Project Dissertation Report on

Consumer Perception of Global and Local Brands: Cosmetics Industry

Submitted by

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled **"Consumer Perception of Global and Local Brands: Cosmetics Industry"** is a bona fide work carried out by **Ms. Sukriti Kanwar** of MBA 2018-20 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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Date:

DECLARATION

I, Sukriti Kanwar, student of MBA 2018-20 of Delhi School of Management, Delhi Technological University, hereby declare that this project report on **"Consumer Perception of Global and Local Brands: Cosmetics Industry"** submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given within the report is authentic to the best of my knowledge. The results embodied in this report is not submitted to any other University or institute. This report is purely of academic interest.

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The success and final outcome of this project required a lot of guidance and assistance and I am extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank them.

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Sukriti Kanwar

ABSTRACT

Whenever we say a brand, we think about establishing a name, some symbol or any unique design that can help identify and differentiates the product offering of that brand from other products in the market such that it is effortlessly identified by the individuals. The aspiration of any brand is to set the product or service offered by it to be different from others of its category, and eventually succeed in influencing the consumers to hand-pick the product over similar products solely because of its associations.

Brands available in market can be of local or global origin. Every consumer adjudges his/her perception on brands based on the deets they receive from many sources. Consumer perceptions, for marketeers of these brands, is means of knowing people's psychology that comprises of general awareness and consciousness with reference to a company and the products proffered by the company as well. As it is gleaned from their own perceptions or perceptions of those close to them that consumer make purchase decision. Not only this, it is these perceptions that plays a consequential role in consumer's usage regarding Global or local branded products which at the denouement has an impact on the business decisions of the brands.

Global brands with their branding and marketing efforts routinely focussed on sales in developed nations since those with high per capita income has encompassed for the lion's share of consumer demand. However, with the rising economies resulting in double-digited growth of developing nations such as India and China, the gallantry of most global brand managers is being allured towards them. Such is also the case with Indian cosmetic market which is valued at USD 11.67 billion and is projected to be one of the fastest growing across the world. In such business opportunity it is natural for global together with local brands to be vying to influence customer purchase decision.

The cardinal purpose of this research paper is to identify the influence of various factors that may affect consumer perception of global as well as local brands in Indian cosmetic industry. The paper also attempts to determine the awareness level of consumers on various brands & allegiance status of consumers.

To fashion the conclusions from the study exploratory & descriptive research designs are used. Primary data is collected with the help of questionnaire method & then data is analysed with the help of variegated statistical techniques. Conclusions of this paper help in clarifying the changing consumer perceptions in cosmetic industry.

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I. INTRODUCTION

1.1 Background

We can trace the use of cosmetics back thousands of years ago, when people painted on their body for religious ceremonies, war, and mating rituals.

Generally, when people hear the word "cosmetics", they tend to think of makeup and perfume designed for women. In general, cosmetic companies have always targeted the female audience based on the product itself. Prior to the 1990s many people used to think that cosmetic products were only for adult ladies; the reality of times in today is slightly different. Cosmetics actually come in many forms, are used for grooming purposes and cover a wide range of products including: cleaning body parts, enhancing features, changing skin tones, after-shave, makeup, hair oil, perfume, toothpaste, shampoo, and deodorant.

New markets for cosmetic companies pertain to both young females and men. With revolutionary state of art production lines companies are producing at never seen speed and accuracy.

The brands at cosmetics sector is innovating at fast pace to continuously satisfy consumer ever changing needs.

With every fall and autumn seasonal change there comes a new fashion and with every changing fashion comes a new cosmetic look. In small product cycled cosmetic industry number of companies are contesting neck to neck to capture a pie of ever-growing multibillion-dollar business. With globalisation and increasing per capita incomes in Indian economy, its cosmetics industry has seen a boom over past years. With CAGR of 5.91% the business is values at USD 11.16 billion in 2017 and is expected to touch USD 20 billion (2017-2025). The consumer demand is growing at steady speed of 15-20% on its way to make India top market in whole world. The Indian industry is growth more than that of US or European markets rending it a lucrative business ground for global brands to enter as well as local brands to increase its loyal customer base.

With middle class having high disposable income, global fashion reaching India and government relaxing rules for foreign direct investment etc. These factors are instrumental in driving Indian cosmetics.

Brand conscious youth with panache for experimentation in their looks are soft targets for Global brands. Global brands have been quick in customizing their products according to Indian skin and hair. Brands such as L'Oréal Paris, Kylie cosmetics, MAC etc have opened their stores in Indian marketplace.

On the other hand, domestic brands are giving tough competition to global brands. As educated consumers, buyers are getting less influenced by brands country of origin or name but more and more aware about effectiveness and value for money quality of local brands. Moreover, Indian local brands have advantage over global brands in sense that they understand the consumer needs and have local insights. With their values aligned to Indian culture and age-old Indian ingredients being used, local brands are making their strong case. Indian cosmetic brands include Lakmé, Lotus, Biotique, Coloressence, Shahnaz Husain, Himalaya, Jovees etc.

Thus, to gain competitive advantage, it is imperative for all brands to understand what are the consumer perceptions that steer purchase behaviour towards global or local brands.

1.2 Problem Statement

In spite of all this potential of cosmetic industry, however, few academic studies on Indian consumers and their attitudes, beliefs and feelings about products in cosmetics industry have been published. Thus, this project focusses on how Indian consumers view local as well as global brands, and specifically on how either influences or fails to influence their purchase behaviours.

1.3 Objectives of the Study

The project has been undertaken with the predominant objective:

- to understand the consumer perception of global and local brands in Indian cosmetics industry.

Secondary objectives of the study also include:

- to see how aware consumers are of various brands in market
- and whether more preference is given to global brands or not.

1.4 Scope of Study

This project has been undertaken to find out consumer perception of global and local brands in cosmetics industry within Indian geographic domain. Equal number of male and female respondents are being taken.

Attention has been given to take respondents from diversified age group. To factor in the effect of culture of consumer perception, people from different regions of India are administered with questionnaire. Both global and local brand are well known so that respondents can give their opinion with certainty.

However, due to time constraint the sample size is small.

II. Literature Review

Human perception owned by us is the innate ability to get a sense regarding how things are, that is what is good or what is bad from the environment we are exposed to. In similar context in world of Consumer products knowing perception helps the marketeer understand how consumer are perceiving particular products and how that perception is going to affect their buying behaviour. It is the study of these perceptions that help brands figure out various factors that in the first hand influence consumer perception. Thus, to go deep into understanding of human perceptions sometimes marketeers have to go into consumer psychology in much general sense.

When we say this product is from a particular brand, what user associate that product is with some logo or some element or basically any major recognizing feature that is easily remembered in that market. The aim of any brand is to form itself such that its product can be uniquely identified by consumer among thousands of similar choices. Brands are both local as well as global. Thus, consumer based on his/her need or his/her resources form a perception about different brands. And then it is this perception that is behind every decision-making capability of that consumer. So, in nutshell, in marketplace full of brands he/she will accept some and reject some.

'People in marketplace thus easily can be a puppet in hands of consumer companies if they get hold of marketplace perceptions. With their huge marketing budgets and global appeal brands can influence perceptions. Brands play clever by changing products a bit but, completing overhauling the packaging and marketing style. (The Economist).

With the advent of globalization and internet available even in remote villages of world, a segment of consumer has risen who is more aware than ever, who sees autumn/fall trends and read Martha Stewart, thus making consumer needs and interest highly homogeneous. Thus, the companies are taking extra care to adopt a global growth strategy.

Though consumer needs are moving towards homogeneity, product choices from different cultures and walks of life has make consumer perception such wide field that it has become almost impossible gauge it. Thus, when top brand firms of world are spending millions of dollars to study consumer perception, it is because they understand its implications on their future business. With countries opening up to foreign investments major question arises is how receptive the local population will be of that brand, Thus, before entering any market companies need to understand these perceptions clearly.

Local brand is the brand indigenous to one country only. Whereas a global brand is the one with worldwide presence in various countries and has introduced its products in above said country.

Let us look at some literatures that point out possible sources of these perceptions.

