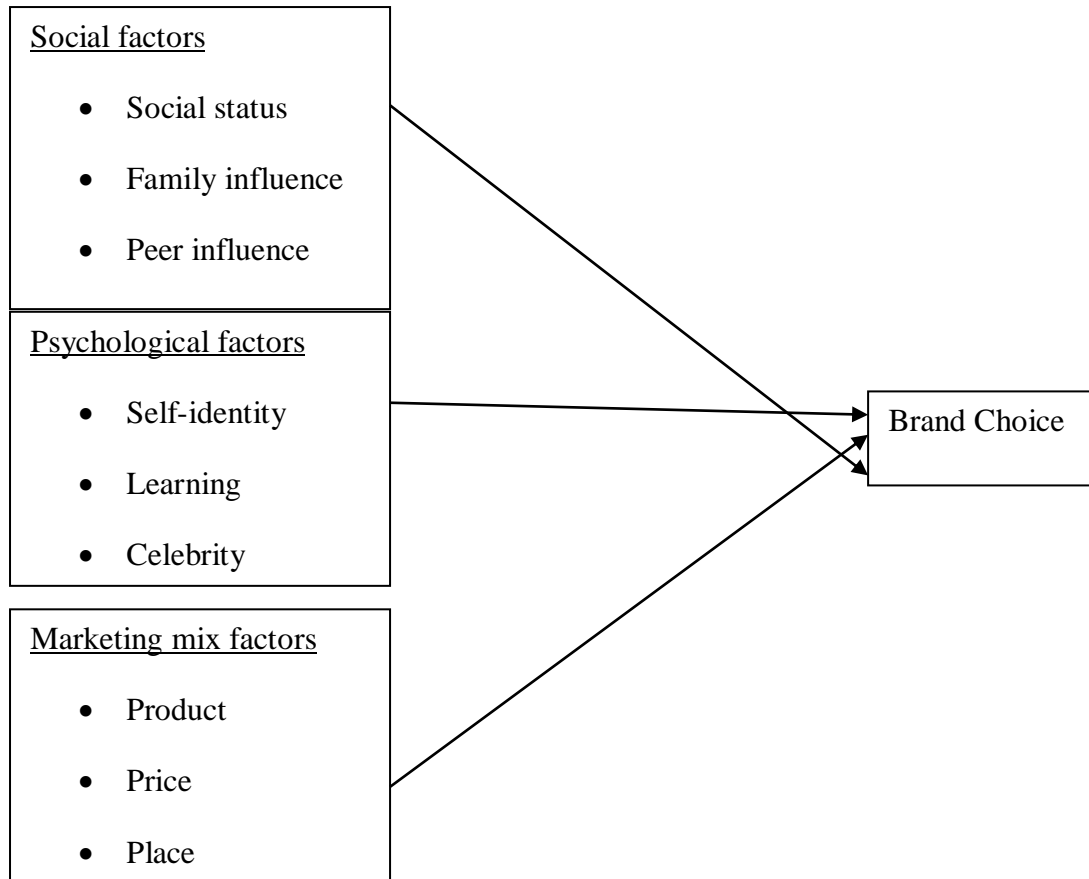


Figure 2.1 Theoretical Framework

2.13.1 Dependent Variable

In the study, dependent variable is the female teenager’s brand choice which ultimately leads to purchase intention for cosmetic products. Brand choice actually indicates the consumer’s selective choice of particular brand i.e. it shows the preference or demand of a specific brand over the competitor’s brand. there are countless factors that influence the way a consumer perceives a particular brand and prefers it over the others.

2.13.2 Independent Variable

The following variables influence the brand choice of the female teenagers towards cosmetic products:

2.13.2.1 Social Factors

Social factors include social status, family influence and peer influence. A social role is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his position in the family, his gender etc – and expectations of the people around him. Social status meanwhile reflects the rank and the importance of this role in society or in social group. The social role and status profoundly influence the consumer behavior and his purchasing decisions. Kotler et al., (2009) states that family is the most important buying organization in society and family members constitute the most influential primary reference group. Family members influence buying decisions. In traditional joint families, the influence of grandparent on major purchase decision and to some extent on the lifestyles of the younger generations, is still intact, though diminishing. The focused age group is more often surrounded by their peers. Thus, they are more likely to be influenced by peers. This research focuses on finding the impact of social status, family and peer pressure on brand choice.

2.13.2.2 Psychological Factors

Psychological factors include self-identity, learning and celebrities. Motivation is the inward drive we have to get what we need. Kotler et al., (2009), states that learning induces changes in our behavior arising from experience. Most human behavior is learned, although much learning is incidental. Celebrity endorsement is a form of brand or advertising campaign that involves a well known person using their fame to help promote a product or service. This research focuses in finding the impact of these factors on teenagers brand choice.

2.13.2.3 Marketing Mix

Marketing mix includes four main factors: Product, Place, Price and Promotion. The product factor includes product variety, quality, design, features, packaging, services and warranties. The place factor includes the

channels through which the products are delivered to the consumers. It includes other factors like location of outlet and coverage. This price factor includes the price charged for the product and other factor like discounts, allowances, etc. The promotion factor includes the efforts done to make the sale of the products like sales promotion, advertising, sales force etc. This research focuses on finding the impact of these factors on teenager brand choice.

CHAPTER: THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter deals with the research design and methodology, i.e. the overall research plan and design. It presents the steps by step process about how the study was conducted and how the research problem was addressed. The research followed a simplified procedure with commonly used statistical tools for analysis. This chapter hence provides information about how the research was designed. It clarifies how the data was collected and measures to check the reliability and validity of the collected data. The research followed a simplified procedure with commonly used statistical tools for analysis. Furthermore, the variables, measurement and data analysis technique are stated in this chapter.

3.2 Data Collection Procedure

This study is conducted with the objective of finding the factors affecting cosmetic brand choice of Nepalese female teenagers. This study is completely using quantitative research method by primary data according to the objectives of the study with the aim of exploring the factors affecting cosmetic brand choice. Simultaneously, this study aims to establish some causal relationship between the independent variables and dependent variables. The analysis of collected data is done to meet the study objectives followed by drawing some findings, conclusion and recommendation. Thus, the method used in this research is descriptive.

This study was conducted using survey method. The survey was conducted by collecting the responses of the Nepalese female teenagers of Kathmandu valley form different theater malls. Related secondary data was collected and analyze form previous literature and researches to verify the hypotheses. Self-administered questionnaire was distributed to the respondents to obtain primary data. This study was a quantitative survey research. The questionnaires were

distributed on the theater malls, the teenagers were given certain time and after that questionnaire were collected for analysis.

3.3 Population and Sampling Method

All the Kathmandu Valley female teenagers who visited theater malls were considered as the total population for the study. There are total eight theater malls for movies in Kathmandu valley. In Kathmandu valley teenagers visit malls for shopping, entertainment, window shopping, visit etc. Every day around 4000 people visit theater malls form which around 1000 female are teenagers. The research is based on the survey of Nepalese female teenagers who use the cosmetic products. Therefore, all the female teenagers who visit theater malls were considered as the total population of the study.

The total sample size taken for the study was 150 respondents. These samples will represent the whole population of the study. The sample includes 30 female teenagers customers from the five nearest theater malls which was convenient for the researcher. A non probabilistic sampling techniques i.e. convenience sampling will be used for data collection. Due to the time and financial constraint, this method was the most useful method because it is the best way to reach to the respondents.

3.4 Sources of Data

The data used for conducting the research were collected from both the primary and secondary sources.

3.4.1 Primary Data

Primary data were collected through a self-administered questionnaire. Relevant questionnaires are prepared and were distributed among the respondents. The respondents were the female teenagers who visited theater malls of Kathmandu Valley.

3.4.2 Secondary Data

Secondary data were also collected in conducting this research. The secondary sources may include books, newspapers, magazine, journals, internet search, articles, etc. These sources will help to address the finding and conclusion drawn by the related researches. They have helped in obtaining other relevant information for conducting the research.

3.4 Data Collection Instrument

Data were collected using the self-administered questionnaire. Questionnaire included a set of written questions used in order to obtain and store necessary information by researcher during the research. Questions were designed to examine important variables for the study and were answered by respondents. After collecting data, measurements scales are used to test qualities of data. The questionnaire that was used for this study was developed by the researcher through identification of demographic characteristics, dependent and independent variables from related literature review.

Questionnaires were divided into five parts. The first part includes the questions related to demographic profiles of the respondents such as age, education level and average family monthly income, frequency of buying cosmetic products, reason for buying cosmetic products, types of cosmetic products used, average spending on cosmetic products, and so on. The rest part consists of questions to measure the dependent and independent variables. The questionnaires were distributed to the respondents through the printed sets where applicable. The purpose of the study was properly be defined to the respondents on the questionnaire page.

