

# Smash of Brand Awareness and Brand Association around Imported Cosmetics towards Female Consumers Purchasing Decisions (With Special Reference to Millennials in Sri Lanka)

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**Abstract:** Personal grooming is one of the fastest growing industries anywhere in the world. There is huge competition for brands even in Sri Lanka. The purchasing decision related to imported cosmetic products was made by referring to the female segment. This study depends on the lifestyle rationale of ladies in the local market since it could provide constructive insights for crafting marketing-related decisions. At the same time, researchers have focused on studying the impact of brand awareness and brand association on female consumers' buying decisions for imported cosmetic products. The relationships between each selected brand equity element and female consumer purchase decisions were examined by hypotheses developed. The sample size was 225 female consumers who represented the economically active millennials in Sri Lanka. Results revealed that there were significant relationships between brand awareness and brand association and female consumers' buying decisions of imported cosmetics, and those elements had a high impact on female consumers' buying decisions of imported cosmetic products. Furthermore, the researchers discovered that, among the selected brand equity determinants, brand awareness and brand association were the most influential elements towards purchase decision, with a correlation value. The managerial implications have been discussed, especially referring to the contexts of branding and marketing promotion, as they relate to producing knowledge contribution through this empirical study.

**Key Words:** Brand awareness, Brand association, consumer purchase intention.

## I. INTRODUCTION

In the present context, marketers are facing questions about how they can be more efficient in selling cosmetics to consumers. by using brand equity elements as a driving tool. Because of this, it is essential for marketers to identify the extent to which brand equity influences the purchase intentions of female consumers. Because of that, it will help foreign brand marketers see their strengths and weaknesses in their use of brand equity. Also, it can improve their company's performance accordingly. In recent years, many companies have come to believe that one of their most valuable assets is their product and service brands (Kotler, 2006). Because of the rapid changes in the global market and the increased

competition among firms, brand management has become a very important area of concern for marketing managers. It is the process of improving and maintaining a particular brand and that procedure includes each part, bit, and representative of the organization to capture the genuine substance of the brand (El-Mahdawi, 2020). Aaker (1991). is of the view that establishing and managing brands should not be considered the core operating target for most industries, but should also be seen as a source of competitiveness. Brands have a long history in commerce. Only in the twentieth century did brand association, a key component of branding and brand equity, become so powerful in controlling competition (Aaker, Managing Brand Equity: Capitalizing on the value of a brand name, 2009). A comprehensive framework by Keller (1993) outlined the sources of brand equity by way of identifying what is in the consumers' minds through measuring brand knowledge, which comprises brand awareness and brand association. Brand awareness includes brand recognition and brand recalls, whereas brand image is the perception of a consumer's knowledge, symbolic and experiential benefits, and brand attitudes (Rashmi, 2013). Brand equity, particularly unique brand associations, has been established using product attributes, image, packages, and advertising for consumer purchase decision making (Ballester, 2001). Due to the increasing competition, changing lifestyles and preferences in young consumers' minds, it is more difficult to brand today than it was only a few years ago (Wood, 2000).

When it comes to the cosmetic industry, make-up is a regular part of many women's daily grooming routines. Globally, the cosmetic product market is continually growing and was valued at \$532 billion in 2017 (Statista, 2017). With that, the popular beauty brands report billions of dollars in sales each year (L'Oreal, 2018). In the Sri Lankan market, there is also a high demand for imported cosmetics and local cosmetics. In the Sri Lankan market, a number of foreign cosmetic brands can be seen, such as British cosmetics, Olay, Oriflamme, Neiva, L'Oreal, and others.

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consumers. by using brand equity elements as a driving tool. Because of this, it is essential for marketers to identify the extent to which brand equity influences the purchase intentions of female consumers. Because of that, it will help foreign brand marketers see their strengths and weaknesses in their use of brand equity. Also, it can improve their company's performance accordingly.