Many times, it happened such that brands find it hard to balance their principles and simultaneously respond to consumer desires and thus in this process end up taking bad name for brand from customer boycotting. One such case study is people refusing to but Starbucks due to their absence of any stand on issue of police violence against the black people. Initially Starbucks ran various community run programs for African Americans through its charity work. But when protests stated happening against police brutality Starbucks did not take any stand against such brutality. This resulted in negative publicity for Starbucks. Hence, people to show their displeasure avoided buying their coffee. Through their participation in boycott consumer may believe themselves to be empowered as according to their perception when company will go in loss it will listen to consumer demand. Thus, boycotting the particular product at point of purchase or trending hashtags on social media help consumers gain momentum. Given the similarities in voting to choose their government leader and buying products to choose market leader motivates consumer in many ways.

Starbucks boycott showed that consumer takes very seriously what company stands for, thus it is not just the product superiority that helps form consumer perception but overall attitude of brand is important to maintain. So, consumer comes to know that some or other company's action is not in favour of them they retaliate by boycotting the said company's product. If something like this happens in foreign market it will

have serious repercussions to the brand in sense that consumer may stop using that foreign brand and start using local brands.

It is said that human mind acquires and process the environment knowledge continuously in its subconscious part. So, when it registers any wrong doing it will result in cognitive dissonance. As the state of tension is unlikeable and restless to humans, they are motivated to eliminate it as soon as possible. Thus, we can accept that any company's action whether in favour or not will affect consumer. So, it is in the benefit of company to be proactive regarding forming perceptions.

Though consumer of today prides themselves in buying latest product but with educated individuals preaching less and less material possession anti-consumerism is has started to gain momentum. This movement is urging people to denote their extra resources to the needy, not to buy unnecessarily which will definitely affect economic goals of brands. Thus, in this movement value for money, handmade local products may gain over global products. Consumerism could further be divided into:

• Politics in consumerism:

Now a days with sufficient money in hands of educated middle class, they are no longer concerned with the worry to fulfil their needs. Within such segment of buyers, a new wave of buyers checking ethnicity of the brand, whether the product is organic or not, whether it is animal tested or not is cropping up. So, buying decisions by these buyers is made in view to change market practices and motivate other consumers to buy accordingly. Some researcher may suggest political consumerism as act of changing consumer behaviour in marketplace so as to bring about collective change in market tradition.

• Undesired self and image congruency:

Self, elucidated as reflective consciousness individual have about own self. In a marketplace consumer tend to be attracted to those products that he/she thinks are similar to consumer's image of self or those products that will help consumer becoming that ideal self-image. It is a mental portrayal held by consumers about

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themselves. These images of being cool or being beautiful or being rebellious hold the consumer thoughts when they go to shop the products and have huge hand in influencing their buying decisions. We as a consumer continuously buy those products that help us maintain our self-image.

Most of times consumers keep on buying same old products not willing to try even better new products. This aversion may be due to the emotionally attached past memories of the consumer with that product. For example, Nivea cream is often associated with childhood memories of mother, thus many consumers may still buy that. These product gives user a sense of identity as to who are we and were we have come from. What brand personality a brand is projecting also goes very long way in connecting with the user. For example- with Nike showing athletes and motivating people to push their boundaries, it is like to attract consumer with a self-image of hard working, independent and pushing boundaries. Whereas, consumer buying Adidas will have self-image of positive and brave human and will ignore Nike. The opposite behaviour of consumer can also be seen when he/she continuously dispose of things that does no longer form part of his/her self-image. Therefore, the brands need to understand the consumers they are targeting and what self-perception those consumers have of themselves. This, will help both global and local brands in positioning themselves in perceptions of consumers.

Some products that customers buy is because it resonates with their self-image while products are such that though are not in congruence with the self but are a step towards desired self. How the consumer wants to see themselves, say if they using a shampoo how shiny they want their hair to be. The advertisements many a times create a gap with consumer vying to complete that gap always. For example, dove brand always shows models with milky smooth skin and long shiny hair. In reality any consumer who wants improved self-image will go to market and buy such cosmetics.

Celebrities, sport-persons, models, top businessman etc are some of the role models that people follow and as a consumer they will always get influenced by brands they are starring in or brands they are wearing. These celebrities thus are used by brands many times to influence perception of those consumers who are ardent followers and wants their desired self to match the image of that celebrity. This desired self can work in advantage of global brands as many times with international stars these brands can

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influence people of whole lot but local brands with local celebrities can have limited reach. Hence, we can derive that consumers hold different perceptions about self-image and desired self-image and these perceptions in turn effect the products they will end up buying, whether of global brand or local brand.

Many times, it happens with us humans that we hold some products or things so near to us that it became an extended part of ourselves. These products can sometimes be of emotional value to the person or sometimes it is just that society make that product the identification mark of the said person. A big house with swimming pool, luxury automobiles like Audi, BMW, cello piano where kids learnt to play are all things that can be extended self to some people or another.

With change in age humans being long for different things to complete itself. With this extended self-varies. For example, for a toddle it could be a doll whereas for an adult it could be his car. For example, a college going student got a motorbike as birthday gift. Now suppose, on road someone collided with it leading to scratches on motorcycle. The young student would feel the pain as if his own body has been smashed. School going students may see latest stationary or video games as source of prestige. Similarly, when taking case of middle age adult his extended self can be his Rolex watch which reminds him of his success and years of hard-work and thus extension of all those years. He will take utmost care of this watch as his life resides in it. Persons who are at end of their career, just to be retired value non-physical things such as social status and respect in society.

It is only when human enters old age does, he/she cherish memories in form of photographs, trophies, things of their children etc. For brands that aim towards creating timeless products concept of extended self is useful as these valuable products are time marks and will be passed on from generation to generation. On such items, shoppers are inclined to spend a surcharge as they hold perception that such special things come at a price. The finding of Psychoanalyst Finger (1952) supports this. According to his study a patient having money as extended self is even unwilling to pay for his medical check-up fees as for him the money is also an important part of body.

The things that we desire is not always the things that we can buy. Thus, they try to go for next close alternative. For example, a woman who desires a Gucci bag may not be able to buy it. Then next close alternative is buying from some other global brand like

Zara. Thus, in such cases global brands can explore the perceptions of consumer to get strong hold in market. In such situations local brands are stands at disadvantage. This, also why to temporally satisfy themselves these customers turn to global brands to reduce their empty self.

In his study, Wicklund took a sample of postgraduate MBA students. The research showed that those students who somewhat felt that they lack in some skills, tried to complete themselves with big personality appraisers like designer fitted formals, expensive pens, suede shoes etc.

Thus, from all above different types of self-images and extension of self we see that these factors play very important part consciously or unconsciously to for consumer perception and direct the purchasing behaviour of consumers.

Next taking literature from research done by professors about brand rejection behaviour in western Asia. This study was set up in Antara, Turkey in March 2005.

The research conducted was two-fold in the sense that the authors took help of their postgraduate students in conducting surveys. These students were trained with qualitative research and then they went into the city holding semi-structured interviews with people of different walks of life. They asked the people of Antara about the brands that they refuse to buy and what the reasons they are refusing them.

In the study it was found that two brands of aerated drinks were contrasted in way that in Turkish drinks market there are variation of cola in terms of Coca Cola and Cola Turka. Second stage was devoted to finding the reasons why one brand was accepted and other was rejected. The post graduate students treaded the research by forming some open-ended questions.

During findings it was found that most though there were several reasons for rejection of Coca Cola major reason were religious and politically motivated. There were three main reasons:

• Raptorial Globalization:

Globalization in developing countries is not always bed of roses. If not implemented slowly and steadily it can result in inequality gaps, disadvantage to local businesses, loss of culture and increase in poverty among other problems

Many people in developing countries hold their negative regards against global brands. For example, in this case as Coca Cola originates from America, people of turkey fear that this may disrupt their local business. Moreover, general perception of the citizens is that America is a bully, so they want to avoid products coming from American companies.

Their irritation also comes from elimination of their choices. As Coca Cola brands are nowadays available everywhere cafes or super-markets etc. Thus, they have no choice except to buy Coca Cola and this is judged as display of power by America.