When collecting data at the store, all the questionnaires were handed face to face and returned after around 15-20 minutes. Participant error may arises which form feelings such as physical condition, mental stress at the time of answering the question can lead to low response, respondent guessing answers or unable to read and understand the question. As a result of this, I tried to

make the questions few and easy to read. Likert scale was used to generate statistical measurements of people's opinions. A five point Likert scale was used in the research:

1. Strongly
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

3.5 Reliability and Validity

Cronbach's alpha was used to measure the reliability of the collected data. It measures the internal consistency of data to reflect the reliability. Its value ranges from 0 to 1. Cronbach's alpha coefficient less than 0.6 are considered poor, greater than 0.6 and less than 0.8 are considered acceptable and greater than 0.8 are considered good. For the validity, the questionnaire are prepared under the guidance of the expert who oversaw the questionnaire making process and helped the researcher to come with a standard set of question in such a way that items on questionnaire cover the full range issue relevant to the phenomenon that researcher is studying.

3.6 Statistical Analysis Plan

After the collection of data through questionnaire, the valid responses were used in analysis. The data were statistically analyzed using SPSS and Microsoft Excel. Various statistical analysis tools will be used to test the hypotheses. Descriptive statistics, reliability analysis, frequency analysis, measures of central tendency and bi-variate correlation analysis were the main tools used in order to accomplish the objectives of the study. The major analysis part is to identify the relationship between dependent and independent variables and to test the hypotheses formulated in chapter one. The data analysis included the establishment of Cronbach's alpha for the reliability of the instrument used, demographic profile of the respondents, the frequency distribution for several

measures, measures of central tendency and Pearson correlation hypotheses testing.

CHAPTER: FOUR

DATA PRESENTATION AND INTERPRETATION

4.1 Introduction

This section of the research includes the analysis of data collected during the research process. It is based on analysis of the data collected from 150 respondents through questionnaire. The analysis was conducted using SPSS software. This chapter also includes the testing of hypotheses formulated in chapter one. This, chapter has four sections. First, the respondent's demographic profile which includes which provides the information regarding the academic qualification, occupation and average family monthly income of the respondents, frequency of buying cosmetic products and so on. Second section is descriptive analysis, which analyzes the collected data through frequency analysis and measures of central tendency. Third, inferential analysis, which includes hypotheses testing through bi-variate correlation analysis. And the last part deals with discussion and information drawn after the analysis of the collected data.

4.2 Respondents Demographic Profile

This section gives the summary of the primary data collected through the questionnaire distribution. The analysis of demographic profile is done by the interpretation of the responses collected.

This section deals with the profile of the respondents characterized by academic qualification, occupation, average family monthly income of the respondents, frequency of buying cosmetic products, average monthly expenditure on cosmetic products, cosmetics buyer of the respondents, reason for buying cosmetic products, types of cosmetic products used and evaluation of cosmetic brands before making any choice.

4.2.1 Academic Qualification of the Respondents

Table 4.1 Distribution of Respondents Based in Academic Qualification

Education	Frequency	Percentage
Bachelors	50	33.3
Intermediate (+2)	51	34.0
SLC	49	32.7

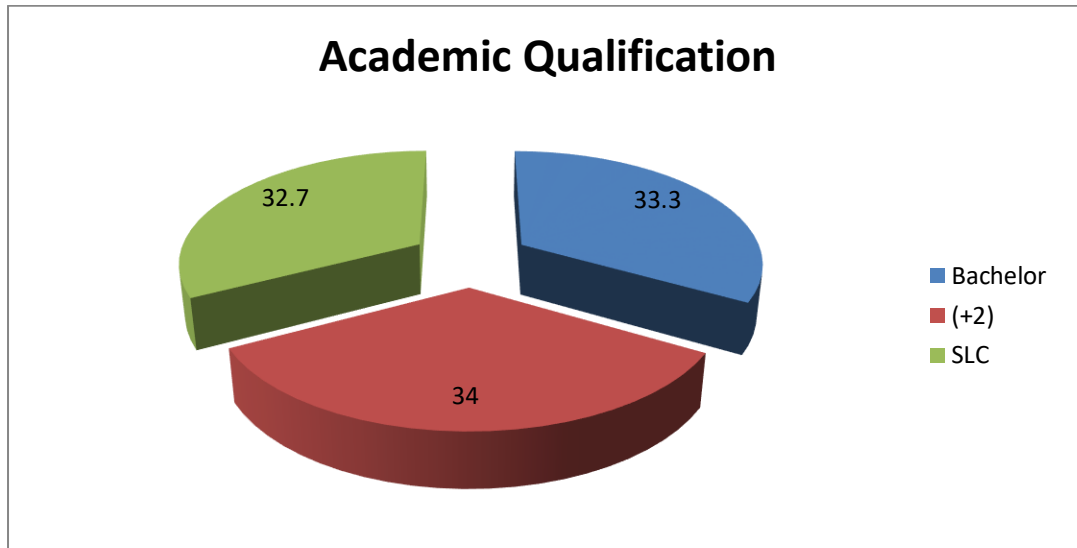


Figure 4.1 Academic Qualifications of Respondents

Figure 4.1 shows the academic qualification of the respondents. Out of total 150 respondents, 51 respondents fall within intermediate level represented by 34%. 50 respondents fall within Bachelors level representing 33.3% of the total respondents. 49 respondents fall within SLC level representing 32.7% of the total respondents.

4.2.2 Occupation of Respondents

Table 4.2 Distribution of Respondents based on Occupation

Occupation	Frequency	Percentage
Employee	6	4.0
Student	142	94.7
Unemployed	2	1.3

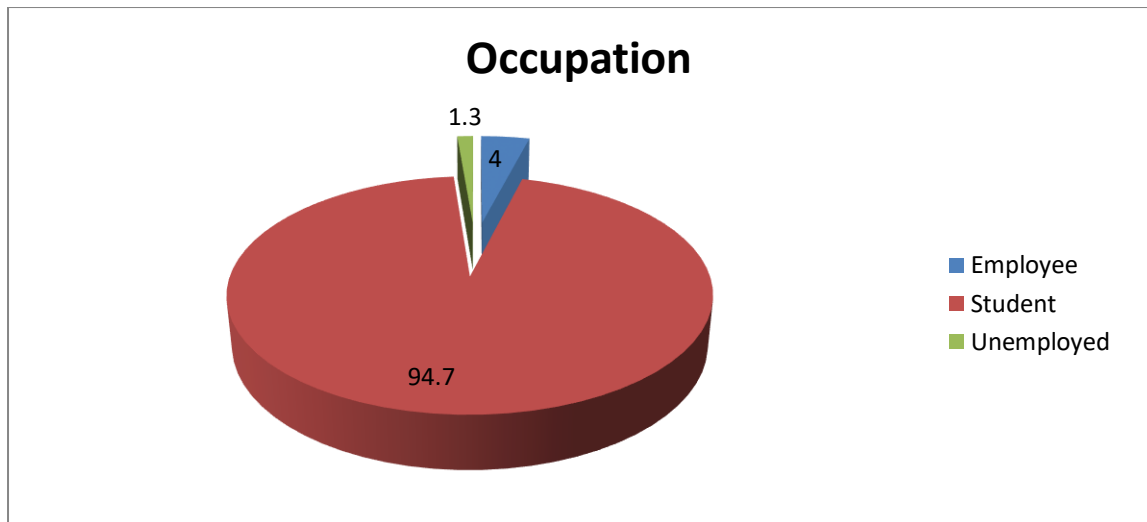


Figure 4.2 Occupations of Respondents

Figure 4.2 shows the occupation of the respondents characterized by student, employee and unemployed. Out of total 150 respondents, majority of respondents i.e. 142 are students represented by 94.7%. Very low number of respondents falls within employee and unemployed categories. 6 respondents consisting of 4% of the total respondents are employee and 2 respondents consisting only 1.3 % of the respondents are unemployed.