There are various influential factors in consumer buying decisions, Among those, brand equity is one of the most important elements when it comes to consumer decision-making. The cosmetic market is also a fast-growing industry. Most of the younger generation follow the new trends that come to the market. In the cosmetic market, foreign makeup products are a considerably fast-growing segment. Makeup is a regular part of many women's daily grooming routines. A recent survey of 1,039 respondents within the USA found that more than 70% apply makeup at least once per week (Statista, 2017), a frequency comparable to that found in other European and Asian populations (Biesterbos, 2013). When considering the market, marketers are facing huge challenges, like how they can be more efficient in addressing cosmetics products geared towards female consumers by using brand equity tools. Thus, it is essential to identify which brands' equity tools are effective in the purchase of female consumers. Then it will help foreign makeup companies see their brands' strengths and weaknesses. In that situation, they can use brand equity as a strength to improve their performance accordingly. Therefore, based on that circumstance, the researcher selected two elements of brand equity, such as brand awareness and brand association. Hence, the research problem of this study comes as, "To what extent brand awareness and brand association could impact on young female consumers purchasing decisions of imported cosmetics".

## II. LITERATURE REVIEW

### 2.1 Introduction to Brand

For customers, the brand means familiarity and loyalty when they experience certain contacts in their daily lives. Therefore, they are used as an indicator for brands to try or make a decision to buy new products (Ger, 1993). The brand name has become a common feature of every product available on the market. Marketers see the importance of powerful brands, and this is shown in all efforts to create a strong brand. A brand is a marketing tool that managers use to create a meaningful image of the company and its offerings in people's minds (Chernev, 2020). Depending on the context, brand equity plays a major role in brand management and can be used to improve company performance. Brand equity is the "added value" with which a brand endows a product; this added value can be viewed from the perspective of the firm, the trade, or the consumer. The author's focus is on how to build strong brands with the consumer, how to sustain that brand equity over time, and how to expand and protect a business by leveraging brand equity (Farquhar, 1989). A set of assets such as name awareness, loyal customers, perceived quality, and associations that are linked to the brand (its name

or symbol) and add (or subtract) value to the product or service being offered (Aaker, 1991).

### 2.2 Brand Awareness

In today's challenging and competitive environment, organizations are more focused on building lasting and profitable relationships with customers. Today's consumers pay more for products from reputable brands and demand services from these brands. The greater the value of the brand in the minds of consumers, the more the company can benefit from the shadows. According to Aaker (1991), brand awareness is the ability of a prospective buyer to identify a brand within a specific product category. Moreover, brand awareness plays an important role in consumer decision-making because it enables the brand to be considered and used as a heuristic and quality perception (Macdonald, 2003). In this case, it is clear that brand awareness influences perceptions and attitudes, which in turn increases brand choice and brand loyalty. Furthermore, brand awareness is defined as a person's perception of a brand that includes all prescriptive and descriptive elements (Li, 2004). In addition, strong brand awareness indicates that a brand has a good reputation in the market and is acceptable to consumers (Gustafson, 2007). It is also important to highlight that brand awareness is linked to the strength of brands in consumers' minds, which means that companies can increase brand awareness by promoting their products to consumers (Kim, 2005). In addition, continuous visibility with reinforcement of familiarity Effective engagement in acquiring relevant offerings and experiences can drive brand awareness (Aaker, 1991). Brand awareness involves brand recognition, brand recall, brand knowledge, and brand familiarity. Brand identity is associated with consumers, the ability to judge the brand, and the ability to reveal it when the brand is displayed. In other words, for brand recognition, consumers must accurately describe the brand they have seen or heard. The next level of brand awareness is brand recall. It concerns the consumer, the ability to retrieve the brand when the product is delivered, the need to meet the category, or any other queue. In other words, consumers need brand recall to create a brand out of memory. In the rapidly changing environment in business circles, knowledge management can help an organization gain the upper hand in a fight with rivals (Tongsungnoen, 2020). Brand knowledge in general does strongly associate with the psychological processes involving trust and desirability that increase purchase intention and promote behavioral outcomes (Kuo, 2020). The previous study has shown the importance of consumers' familiarity with the parent brand during the consumer decision-making process (Ma, 2020). As such, Researchers will have found a link between purchase decisions and brand awareness (Hoyer, 2010).

