

Impact of Brand Experience on the Purchase Intention and Loyalty of Luxury Cosmetics Brands: Mediating Role of Self Concept

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ABSTRACT

Luxury market has witnessed rapid growth in India in the recent past. This research studied impact of brand experiences on the purchase intention and loyalty of luxury cosmetics brands and the mediating role of self concept with a focus on female consumers. Data were collected through a survey from valid 315 women luxury cosmetic users in India. Test of Structural Model was used to analyze the data. The empirical results indicated that purchase intention and brand loyalty are significantly influenced by brand experience. Self concept mediates between brand experience and purchase intention and brand loyalty. The results of this research offer key insights to marketing professionals, throw light on consumer behaviour in the beauty segment and help to formulate marketing tools to launch and commercialize cosmetics successfully.

Keywords

Brand experience, self concept, purchase intention, loyalty and luxury cosmetics

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Introduction

The market for luxury products has witnessed significant growth in the last two decades due to spurt in the number of cosmetic conscious consumers. The luxury cosmetics have been recognized as one of most important segments of the luxury industry. Cosmetics and perfumes are the most sought after products in the luxury items that are purchased by consumers and the growth of cosmetic segment is based on the high rate of use (Dubois and Laurent, 1996). According to the report, world cosmetic products market is hoped to touch around USD 863 billion in 2024, rising at a CAGR of marginally more than 7% between 2018 and 2024 (Zion Marketing Research Report).

Research on luxury consumers in different domains has been carried out to gain insights into the behavioral dimensions. (Christodoulides et al., 2009; Dubois et al., 2005; Dubois and Paternault, 1995; Vickers and Renand, 2003; Vigneron and Johnson, 2004; Wiedmann et al., 2007, 2009). The current study has studied “luxury cosmetic brands” and analyzed the effect on buying intention and brand loyalty of brand experience. Brand experience dimensions serve an essential part in the purchase intention and loyalty. The moderating role of self concept has also been studied.

Literature Review

BRAND EXPERIENCE

Cambridge dictionary defined brand experience as “something that occurs to you that affects your feeling”. The first research paper that mentioned the term “brand experience” was Ortmeier, G., & Huber, J. (1991). Experiential fields such as product, shopping, service and customer interactions jointly contribute to experience of the brand (Brakus et al. 2009). Schmitt (1999) was the first to research brand experience from a multi-dimensional viewpoint, namely cognitive, sensory, affective, behavioral and social. Leveraging Schmitt's (1999) research proposition, Brakus, Schmitt, and Zarantonello (2009) adopted a multi-step approach to design brand experience construct, using 70 brands to validate the scale of brand experience and to forecast significant outcomes of customer behaviour (satisfaction and loyalty).

As the experience is memorable, it can generate customer loyalty (Pine and Gilmore, 1998; Smith and Wheeler, 2002). Brand experience comes into existence when buyers consume the brand, spread good word of mouth about the brand obtain brand knowledge, deals, discounts, incentives and events etc., (Ambler et al. (2002).

Brand experience essentially captures cognitive and emotive dimensions of the consumption experience (Hirschman and Holbrook (1982). The emotional relationship between customers and a

brand evolves over a period of time and is an output of internal stimuli that indulges experiences (Brakus et al. 2009). Brand experience is the perception of the consumers about every moment of interaction with the brand, be it the brand images portrayed in advertisements, during the first physical touch, or the level of consistency of the personal feeling (Alloza 2008).

Brand experience is not alone the consequence of product utilities; it often arises from a consumer's subjective mind and internal responses (Alba and Hutchinson, 1987; Schmitt, 1997). Brand loyalty is positively related to consumers' online brand experience when brands are available online (Cleff et.al., (2018).

Brand experience positively effects brand satisfaction, trust and loyalty. Also, brand satisfaction and brand trust has a positive effect on brand loyalty (Azize zahin et al., 2011). Affective brand experience creates more trust among consumers rather than behavioural brand experience (Jung Lee Hee and Kang 2012).

Good brand experience creates brand trust, attachment and commitment further generating loyalty from the perspective of interpersonal relationship theory (Fournier, 1998). Also, brand personality performs a critical role in creating brand loyalty via brand experience (Ramaseshan and Alisha, 2014).