War between America and Iraq and influence of Iraqi traditions over Turkey means people are against America. They consider America evil. Thus, according to them just as US as a country doesn't care about other people, Coca Cola originated from there have similar values and will not care for consumer satisfaction. These companies when they set their production lines in a new country will bring their workforce and culture into indigenous country. Thus, people do not want their young generation to get influenced by west culture. Hence, they show apprehension in form of not buying that products.

• Ethnocentric Nationalism:

In some country's nationalism can be jingoistic in sense that consumer does not want to give any chance to new products from global brands. According to them their local brands are superior and if they are true patriots they will not buy from foreign brands. So, when consumer thinks in such way, they subconsciously develop some excuse or negative reasons to not buy foreign brands at time of purchase. Many times, the consumer doesn't know the brand but judges the quality of its product by country of origin of brand. Suppose if we are hearing a product for first tie and shopkeeper tells us this is from US or Europe (basically developed nations) we will buy that product in belief that it will be good. But if shopkeeper tells us that product is from Bangladesh, Pakistan (developing nations) we will show our apprehensions.

In opposite cases when a local brand is very well trusted in a country, consumers will buy that brand's product only. A good example of this would be Indian local brand

forest essentials. It is very trusted organic cosmetics brand, so many Indian consumer will definitely prefer this over some foreign global cosmetic brand.

• Religious Conservatism:

Countries where religion is very strictly followed specially in West Asia or Middle Eastern countries, consumer perceptions are influenced by religious teachings. Continuing our research discoveries from above case study it was found that consumer in Turkey also preferred Cola Turka as being an indigenous brand it keeps in mind all teachings and forbidden ingredients from Islam and thus is Muslim consumer oriented.

Thus, in such markets global brands should modify its products according to consumer satisfaction by doing proper market research.

Income or financial resources of consumer is very important factor for brands to look before launching any product in the market. It has been proven that financially well-off consumers tend to deviate towards buying global brands rather than local ones. It was found that though local brands of India were considered hand crafted and reasonably priced still consumers go for technologically advanced and latest in rage global brands of UK and US. Thus, Indians have perceptions that local brands even good are for lower class people and upper class should have global branded products.

Rich consumers specially pride themselves in having various products from their country of speciality such as cheese and chocolates from Europe, designer dresses from Paris and technology from US.

As the income gap increases between various strata of Indian society so does the materialistic outlook of people.

But what needs to be understood that sometimes not only the brands are at disadvantage by losing out on business but also consumers get themselves deprived of good quality products and service experiences. Thus, both brands as well as consumers should keep an open mind

When people in general hear the term "cosmetics", they tend to think that what is being talked about is the makeup and fragrance destined for gentlewomen. Cosmetics if truth be told come and include many manifestations, ranging amid powders, after shave,

face makeup, body liquid soap, shampoo, beard oil, toothpaste etc for both men and women. Cosmetic products are put on by consumers to augment one's personal semblance. Every brand consciously or unconsciously projects a personality which can resonate with consumer in many different ways.

The cosmetic industry is highly profitable and innovation based. Innovation is the key to success. As for any other industry, cosmetics industry has also variable life cycle for its products depending on consumer discretion. Some products that are more essentially basic than others have a long-life cycle and some like the changing fashion only stay in the market for a season or to say a short period of time (three months). While face wash, perfumes have long life cycles, products such as nail paint, lipsticks are short cycled.

Due to high competition more and more brands are continuously working to develop new products for markets and thus it results in decrease in product life cycle. Consumer buying obviously plays an important role in giving cues to the R&D to develop new products. Thus, in turn governing the wheel of life of the old product. Each cosmetic company endeavour to lay a level of tolerance, which is bound to help them foresee the successor of products that are not selling competently in the market. With consumers watching fashion shows and trends changing, their demands also change over time. Rarely the company goes for full overhaul, mostly improvements over existing products and new packaging is adopted.

Despite Indians of all gender going for cosmetics products, little is known about Indian consumer characteristics in cosmetic industries. So, this study of mine seeks to do a good turn to companies in gaining finer understanding of their targeted patron. Jamal and Goode (2001) stated that brand administrator must superintend the connotations consumers equate with their respective brands. By vetting factors which sway cosmetic purchase behaviour, companies can identify a basis for their marketing strategy.

Conceptual model of brand identity prism

This term was given by J. Kapferer in 1986. It propagated that the brand image and personality can be communicated to the consumers in marketplace by set of certain factors.

To know shopper's perception of global and local cosmetics brands in Indian mart, we have taken one strong brand representing each category. For Indian local brands, Lakmé is taken while L'Oréal represents global brands. Further brand identity prism for both these brands was studied to understand them better.

Figure 2.1 Lakmé Brand Identity Prism

Source: www.slideshare.net

Figure 2.2 L'Oréal Brand Identity Prism
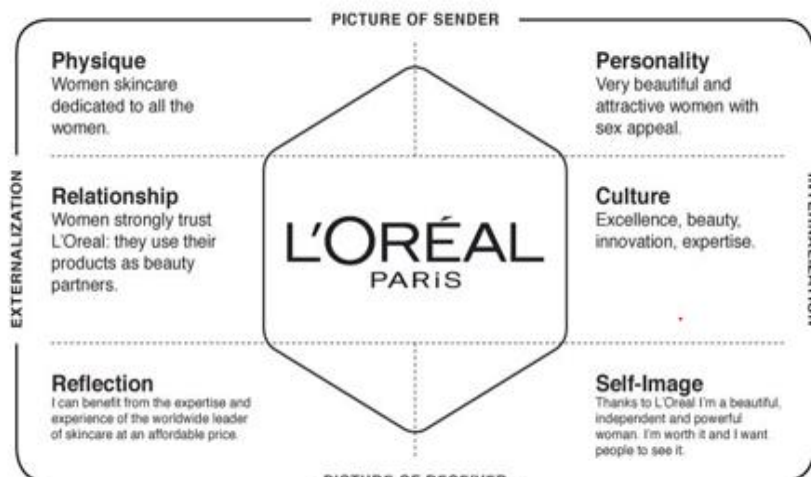
Source: www.pinterest.com

As we can understand Lakmé introduced by Tata stands for Indian interpretation of beauty which is perfect while L'Oréal sends out a message of a worldwide leader used by strong independent women who recognize their self-worth.

III. RESEARCH METHODOLOGY USED

3.1 Preliminary Investigation

Once objectives were secured, I started by going through various related topics and doing an extensive reading on them. The mere rudimentary question that comes to mind and called to be taken up to be cleared was: "What does cosmetics include?" General perception of cosmetics industry is that when we talk about cosmetics it means makeup products. But I came to know it does include all form of products: ranging from baby powders, makeup, soapsuds, aftershave, shampoo, toothpaste etc.

The subsequent readings helped me understand the consumer perception of brands and how age groups or culture can affect that.

The Literature on brand identity, brand origin effect helped me understand consumer purchasing behaviour. Moreover, as Indian consumer is getting more and more diligent in personal care with self-image consciousness and with increase in standard of living, there is huge potential for both global together with local brands in the Indian market.

Therefore, I decided that I would be taking that brands available in each of both categories that could do justification in representing these categories. I started my research by visiting retail outlets in North West Delhi to establish the most favoured brands and chose Lakmé and Loreal. Assumption made by me here is that brands that are most visible in shelfs of stores and are also widely available are the most popular, as to increase their profits merchants would surely set forth those brands in shelfs so as to invoke maximum sales.

3.2 Collection of Quantitative data

3.2.1 <u>Measurement and Scaling Procedures</u>: Care has been taken to question respondent with one query at a given time. Thus, individual concepts are evaluated in different part of questionnaire. Noncomparative techniques are

those using continuous and itemized rating scales for example the one we have used is Likert scale.

We decided upon using continuous rating scale so that it becomes easy for us to rate the choices of consumers filling questionnaire for purchase considerations regarding local and global brands.

3.2.2 <u>Questionnaire Design</u>: This phase involved the design of the questionnaire on the basis of the potential factors identified as influencing the customer behaviour. Research problems were registered and then the information requisite was identified. The questions were then prepared taking in mind all the fulfilment for the information requirements as identified earlier. The questionnaire consists of three different parts, the aim of which is to test overall perception, utilitarian value, hedonic value and symbolic value.

