

**THE IMPACT OF BRAND AWARENESS, BRAND ASSOCIATION AND BRAND  
PERCEIVED QUALITY ON FEMALE CONSUMERS' PURCHASE DECISION OF  
FOREIGN MAKEUP PRODUCTS  
(A STUDY ON YOUTH SEGMENT)**

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**Abstract**

Personal grooming is one of the fast growing markets in anywhere in the world whereas huge brand completion is noticed at a hype even in Sri Lanka. The foreign makeup products brands found in local market is evidence in Sri Lankan context to study the brand related behavior referring to one of the product scopes found in personal care categories. The purchasing decision related to foreign made makeup products referring to female segment has been recognized by the researchers as worth to study depending on the life style rationale of ladies in local market since it could provide constructive insights for crafting marketing related decisions.

In par with the same, researchers have focused on studying the impact of Brand Awareness, Brand Association and Brand Perceived Quality on female consumers' buying decision of foreign makeup products. The research approach of the study is deductive discipline and primary data were gathered followed by a structured questionnaire. The relationships between each selected brand equity element and female consumer purchase decision were examined along with hypotheses developed.

The sample size was 200 female consumers who represented the youth segment. Results revealed that there were significant relationships between Brand Awareness, Brand Association and Brand Perceived Quality and female consumers' buying decision of foreign makeup products and those elements were having a high impact on female consumers' buying decision of foreign makeup products. Further, the researchers were able to recognize that,

among the selected brand equity determinants, brand awareness was the most influential element towards purchase decision with a correlation value of 0.918. It has discussed the findings followed by both descriptive and inferential statistics. The managerial implications have been discussed specially referring to the contexts branding and marketing promotion as to produce knowledge contribution through this empirical study.

**Keywords:** Makeup products, Brand Awareness, Brand Association, Brand Perceived Quality, Purchase Decision

## 1. Introduction

In recent years, many companies have come to believe that one of their most valuable assets is their products and services brands (Kapferer, 2004; Kotler, 2006) today's complex and challenging world, all people, whether as an individual and as a business manager are facing with increasing options and effort for reducing the time to make decisions and choices. Accordingly brands ability to simplify customer decisions, reduce risk and defining their expectations is very valuable. One of the senior management duties of each organization is to build strong brands while doing promises and commitments should improve the strength of their capabilities over time. By creating conceptual distinctions among products through branding and increase customer loyalty, marketers will create value beyond the financial profitability for the organization.

When it comes to the Cosmetics market, it can be seen as a rapidly growing industry resulted with the new trends followed by the present young female consumers. In Sri Lankan market, number of foreign cosmetic brands can be seen such as, British Cosmetics P&G, Olay, Anne French, Nivea, Tips & Toes, Revlon, Oriflame, L'Oreal, Garnier, Olay, Perfumerie, Keune, Aroma Magic and etc.

In present context, marketers are confronted with the question of how they can be more efficient in addressing cosmetic-makeup products towards female consumers using brand equity as a driving tool. Because of these reasons it has become essential for marketers to identify the extent to which the brand equity lie in the purchasing of female consumers as it will help foreign brand marketer to see their strengths and weaknesses in their use of brand equity and can improve their performance accordingly.

This study examines the impact of three selected brand equity elements, i.e. Brand Awareness, Brand Association, and Brand Perceived Quality on female consumer purchase decision of foreign makeup products and the outcome of the research would be beneficial to marketing professionals especially in Sri Lankan cosmetics-makeup industry to understand the target consumer-based brand equity regarding their purchasing decision.

### **1.1 Research Problem**

When it comes to the customer buying decisions, there are several influential factors. Among those, brand equity is one of the important elements when a customer decides to purchase a product or service. However when it comes to the Cosmetics market, it can be seen as a rapidly growing industry resulted with the new trends followed by the present young female consumers. Within the cosmetics market, foreign makeup products are considerably one of the fast growing market segments. Also in present context, marketers are confronted with the question of how they can be more efficient in addressing cosmetic-makeup products towards female consumers using brand equity as a driving tool. Because of these reasons it has become essential for marketers to identify the extent to which the brand equity lie in the purchasing of female consumers as it will help foreign brand marketer to see their strengths and weaknesses in their use of brand equity and can improve their performance accordingly. Based on this market circumstances, three important elements of brand equity were selected and the research problem was identified as **“To what extent the brand awareness, brand association and brand perceived quality could impact on young female consumer purchasing decision of foreign makeup products”**

### **1.2 Research Objectives**

The following major objectives were identified in accordance with the research problem:

1. To investigate the degree of relationship between brand awareness and female consumers' purchase decision of foreign makeup products.
2. To investigate the degree of relationship between brand association and female consumers' purchase decision of foreign makeup products.
3. To investigate the degree of relationship between perceived quality of brands and female consumers' purchase decision of foreign makeup products.