A good amount of research focused on the impact of brand experience on loyalty, but no study focused the mediating influence of self concept while measuring the effect of brand experience on customer loyalty.

SELF CONCEPT

Consumers' self concept has a vital role in consumption behaviour. In tune with the fact laid in the marketing literature that products are purchased not only for their functional benefit but also for self expression (Levy & Rook, 1999, Sirgy, 1982). While buying products, customers try to align the brand image with their self-concepts. Consumers fix self expressions as constant goal in everyday life and to attain this goal, they use brand consumption as a way. (Durgee, 1986, Klein, & Allen, 1995, Mittal, 2006). Self-image congruity (SIG) has been researched since 1980s (Sirgy, 1985) and has

offered a concrete base in consumer behavior through perceptual fit of person and product. SIG affects product preferences and purchasing behavior as consumers obtain consistency between their self-image and the products of consumption (Mannetti, Pierro, & Livi, 2004).

PURCHASE INTENTION

Turney and Littman (2003) reported that the buyer's prediction about the brand and consumers would want to purchase is the buying intention. Intention to purchase contributes to actual purchasing behaviour. Fournier (1998) noted that if a brand has product characteristics that meet the criteria of the customer, the consumer will shape a mental framework about the company's significance; later, the consumer will subjectively establish his/her relationship with the brand and improve his buying intent accordingly.

Monroe and Krishnan (1985) and Zeithaml (1988) revealed that recognized value and perception of product excellence will influence individual purchase intention. Intent to buy is a decision to know what triggers a customer to purchases a brand in particular Hard core loyal customers are insensitive to price and the exhibit their loyalty by positive word of mouth to company and invest money in the brand which reflect their strong trust in the brand.

BRAND LOYALTY

Customers' brand loyalty is a key success dimension in the luxury industry. Loyal customers are needed to create good customer base and to achieve high market share (Aaker, 1996; Chaudhuri & Holbrook, 2001). Loyalty is the unconditional attachment and a close relationship with the company, which is not disturbed under usual conditions (Khan and Mahmood, 2012). Brand loyalty is measured in either behavioural or attitudinal terms. The frequency of repeat purchase is behavioural loyalty where as attitudinal loyalty is the mental commitment that a consumer puts in the purchase act which could be an intention to purchase or an intention to recommend (Odin et al., 2001).

Marketing professionals and research scholars measured variables which affect customer brand loyalty. Firms are designing strategies to enhance the reputation and value of a product or brand in order to establish a long-lasting relationship with

customers (Bastos and Levy, 2012). In view of inconsistent findings from the previous literature, brand loyalty concept need more research to explore the possible variables that could affect it. Finally, the researchers suggested that forthcoming studies must focus on additional variables that would impact brand loyalty within various industries.

CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

BRAND EXPERIENCE

Schmitt (1999) was the initiator to detail the concept of brand experience from a multi-dimensional perspective, viz cognitive, sensory, affective, behavioral and social. Next, Brakus et al. (2009) conceptualized and statistically described brand experience as a theoretical model which consists of five components: Sensory, affective, intellectual, behavioural and social.

Sensory experience: The sensory component focuses on brands that identify one or more of

the five senses as being aware of (hearing, sight, smell, touch and taste)

Affective experience:The affective component involves brands evoking feelings or sentiments;

Intellectual experience:The intellectual component is resulted when brands enable consumers to think or feel curious.

Behavioral experience:The behavioral dimension is a result of brand consumption making the consumer act or feel a certain way.

Social/Relational experience: The social dimension captures to what extent the social acceptance of the consumer among the interacting individuals with the usage of luxury cosmetics.

Against background of the foregoing literature, the following hypotheses were proposed

H1: Positive relation exists between brand experience dimensions and brand experiences.

H1a: Positive relation exists between Sensory dimensions and brand experiences.

H1b: Positive relation exists between Affective dimension and brand experiences.

H1c: Positive relation exists between Behavioral dimensions and brand experiences.

H1d: Positive relation exists between Intellectual dimension and brand experiences.