3.2.3 <u>Survey</u> – To take sufficient responses from consumers the questionnaire was floated as google form and data was collected. This google form was floated among undergraduate and graduate students of different colleges. Responses from school going kids as well as housewives were also taken. Adults including office going population has also been included. Efforts are applied to maintain diversity of data.

3.3 Sampling Process

3.3.1 <u>Target Population</u>: With our understanding we tried our best to catch hold of that target consumers from whom we can infer general perceptions and get best information for our research. Our target population involves the users, and buyers of cosmetic products.

3.3.2 <u>Sample Size</u>: It denotes the number of elements to be included in the study. Due to time constraints and present corona virus pandemic the sample size chosen is small.

3.3.3 <u>Sampling Technique</u>: A mixture of quota and stratified method was used for sampling, with care being taken to get responses from customers of different age groups and different family sizes.

3.4 Questionnaire Checking/Editing

The questionary is checked for cessation error and interviewing bias. Editing of the questionnaire has been done with the objective of increasing accuracy and precision. The responses collected is collated in the excel sheet which is then used as source to statistical analysis. An SPSS view of the data was also taken and used for further analysis.

IV. DATA INTERPRETATION AND ANALYSIS

4.1 Data Analysis Plan

This subdivision manifest, the information needed to answer the pivotal research questions have been educed via the questionnaire:

Q1 to Q4 of this questionnaire are included to give a basic idea about who all constituent the consumers. It gives the general attributes about the respondent (gender, lifetime, marital status, employment status)

Q5 explicitly asked the respondents about which region in India they associate themselves with. It is done with purpose as different region represents different culture and traditional convictions and thus perceptions.

Q6 ask respondents to checkbox the brands they are aware of. A healthy mix of brands available in Indian market has been taken.

Q7 to Q10 are included so as to gain insights into consumer purchasing behaviour. While Q7 asks the consumer about his/her the frequency of purchasing of cosmetics, Q8 tends to enquire which retail format are they preferring for their cosmetic purchases. Q9 explicitly asks the consumer how much money they spend in around half a year on cosmetics. Finally, Q10 tends to know whether consumers are loyal to same shop as always or choose their outlet according to special offers or window displays etc.

Q11 explicitly asks the consumers about their preference of global over local brands.

Q12 and Q13 measures the consumer attitude towards taken local brand i.e. Lakmé as well as global brand i.e. Loreal. Consumers are asked to rate brand parameters such as reliability, quality, awareness etc. over a scale of 1 to 7(from strongly disagree to strongly agree)

4.2 Responses Collected

First spreadsheet view (columns T–AB):

	T	U	V	W	X	Y	Z	AA
1	Kindly answer the questio	Kindly answer the questio	Kindly answer the questio	Kindly answer the questio	Kindly answer the questio	Kindly answer the questio	Kindly answer the questio	Kindly answer the questio
2	3	5	7	7	7	6	6	2
3	6	6	6	6	6	6	6	6
4	5	5	5	3	4	6	6	5
5	4	5	4	4	5	6	5	6
6	3	4	4	4	4	4	3	3
7	5	5	5	5	6	6	6	6
8	4	4	4	4	4	4	4	4
9	5	5	5	5	5	5	5	5
10	6	5	6	7	7	5	5	4
11	7	7	7	7	7	7	7	7
12	5	5	5	5	6	6	6	6
13	6	6	7	7	5	6	6	4
14	6	6	7	7	5	6	6	4
15	1	6	6	5	7	5	3	5
16	4	7	4	7	7	7	7	1
17	5	6	6	7	7	7	6	2
18	7	7	6	7	7	7	7	5
19	3	3	3	3	3	3	3	3
20	4	5	4	5	4	6	6	6

Form Responses 1

Second spreadsheet view (columns AC–AK):

	AC	AD	AE	AF	AG	AH	AI	AJ
1	Kindly answer the questio	Kindly answer the questio	The following section is re	The following section is re	The following section is re	The following section is re	The following section is re	The following section is re
2	2	2	5	5	5	5	6	6
3	6	7	7	7	7	7	7	7
4	4	4	4	4	4	4	4	4
5	6	5	6	6	5	5	6	6
6	3	3	4	3	3	3	3	4
7	2	3	7	7	7	7	7	7
8	4	4	4	4	4	4	4	4
9	5	5	5	5	5	6	5	6
10	3	3	6	6	6	6	6	6
11	7	7	7	7	7	7	7	7
12	2	3	7	7	7	7	7	7
13	4	3	3	3	2	3	5	5
14	4	3	3	3	2	3	5	5
15	5	3	6	5	7	1	7	6
16	1	1	1	3	4	6	7	5
17	5	5	6	6	6	6	7	7
18	5	6	6	6	6	7	7	7
19	3	3	3	3	3	3	3	3
20	6	6	4	4	4	5	3	4

Form Responses 1

Questionaire_responses - Excel (Product Activation Failed)

A1: Timestamp

	AL	AM	AN	AO	AP	AQ	AR	AS	AT
1	The following section is re	The following section is re	The following section is re	The following section is re	The following section is re	The following section is re	The following section is re	The following section is re	The following secti
2	7	7	7	6	6	6	5	5	
3	7	7	7	7	7	7	7	7	
4	5	5	5	5	6	6	5	5	
5	5	6	5	5	4	3	4	3	
6	4	4	4	3	3	3	3	4	
7	7	7	7	7	7	7	7	7	
8	4	4	4	4	4	4	4	4	
9	6	5	6	5	5	6	5	5	
10	6	6	6	6	6	6	4	4	
11	7	7	7	7	7	7	7	7	
12	7	7	7	7	7	7	7	7	
13	5	6	6	6	3	3	3	4	
14	5	6	6	6	3	3	3	4	
15	6	6	7	6	7	6	5	6	
16	7	7	7	6	7	2	3	2	
17	7	7	7	7	7	5	5	6	
18	7	7	7	7	7	5	4	5	
19	3	3	3	3	3	3	3	3	
20	4	7	7	5	6	3	3	3	

Form Responses 1

Questionaire_responses - Excel (Product Activation Failed)

D1: Kindly indicate your marital status.

	A	B	C	D	E	F	G	H	I
1	Timestamp	Gender	Age	Kindly indicate your marit	Kindly indicate your empl	Which region in India do y	Which brand/brands are y	What's your frequency pu	Where do you sh
81	3-22-2020 14:37:51	Female	18-29	Refuse to Answer	Student	North India	Lakme, Coloressence, Bi	1 – 4 times	Online store (Ex.
82	3-22-2020 15:09:38	Female	18-29	Unmarried	Student	North India	Lakme, Biotique, Himala	1 – 4 times	Online store (Ex.
83	3-22-2020 16:51:23	Female	18-29	Unmarried	Student	North India	Lakme, Coloressence, Sh	more than 15 times	General merchand
84	3-22-2020 21:32:18	Female	18-29	Unmarried	Student	North India	Maybelline	1 – 4 times	Branded outlets (
85	3-22-2020 22:02:05	Female	18-29	Unmarried	Student	North India	Lakme, Coloressence, Bi	1 – 4 times	Branded outlets (
86	3-23-2020 7:45:05	Male	18-29	Unmarried	Business	North India	Lakme, Shahnaz Husain,	1 – 4 times	Branded outlets (
87	3-23-2020 16:25:38	Male	18-29	Unmarried	Employed	West India	Lakme, Biotique, Shahna	1 – 4 times	Super-market
88	3-23-2020 16:35:44	Male	18-29	Unmarried	Employed	North India	Lakme, Biotique, Shahna	1 – 4 times	Online store (Ex.
89	3-23-2020 16:42:52	Male	18-29	Unmarried	Student	North India	Lakme, Shahnaz Husain,	1 – 4 times	Branded outlets (
90	3-23-2020 16:44:48	Female	18-29	Unmarried	Employed	West India	Lakme, Coloressence, Bi	13 – 15 times	General merchand
91	3-23-2020 16:52:04	Female	18-29	Unmarried	Student	West India	Lakme, Coloressence, Bi	9 – 12 times	Online store (Ex.
92	3-23-2020 19:47:28	Male	18-29	Unmarried	Employed	North India	Lakme, Biotique, L'Oréal,	1 – 4 times	General merchand
93	3-23-2020 21:37:43	Male	18-29	Unmarried	Student	North India	Lakme, Coloressence, Bi	1 – 4 times	Online store (Ex.
94	3-24-2020 21:07:32	Male	18-29	Refuse to Answer	Employed	North India	Lakme, Biotique, Shahna	5 - 8 times	General merchand
95	3-24-2020 21:45:00	Female	18-29	Unmarried	Student	South India	Lakme, Coloressence, Bi	5 - 8 times	Branded outlets (
96	3-24-2020 21:45:48	Female	18-29	Unmarried	Student	East India	Lakme, Elle 18, L'Oréal, N	5 - 8 times	General merchand
97	3-24-2020 22:47:37	Female	18-29	Married	Employed	North India	Lakme, L'Oréal, Maybellir	1 – 4 times	Super-market, On
98	3-24-2020 22:49:55	Female	18-29	Unmarried	Student	East India	Lakme, Biotique, Elle 18,	5 - 8 times	Branded outlets (
99	3-24-2020 22:51:19	Female	40-49	Married	Employed	West India	Lakme, L'Oréal	1 – 4 times	Super-market
100	3-24-2020 22:52:48	Female	30-40	Married	Employed	North India	Lakme, L'Oréal, Maybellir	1 – 4 times	Online store (Ex.
101	3-24-2020 22:53:58	Male	30-40	Married	Business	North India	L'Oréal	1 – 4 times	Super-market
102	3-25-2020 2:48:54	Male	18-29	Unmarried	Student	West India	Lakme, Biotique, Himalay	1 – 4 times	General merchand
103	3-25-2020 2:50:00	Female	18-29	Unmarried	Student	East India	Lakme, Biotique, Shahna	9 – 12 times	Super-market, On