4. To compare the degree of importance of brand awareness, brand association and brand perceived quality towards the female consumers' purchase decision of foreign makeup brands.

## **2. Literature Review**

### **2.1 Introduction to Brand**

To customers, brand means familiarity and credibility as they get to experience some contacts in their everyday life; therefore, they use the brands as an indicator to try or make a decision to buy new products (Ger et al., 1993). Brand name has become an ordinary feature for every product available in the market. Marketers see the significance of powerful brands and this is shown in all effort to build up a strong brand. Given this context, brand equity plays predominant role in managing the brand and that can use to enhance the performance of organization. Brand equity is resulted from the marketing effort of a firm and which ultimately influence consumers' brand evaluation process and final purchase decision. Customer based brand equity has been defined as the differential effect of brand knowledge on consumer response to the marketing of the brand (Kamkura and Russel, 1991).

### **2.2 Brand Awareness**

According to Aaker (1991), brand awareness is the ability of prospective buyer to identify that a brand is a component of a certain product category. Moreover, brand awareness is one significant role in consumer decision making as it accentuates the brand to enter consideration set, to be used as a heuristic and the perception of quality (Macdonald & Sharp, 2000). In this context, it is clear that brand awareness affects perceptions and attitudes, which drive brand choice and even brand loyalty. Brand awareness consists of brand recognition and brand recall. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue. In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. The next level of brand awareness is brand recall. It relates to the consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers can correctly generate the brand from memory. The relative importance of brand recognition and recall depends on the extent to which consumers make decisions in the store versus outside the store. Brand recognition

may be more important to the extent that product decisions are made in the store. (Keller 1993, Keller 1998). The reason brand awareness is crucial for customer to reach buying decision is that consumers usually reach a purchase decision by using a heuristic such as “purchase the brand they have heard of” or “choose the brand they know” and then buy only the familiar, well established brands (Keller, 1993). To add on the importance of brand awareness, Atingan et al. (2005) claimed that brand equity occurs when the consumer possess awareness and familiarity with the brand at high level and hold some strong favorable, unique brand association in memory. Researchers have found out the relationship between purchase decision and brand awareness (Hoyer and Brown, 1990).

### **2.3 Brand Association**

Brand association is anything relate to the preference of a brand (Aaker, 1991, Keller, 1993). The simplest and often most powerful way to profile brand associations involves free association tasks whereby subjects are asked what comes to mind when they think of the brand without any more specific probe or cue than perhaps the associated product category. This factors in brand association assist in the building brand’s image (Biel 1991). Brand image is seen as the perceptions-reasoned or emotional- consumers attach to specific brands (Dobni & Zinkhan, 1990). Brand image consists of functional and symbolic brand beliefs. It is based on the suggestion that consumers buy not only a product but also the image association of the product, such as power, wealth, sophistication, and most importantly identification and connection with other users of the brand (Evans et al., 2006). Brand association has been recognized as important element on that influence on purchase intention (O’Cass & Lim, 2001). Further, O’Cass and Grace (2003) found out that stronger the brand association and stronger the attitude and purchase intention.