H1e: Positive relation exists between Social/Relational dimension and brand experience

BRAND EXPERIENCE AND LOYALTY

Brand experience is critical success factor to sustain uniqueness for a specific brand in competitive market to attract loyal diners (Brakus, Schmitt, & Zarantonello, 2009; Iglesias, Singh, & Batista-Foguet, 2011). Loyal customer pay more attention and spread good word of mouth among friends and family (Chaudhuri & Holbrook, 2001; Ismail & Spinelli, 2000; Lau & Lee, 1999; Zhang & Bloemer, 2008). The earlier research has combined findings on the correlation between brand experience and brand loyalty. Han and Li (2012) research on dairy products in China observed association exists between brand experience and brand loyalty. The positive association is also supported by Nysveen, Pedersen, and Skard (2013) in their research conducted in telecommunication sector. Interestingly, the positive relationship was not accepted in the studies of Iglesias, Singh, and Batista-Foguet (2011) with variety of consumer brands in Spain. Though the significance of brand experience has been established in the research, the present research examines the association from the perspective of luxury cosmetic brands because the result may be different. Hence, this research proposes the following hypothesis:

H2: Positive association exists between brand experiences and brand loyalty.

SELF CONCEPT

Consumer expects a product to express his/her self identity. Brands can be useful in reinforcing identities of individuals and thus, consumer use brands as tools in achieving their self image (self concept) (Swaminathan et al., 2007). Authors have mentioned that adolescents relate self-concept with their preferred brands. Quart (2003) and Schor (2004) revealed that female adolescents set and match their identities and based on their self-concepts through using and sporting their favourite brands of clothing. Researchers have investigated association between brand preferences and self-concept of consumers.

Aaker investigated the consumers preferred brands with self-congruence. He empirically studied the impact of self-congruence on the brand assessment of the customer and found that if the personality of the consumer fits the brand, these consumers would have a highly positive attitude compared to those whose personality does not suit the brand. In addition, continuity of the brand and self-concept enhances the affective stage, perceptions, customer behavior, and products (Grohmann, 2009). This study uses self-concept from the literature review to find the mediation impact of self-concept on the relationship between brand experience and purchasing intent and brand loyalty. Based on the above discussion, we posit

H3: Positive association exists between brand experience and self-concept of its buyers.

BRAND EXPERIENCE AND PURCHASE INTENTION

Customers who are satisfied with the products will wait for the new and innovative products with latest improvement than earlier ones which can be termed as purchase intention. Gabisch and Gwebu (2011) research on the influence of virtual brand experience on buying intentions: the role of multichannel congruence has shown that multichannel effects operate between brand experience in the virtual world and purchase decisions in the real world. These effects are caused due to cross-channel consistencies. The findings of previous studies indicate that brand experiences in virtual world marketing channels may have a strong effect on real-world purchasing decisions which shows that brand experience influence purchase intention. Individuals with intent of good impression purchase products of the same brand but different products, but while the impression is not adequate, the chance of buying new products is less. Against this relevant background of literature, we formulate the below hypothesis

H4: Positive association exists between brand experience and purchase intention.

PURCHASE INTENTION AND SELF CONCEPT

A few researchers carried studies on the impact of self concept on intention to buy. Self-congruity is an integral fact that affects the desire to buy as displayed in a few studies ([Jamal and Mark, 2001](#);

[Yu et al., 2013](#)). This offers evidence that correlation exists among self-image, product-image congruity and intention to purchase ([Erickson, 1997](#)). Investigators justified that self-congruity has a effect on brand attitude, ultimately leading towards intention to purchase (Marshall, Na, & Deuskar, 2008).

H5: There is a positive mediating effect of self concept on purchase intention.

SELF CONCEPT AND LOYALTY

To fit their real or ideal self-concept, consumers buy brands (Aaker, 1999; Ekinici, Sirakaya-Turk, & Preciado, 2013). The better the match between the image of the brand and the real or ideal self-concept, the stronger the brand's emotional bond (Malär et al., 2011). Sirgy and Samli (1985) examined the context to store loyalty: self-concept, store image, regional loyalty and socioeconomic status, and found that a combination of one's self-concept and store image contributed to a functional store image that resulted in store loyalty (pricing pictures, product variety, and staff treatment). The following hypothesis is suggested, taking into account the above context.