4.2.3 Average Family Monthly Income of Respondents

Table 4.3 Distribution of Respondents Based on Average Family Monthly Income

Average Family Monthly Income	Frequency	Percentage
Less than Rs. 20,000	6	4.0
Rs. 20,001 – Rs. 30,000	27	18.0
Rs. 30,001 – Rs. 40,000	29	19.3
Rs. 40,001 – Rs. 50,000	35	23.3
Above 50,000	53	35.3

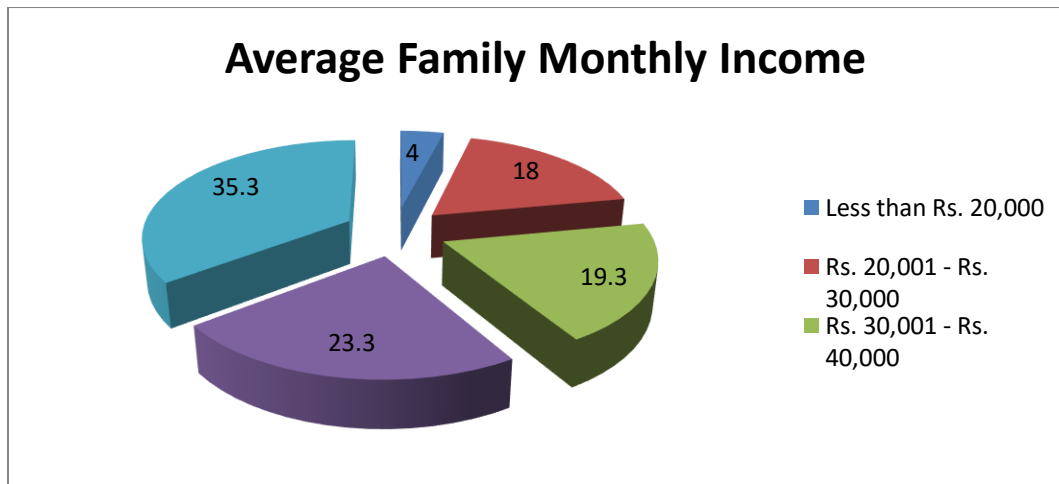


Figure 4.3 Average Family Monthly Incomes of Respondents

Figure 4.3 shows the average family monthly income of the respondents. Majority of respondents i.e. 53 respondents have average family monthly income above Rs. 50,000, which represents 35.3% of the total respondents. Lowest number of respondents i.e. 6 respondents have average family monthly income below Rs. 20,000, which represents 4% of the total respondents. 27 respondents, representing 18% of the total respondents have average family monthly income of Rs. 20,001- Rs. 30,000. 29 respondents, representing 19.3% of the total respondents have average family monthly income of Rs. 30,001 – Rs. 40,000. 35 respondents, representing 23.3% of the total respondents have average family monthly income of Rs. 40,001 – Rs. 50,000.

4.2.4 Frequency of Buying Cosmetic Products

Table 4.4 Distribution of Respondents Based on Frequency of Buying Cosmetic Products

Frequency of Shopping	Frequency	Percentage
Once in a month	103	68.7
Twice in a month	29	19.3
Thrice in a month	13	8.7
More than thrice in a month	5	3.3

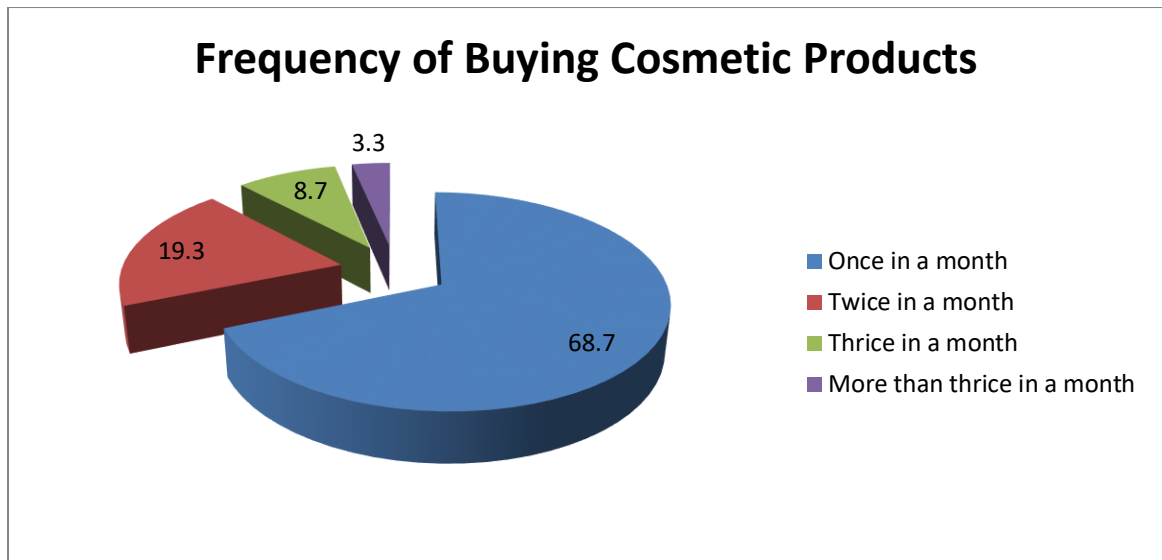


Figure 4.4 Frequency of Buying Cosmetic Products

Table 4.4 shows the frequency of buying cosmetic products by the respondents. Majority of the respondent's i.e. 103 respondents, representing 68.7% of the total respondents, buy cosmetic products once in a month. 29 respondents, representing 19.3% of the total respondents, buy cosmetic products twice in a month. 13 respondents, representing 8.7% of the total respondents, buy cosmetic product thrice a month. The lowest numbers of respondent's i.e. 5 respondents, representing 3.3% of the total respondents, buy cosmetic products more than thrice a month.

4.2.5 Average Monthly Expenditure on Cosmetic Products

Table 4.5 Distribution of Respondents based on Average Monthly Expenditure on Cosmetic Products

Average Monthly Expenditure on Cosmetic Products	Frequency	Percentage
Less than Rs. 2,000	107	71.3
Rs. 2,001- Rs. 3,000	28	18.7
Rs. 3,001 - Rs. 4,000	6	4.0
Rs. 4,001 – Rs. 5,000	4	2.7
Above Rs. 5,000	5	3.3

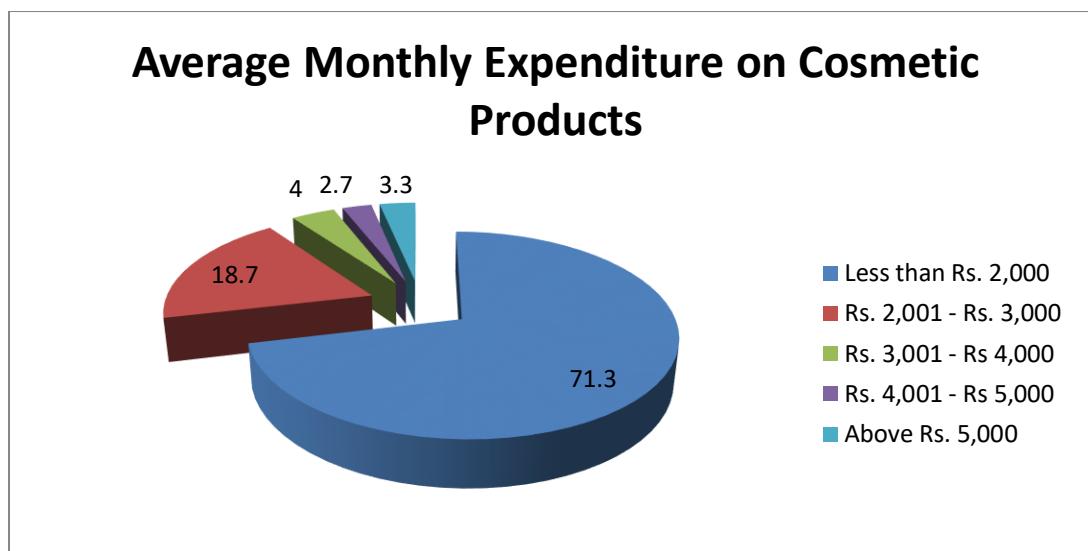


Figure 4.5 Average Monthly Expenditure on Cosmetic Products

Figure 4.5 shows the average monthly spending of the respondents on cosmetic products. Majority of the respondents i.e. 107 respondents, representing 71.3 % of the total respondents, spend monthly less than Rs. 2,000 on cosmetic products. 28 respondents, representing 18.7% of the total respondents, spend monthly Rs. 2,001- Rs. 3,000 on cosmetic products. 6 respondents, representing 4% of the total respondents, spend monthly Rs. 3,001 – Rs. 4,000 on cosmetic products. 4 respondents, representing 2.7% of the total respondents, spend monthly Rs. 4,001 – Rs, 5000 on cosmetic products. Similarly, 5 respondents, representing 3.3% of the total respondents, spend monthly above Rs. 5,000 on cosmetic products.