### **2.4 Perceived Quality**

Perceived quality-customer’s perception of the overall quality or superiority of the product; thus, intangible, it is overall feelings about the brand (Aaker, 1999). Zeithaml (1988) claimed that perceived quality can be defined as the consumers’ judgment about a product’s overall excellence or superiority. Consumers often judge the quality of a product or service on the basis of a variety of informational cues that they associate with the product. Some of these

cues are intrinsic to the products, whereas others are extrinsic. Intrinsic cues are the physical characteristics of the product such as size, color, flavor, appearance, or aroma. Consumers can use these physical characteristics to judge quality of the brand. The other is extrinsic cues, the attributes that are not part of the physical product. Price, brand image, manufacturer's image, certificates, warranty, advertising, market share, can thus be considered to be extrinsic cues (Aaker, 1991). Through a research, one brand name is regarded as one of many possible extrinsic cues of product quality (Bristow et al., 2002). When objective quality of a product is hard to justify, buyers would take more abstract signals such as brand name as the key consideration. In the mind of customers, perceived quality defines perception, product quality and superiority. This effect on customers generally stimulates brand integration and exclusion which leads to positive consideration set before purchase decision. Researchers have found out positive relationship of perceived quality and brand loyalty (Zeithaml, 1988). In this context, it is evident that perceived quality has direct impact on customer purchase decision and brand loyalty, especially during the time customers have less or no information of the products.

## **2.5 Consumer behavior**

Consumer behavior is the study of consumers as they exchange something of value for a product or service that satisfies their needs (Well & Prenskey, 1996). The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items (Schiffman & Kanuk, 2000). Therefore, consumer behavior consists of not only buying but also thoughts and feelings people experience and the actions they perform, it involves environment influences such as comments taken from other customers, advertising, product appearances and packages and physical actions of the consumers.

## **2.6 Consumer decision making**

The consumer decision making process consists of mainly five steps according to most researchers within the field (McCall et al., 2002; Cross 1999; Peter and Olson 2005, and Hawkins et al., 2001). The steps included in the model are; need or problem recognition, information search, evaluation of alternatives, purchase and the post-purchase process. However, not all purchased require every step (Cross 1999, Peter & Olson 2005). Consumer

can skip the evaluation of alternatives when considering low involvement products (Peter & Olson 2005).

According to Hawkins et al. (2001) there are more aspects than only decision making process that affect consumer behavior which are external and internal influences. External influences are social class and reference groups while internal factors are motivation, exposure, attention, perception and attitude.

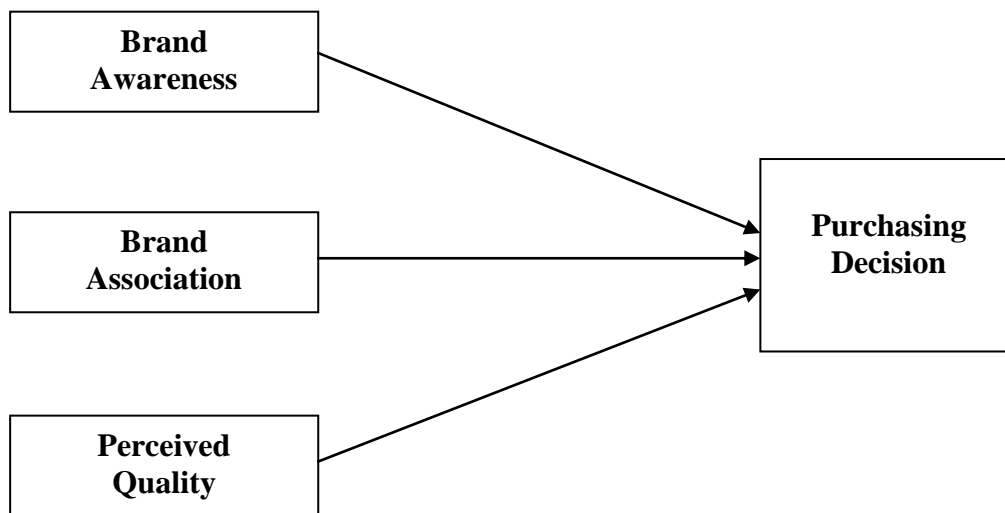
## **2.7 Purchase decision**

Purchase decision is a part of consumer decision making process. It is important to note that there are two prior stages which are information search and evaluation of alternatives that consumer act consecutively to reach the stage of purchase decision and brands affect consumer in those stages.