H6: Positive association exists between the self-concept of a buyer and loyalty

PURCHASE INTENTION AND LOYALTY

Loyalty is a key aspect of marketing planning (Kotler, 1984) and provides a platform for sustaining competitive edge (Dick and Basu, 1994). Brand loyalty is a purchasing practice that makes a customer to re buy interesting brands in the future, and a consumer adhere to loyalty under any situation (Oliver, 1999). A few research studies have shown that buyers will have positive feelings towards products and then buying intent will result (Assael, 1998).

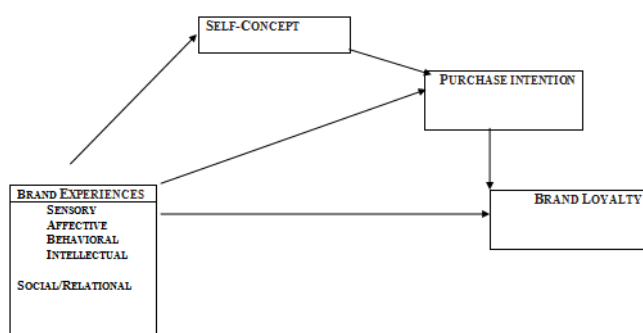
Previous research has shown that brand loyalty has a positive effect on purchasing intent (Mittal et al., 1998; Hennig-Thurau et al., 2002). The final hypothesis of this research is thus established as follows.

H7: There is a positive relation between the purchase intention and loyalty

Methods

The current research targets women consumers since women were prominent group in the luxury segment, who contributes for the rise in revenue in recent past owing to their potential affordability. (Fionda and Moore, 2009). Structural Equation Modelling was chosen as an analysis technique. Factor loadings, convergent validity, composite reliability, discriminant validity and construct validity were also used. The tools, SPSS 23.0 and AMOS 21.0 were used to conduct the analysis.

Proposed Model



The rationale behind choosing luxury cosmetics segment was that women constitute the market and more inclined to use cosmetics. Women consumers of high income class, middle income use cosmetics to portray their esteem and good looking goals. Women consumers from affluent class buy these products very often. The favourable demographic characteristics were the reasons for selecting Indian market. Indian market pulls the global marketers (Chadha and Husband, 2010; Eng and Bogaert, 2010; Gupta, 2009).

Methodology

Data collection method

A comprehensive questionnaire was adopted from the book of marketing scales authored by Gordon C Bruner and actual questionnaire was tweaked to the requirement of the present study. The key components of the questionnaire are brand experience, loyalty, purchase intention and self concept. The sample respondents were luxury cosmetic users who were drawn from the cosmopolitan cities of Bangalore, Chennai, New Delhi and Mumbai including northern and southern regions of India. The sample was picked from malls, stores, function halls and beauty parlours where there were luxury brands such as

The Body Shop, Chanel, Dior, Estee Lauder and MAC were available.

Questionnaire design

The questionnaire design started with observing different websites of cosmetics in order to segregate the popular luxury cosmetic brands in India. This exercise was done with the help of famous websites and experienced cosmetic users and retailers. Based on this list eligible sample respondents were identified who have used the list of brands in their life.

The questionnaire was designed with guidelines for responding the questions, a narration of the research and the names of luxury cosmetic brands in the front page. In the research framework, effect of brand experience on buying intention and loyalty was investigated.

Brand experience consists of five sub constructs of sensory, affective, behavioural, intellectual and relational. The questionnaire items for sensory, affective, behavioural, intellectual with three questions was extracted from the research (Brakus, Schmitt and Zarantonello, 2009) and relational dimension was based on three questions developed by Nysveen et al., 2013) and self concepts was based on three questions developed by (Wilcox, Kim, and Sen (2009). Items for cosmetic purchase intention were obtained from Chen and Barns (2007) and contain 4 questions. There were 26 items in the questionnaire and it was calculated using a seven-point Likert scale.

Academic scholars and researchers reviewed the questionnaire and sought the help of industry seniors for understanding and interpretation of questions.