Form Responses 1

4.3 Analysis and Interpretation

Following are the findings from the 102 responses we received from the questionnaire.

1. Reliability Test: The accuracy of responses which ultimately contributes to reliability of questionnaire can be checked with help of this test. It is only after this that questionnaire can be further analysed for the conclusions.
To test the internal consistency, we ran Cronbach's alpha test using spss.

Table 4.1 Reliability Statistics

Cronbach's Alpha[a]	Cronbach's Alpha Based on Standardized Items	N of Items
.000	.971	36

Source: own analysis

As we can see our Cronbach's Alpha value is 0.971 which is greater than 0.7, indicating there is good internal consistency.

2. There was an almost equal proportion of male and female respondents.

Figure 4.1 Gender distribution of respondents

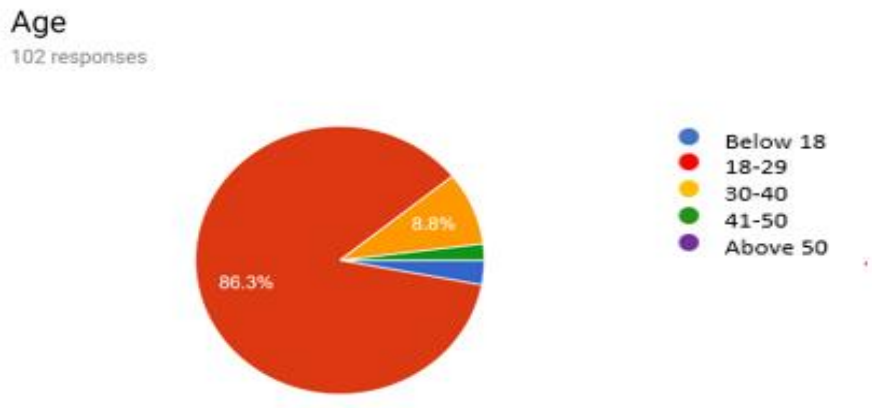Source: own analysis

21
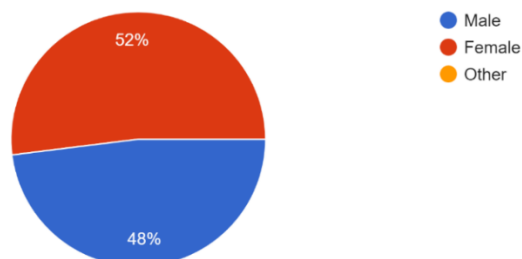
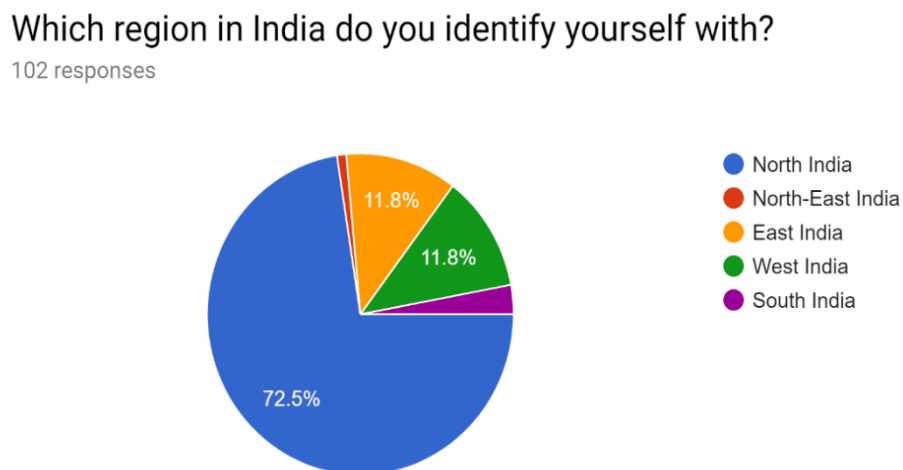3. Almost 50% of our respondents belonged to 18-29 years of age which shows young respondents

Figure 4.2 Age distribution of respondents

Age
102 responses

Legend:
- Below 18
- 18-29
- 30-40
- 41-50
- Above 50

8.8%

86.3%

Source: own analysis

4. Most of the respondents surveyed belong to north India.

Figure 4.3 Region respondents identify with

Which region in India do you identify yourself with?
102 responses

Legend:
- North India
- North-East India
- East India
- West India
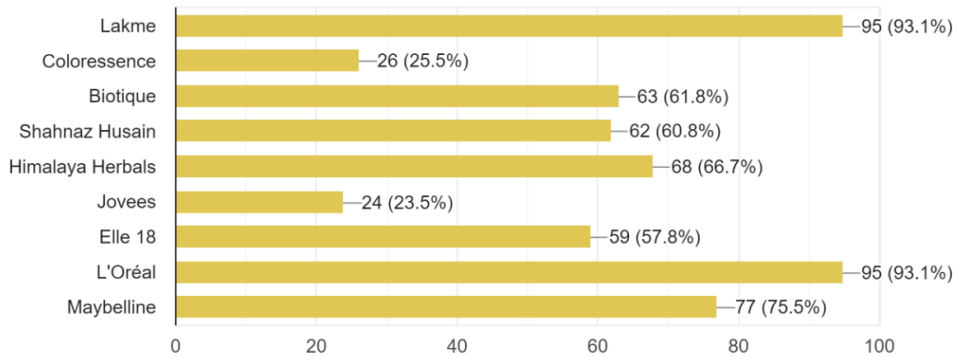- South India

11.8%

11.8%

72.5%

Source: own analysis

5. When asked respondents to check box various brands they are aware of. It is found that most popular brands among consumers in cosmetics industry are Lakmé (local) and L'Oréal (global).

Figure 4.4 Brands respondents are aware with

Which brand/brands are you aware in this particular study?
102 responses

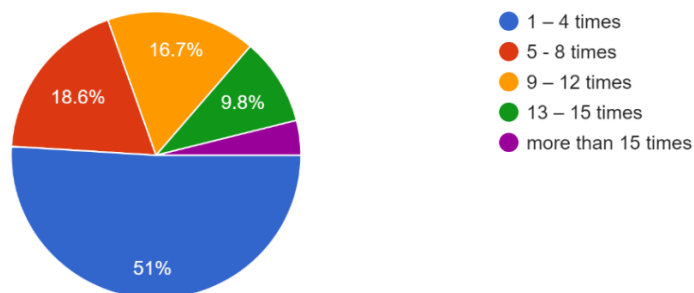| Brand	Responses
Lakme	95 (93.1%)
Coloressence	26 (25.5%)
Biotique	63 (61.8%)
Shahnaz Husain	62 (60.8%)
Himalaya Herbals	68 (66.7%)
Jovees	24 (23.5%)
Elle 18	59 (57.8%)
L'Oréal	95 (93.1%)
Maybelline	77 (75.5%)

Source: own analysis

This shows that both global and local brands are popular in this category.