After problem recognition phase, consumer move to the stage of information search where they would seek information about price, quality, country of origin, brand and any related issue according to their motivation. The information search could be conducted as the internal search through their own past direct or indirect experience with the product and external search through marketing materials or social group and reference groups. According to Hoyer and MacInnis (2007), brands are affected in internal and external search for information. In internal search, consumers recall the set of brands from their memory whereas in external search, consumers tend to look for availability on the shelf at the point of purchase or suggestion from salesperson which then will affect their purchasing. The next stage is the evaluation of alternatives that customers have many items to single out. The brand equity could be a factor of consideration. The alternatives of the products taking into consideration are in the customer's evoked set. For example, brand awareness- when the customer remembers the exact brands produce specific quality product, he or she can pick the brand out of the others immediately. After the selection at evaluation of alternative stage, it becomes the purchase decision which concerns the selection of a specific product at the specific retail outlet and the amount of purchase.

### 3. Conceptual Framework

The conceptual framework developed from previous theories of brand equity which are affecting decision making process -- is presented in diagram.



Source: Applied from Rahman & Rahaman (2008); Aaker(1991); Hoyer & MacInnis(2007)

Based on the available literature, the researchers' consideration is given on three selected brand equity elements called brand awareness, brand association and brand perceived quality and these three elements were considered as the independent variables for the study.

#### 3.1 Defining Variables

##### 3.1.1 Independent Variables

In the conceptual framework, brand awareness, brand association and perceived quality of brands were considered as independent variables.

##### 3.1.1.1 Brand Awareness

According to Aaker (1991), brand awareness is the ability of prospective buyer to identify that a brand is a component of a certain product category. This is one significant role in consumer decision making as it accentuates the brand to enter consideration set.



### 3.1.1.2 Brand Association

Brand association is anything relate to the preference of a brand (Aaker, 1991, Keller, 1993). This factors in brand association assist in the building brand's image (Biel 1991).

### 3.1.1.3 Perceived Quality

In the mind of customers, perceived quality defines perception, product quality and superiority. According to (Aaker, 1999), perceived quality is customer's perception of the overall quality or superiority of the product; thus, intangible, it is overall feelings about the brand.

### 3.1.2 Dependent Variable

The dependent variable that was used is the 'purchase decision of the young female consumers'. Purchase decision is a part of consumer decision making process. It is important to note that there are two prior stages which are information search and evaluation of alternatives that consumer act consecutively to reach the stage of purchase decision and brands affect consumer in those stages.

Based on the gathered literature, the respective indicators for each of the independent and dependent variables which were recognized are depicted in the operationalization table given below.

### 3.1 Operationalization of considering variables

Concept	Variable	Item/Indicators	Measure	Q: No.
Brand Equity	Brand Awareness	<ul style="list-style-type: none"> <li>• Brand Knowledge</li> <li>• Brand Recognition</li> <li>• Brand Recalling</li> <li>• Brand Familiarity</li> </ul>	* 5 point Likert Scale	<ul style="list-style-type: none"> <li>• 09</li> <li>• 10</li> <li>• 11</li> <li>• 12</li> </ul>
	Brand Association	<ul style="list-style-type: none"> <li>• Brand Image</li> <li>• Brand Personality</li> <li>• Brand Perceived Value</li> <li>• Psychological Association</li> <li>• Brand Attitude</li> </ul>	* 5 point Likert Scale	<ul style="list-style-type: none"> <li>• 14, 15</li> <li>• 16, 17</li> <li>• 18</li> <li>• 19</li> <li>• 20</li> </ul>

	Brand perceived Quality	<ul style="list-style-type: none"> <li>• Perceived Ingredient Quality</li> <li>• Perceived Functional Quality</li> <li>• Perceived Package Quality</li> <li>• Perceived Price Quality</li> <li>• Perceived Promotional Quality</li> </ul>	* 5 point Likert Scale	<ul style="list-style-type: none"> <li>• 22</li> <li>• 23</li> <li>• 24</li> <li>• 25</li> <li>• 26</li> </ul>
Degree of impact on purchase decision of the young female consumers.		<ul style="list-style-type: none"> <li>• Consideration of Brand Awareness factors when purchasing</li> <li>• Consideration of Brand Association factors when purchasing</li> <li>• Consideration of Brand Perceived Quality factors when purchasing</li> </ul>	* 5 point Likert Scale	<ul style="list-style-type: none"> <li>• 13</li> <li>• 21</li> <li>• 27</li> </ul>

### 3.2 Hypotheses

The hypotheses were developed between the independent and dependent variables based on the conceptual framework. The developed hypotheses are as follows:

**H1:** There is a significant relationship between brand awareness and young female consumers' purchase decision of foreign makeup products.