### 2.3 Brand Association.

Brand association, which is in a concrete relationship with customer loyalty, differentiates its identification from competitors, which makes a unique impression on customers' minds (Emari, 2012 ). The brand association works as an

information collection tool to execute brand differentiation and brand extension. (Van Osselaer, 2001) Brand associations play an important role in differentiating one organization from the others, and they create favorable attitudes towards organizational products, which is drastically beneficial to the organization. (Phong, 2020). According to Aaker (Aaker, 1991), brand association is defined as positive or negative information about the brand in the brains of the consumer. That is, the brain is a component connected to the memory node. They also opposed brand associations, which include all brand-related ideas, feelings, perceptions, smells, colors, music, images, experiences, beliefs, and attitudes (Kotler, 2009). The simplest and most powerful way to profile brand associations is to associate the association so that things come to mind when thinking about the brand rather than the related product category. These aspects of brand association contribute to the image of the building brand (Romaniuk, 2007). In this research, the researcher investigated three factors that affect brand association. such as brand image, brand personality, and brand attitude. Brand managers have long recognized the importance of creating, managing, and measuring brand image (Liu, 2020). Many researchers found brand image and demonstrated significantly have a positive influence on brand loyalty through brand trust, and that brand trust is able to mediate the relationship between the brand image and the customer's brand loyalty (Marliawati, 2020). The brand image embodies functional and symbolic brand beliefs. It is based on the suggestion that consumers should buy not only a product, but also the identity and relationships of the product's image-related power, wealth, complexity, and most importantly, with other consumers of the brand (Evans et al., 2006). Brand personality reflects a set of human-like attributes that characterize a particular brand (Aaker J. L.-M., 2001). In view of the key role of brand personality in shaping the relationship between consumers and brands, a large number of studies focus on examining the antecedent factors that affect consumers' perception of brand personality (Mao, 2020). According to previous research (Mao, 2020), people who represent the brand (e.g., spokesperson, CEO.) can be the direct source of brand personality; other indirect factors (brand name, price, and slogan) can also shape a brand personality perception. Moreover, Keller (2011) argued that brand attitude is important because it often helps form consumers' brand choices. He observed that brand attitude is a function of the associated attributes and benefits that make the brand prominent. Brand attitude plays an important role in marketing research. The effect of brand attitude on brand loyalty, customer satisfaction, and marketing management recognizes that understanding brand attitude is critical for developing products and services in addition to effective marketing strategies (Liu, K. N., 2020). As such, previous researchers identified brand association as an important factor influencing purchase intention (O'Cass, 2002). They found that brand association reinforces attitudes and buying intentions. Also, most effective associations facilitate brand and equity (James, 2005). Similarly, brand associations help companies differentiate and position their products as well as

create positive attitudes and trust toward brands (Hal Dean, 2004).

#### *2.4 Consumer Behavior*

Consumer behavior is a key indicator of the development of green and sustainable production systems (Tseng, 2013). Consumer behavior is defined as the ability of consumers to exchange value for a product or service that meets their needs (Bearden, 1999). Consumers are continually making choices among products, the consequences of which they are only dimly aware (Nelson, 1970). The study of consumer behavior focuses on how individuals spend their available resources (time, money, and effort) on consumption-related goods (Schiffman, 2000). Therefore, consumer behavior includes not only purchasing, but also ideas, feelings, and actions that people experience, including environmental impacts such as comments, advertisements, product forms, packages, and consumers' physical activity. As well, consumer behavior can be incorporated into the decision-making process and physical activity that is involved in the acquisition, evaluation, use, and disposal of goods and services (Vibhuti, 2014). Governments often enact policies to incentivize consumers away from behaviors with negative externalities, at the expense of consumers' private welfare (Taylor, 2020). So those policies illustrate that when consumer convenience is at odds with public health, safety, and the environment, policymakers "ask" consumers to trade personal convenience for the public good. Also, the changes in consumer behavior are forcing companies to rapidly shift their distribution channels toward an omni-channel model (Helal, 2020). Consumer buying behavior is influenced by four main groups: culture, social, personal, and psychological. While these factors may not be influenced by many sellers, they can be useful in identifying potential buyers and in designing the product to shape and appeal to improving customer needs. Consumer buying behavior refers to the psychological and emotional processes of consumers and the observable behavior of consumers during the search, purchase, and post-use of products or services (Rajarajan, 2016).