4.2.6 Cosmetic Buyer of the Respondents

Table 4.6 Distribution of Respondents based on Cosmetic Buyer of the Respondents

Buyer	Frequency	Percentage
Parents	94	62.7
On-self	39	26.0
Brother/Sister	14	9.3
Others	3	2.0

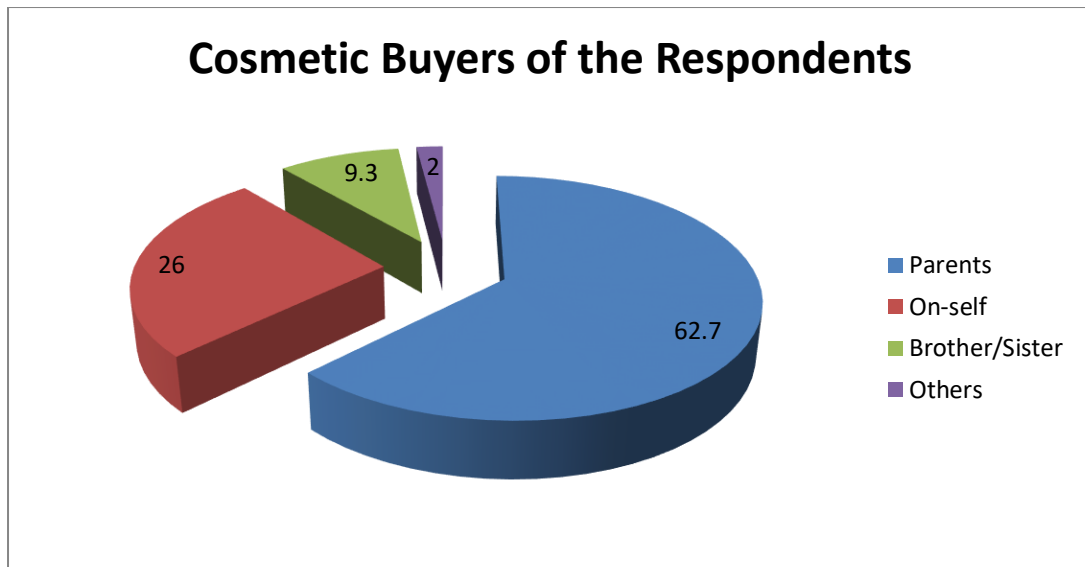


Figure 4.6 Cosmetic Buyers of the Respondents

Figure 4.6 shows the cosmetic buyer of the respondents. For majority of the respondents i.e. 94 respondents, representing 62.7% of the total respondents, their parents buy cosmetics. 39 respondents, representing 26% of the total respondents, buy cosmetic by themselves. For 14 respondents, representing 9.3% of the total respondents, their brother/sisters buy cosmetics. For 3 respondents, representing 2% of the total respondents, other than their parents, brother/sisters and they themselves buy cosmetics.

4.2.7 Reason for using Cosmetic Products

Table 4.7 Distribution of Respondents based on Reason for using Cosmetic Products

Reason	Frequency	Percentage
Good looks	103	68.7
Fashion/Trends	32	21.3
For the image of people see for me	11	7.3
To show one - self modern	4	2.7

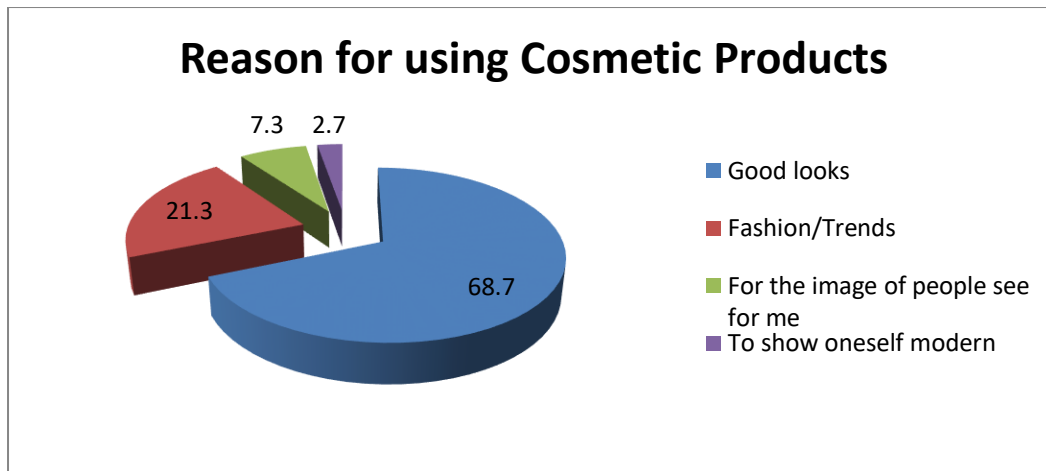


Figure 4.7 Reasons for using Cosmetic Products

Figure 4.7 shows the respondents reason for using the cosmetic products. Majority of the respondents i.e. 103 respondents, representing 68.7% of the total respondents use cosmetic products for goods looks. 32 respondents, representing 21.3% of the total respondents use cosmetic products for fashion/trend. 11 respondents, representing 7.3% of the total respondents use cosmetic products for the image people see of them. 4 respondents, representing 2.7% of the total respondents use cosmetic products to show one-self modern.

4.2.8 Types of Cosmetic Products used

Table 4.8 Distribution of Respondents based on Types of Cosmetic Products used

Types of Products	Frequency	Percentage
Ayurvedic	28	18.7
Chemical	47	31.3
Both	75	50.0

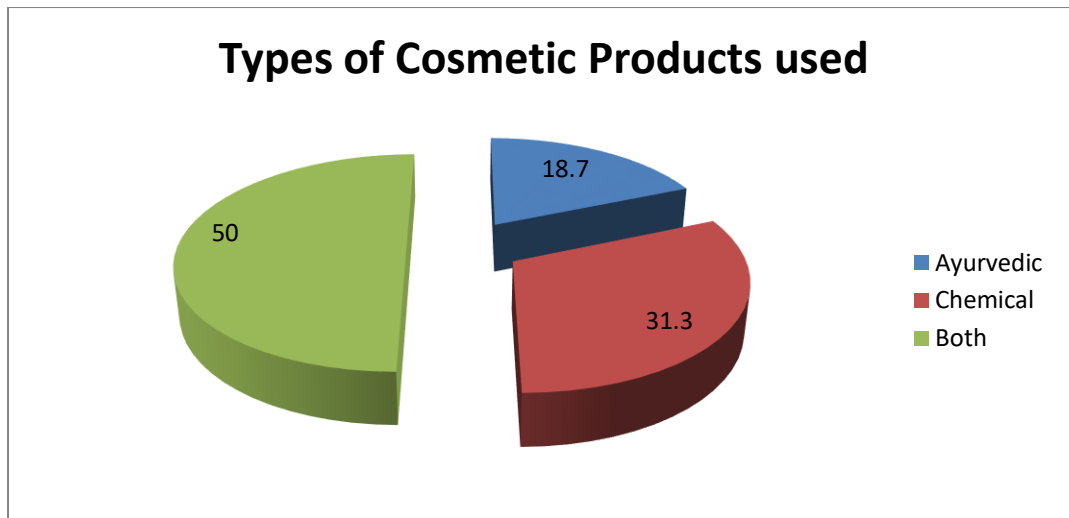


Figure 4.8 *Types of Cosmetic Products used*

Figure 4.8 shows the type of cosmetic product used by respondents. Majority of the respondents i.e. 75 respondents, representing 50% of the total respondents, use both Ayurvedic and Chemical cosmetic products. 47 respondents, representing 31% of the total respondents, use chemical cosmetic products. Similarly, 28 respondents, representing 19% of the total respondents, use and Ayurvedic cosmetic products.

4.2.9 Evaluation of Different Cosmetic Brand before Purchasing

Table 4.9 *Distribution of Respondents Based on Frequency of Evaluation of Cosmetic Brands*

Frequency of Evaluation	Frequency	Percentage
Always	75	50.0
Sometimes	59	39.3
Rarely	15	10.0
Never	1	0.7

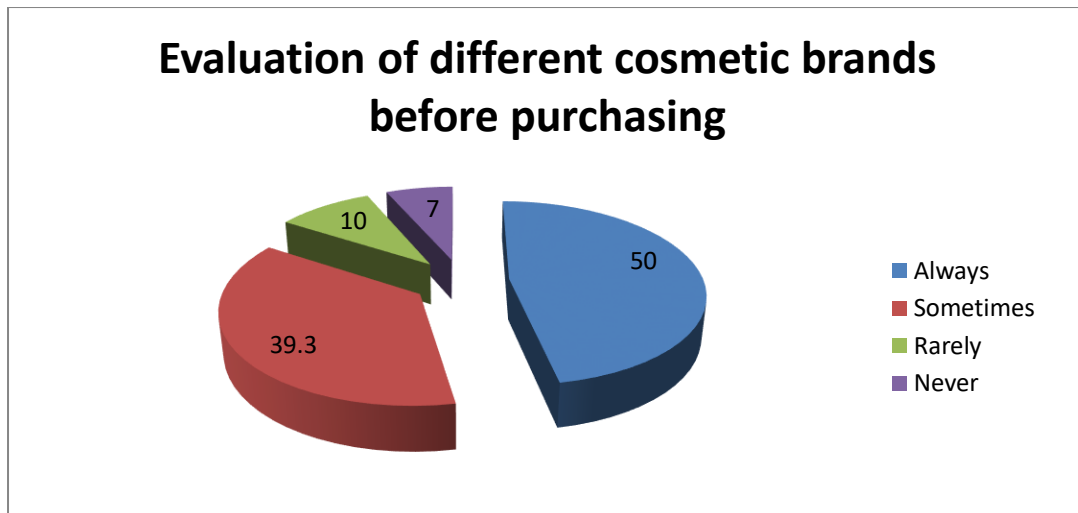


Figure 4.9 Evaluation of Different Cosmetic Brands before Purchasing

Figure 4.9 shows the evaluation of different cosmetic brand by respondents before purchasing a particular cosmetic brand. Majority of the respondents i.e. 75 respondents, representing 50% of the total respondents always evaluate different cosmetic brands before purchasing a particular brand. 59 respondents, representing 39.3% of the total respondents, evaluate different cosmetic brands sometimes before purchasing a particular brand. 15 respondents, representing 10% of the total respondents rarely evaluate different cosmetic brands before purchasing a particular brand. 1 respondents, representing 0.70% of the total respondents never evaluate different cosmetic brands before purchasing a particular brand.