Pilot study

Women cosmetic users were surveyed about preference of luxury cosmetics and their level of use. In the pilot study, respondents were cosmetic users who bought products from the identified brands were administered. The pilot study was executed with 40 female cosmetic users to check the correctness of the questionnaire. The sample responded to the questions of brand experience, purchase intention and loyalty, Some light was thrown to improve the items after executing pilot questionnaire. The reliability of the scales was

measured with Cronbach's alpha which was above 0.70 and item loading were found significant.

Sample and procedure

The sampling method adopted for the study was purposive sampling. The users of luxury cosmetic were considered and non users were excluded from the research. The final instrument was given to 635 sample respondents, 315 valid data was obtained after data screening and cleaning. The sample of 315 consists 21.56% of the respondents below twenty five years, 54.12% between 25 and 35 years and 24.32 % above 35 years of age. The yearly personal income in Indian rupees of majority of the sample range between Rs.25,000 to 49,999, followed by $\geq 50,000$ and $\leq 1,25,000$ respectively. City wise distribution of the respondents is 22.74% of the respondents were from Chennai, 26.18% from Bangalore 24.31% from Mumbai and 26.77% from Delhi.

Data analysis and findings

The data analysis was presented in the following order; first, maximum likelihood discrepancy method of confirmatory factor analysis was performed to verify the convergent validity for the measurement model (Byrne, 2016). The model

was also subjected to discriminant validity test to verify that the items do not quantify irrelevant items (Fornell and Larcker, 1981). Lastly, the structural model was conducted to test the proposed hypotheses. As per Hair et al., Structural Equation Modelling was chosen as an analysis technique primarily in view of its merit in clarifying models with multiple interrelated dependent relationships. The tools, SPSS 23.0 and AMOS 21.0 were used to conduct the analysis.

MEASUREMENTS

Validity of the Model

The study considered and tested factor loadings, convergent validity, composite reliability, discriminant validity and construct validity to establish the validity of the model. Variables with high loadings were incorporated and variables which have low loadings on factors were removed in this study. Construct variables with composite reliability 0.70 and above indicates good scale reliability as per Hair et al (2010); Nunnally and Bernstein (1994). Discriminant validity is estimated. Discriminant validity shows the degree to which a constructs really varies from other constructs (Hair et al., 2010).

Results

Table 1: Output of Measurement Model

Construct	Items	Std. Loadings	Composite Reliability (>.70)*	Average Variance Extracted (>.50) a
SEN	S1	.739	.716	.535
	S2	.742		
	S3	.713		
AFF	A1	.830	.734	.528
	A2	.704		
	A3	.632		
BEH	B1	.647	.719	.510
	B2	.713		
	B3	.783		
INT	I1	.683	.758	.518
	I2	.735		
	I3	.741		
REL	R1	.737	.714	.608
	R2	.871		
	R3	.724		
SEC	SE1	.761	.739	.515
	SE2	.709		
	SE3	.678		
	SE4	.722		

PI	U1	.804	.722	.514
	U2	.733		
	U3	.641		
	U4	.668		
BL	B1	.828	.725	.635
	B2	.691		
	B3	.863		

*refers to minimum level of reliability and validity

^a AVE = Average Variance Extracted is calculated by summing squared factor loadings divided by number of factors of the construct.

From Table 1, it is obvious that the AVE and composite reliability satisfied the suggested standards, reflecting that the convergent validity

for the proposed items and constructs in this project are sufficient.

Table 2: Discriminant Validity for the Measurement Model

Construct	1	2	3	4	5	6	7	8
1. SEN	(.53)							
2. AFF	.43**	(.52)						
3. BEH	.40**	.24*	(.51)					
4. INT	.28*	.41**	.53**	(.51)				
5. REL	.16*	.23*	.57**	.38**	(.60)			
6. SEC	.26*	.51**	.46**	.52**	.47**	(.51)		
7. PI	.49**	.42**	.34*	.51**	.36**	.39**	(.51)	
8. BL	.23*	.57**	.37**	.35**	.46**	.42**	.38**	(.63)

In table 2, square root of average variance extracted from observed variables are indicated diagonally in parentheses and off-diagonal values indicate correlations between constructs, which are significant (*p < .01) (**p < .05).

Test of Structural Model

Confirmatory factor analysis (CFA) was conducted with AMOS software to find the distinctiveness of constructs deployed in the research. Each variable with distinct character were established. Results of CFA confirm the distinction of the constructs and the hypothesized model matches the data as modification indices after retaining constraints as per Steiger (1990).