#### *2.5 Consumer Decision Making.*

Consumers constantly make decisions regarding the choice, purchase, and use of products and services. These decisions are critical not only for market participants but also for policymakers (Payne, 1991). In other words, the process is explained by the number of processes of customer action between before and after purchasing and the factors that will affect the consumer's decision to purchase. There are factors in behavior that make a decision to purchase and market trend related (Engel, 1968). Also, when considering cosmetics, product quality, brand name, price, promotion, packaging, location, and store environment have a positive relationship with consumer decision-making on imported cosmetics (Kawa, 2013).

### 2.6 Purchase Decision

A purchase decision is part of the consumer decision-making process. When a consumer is trying to identify a problem, looking for information about a product or particular brand, and evaluating how each alternative can solve their problem, which then leads to purchase decisions. A purchase decision is a process that consists of several stages that consumers undertake before purchasing a product (Dewi, 2020). Currently, there are many different definitions of "purchase decision" for consumers. There are two prior stages where the customer is constantly trying to reach the level of purchase decision, and brands are influencing the consumer in those stages. After the problem recognition phase, consumers move to the stage of information search where they would seek information about price, quality, country of origin, brand, and any related issue according to their motivation. The information search could be conducted as an internal search through their own past direct or indirect experience with the product and an external search through marketing materials, social groups, and reference groups. According to Hoyer (2010), brands are affected by internal and external searches for information. In internal search, consumers recall the set of brands from their memory, whereas in external search, consumers tend to look for availability on the shelf at the point of purchase or suggestion from a salesperson, which then affects their purchase. The next stage is the evaluation of alternatives, where customers have many items to single out. Brand equity could be a factor of consideration. The alternatives to the products being taken into consideration are in the customer's evoked set. For example, brand awareness: when the customer remembers the exact brands that produce a specific quality product, he or she can pick the brand out of the others immediately. After the selection at the evaluation of alternative stages, it becomes the purchase decision, which concerns the selection of a specific product at a specific retail outlet and the amount of purchase. This is also the same as buying intention. Before making a purchase decision, there should be a desire to buy the product. The buying intention of a consumer towards any product depends on the consumer's attitude and beliefs towards that particular product (Fishbein, 1975). Consumers' attitudes impact their purchase decisions and attitudes are impacted by social groups, including the one to which a consumer aspires to belong, experience, and personality (Espejel, 2008). Especially related to cosmetics products, it's a very important factor..

#### Research Questions

For the purpose of seeking an answer to the research problem, researchers have identified the following research questions, which are related to the impact of brand awareness and brand association around imported cosmetics on female consumers' purchase decisions in Sri Lanka.

I. What is the relationship between brand awareness and female consumers' purchase decision of imported cosmetics?

II. What is the relationship between brand association and female consumers' purchase decision of imported cosmetics?

### III. OBJECTIVES AND HYPOTHESES

#### Research objectives

- To investigate the impact of brand awareness and female consumers' purchase decision of imported cosmetics.
- To investigate the impact brand association and female consumers' purchase decision of imported cosmetics. Based on the above objectives, the three hypotheses were framed as follows.

#### *hypothesis development*

- H1: There is a significant relationship between brand awareness and young female consumers' purchase decision of imported cosmetics.
- H2: There is a significant relationship between brand association and young female consumers' purchase decision of imported cosmetics

### IV. METHODOLOGY

#### *Data Collection*

All relevant information required for the study is collected from both primary and secondary sources. A questionnaire is distributed for quantitative data collection with respect to the study strategy.

#### *Sample Size*

The size of the sample for this study was 215 millennial participants.

#### *Hypotheses*

Suitable hypotheses were framed and tested in the relevant places.

#### *Data Analysis Technique*

In accordance with the research objectives, descriptive statistics were used to describe the distribution of the data collected through the primary method. Statistical package for Social Science (SPSS) was used to analyze the data.

#### *Cronbach's Alpha Reliability*

The reliability of the research constructs in the accepted level.

The research recorded the alpha value as 0.961 therefore, the research reliability constructs at the acceptable level. The outcome is represented in table 4.1 table as follows;

Table 2 Reliability Statistics

Cronbach's Alpha Number of items

0.961 26

Source: SPSS output from survey information

V. RESULTS AND DISCUSSION

The majority of respondents, or 39 percent of the sample, are between the ages of 27 and 31.