4.3 Descriptive Analysis

This section includes the descriptive analysis of the data collected through the questionnaire during the research with the help of various measures of central tendency which includes frequency, mean, standard deviation as well as minimum and maximum values. This research attempts to find out the factors affecting the cosmetic brand choice of Nepalese female teenagers through ten different variables. These variables were further divided into 27 questions to collect the responses. The central tendencies of these dimensions will help to identify the factors affecting the cosmetic brand choice.

4.3.1 Cosmetic Brand Choice

The level of agreement of respondents towards cosmetic brand choice is analyzed based on five items. These items are presented as C1, C2, C3, C4 and C5 which denote the following statements:

C1: Cosmetics are basic requirements for me.

C2: Cosmetics brands play important role in my life.

C3: I suggest my favorite cosmetic brands for my friends.

C4: The most advertised brands of cosmetic are usually good brands.

C5: I continue choosing my favorite cosmetic brand.

Table 4.10 Descriptive Statistics of Cosmetic Brand Choice

Item	Mean	St. deviation	Min	Max
C1	3.03	1.187	1	5
C2	3.03	1.099	1	5
C3	3.01	1.144	1	5
C4	3.01	1.126	1	5
C5	3.04	1.203	1	5

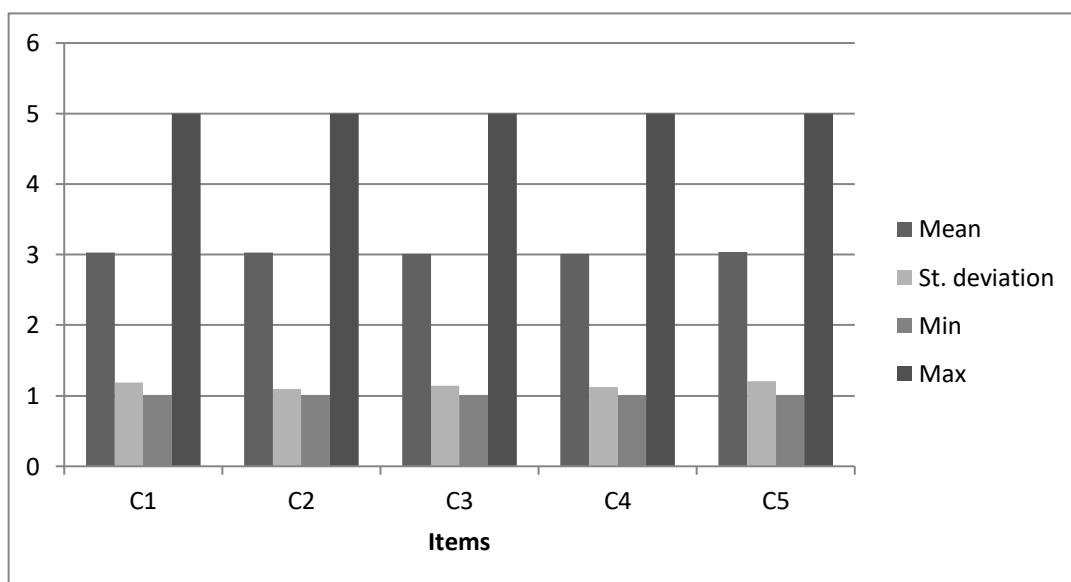


Figure 4.10 Respondents level of Agreement towards Cosmetic Brand Choice

Table 4.10 shows the descriptive statistics of cosmetic brand choice. C5 has the highest mean of 3.04 which implies that female teenagers continue choosing

my favorite cosmetic brand. C3 and C4 has the mean of 3.01 (which is above mid value range i.e.3) which implies that female teenagers suggest their favorite cosmetic brands for their friends and also they believe that the most advertised brands of cosmetic are usually good brands. C1 has the mean of 3.03 (which is above mid value range i.e. 3) which implies that cosmetics are basic requirements for them, whereas they are neutral regarding how important role cosmetic brand play in their life.

4.3.2 Social Factors

The level of agreement of respondents towards social factors is analyzed based on 6 items. These items are presented as S1, S2, S3, S4, S5 and S6 which denote the following statements:

S1

I often gather information from others about cosmetics before purchasing a cosmetic brand.

S2

The suggestions from my family matters for me while purchasing a cosmetic brand.

S3

I consider my friends recommendations while purchasing a cosmetic brand.

S4

I buy the cosmetic brands used by my friends.

S5

I judged people's status by the cosmetic brand they are using

S6

If a particular cosmetic brand enhances my status, I favor that brand a lot.

Table 4.11 Descriptive Statistics of Social Factors

Items	Mean	St. deviation	Min	Max
S1	3.62	1.060	1	5
S2	3.32	1.200	1	5
S3	3.21	1.082	1	5
S4	2.49	1.122	1	5
S5	2.33	1.388	1	5
S6	3.51	1.315	1	5

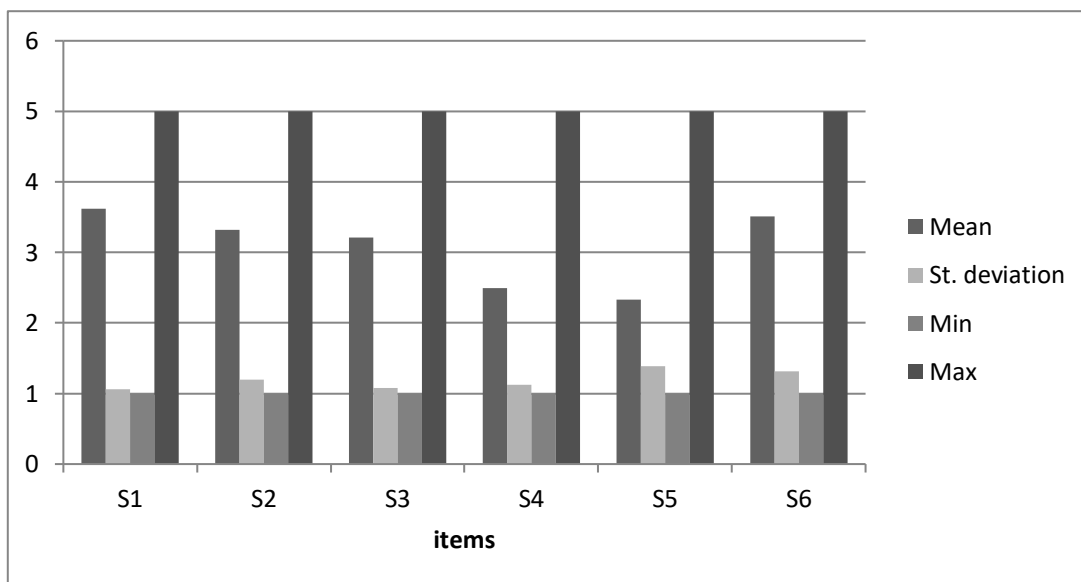


Figure 4.11 Respondents Level of Agreement towards Social Factors

Table 4.11 shows the descriptive statistics of social factors. S1 has the highest mean of 3.62, which is above 3 (mid value range), which implies that female teenagers gather information from others about cosmetics before purchasing a cosmetic brand. Similarly, S2 has a mean of 3.32 (which is above mid value range i.e. 3) implying that the suggestions from family matters for respondents while purchasing a cosmetic brand. S6 has a mean of 3.51 (which is above mid value range i.e. 3) implying that respondents prefer cosmetic brands that enhance their status. Whereas, respondents are neutral regarding peer recommendations while purchasing a cosmetic brand (S3 with mean of 3.21)

has the lowest mean of 2.33 which implies that respondents don't judge peoples status by the cosmetic brand they are using.

4.3.3 Psychological Factors

The level of agreement of respondent towards psychological factors is analyzed based on five items. These items are presented as P1, P2, P3, P4 and P5, which denote the following statements:

P1: I prefer a cosmetic brand which makes me look more attractive and good.

P2: I prefer a cosmetic brand which helps me look different in my circle.

P3: I prefer cosmetic brands chosen by others.

P4: I purchase a cosmetic brand depending on my past experience of using it.

P5: I purchase a cosmetic brand used by celebrities, who I feel are good looking.