6. According to results of our survey most people buy cosmetics 1-4 times a year

Figure 4.5 Frequency by which respondents buy cosmetics

What's your frequency purchasing cosmetics in a certain year?
102 responses

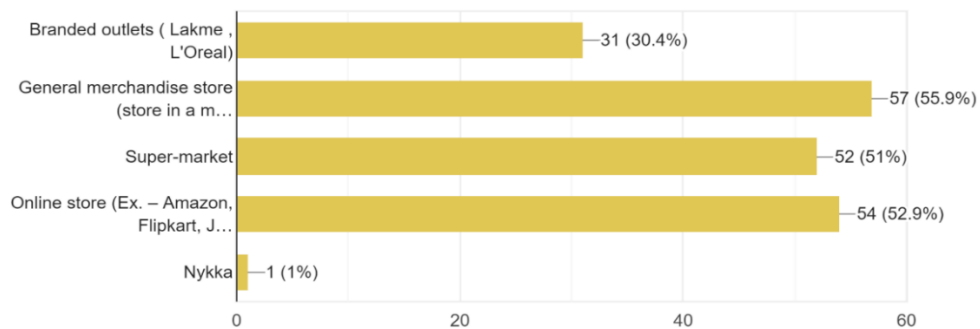| Frequency	Percentage
1 – 4 times	51%
5 - 8 times	18.6%
9 – 12 times	16.7%
13 – 15 times	9.8%
more than 15 times	

Source: own analysis

23

7. Most people still prefer going to general merchandise stores in their locality. With that being said we can see a substantial inclination of consumers towards buying from online retail sites like Amazon, Flipkart etc. It may be due to home delivery convenience and huge discount offers by these sites.

Figure 4.6 Avenues preferred by buyers

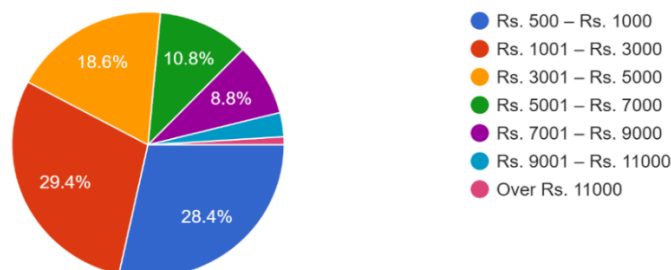**Where do you shop for Cosmetics?**
102 responses

Avenue	Responses
Branded outlets (Lakme , L'Oreal)	31 (30.4%)
General merchandise store (store in a m…)	57 (55.9%)
Super-market	52 (51%)
Online store (Ex. – Amazon, Flipkart, J…)	54 (52.9%)
Nykka	1 (1%)

Source: own analysis

8. 29.4% of respondents in the sample selected the range of Rs. 1001-Rs. 3000. It can be inferred from this high spending that more and more consumers irrespective of gender are splurging on their grooming needs.

Figure 4.7 Brands respondents are aware with

How much would you usually spend per season (6 months) on Cosmetics purchases?
102 responses

- Rs. 500 – Rs. 1000 — 28.4%
- Rs. 1001 – Rs. 3000 — 29.4%
- Rs. 3001 – Rs. 5000 — 18.6%
- Rs. 5001 – Rs. 7000 — 10.8%
- Rs. 7001 – Rs. 9000 — 8.8%
- Rs. 9001 – Rs. 11000
- Over Rs. 11000

Source: own analysis

a) To find out if the amount spent (per season) on cosmetics is associated with the age group consumer is in, we are using Chi Square Test.

For age:

We have assigned numerical value to 4 sub-groups:

- Below 18 = 1
- 19-29 = 2
- 30-40 = 3
- 41-50 = 4

For amount spent by consumers (per season):

We have assigned numerical value to 4 sub-groups:

- Rs. 500 - Rs. 1000 = 1
- Rs. 1001 - Rs. 3000 = 2
- Rs. 3001 - Rs. 5000 = 3
- Rs. 5001 - Rs. 7000 = 4
- Rs. 7001 - Rs. 9000 = 5
- Rs. 9001 - Rs. 11000
- Over Rs. 11000

H0: the amount spent (per season) on cosmetics is not associated with the age group consumer is in.

H1: the amount spent (per season) on cosmetics is associated with the age group consumer is in.

Table 4.2

Age * How much would you usually spend per season (6 months) on Cosmetics purchases? Crosstabulation

| | | | How much would you usually spend per season (6 months) on Cosmetics purchases? | | | | | | | |
			Rs. 500 - Rs 1000	Rs. 1001 - Rs. 3000	Rs. 3001 - Rs. 5000	Rs. 5001 - Rs. 7000	Rs. 7001 - Rs. 9000	Rs. 9001 - Rs. 11000	Over Rs. 11000	Total
Age	Below 18	Count	1	0	1	1	0	0	0	3
		% within Age	33.3%	0.0%	33.3%	33.3%	0.0%	0.0%	0.0%	100.0%
		% within How much would you usually spend per season (6 months) on Cosmetics purchases?	3.4%	0.0%	5.6%	8.3%	0.0%	0.0%	0.0%	2.9%
		% of Total	1.0%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	2.9%
	18-29	Count	26	26	16	10	9	1	0	88
		% within Age	29.5%	29.5%	18.2%	11.4%	10.2%	1.1%	0.0%	100.0%
		% within How much would you usually spend per season (6 months) on Cosmetics purchases?	89.7%	86.7%	88.9%	83.3%	100.0%	33.3%	0.0%	86.3%
		% of Total	25.5%	25.5%	15.7%	9.8%	8.8%	1.0%	0.0%	86.3%

30-40	Count	2	3	1	0	0	2	1	9
	% within Age	22.2%	33.3%	11.1%	0.0%	0.0%	22.2%	11.1%	100.0%
	% within How much would you usually spend per season (6 months) on Cosmetics purchases?	6.9%	10.0%	5.6%	0.0%	0.0%	66.7%	100.0%	8.8%
	% of Total	2.0%	2.9%	1.0%	0.0%	0.0%	2.0%	1.0%	8.8%
41-50	Count	0	1	0	1	0	0	0	2
	% within Age	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%
	% within How much would you usually spend per season (6 months) on Cosmetics purchases?	0.0%	3.3%	0.0%	8.3%	0.0%	0.0%	0.0%	2.0%
	% of Total	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	2.0%
Total	Count	29	30	18	12	9	3	1	102
	% within Age	28.4%	29.4%	17.6%	11.8%	8.8%	2.9%	1.0%	100.0%
	% within How much would you usually spend per season (6 months) on Cosmetics purchases?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	28.4%	29.4%	17.6%	11.8%	8.8%	2.9%	1.0%	100.0%

Source: own analysis

Table 4.3 Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.981[a]	18	.022
Likelihood Ratio	22.664	18	.204
Linear-by-Linear Association	1.730	1	.188
N of Valid Cases	102		

a. 23 cells (82.1%) have expected count less than 5. The minimum expected count is .02.

Source: own analysis

Since, P value which is 0.022 is less as relative to 0.05. Thus, we reject the null hypothesis and accept alternative hypothesis i.e. H1: the amount spent (per season) on cosmetics is associated with the age group consumer is in.

9. Major portion of respondents in the survey agreed that they prefer global products over local products. Here statistics show that people have a perception that global brands are of higher quality than Indian local brands. Moreover, given the same price consumers will go by global brands.