**H2:** There is a significant relationship between brand association and young female consumers' purchase decision of foreign makeup products.

**H3:** There is a significant relationship between brand perceived quality and young female consumers' purchase decision of foreign makeup products.

### 4. Research Methodology

The aim of this research is to identify the influences of brand equity determinants and its effect on consumers' purchase decision.

The research approach used was a "deductive approach". The study is based on both secondary and primary data. The secondary data were collected from reputed journals and text

books and research articles referring to consumer behavior. The primary data were collected through a survey research to investigate the responses from the selected sample. The survey was conducted through a structured self administered questionnaire presented to the selected sample. A reliability analysis (Cronbach's Alpha) was used to test the reliability of the considered three dimensions of brand equity. The reliability analysis revealed that the alpha coefficient of the three dimensions as 0.71 for Brand Awareness, 0.699 for Brand Association and 0.733 for Brand Perceived Quality and it exceeded the minimum coefficient suggested by Nunnally (1967).

It has used the simple random sampling and the sample size was 200 and the attributes of the sampled respondents with its frequencies can be depicted as follows.

**Table 01: Sample Profile**

<b>Attributes</b>	<b>Frequencies</b>
<b>Age</b>	
18-21	71
22-25	129
<b>Education</b>	
Primary School	2
Secondary School	14
High School	96
Bachelor Degree	69
Above Bachelor Degree	19
<b>Occupation</b>	
Student	22
Undergraduate	63
Trainee	35
Company Staff	69
Self Employed	11
<b>Income</b>	
Less than Rs.10000	87
Between Rs.10001-20000	45
Between Rs.20001-30000	35
Between Rs.30001-50000	27
Above Rs.50000	6

*Source: Survey Data 2013*

## **5. Data Analysis and Discussion**

Data were analyzed through both inferential and descriptive statistics. As descriptive statistical tools the researchers used Central Tendency Measures and percentage values. As inferential statistical tools, the researchers used Pearson Correlation Technique. The data were statistically analyzed by using SPSS Software. Formulated hypotheses were checked with the obtained data and identified the applicability of the relationships that assumed.

Questions 1-4 (see Annexure) were asked to recognize the demographic information of the respondents. Consequently, questions 05-08 were asked to investigate the purchasing behavior of the sample in terms of purchasing foreign makeup brands. According to the data the highest percentage of customers representing a frequency of 36% had stated that they purchase foreign makeup products once in more than 3 months. Also a significant portion of the consumers in the sample representing 67.5% was not ready to spend more than Rs.1000 on purchasing foreign makeup. It was revealed that 51% of the respondents had come to know about foreign makeup products through TV advertisements, while 34.5% of the respondents were ranking others' recommendations as the second most important communication media to get information about foreign makeup products.

### **5.1 Analysis of Brand Awareness towards the purchase decision of foreign makeup brands**

Questions 09-12(see Annexure) were asked to identify the level of brand awareness that young female consumers hold when purchasing a foreign makeup brand. Four indicators were considered namely brand knowledge, brand recognition, brand recalling and brand familiarity. As per the data available in the table (refer Table 2), it shows that all the mean values revolved around above 3.5 and below 4. Among the items that measured the brand awareness, brand knowledge was perceived as high among the respondents with a larger mean value (3.64) and this signified that the target customers were having a significant knowledge about foreign makeup brands in the market.

**Table 2: Brand Awareness**

Item	Mean	Median	Mode	Standard Deviation	Variance
Brand Knowledge	3.31	3	4	1.008	1.017
Brand Recognition	3.64	4	4	0.977	0.955
Brand Recalling	3.63	4	4	0.969	0.939
Brand Familiarity	3.55	4	4	1.006	1.013

*Source: Analyzed Data 2013*

Question 13(see Annexure) was asked to identify to what extent female consumers consider brand awareness factors when purchasing foreign make up brands. 16.5% of the sample was strongly agreed with the statement and the mean value was 3.71. It clearly showed that brand awareness has a higher impact on female consumer purchase decision of foreign makeup brands.

## **5.2 Analysis of Brand Association towards purchase decision of foreign makeup brands**

Five indicators namely brand image, brand personality, brand perceived value, psychological association and brand attitude were used to identify the impact of brand association on female consumer purchase decision (Questions 14-20) (see Annexure). Data available in the table 3 shows that mean values of items were ranging from 2.66 to 3.66. It shows that young female cosmetic customers had an above average level of brand association towards foreign makeup brands.