Table 4.12 Descriptive Statistics of Psychological Factors

	P1	P2	P3	P4	P5
Mean	3.92	3.24	2.17	3.94	2.44
St. deviation	1.114	1.157	0.923	0.971	1.223
Min	1	1	1	1	1
Max	5	5	5	5	5

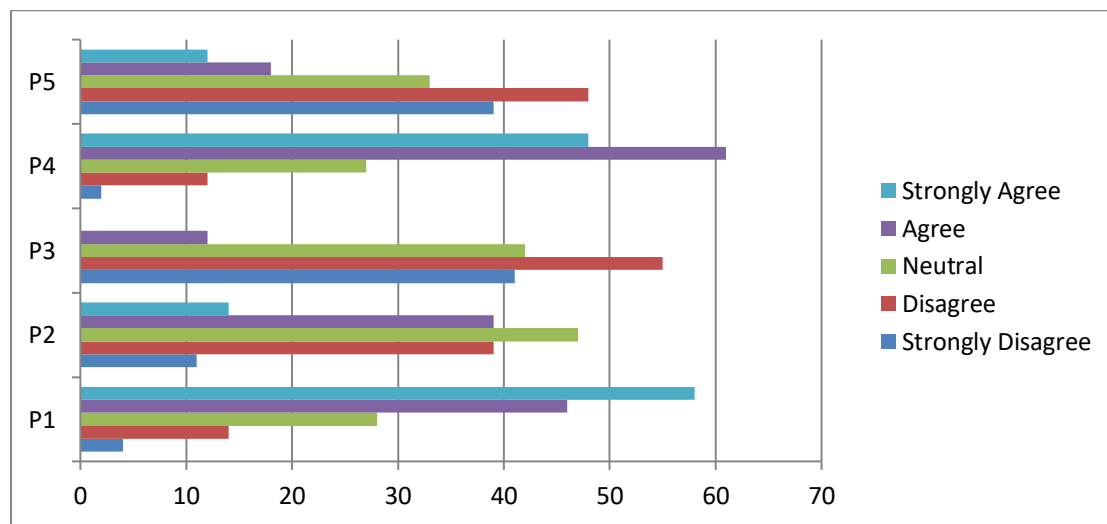


Figure 4.12 Respondent's Level of Agreement on Psychological Factors

Table 4.12 shows the descriptive statistics of psychological factors. P4 has the highest mean of 3.94 which implies that female teenagers purchase cosmetic brands depending upon the past usage experience. P3 has the lowest mean of 2.17 which implies that female teenagers are not affected by the cosmetic brands used by others. P1 has a mean of 3.92 (which is above mid value range i.e. 3) implying that female teenagers prefer cosmetic brands which makes them look more attractive and good. Whereas, the respondents are neutral about the use cosmetic brands that help them look different in their circle.

4.3.4 Marketing Mix Factors

The level of agreement of respondents towards marketing mix factors is analyzed based on eleven items. These items are presented as M1, M2, M3, M4, M5, M6, M7, M8, M9, M10 and M11, which denote the following statements:

M1: I prefer purchasing the well-known brands of cosmetics.

M2: I look for features like color, smell, packaging, etc. while purchasing a cosmetic brand.

M3: I purchase a cosmetic brand with good quality product.

M4: I can pay any price for my favorite cosmetic brand.

M5: I believe high price cosmetic products are with high quality.

M6: I prefer to buy cosmetic brands which offer discounts.

M7: I prefer a cosmetic brand having sufficient shops to sell its products.

M8: I prefer to buy cosmetic brands available in a nearby shop.

M9: I prefer to buy cosmetic brands used by celebrities in the advertisements.

M10: I buy cosmetic products after watching its advertisements.

M11: The salesperson in the shop affects my choice of cosmetic brand.

Table 4.13 Descriptive Statistics of Marketing Mix Factors

	Mean	Std. deviation	Min	Mix
M1	3.73	1.001	1	5
M2	3.6	1.036	1	5
M3	4.36	0.936	1	5
M4	3.3	1.257	1	5
M5	2.9	1.236	1	5
M6	2.79	1.032	1	5
M7	2.95	0.979	1	5
M8	2.86	1.056	1	5
M9	2.49	1.073	1	5
M10	2.79	1.178	1	5
M11	2.63	1.109	1	5

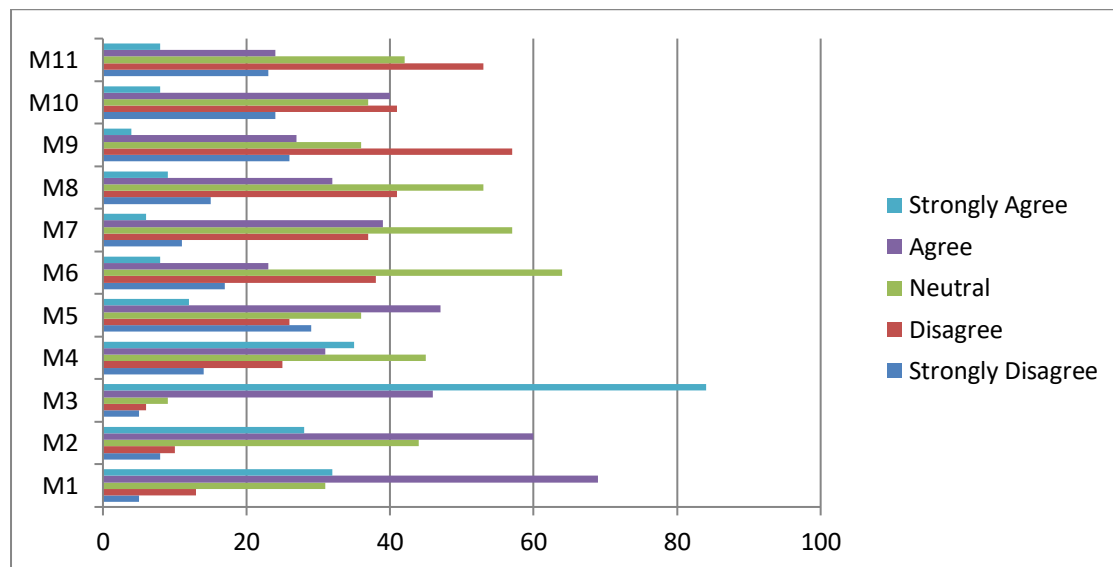


Figure 4.13 Respondent's level of Agreement towards Making Mix Factors

Table 4.13 shows the descriptive statistics of marketing mix factors. M3 has the highest mean of 4.36 which implies that female teenagers purchase cosmetic products with good quality. M1 has a mean of 3.73 (which is above mid value range i.e. 3), which implies that female teenagers prefer well-known brand of cosmetic products. M2 has a mean of 3.6 (which is above mid value range i.e. 3), which implies that female teenagers look for features like color, smell, packaging, etc while purchasing a cosmetic brand. M4 has a mean of 3.3 (which is above mid value range i.e. 3), which implies that female teenagers

can pay any price for their favorite cosmetic brand. M9 has the lowest mean of 2.49 which implies that female teenagers are not affected by the cosmetic brands endorsed by celebrities.

4.4 Hypothesis Testing

Hypothesis test is a method of statistical inferential using data form a scientific study. This study is based on 150 respondents female teenagers from different theater malls from different academic levels. This section includes the analysis of correlation between dependent and independent variables. Bivariate Pearson Correlation analysis was used to test the relationship between the dependent and independent variables in appropriate level of significance. In this section three different hypotheses are tested to address the research issue regarding the choice of cosmetic brands by the Nepalese female teenagers.

4.3.1 Social Factors and Cosmetic Brand Choice

Null Hypothesis (H01): There is no significant relationship between social factors and cosmetic brand choice of Nepalese female teenagers.

Table 4.14 Correlation between Social Factors and Cosmetic Brand Choice

		Brand Choice	Social Factors
Brand Choice	Pearson Correlation	1	.254**
	Sig. (2-tailed)		.002
	N	150	150

** . Correlation is significant at the 0.05 level (2-tailed)

Table 4.14 shows the correlation an analysis between social factors and cosmetic brand choice of female teenagers. Since P-value is less than alpha i.e. $0.002 < 0.05$, the correlation between social factors and cosmetic brand choice is significant at 5% level of confidence. The Pearson Correlation coefficient of 0.254 indicates that there is positive relationship between social factors and cosmetic brand choice of female teenagers. Therefore, Hypothesis (H01) is rejected as 5% level of significance.

4.3.2 Psychological Factors and Cosmetic Brand Choice

Null Hypothesis (H02): There is no significant relationship between psychological factors and cosmetic brand choice of Nepalese female teenagers.

Table 4.15 Correlation between Psychological Factors and Cosmetic Brand Choice

		Brand Choice	Psychological Factors
Brand Choice	Pearson Correlation	1	.177**
	Sig. (2-tailed)		0.03
	N	150	150

** . Correlation is significant at the 0.05 level (2-tailed)

Table 4.15 shows the correlation an analysis between psychological factors and cosmetic brand choice of female teenagers. Since P-value is less than alpha i.e. $0.03 < 0.05$, the correlation between social factors and cosmetic brand choice is significant at 10% level of confidence. The Pearson Correlation coefficient of 0.177 indicates that there is positive relationship between social factors and cosmetic brand choice of female teenagers. Therefore, Hypothesis (H02) is rejected at 5% level of significance.