Table 3: Goodness of Fit Indices for Structural Model

Fit Indices	Values	Recommended Guidelines	References
Chi square	128.376		Kline (2005)
df (Degree of Freedom)	49		Kline (2005)
Normed Chi square	2.619	<3	Kline (2005); Carmines and Mclvrs (1981)
GFI	0.907	>.9	Kline (2005); McDonald and Ho 2002); Klem (2000)
NFI	0.904	>.9	Kline (2005); McDonald and Ho 2002); Klem (2000)
IFI	0.911	>.9	Kline (2005); McDonald and Ho 2002); Klem (2000)
TLI	0.942	>.9	Kline (2005); McDonald and Ho 2002); Klem (2000)

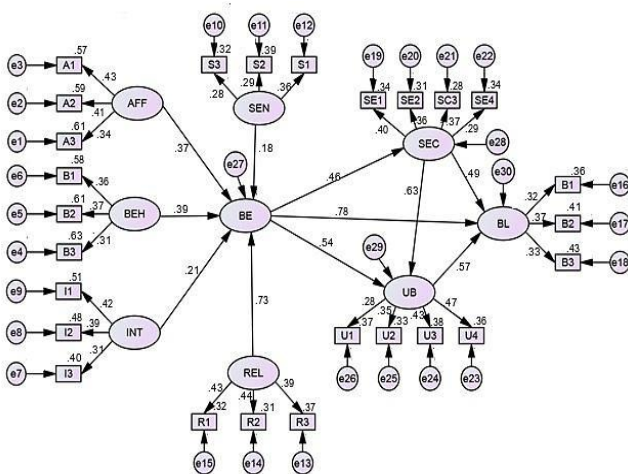
CFI	0.914	>.9	Kline (2005); McDonald and Ho 2002); Klem (2000)
RMSEA	.068	<.08	Browne and Cudeck, (1992
SRMR	.043	<.05	McDonald and Ho Q002); Klem (2000)

For this analysis, Table 3 shows the consistency of the fit indices for the structural model and the degree of appropriate fit. As recommended by Hair et al. (2006), fit indices from different categories were considered to determine fit quality. To quantify the degree of total difference between the implied and observed covariance matrices, absolute fit indices such as Chi square,

SRMR and GFI were determined. Normed chi square and RMSEA are parsimonious fit indices calculated in this analysis, which considered the complexity of the model. NFI, IFI, TLI, and CFI are the incremental fit indices used in this analysis that measure how well a given model fit is linked to an alternative baseline model

Table 4: Hypothesis Testing Results and Structural Model Estimates

Path	Coefficient	Estimates	S.E.	C.R.	P	Standardized Estimates	Result
BE	<--- SEN	.638	.400	1.326	.478	.182	Not Supported
BE	<--- AFF	.912	.438	1.208	***	.373	Supported
BE	<--- BEH	.776	.427	1.147	***	.398	Supported
BE	<--- INT	.863	.991	1.349	.792	.210	Not Supported
BE	<--- REL	1.000		1.425	***	.739	Supported
BL	<--- BE	.649	.337	1.163	***	.784	Supported
SEC	<--- BE	.993	.539		***	.453	Supported
PI	<--- BE	1.000			***	.541	Supported
PI	<--- SEC	.849	.472	1.247	***	.635	Supported
BL	<--- SEC	.985	.546	1.376	***	.491	Supported
BL	<--- PI	1.000			***	.579	Supported



The results of hypothesis testing and structural model estimates are revealed in Table 4. Nine hypotheses were supported by the results, out of eleven hypotheses listed in the table. The outcome suggests that there is no important correlation between sensory (SEN) and brand experience (BE) with the value of the path coefficient (β)