**Table 3: Brand Association**

Item	Mean	Median	Mode	Standard Deviation	Variance
Brand Image-(i)	3.01	3	3	0.977	0.955
Brand Image-(ii)	3.41	4	4	0.977	0.946
Brand Personality-(i)	2.79	3	2	1.105	1.222
Brand Personality-(ii)	3.02	3	4	1.07	1.145
Brand Perceived Value	3.66	4	4	0.911	0.83
Brand Experience	2.66	2	2	0.9	0.81
Brand Attitude	2.64	2	2	1.085	1.178

*Source: Analyzed Data 2013*

Question 20(see Annexure) was asked to identify to what extent female consumers consider brand association factors when purchasing foreign make up brands. 14% of the sample was strongly agreed with the statement and the mean value was 3.33. Based on the findings, researchers conclude that brand association has also had a considerable impact on female consumer purchase decision of foreign makeup brands.

### **5.3 Analysis of Brand Perceived Quality towards purchase decision of foreign makeup brands**

The dimensions referring to brand perceived quality were assessed in par with five items namely, perceived ingredient quality, perceived functional quality, perceived package quality, perceived price quality and perceived promotional quality (Questions 22-26) (see Annexure). Descriptive statistics pertaining to the items are provided in the following table (refer Table 4). Data available in the table shows that highest perceived mean values were pertaining to perceived functional quality (mean 3.69) and perceived package quality (3.76).

**Table 4: Brand Perceived Quality**

Item	Mean	Median	Mode	Standard Deviation	Variance
P. Ingredient Quality	3.54	3	4	0.923	0.853
P. functional Quality	3.69	4	4	0.86	0.86
P. Package Quality	3.76	4	4	1.04	1.04
P. Price Quality	3.32	4	4	1.123	1.123
P. Promotional Quality	0.853	4	4	1.123	1.09

*Source: Analyzed Data 2013*

Question 27(see Annexure) was asked to identify to what extent female consumers consider brand perceived quality factors when purchasing foreign make up brands. It shows that 31% of the sample was strongly agreed with the statement and the mean value was 3.68. The researchers were able to conclude that brand perceived quality also had a significant impact on female consumers' purchase decision regarding foreign makeup brands.

#### 5.4 Summative Descriptive Statistics of Brand Equity Determinants

In order to provide overall idea regarding the brand equity determinants, researchers summated the items come under each dimensions and summary statistics are depicted in the following table.

**Table 5: Summated Descriptive Statistics**

	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
brand association	4.00	1.00	5.00	3.0243	.95441	.911
brand awareness	4.00	1.00	5.00	3.5288	.96196	.925
brand perceived quality	4.00	1.00	5.00	3.3850	.94978	.902

*Source: Analyzed data2012*

According to the data available in the above table (refer table 5), brand awareness represented the highest mean value of 3.52 and highest standard deviation of 0.962. Based on the calculated figures it can be concluded that brand awareness was the most influential element towards female consumer purchase decision of foreign makeup brands.

## 5.5 Testing Hypotheses

Hypotheses testing were carried out in order to identify whether there is a significant relationship between elements of brand equity (brand awareness, brand association and brand perceived quality) and female consumer purchase decision.

According to the correlation analysis, it was revealed that there is a significant relationship between each selected element of brand equity (brand awareness, brand association and brand perceived quality) and female customer buying decision. Each relationship was significant and the strength of the relationships was above 0.5 which showed that there is a strong relationship between the independent and the dependent variable. The hypotheses which were developed based on brand awareness, brand association; brand perceived quality and buying decision was accepted as the relationship between the two variables was highly significant. According to the results received from the correlation analysis, the most influential element of the selected brand equity elements on female consumer purchasing decision of a foreign make-up product was 'Brand Awareness'.