4.3.3 Marketing Mix Factors and Cosmetic Brand Choice

Null Hypothesis (H03): There is no significant relationship between marketing mix factors and cosmetics brand choice of Nepalese female teenagers.

Table 4.16 Correlation between Marketing Mix Factors and Cosmetic Brand Choice

		Brand Choice	Marketing Mix Factors
Brand Choice	Pearson Correlation	1	-.140
	Sig. (2-tailed)		.088
	N	150	150

Correlation is not significant at the 0.05 level (2-tailed).

Table 4.16 shows the correlation an analysis between marketing mix factors and cosmetic brand choice of female teenagers. Since P-value is greater than

alpha i.e. $0.088 > 0.05$, the correlation between social factors and cosmetic brand choice is insignificant at 5% level of confidence. It implies that the marketing mix factors i.e. product, price, place and promotion does not affect their choice of cosmetic brand. The Pearson Correlation coefficient of -0.14 indicates that there is negative relationship between marketing mix factors and cosmetic brand choice of female teenagers. Therefore, Hypothesis (H03) is accepted at 5% level of significance.

4.4 Discussion

In today's time, growing Nepalese cosmetic market has created a very high level of competition for the marketers. It has created availability of different choices for the consumers regarding the cosmetic brands. Marketers are striving to attract customers and survive in this competitive market. As people have become fashion and look conscious, especially the female teenagers, they do not stay behind to spend on the cosmetic products. They do not mind spending on the products that enhance their looks. On this background, this study focuses on indentifying the factors that affects the choice of cosmetic brands of female teenagers. The objective of the research was to identify the relationship between the social, psychological and marketing mix factors and cosmetic brand choice.

The respondents of this research were the female of age between 16 and 19 years. Responses were collected form 150 female teenagers form different theater malls. Most of them were form intermediate level of education comprising of 34% of the total respondents. The rest of respondents were form bachelors and SLC level. Most of them were students comprising of 94.7% and very few of them were employed and unemployed. Most of the respondents, comprising of 35.3% had average family income of above Rs. 50,000. Among the respondents, 68.7% bought cosmetic products once in a month and 71.3% of them spent less than Rs. 2000 in a month on a cosmetic products. 68.7% of the respondents used cosmetic products for good looks and the rest used for

fashion or trend, for the image people see of them and to show themselves modern. Half of the respondents i.e. 50% used both Ayurvedic and Chemical cosmetic products and there were relatively few respondents i.e. 18.7% who used only Ayurvedic cosmetic products. Half of the respondents i.e. 50% evaluated different cosmetic brand before purchasing a particular cosmetic brand whereas very few respondents i.e. only 0.7% did not evaluate different cosmetic brands before purchasing a particular cosmetic brand.

The objective of the research was to investigate the factors that affect the choice of cosmetic brands by the female teenagers. Different dimensions of social, psychological and marketing mix factors were used in order to find out the result. Social and Psychological factors showed positive relationship with cosmetic brand choice. Among these two factors, social factors had strongest relationship with cosmetic brand choice with correlation coefficient of 0.254, where the correlation coefficient of psychological factors with cosmetic brand choice is 0.177. It implies that the female teenagers are mostly affected by social factors while making a choice regarding cosmetic brand. Where marketing mix factors showed no significant relationship with the brand choice of Nepalese female teenagers which mean that female teenagers do not consider marketing mix factors while choosing a cosmetic brand. This may be because most of the teenagers depend on their family members while purchasing cosmetics of them. Here, in this research, for majority of respondents i.e. 62.7% of the respondents, parents buy cosmetics and a large portion of the respondents are students (i.e. non-earning). For total of 108 respondents, their parents and brothers/sisters buy cosmetics. Therefore, may be they are not affected by the price, products, place and promotional factors. These factors do not have any influence over the respondents. Since, the purchase is done by family members for most of the respondents of the research, these factors are looked upon by the family member who is buying the cosmetics, and not by them. For this reason, may be the research concluded

no significant relationship between the marketing mix factors and cosmetic brand choice of the Nepalese female teenagers.

Form the descriptive analysis of different measurement variables, following information can be drawn:

- Out of the social factors, for most of the respondents, the suggestions form family matters for them while purchasing a cosmetic brand. Whereas respondents are neutral regarding peer recommendations while purchasing a cosmetic brand (mean of 3.21) and they don't judge peoples status by the cosmetic brand they are using.
- Out of psychological factors, for most of the respondents, past usage experience plays an important role in making a choice regarding cosmetic brand (highest mean of 3.94). The choices of others do not affect their choice of cosmetic brand (lowest mean of 2.17). This implies that good looks and attractiveness are motivating factors for the choice of cosmetic brands for the respondents.
- Out of marketing mix factors, most of the respondents look for quality, features like color, smell packaging, etc and brand image of the cosmetic products. For most of the respondents, price does not play any role while purchasing their favorite cosmetic brand. Female teenagers are not affected by the cosmetic brands endorsed by celebrities.

Hypothesis testing was conducted to identify the relationship between the measurement variables using correlation analysis. The results obtained from analyses are as follows:

- There is significant relationship between the social factors and cosmetic brand choice of Nepalese female teenagers.
- There is significant relationship between the psychological factors and cosmetic brand choice of Nepalese female teenagers.
- There is no significant relationship between marketing mix factors and cosmetic brand choice of Nepalese female teenagers.

CHAPTER: FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study has been undertaken to identify the major factors that affects the cosmetic brand choice of Nepalese female teenagers. The research explores the responses of female teenagers form different theater malls of Kathmandu Valley. These represent the overall Nepalese female teenagers. The study was conducted among 150 female teenagers of Kathmandu with diverse ages, educational level and family incomes. This study has come up with the factors that female teenagers consider while choosing a particular cosmetic brand. This study has concluded that good look is very important for this particular age group. Personality and look are very important to them. To achieve this, cosmetic products are the basic components used by them. This age group represents a significant group consuming cosmetic products. Today's growing market has provided the consumers with wide variety of cosmetic brands including domestic and international brands. This has created an intense competition between the marketers. This study generates some factors affecting the cosmetic brand choice of this age group.

This study includes three major factors: social factors, psychological factors and marketing mix factors as independent variables and cosmetic brand choice as dependent variable. Then hypotheses were formulated form the study of literature. A theoretical framework was developed taking into account these identified variables. And then hypotheses testing were done to identify the relationship between the dependent and independent variables. This research has gathered some related and important factors that affect their choice of cosmetic brands.

Descriptive analysis of the study variables shows that 30.7% of the respondents consider family recommendations while making a cosmetic brand choice

whereas 33.3% are neutral on peer influence regarding brand choice. 28.7% judge the people's status by cosmetic brands they are using. 38.7% use cosmetic brands that enhance their looks and personality. However, most of them (31.3%) are neutral regarding their comparison with peers on personality and looks as an influencing factor on cosmetic brand choice. 36.7% are not influenced by other's choice of cosmetic brand. 40.7% choose a cosmetic brand depending on the past experience of using the brand. 32% of the respondents are not affected by the good looks of celebrities while choosing cosmetic brand. Majority of respondents prefer well known brand of cosmetic products and look for the features like smell, packaging, color, etc. while choosing a cosmetic brand. Most of the respondents (27.3%) do not choose cosmetic brands depending on the advertisement and the factors like salesperson and celebrity endorsement do not affect the choice of their cosmetic brand choice as most of them (34.7% and 36.7% respectively) disagree on the influence of these factors on their brand choice.

Table 5.1 Descriptive Analysis of Study Variables

Study Variables	N	Mean	Standard Deviation	Min	Max
Cosmetic Brand Choice	150	3.0213	0.96992	1.2	4.8
Social Factors	150	2.9789	0.57161	1.5	4.83
Psychological Factors	150	3.1413	0.62414	1.3	4.4
Marketing Mix Factors	150	3.1285	0.54942	1	5

Hypotheses testing of the study variables show the relationship between the dependent and independent variables. This was done using Bivariate correlation analysis. Pearson correlation coefficient was used to identify the relationship between the dependent and independent variables. The summary of correlation analysis and the relationship between the dependent and independent variables is presented in the Table 5.2 below:

Table 5.2 Summary of Hypotheses Testing

S.N.	Null Hypotheses (H0)	Accepted/ Rejected	Remarks
1	There is significant relationship between social factors and cosmetic brand choice of Nepalese female teenagers.	Rejected	At 0.05 level of significance
2	There is significant relationship between psychological factors and cosmetic brand choice of Nepalese female teenagers.	Rejected	At 0.05 level of significance
3	There is no significant relationship between marketing mix factors and cosmetic brand choice of Nepalese female teenagers.	Accepted	At 0.05 level of significance

The correlation analysis between cosmetic brand choice and social factors, which includes family influence, peer influence and social status, shows that there is positive relationship between these two variables with correlation coefficient of 0.254. The analysis resulted in alpha of 0.002, which is less than 0.05 ($0.002 < 0.05$), which implies that there is significant relationship between the cosmetic brand choice of Nepalese female teenagers and the social factors.