.182, which is statistically insignificant since the minimum statistical coefficient of path between constructs should be greater than 0.20. (Hair et al., 2010). This hypothesis is therefore not accepted. The path coefficient for the hypothesis "there is a significant association between affective dimension (AFF) and brand experience (BE)" is 0.373, thus supporting the hypothesis. There is a clear relationship with the path coefficient value (β) of .398 that supports the hypothesis between the Behavioral dimension (BEH) and brand experience (BE). The hypothesis "there is a substantial relationship between the intellectual dimension (INT) and brand experience (BE)" with a path coefficient value (β) of 0.210 is not supported. The coefficient value is .739 for the hypothesis "there is an important relationship between the relational dimension (REL) and brand experience" is confirmed. The path coefficient value of .784 is confirmed to the hypothesis 2 (There is a substantial relationship between brand

experience (BE) and brand loyalty (BL). Hypothesis 3 notes that a correlation exists between brand experience (BE) and self-concept (SEC). The statement is confirmed as the value of the path coefficient is .453, which is statistically important. The value of the path coefficient for hypothesis 4 "that there is a significant relationship between brand experience (BE) and purchase intention (PI)" is .541, so the hypothesis is supported. Hypothesis 5 mentions that the relationship between self-concept (SEC) and purchase intention is significant (PI). The result shows that the coefficient value of the path is .635. The correlation is statistically significant, thus supporting the hypothesis. Hypothesis 6 shows that the relationship between self-concept (SEC) and brand loyalty is important (BL). As the value of the path coefficient is .491, the hypothesis is supported. Hypothesis 7 reveals that there is a high correlation between the desire to buy (PI) and brand loyalty (BL). The value of the path coefficient that supports the hypothesis is .579. The results from the study indicate that purchase intention and brand loyalty are significantly influenced by brand experience. Further self concept meditates between brand experience and purchase intention and brand loyalty.

Discussions

Consumers' brand experience has been prevalent in the luxury category segment. The importance for beauty and grooming has emerged as an essential in today's life for the development of social esteems and relationships leading to positive changes in the cosmetic and beauty businesses.(Okonkwo, 2016). Generally developed countries accept high end offerings than developing markets. Thus exploring the brand experience, self concept, loyalty and purchase intention towards luxury cosmetic brands in emerging nations is difficult. This study intends to know consumers' brand experience impact on loyalty and purchase intention towards cosmetic brands. Marketers can formulate effective marketing strategies based on empirically tested model and analyze results.

Females express their identity to others through brand utilization behavior (O'Cass, 2001; Vigneron and Johnson, 2004). Brand experience has been found to have significant impact on the

brand loyalty and purchase intention. With respect to luxury cosmetics the dimensions such as affective, behavioral and relationship dimensions are contributing to the brand experience. The current research reveals that behavior experience is partially influenced by sensory and intellectual dimensions. Marketers must identify dimensions of brand experiences that capture the consumer favourable association with a brand. Cosmetic brands may consider promotion avenues such as event marketing and story telling apart from brand marketing to generate more brand experience.

Self concepts mediate purchase intention and brand loyalty. Self concepts mediate its influence both on purchase intention and brand loyalty. The take away is that unless consumers find match between brand and self concept, they would not use the brand and loyal to the brand. The self esteem motives of self concept motivates consumer to seek experiences that enhances self concept. The self consistency of self concept motivates the consumer to act consistently with her view of herself. Women give importance to beauty hence, fascinated to use cosmetic brands. Thus, it is imperative for marketing firms to study the perception of consumers' on their self concept, and develop marketing strategies accordingly in to create favourable image in cosmetic segment. Brand experience directly influences brand loyalty. Today, young people purchase cosmetics to enhance their beauty and adopt a modern lifestyle and meet their desires through the use of luxury cosmetic brands. The relationship between brand experience, loyalty and buying intent is also strong in this research, which indicates that the findings are favorable for luxury cosmetic brands. This research provides advertisers with the finding that buyers may be inspired to purchase new goods.

Limitations and Future Studies

It is possible to expand the analysis to segments of luxury. In order to recognize and gain new insights, future researchers should study this structure through different segments. The effects of this can vary in foreign countries based on their growth rate, life style, culture and individual income, and future studies may also concentrate on this kind of researches.

Conclusion

The study concludes that brand experiences is important for purchase intention and loyalty of cosmetic users. This research has shown that consumer's self concept has a significant impact on purchase intention and loyalty. As India is poised to witness rapid growth given its heterogeneous demographic mix, marketers must strategise brand experience and self concept to generate more loyalty.

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