The 22–26 age category was the second highest responding age category, and the percentage was 36%. And, 24 percent of millennials that responded to the survey belonged to the 32–38 age group in the sample..

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22-26	77	35.8	35.8	35.8
	27-31	85	39.5	39.5	75.3
	32-38	53	24.7	24.7	100.0
Total		215	100.0	100.0	

Figure 1. age distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Colombo	100	46.5	46.5	46.5
	Galle	50	23.3	23.3	69.8
	Kandy	65	30.2	30.2	100.0
Total		215	100.0	100.0	

Figure 2. District distribution (Source: SPSS output from survey information)

As it can be seen from Figure 2, the sample of the study consisted of 100 responses in Colombo district, 50 dependences in Galle district, and 65 respondents in Kandy district. Most of the students are from Colombo.

*Correlation between brand awareness and female consumer purchase decision.*

Table 4.7: Correlation between Brand awareness and female consumer purchase decision

	Co-relation	P-value	Relationship
Brand awareness and female consumer purchase decision.	0.499	0.000	Weak Positive Correlation

Source: SPSS output from survey information

H1: There is a significant relationship between brand awareness and young female consumers' purchase decisions for imported cosmetics.

According to table 4.5, there is a 0.499 coefficient between the independent variable and the dependent variable. Therefore, there is a weak positive relationship between brand awareness and purchase decisions regarding imported cosmetics in Sri Lanka. Furthermore, the P-value is 0.0001

and indicates that there is a significant relationship between brand awareness and purchase decisions. In addition, the significance of the P-value was at zero level ( $0.000 < 0.05$ ). Hence, it has been supported for the relationship. Therefore, it rejects the null hypothesis (H0) and accepts the alternative hypothesis (H1) at a 95% confidence level. When considering the overall results, it can be demonstrated that there is a significant and positive association between brand awareness and purchase decisions.

*Correlation between brand association and female consumer purchase decision.*

Table 4.8: Correlation between Brand association and female consumer purchase decision

	Co-relation	P-value	Relationship
Brand association and female consumer purchase decision.	0.450	0.000	Weak Positive Correlation

Source: SPSS output from survey information

In accordance with the analysis,

H2: There is a significant relationship between brand association and young female consumers purchase decision of imported cosmetics.

According to table 4.6, there is a 0.465 coefficient between the independent variable and the dependent variable. Therefore, there is a weak positive relationship between brand awareness and purchase decisions regarding imported cosmetics in Sri Lanka. As per the figure, the data supports a statistically significant relationship ( $P < 0.05$ ). Therefore, it rejects the null hypothesis (H0) and accepts the alternative hypothesis (H2) at a 95% confidence level. Overall, the findings revealed a significant and positive relationship between brand association and purchase decision.

*Summary of hypothesis and correlation analysis*

Table 4.9: Summary of Hypothesis

	P-value	Alternative Hypothesis (Ha)
Brand awareness and female consumer purchase decision making.	0.000	Accepted
Brand association and female consumer purchase decision.	0.000	Accepted

Source: Analytical results from SPSS

The above table of 4.7 implies the relationships between the independent variables and the dependent variable. According to the data, all the null hypotheses were rejected, and H1 and H2 were accepted.

Summary of correlation analysis

Table 4.10: Correlation Analysis

	<b>Pearson correlation</b>	<b>Relationship</b>
Brand awareness and female consumer purchase decision making	0.499	Weak positive relationship
Brand association and female consumer purchase decision.	0.450	Weak positive relationship

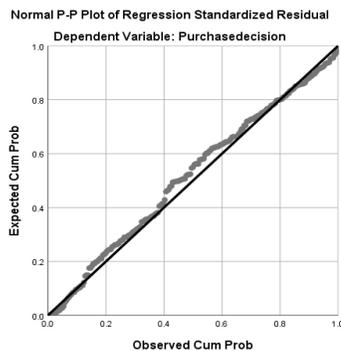
Source: Analytical results from SPSS

According to the tables, all the independent variables (brand awareness, brand association) have a positive relationship with the dependent variable (purchase intention). It is noted that all the research objectives of this study were analyzed by the correlation analysis, and the scholar then conducted a simple linear regression analysis to prove and further the relationship between the independent variable and dependent variable. The study used regression analysis only as a supportive analysis to prove the relationship further.