**Table 6: Summary of Hypotheses tests**

Hypotheses	Correlation Analysis	Result
There is a significant relationship between brand awareness and young female consumers' purchase decision of foreign makeup products.	Coefficient correlation = 0.918 Significance of p = 0.000	<b>Accepted – H1</b> The Relationship between brand awareness and female consumers' purchase decision of foreign makeup products is highly significant.
There is a significant relationship between brand association and young female consumers' purchase decision of foreign makeup products.	Coefficient correlation = 0.900 Significance of p = 0.000	<b>Accepted – H1</b> The Relationship between brand association and female consumers' purchase decision of foreign makeup products is highly significant
There is a significant	Coefficient correlation =	<b>Accepted – H1</b>



relationship between brand perceived quality and young female consumers' purchase decision of foreign makeup products.	0.907 Significance of p = 0.000	The Relationship between brand perceived quality and female consumers' purchase decision of foreign makeup products is highly significant.
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*Source: Analyzed data 2012*

The relationships between indicators of brand equity elements and the dependent variable were also analyzed in order to identify the most influential elements towards the purchase decision. Following table depicts summary of the correlations between the considered indicators of brand equity and female consumer purchase decision of foreign makeup products.

**Table 7: Correlations between indicators and the dependent variable**

<b>Variable</b>	<b>Indicator</b>	<b>Coefficient Correlation</b>
Brand Awareness	Brand Knowledge	0.873
	Brand Recognition	0.955
	Brand Recalling	0.946
	Brand Familiarity	0.93
Brand Association	Brand Image	0.882
	Brand Personality	0.893
	Brand Perceived Value	0.873
	Psychological Association	0.872
	Brand Attitude	0.946
Brand Perceived Quality	P. Ingredient Quality	0.93
	P. Functional Quality	0.947
	P. Package Quality	0.891
	P. Price Quality	0.892
	P. Promotional Quality	0.857

*Source: Analyzed data 2012*

Among the brand awareness indicators brand recognition had the highest correlation value of 0.955. This depicted that brand recognition had more influence towards the female consumer purchase decision of foreign makeup products.

When it comes to brand association factors, the highest correlation value was with brand attitude. It is 0.946 and it revealed that the relationship between brand attitude and female consumer purchase decision was high for a certain extent.

Among the indicators used under brand perceived quality, perceived functional quality had a stronger relationship with the female consumer purchase decision. The relevant correlation value was 0.947.

These results concluded that brand recognition was the most important element which had the most significant relationship with female consumer purchase decision of foreign makeup products.

## **6. Recommendations**

The research has important implications on theory and practitioners. The framework provides new insights into the understanding of the impact of brand awareness, brand association and brand perceived quality on female consumer purchase decision. In a practical context, foreign makeup brand marketer can use the findings of this study to see their strengths and weaknesses in their use of brand equity and can improve their performance accordingly.

The study recommends the followings:

- Through hypotheses testing the study revealed that brand awareness, brand association and brand perceived quality have a strong & significant degree of relationship with female consumer buying decision. So the domestic marketers can adapt this knowledge to their marketing plan and activities to satisfy customers and provide the offerings based on the factual consumers' needs. Firms can increase sales by offering the right brand features; qualities which customers expect to stimulate the purchase decision.
- Based on those findings marketers of foreign makeup brands can pay more attention towards implementing following activities.

- Improving the quality of the foreign makeup products in order to create loyal customers towards their brands.
  - Using effective promotional tools to create strong brand awareness within customers' minds.
  - Offering foreign makeup products with a proper level of ingredient quality & functional quality.
  - Using attractive & quality packages for their makeup products in order to stimulate the purchasing decision of the female consumers.
- According to the findings of the study, 'Brand Awareness' was the most influential factor on female consumer purchase decision among other elements of brand equity. Based on this knowledge organizations could strategically plan to allocate budget over different branding activities, giving preference & priority to the more influencing brand equity elements on purchase decision. Also the marketers can use more promotional tools in order to increase the awareness level of female consumers regarding foreign makeup brands.
  - Another important finding of the research was the most effective communication media for foreign makeup products. As the study revealed, most of the customers consider TV advertisements as the most effective communication media to get information about foreign makeup brands. It provides an implication for the foreign makeup marketer that even though modern communication medias such as Web & Catalogues exists, customers still prefer TV advertising as the most important communication media.
  - Finally, from all of the findings of this study, the foreign makeup brand marketers can identify that brand awareness, brand association and brand perceived quality have an impact on female consumer purchase decision. So based on that knowledge, the companies can better plan out their branding activities in the future.

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