Figure 4.8 Consumer preference of Global vs Indian products

1 = Strongly disagree, 2 = Disagree, 3 = Disagree somewhat, 4 = Undecided, 5 = Agree somewhat, 6 = Agree, 7 = Strongly agree *
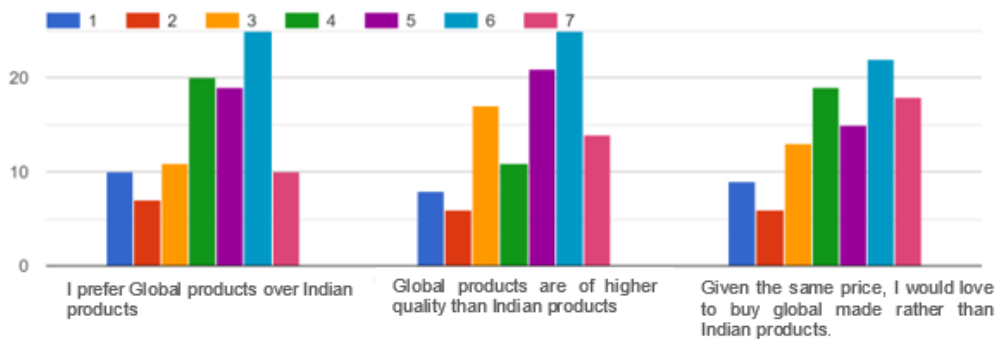
Source: own analysis

a) We have used one-way ANOVA to determine whether there are any significant differences between the mean scores of above three questions on global vs local brand in various ages.
   We have assigned numerical value to 4 sub-groups:
   - Below 18 = 1
   - 19-29 = 2
   - 30-40 = 3
   - 41-50 = 4

H0: There are no noteworthy differences in the mean scores of the sources of preference for global over local brands in different sub-groups classified by "age".

H1: There are no noteworthy differences in the mean scores of the sources of preferences of global over local brands in different sub-groups classified by "age".

27

Table 4.4

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
1 = Strongly disagree, 2 = Disagree, 3 = Disagree somewhat, 4 = Undecided, 5 = Agree somewhat, 6 = Agree, 7 = Strongly agree * [I prefer Global products over Indian products]	Between Groups	13.642	3	4.547	1.459	.230
	Within Groups	305.378	98	3.116		
	Total	319.020	101			
1 = Strongly disagree, 2 = Disagree, 3 = Disagree somewhat, 4 = Undecided, 5 = Agree somewhat, 6 = Agree, 7 = Strongly agree * [Global products are of higher quality than Indian products]	Between Groups	8.287	3	2.762	.856	.467
	Within Groups	316.419	98	3.229		
	Total	324.706	101			
1 = Strongly disagree, 2 = Disagree, 3 = Disagree somewhat, 4 = Undecided, 5 = Agree somewhat, 6 = Agree, 7 = Strongly agree * [Given the same price, I would love to buy global-made rather than Indian products.]	Between Groups	6.728	3	2.243	.647	.587
	Within Groups	339.792	98	3.467		
	Total	346.520	101			

Source: own analysis

We can see that for all the questions which are asking preferences of the consumer for global over local brand, significance value is ">0.05". Therefore, null hypothesis(H0) is accepted i.e. there are no significant differences in the scores preferences for global over local brands in different age groups.

Thus, we can infer that people from all age groups have the perception that global brand products are of higher quality than local brand products. Therefore, they prefer buying global brands.

10. Last but not least respondents were asked same set of questions for both local and global brand

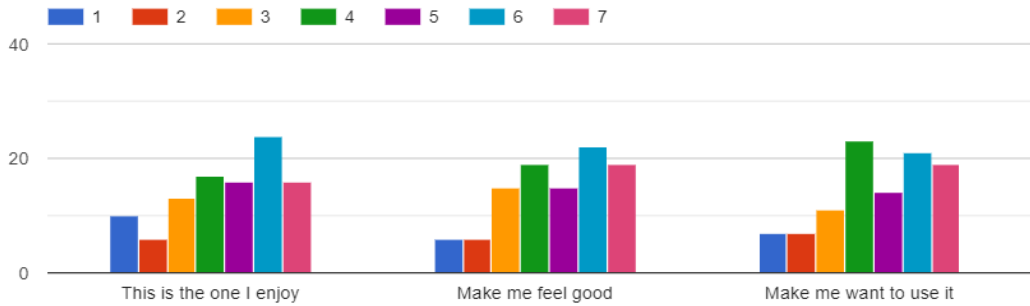Figure 4.9 Consumers' response towards local brand

following section is regarding attitude of Indian consumers toward Local brand. It is the brand analysis of Lakme based on components of brand specific associations, general brand impressions, and brand commitment.
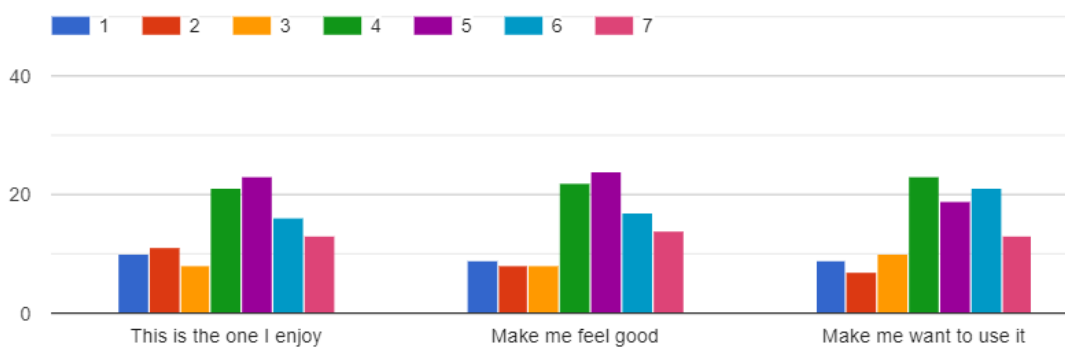
Source: own analysis

Figure 4.10 Consumers' response towards local brand

following section is regarding attitude of Indian consumers toward Local brand. It is the brand analysis of Lakme based on components of brand specific associations, general brand impressions, and brand commitment.

Source: own analysis

29

Figure 4.11 Consumers' response towards global brand

The following section is regarding attitude of Indian consumers toward
Global brand. It is the brand analysis of L'oreal based on components of
brand specific associations, general brand impressions, and brand
commitment.

Source: own analysis

Figure 4.12 Consumers' response towards global brand

The following section is regarding attitude of Indian consumers toward
Global brand. It is the brand analysis of L'oreal based on components of
brand specific associations, general brand impressions, and brand
commitment.
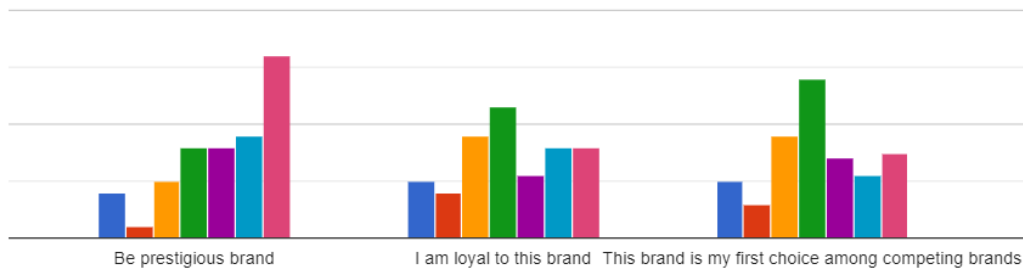
Source: own analysis

As we can see from charts above the consumers of global brand i.e. L'Oréal enjoy
using the cosmetic products of the brands and believe that those products make their
self -image confident. As it is a global brand, they feel pride in using the brand and
are of strong opinion they are using a prestigious brand whereas shoppers of local
brand i.e. Lakmé are somewhat undecided.

V. CONCLUSION

_____

This research was done to complete the gap that exists in Indian cosmetic market about consumer perceptions regarding global and local brands and gradually find how these perceptions lead consumers in their decision making. A quantitative method approach for the study is used.

With Indian cosmetics industry witnessing continuous growth, both men and women are into self-grooming., this presents an equal opportunity for both local as well as global cosmetic brands to know consumer perception towards them, and if possible then try to hold or influence it towards their product.