The correlation analysis between cosmetic brand choice and the psychological factors, which includes self identity, learning and celebrity idol influence, shows that there is positive relationship between these two variables with correlation coefficient of 0.177. The analysis resulted in alpha of 0.03, which is less than 0.05 ($0.03 < 0.05$), which implies that there is significant relationship between cosmetic brand choice of Nepalese female teenagers and psychological factors.

The correlation analysis between cosmetic brand choice and the marketing mix factors, which includes products, price, place and promotion, shows that there is negative relationship between these two variables with correlation coefficient of -0.014. The analysis resulted in alpha of 0.088, which is greater than 0.05 ($0.088 > 0.05$), which implies that there is no significant relationship between cosmetic brand choice of Nepalese female teenagers and marketing mix factors.

5.2 Conclusion

It is needless to say that cosmetic occupy a very important role in every woman's life. Women adorn various use of makeup to look beautiful and attractive. They use various personal care products including cosmetics, makeup and hair care items for a variety of purposes. Therefore, they are very crucial one for the manufacturers and teenage is a very important consumer market. As the cosmetic market in Nepal is growing, it offers the consumers with various brands. The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. It becomes very important for the marketers to attract such a large group of consumers in order to survive in the market. It is very important for them to identify the components that influence their choice of cosmetic brands.

This study is focused on identifying those factors which influence the cosmetic brand choice of Nepalese female teenagers. From the data analysis, the study concluded the factors and their relationship with the brand choice. It has concluded that the teenagers are more inclined towards their physical appearance. Good looks and personality are very important for this age group. They use cosmetic products in order to enhance their good looks. And other various factors affected their choice of cosmetic brands. The study concluded

that they are aware of different cosmetic brands as they evaluate different brands while choosing a particular cosmetic brand. They gather information while purchasing a particular cosmetic brand. The study also concluded that the family choice and recommendations matter for them while choosing a cosmetic brand. And they also judge people's status by the cosmetic brand they are using, whereas, they are neutral on their peer's influence on their choice of cosmetic brand. The study of psychological variables concluded that self identify is a major influencing factor while choosing a particular cosmetic brand. They choose cosmetic brands that help them identify themselves in their circle. And they also choose a brand depending on their past usage experience. They do not depend on the celebrities looks while making choices. The study of marketing mix variables concluded that the female teenagers choose well-known cosmetic brands. They look for quality and features like smell, color, packaging, etc. while choosing a cosmetic brand. It concluded that price did not affect them. They are neutral on preferring cosmetic brands offering discounts. And also they are neutral on the location of the outlets. They are not influenced by the advertisement and salesperson in the shop while choosing a particular cosmetic brand. They are also not affected by celebrity endorsement factors while making a choice.

The analysis of the study variables concluded that there is significant relationship between the social factors and cosmetic brand choice of female teenagers. And there is significant relationship between psychological factors and cosmetic brand choice of female teenagers. However, it concluded that there is no significant relationship between marketing mix factors and cosmetic brand choice of female teenagers. The cosmetic producers and marketers should all the identified factors before producing the products on order to attract such large age group.

5.3 Recommendations

This study was based on finding the factors influencing the cosmetic brand choice of female teenagers only. There are several researches conducted on the same area in other parts of the world. However, it is very difficult to find such researches in the context of Nepal. Some research has been conducted regarding the brand loyalty in the cosmetic products. This might probably be the first research focused on teen age group regarding the cosmetic brand choice. The inclination of teen age group towards their looks and personality and presence of wide range of brands in the growing cosmetic market have motivated the author to conduct this research to identify the factors influencing the cosmetic brand choice. This study has been successful in identifying those factors.

However, there are lots of areas which need further study. This study has focused only on female teenagers. Further study can be carried out focusing in male teenagers cosmetic brand choice. If focused on teenagers, further research can be conducted regarding their choice on other areas like clothing brand as teenagers are more inclined towards their physical appearance. Further research can also be conducted on factors influencing the cosmetic brand choice of other age groups (young consumers).

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ANNEXES
QUESTIONNAIRE

Dear Respondents,

I am an MBS student of Janamaitri Multiple College, Tribhuvan University. As part of the academic requirement of the University, I am conducting the research entitled “Factors Affecting on Cosmetic Brand Choice: A study of Nepalese Female Teenagers” which is purely an academic research. Your participation in this study is voluntary and really valuable. The survey would take less than 4 minutes to complete. Please take a few moments to read over all the questions carefully. Your response will remain confidential, and you will be anonymous upon the completion of this survey.

I would like to acknowledge your participation in this study.

Manisha Tiwari
MBS – Janamaitri Multiple College

Section I: Personal Information

1. Academic qualification

SLC Intermediate (+2) Bachelors

2. Occupation

Students Employee Unemployed

3. Family’s average monthly income

Less than Rs. 20,000 Rs.20001 – Rs. 30,000

Rs. 30,001 – Rs. 40,000 Rs. 40,001 – Rs. 50,000

Above Rs. 50,000

4. How often do you buy cosmetic products?

Once in a month

Twice in a month

Thrice in a month

More than thrice a month

5 On an average, how much do you spend every month on cosmetic products?

Less than Rs. 1000

Rs.1001 – Rs. 2,000

Rs. 2,001 – Rs, 3,000

Rs. 3,000 – Rs. 4,000

Rs. 4,001 – Rs. 5,000

Rs. 5,000

6. Who buys cosmetic products for you?

Parents

Oneself

Brother/Sister

Others

7 Why do you use cosmetic products?

Good looks

Fashion/trend

To show one-self modern

for the image people see of me

8. What type of cosmetic products do you use?

Ayurvedic

Chemical

Both

9. How often do you evaluate different brands purchase a cosmetic brand?

Always

Sometimes

Rarely

Never

Section II: Cosmetic Brand Choice

Please indicate the level of agreement with the following statements.

Key 5 = Strongly Disagree 4 = Disagree 3 = Neutral 2 = Agree 1 = Strongly Agree

S. No.	Statement	5	4	3	2	1
1.	Cosmetics are basic requirement for me					
2.	Cosmetics brand play important role in my life					
3.	I suggest my favorite cosmetic brands for my friends					
4.	The most advertised brands of cosmetics are usually good brands					
5.	I continue choosing my favorite cosmetic brand					

Section III: Social factors as determinants of cosmetic brand choice

Please indicate the level of agreement with the following statements.

Key 5 = Strongly Disagree 4 = Disagree 3 = Neutral 2 = Agree 1 = Strongly Agree

S. No.	Statement	5	4	3	2	1
1.	I often gather information from others about cosmetics before purchasing					
2.	The suggestions from my family matters for me while purchasing a cosmetic brand					
3.	I consider my friends recommendations while purchasing a cosmetic brand					
4.	I buy the cosmetic brands used by my friends					
5.	I judge peoples status by the cosmetic brand they are using					
6.	If a particular cosmetic brand enhances my status, I favor that brand a lot					

Section IV: Psychological factors as determinants of cosmetic brand choice

Please indicate the level of agreement with the following statements.

Key 5 = Strongly Disagree 4 = Disagree 3 = Neutral 2 = Agree 1 = strongly Agree

S. No.	Statements	5	4	3	2	1
1.	I prefer a cosmetic brand which makes me look more attractive and good					
2.	I prefer a cosmetic brand which helps me look different in my circle					
3.	I choose a cosmetic brand chosen by others					
4.	I purchase a cosmetic brand depending on my past experience of using it					
5.	I purchase a cosmetic brand used by celebrities, who I feel are good looking					

Section V: Marketing Mix as determinants of cosmetic brand choice.

Please indicate the level of agreement with the following statements.

Key 5 = Strongly Disagree 4 = Disagree 3 = Neutral 2 = Agree 1 = Strongly Agree

S. No.	Statements	5	4	3	2	1
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1.	I prefer purchasing the well-known brands of cosmetics					
2.	I look for features like color, smell, packaging, etc while purchasing a cosmetic brand					
3.	I purchase a cosmetic brand with good quality products					
4.	I can pay any price for my favorite cosmetic brand					
5.	I believe high price cosmetic products are with high quality					
6.	I prefer to buy cosmetic brands which offer discounts					
7.	I prefer a cosmetic brand having sufficient shops to sell its products.					
8.	I prefer to buy cosmetic brands available in a nearby shop					
9.	I prefer to buy cosmetic brands used by celebrities in the advertisements					
10.	I buy cosmetic products after watching its advertisements					
11.	The salesperson in the shop affects my choice of cosmetic brand					