Our respondents were also taken such to represent views of both genders. After recording the opinions of respondents, reliability of responses was checked by Cronbach's alpha test using spss. Only after strong internal consistency was established has the further analysis been done.

When asked about various brands, Lakmé (local) and L'Oréal (global) came out to be most popular brands among consumers. With increasing incomes and sense of enhancing themselves, it was found that Indian consumers are buying with increasing frequency of 1-4 times a year followed by 5-8 times a year. Not only these customers are not shy from spending money on desired products with budget of around Rs 3000 for 6 months.

From hypothesis testing by using chi square test in spps, we found that that the amount of money spent by consumers on cosmetics is associated with what age the consumers are in. It is the young who care about their groomed self-most and earn enough to spend on cosmetics products of their choice.

When asked explicitly about the preferences between global and local brands. Most respondents have perception that global cosmetic products are of higher quality than local cosmetics products. This belief was found to be consistent between all age groups as when hypothesis testing was performed using annova for these preferences no considerable differences for various groups was found.

Last but not least number of questions for both Lakmé (local) and L'Oréal (global) were asked to check general brand impression. Its conclusion, we can say that Indian cosmetic market has very brand conscious customers whose perceptions of prestige and reliability are more tilted towards global brands rather than local brands.

Thus, marketers of global brands can leverage their scale and strong brand equity to increase their strong hold. On the other hand, marketers of Indian local brands will have to ameliorate themselves to gain trust of consumers.

VI. CONSTRAINTS/LIMITATIONS

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Since this project was done on college level, therefore there are a number of constraints faced during the timeline as it was handled by single person having limited resources thus making difficult to conduct a large-scale survey. The scope of the project has limitations in terms of the learnings derived.

There could be a number of shortcomings owning to which the study probe could perhaps not be purely evocative of the opinions of the target cosmetic industry consumer population. Few of those possible shortcomings have been touched upon below:

- The sample volume i.e. responses collected from respondents which are used for the research is less as due to corona-virus situation much interaction with respondents was not possible.
- The specimen incorporated primarily students between the age group of 18 to 29.
- The target community was limited to colleges in Delhi and retail stores in northwest Delhi.
- Consultation with proficient experts would have substantially improved the quality of the Research.
- The Questionnaire was not much expansive and more factors behind consumer perceptions could have possibly been explored.
- The answers of consumers attained might be inaccurate representation or biased, inadvertently due to communication gap.
- The specimen of the consumer adopted for the perception study might not be indicative of whole India as most of respondents were North Indians.
- Analysis of the proposed aspects was done in spss, the results might differ from study to study depending on various tools and techniques used.

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VIII. ANNEXURE

CONSUMER PERCEPTION OF GLOBAL AND LOCAL BRANDS: COSMETICS INDUSTRY

Dear respondent,
Thank you for taking the time to complete this questionnaire.
Cosmetics asked about in the following questions include all forms : ranging from powders, makeup, soap, aftershave, shampoo, toothpaste etc.
Your survey responses will be coded, remain strictly confidential and be reported only in the aggregate.

1. What is your gender?

○ Female

○ Male

○ Other: _____

2. What is your age?

○ Below 18

○ 18-29

○ 30-40

○ 41-50

○ Above 50

3. Kindly indicate your marital status.

○ Unmarried

○ Married

○ Refuse to answer

4. Kindly indicate your employment status.

○ Student

○ Employed

○ Looking for work

○ Business

○ Homemaker

5. Which region in India do you identify yourself with?

○ North India

○ West India

○ East India

○ South India

○ North East India

6. Which brand/brands are you aware in this particular study?

- [ ] Lakme
- [ ] Coloressence
- [ ] Biotique
- [ ] Shahnaz Husain
- [ ] Himalaya Herbals
- [ ] Jovees
- [ ] L'Oréal
- [ ] Maybelline

7. What's your frequency purchasing cosmetics in a certain year?

- ○ 1-4
- ○ 5-8
- ○ 9-12
- ○ 13-15
- ○ more than 15

8. Where do you shop for Cosmetics?

- [ ] Branded outlets (Lakme , L'Oreal),
- [ ] General merchandise store (store in a market)
- [ ] Super-market
- [ ] Online store (Ex. – Amazon, Flipkart, Jabong, Myntra etc.)
- [ ] Nykka

9. How much would you usually spend per season (6 months) on Cosmetics purchases?

- ○ Rs. 500 - Rs. 1000
- ○ Rs. 1001 - Rs. 3000
- ○ Rs. 3001 - Rs. 5000
- ○ Rs. 5001 - Rs. 7000
- ○ Rs. 7001 - Rs. 9000
- ○ Rs. 9001 - Rs. 11000
- ○ Over Rs. 11000

10. When shopping for cosmetics, do you?

- ○ Try new shops
- ○ always return to the same shops
- ○ Go to shops where there are special offers
- ○ Search beforehand for information and then visit the right store for me
- ○ decide to go in due to the window display/advertisements
- ○ Other: _____

11. With regards to shopping, please select your level of agreement to the following statement (1 = Strongly disagree, 2 = Disagree, 3 = Disagree somewhat, 4 = Undecided, 5 = Agree somewhat, 6 = Agree, 7 = Strongly agree)

	1	2	3	4	5	6	7
I prefer Global products over Indian products	O	O	O	O	O	O	O
Global products are of higher quality than Indian products	O	O	O	O	O	O	O
Given the same price, I would love to buy global-made rather than Indian products.	O	O	O	O	O	O	O

12. The following section is regarding attitude of Indian consumers toward Local brand. It is the brand analysis of Lakme based on components of brand specific associations, general brand impressions, and brand commitment. Please select your level of agreement to the following statement (1 = Strongly disagree, 2 = Disagree, 3 = Disagree somewhat, 4 = Undecided, 5 = Agree somewhat, 6 = Agree, 7 = Strongly agree)

LAKMÉ

	1	2	3	4	5	6	7
This is the one I enjoy	O	O	O	O	O	O	O
Make me feel good	O	O	O	O	O	O	O
Make me want to use it	O	O	O	O	O	O	O

Feel comfortable using it	○	○	○	○	○	○	○
Be reliable	○	○	○	○	○	○	○
Be durable	○	○	○	○	○	○	○
Be high quality	○	○	○	○	○	○	○
I can recognize this brand among competing brands	○	○	○	○	○	○	○
I am aware of this brand	○	○	○	○	○	○	○
I can quickly recall the symbol or logo of this brand	○	○	○	○	○	○	○
Have good reputation	○	○	○	○	○	○	○

Be prestigious brand	○	○	○	○	○	○	○
I am loyal to this brand	○	○	○	○	○	○	○
This brand is my first choice among competing brands	○	○	○	○	○	○	○
I intend to buy this brand frequently	○	○	○	○	○	○	○
I plan to buy this brand more often	○	○	○	○	○	○	○

13. The following section is regarding attitude of Indian consumers toward Global brand. It is the brand analysis of L'oreal based on components of brand specific associations, general brand impressions, and brand commitment. Please select your level of agreement to the following statement (1 = Strongly disagree, 2 = Disagree, 3 = Disagree somewhat, 4 = Undecided, 5 = Agree somewhat, 6 = Agree, 7 = Strongly agree)

L'ORÉAL

	1	2	3	4	5	6	7
This is the one I enjoy	O	O	O	O	O	O	O
Make me feel good	O	O	O	O	O	O	O
Make me want to use it	O	O	O	O	O	O	O
Feel comfortable using it	O	O	O	O	O	O	O
Be reliable	O	O	O	O	O	O	O
Be durable	O	O	O	O	O	O	O
Be high quality	O	O	O	O	O	O	O
I can recognize this brand among competing brands	O	O	O	O	O	O	O
I am aware of this brand	O	O	O	O	O	O	O
I can quickly recall the symbol or logo of this brand	O	O	O	O	O	O	O

Have good reputation	○	○	○	○	○	○	○
Be prestigious brand	○	○	○	○	○	○	○
I am loyal to this brand	○	○	○	○	○	○	○
This brand is my first choice among competing brands	○	○	○	○	○	○	○
I intend to buy this brand frequently	○	○	○	○	○	○	○
I plan to buy this brand more often	○	○	○	○	○	○	○

Submit