Assumption of Normality Test

Regression assumes that variables have an ordinary distribution according to this assumption. Highly skewed variables or variables that are not normally distributed can distort test relationships and significance. It showed that information was normally distributed since the P-value was 0.000. Here the researcher analyzed regression for two independent variables (brand awareness and brand association)

Figure 4.6: Normal probability plot of purchase decision making



Source: SPSS output from field survey

Table 4.12: VIF and tolerance value of Independent variable (brand awareness & brand association)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.459	.415		1.105	.270		
	Brandawareness	.425	.087	.335	4.900	.000	.706	1.416
	Brand association	.455	.108	.288	4.210	.000	.706	1.416

a. Dependent Variable: Purchase decision

Source: SPSS output from field information

Plotting the empirical distribution of residuals against the normal counterparts can reveal departures from normality. This can be examined from the above figures. There is a normal distribution in the standardized residual of the multiple regression analysis. Hence, the assumption of normality is satisfied.

Assumption of Auto Correlation

In the present research, there are two Durbin Watson values; autocorrelation was tested for two independent variables separately. The Durbin Watson value of brand awareness is 2.239 and brand association is 2.185. Therefore, it can be presumed that the information is appropriate for regression.

Table 4.11: Durbin Watson statistics

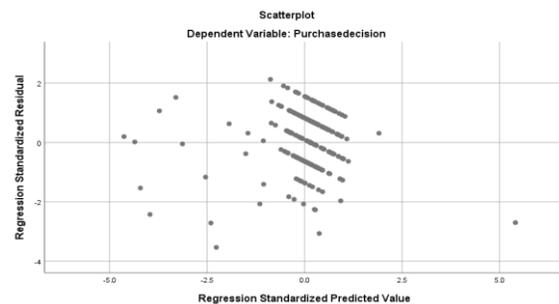
Durbin Watson value	2.256
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Source: SPSS output from survey information

Assumption of Homoscedasticity Test

The following figures did not have a pattern or spread, and therefore the data was error free and best fit with the model. Additionally, the standard residual axis of regression should consist of values from -4 to +4. Therefore, this research database is appropriate to use for the study's regression analysis according to these circumstances.

Figure 4.7: Scatter Plot of Residual of Regression Analysis



Source: SPSS output from field survey

Assumption of Multi-Collinearity or the Collinearity

According to study information, the tolerance value of the independent variable exceeds 0.01 and the value of VIF is less than 7.

As per the output generated, the VIF was 1.000 and tolerance was 1.000 therefore it is lower than the standard value 7.0. This ensures that there are no multi-collinearity issues with the regression model.

*Multiple regression analysis*

Table 4.13: multiple regression equation

$$PD = \beta_0 + \beta_1BAW + \beta_2BAS + \epsilon$$

Source: SPSS output from field information

(PD= Purchase decision,  $\beta_0$  = intercept,  $\beta_1$ = slop of brand awareness, BAW= Brand Awareness,  $\beta_2$ = slop of brand association, BAS= Brand association,  $\epsilon$  = error term)

Table 4.14: Multiple Linear Regression Analysis Results

model	Unstandardized Coefficients	Standardized Coefficients	T value	Sig:
	B	Std. error	Beta	
Constant	0.459	0.415	1.105	0.270
Brand awareness	0.425	0.087	4.900	0.000
Brand association	0.455	0.108	4.210	0.000

Source: SPSS output from field information

Table 4.13: Multiple Linear Regression Analysis Equation

$$PD = 0.459 + 0.425 BAW + 0.455BAS - \epsilon$$

Source: SPSS output from field information

Based on the above results, the researcher can denote that there is a significant impact of all the variables on purchase decisions since all the P values are less than 0.05. Therefore, the researcher can conclude that there is a significant impact of brand awareness and brand association on female consumer purchase decisions regarding imported cosmetics in Sri Lanka. Based on the regression analysis data provided in table 4.13 above, the regression equation can be expressed as follows:

According to the regression equation, the constant value is 0.459. The constant value signifies when the brand awareness and brand association are equal to zero, the value of the female consumer's purchase decision. Furthermore, it means that the purchase decision can be delayed by 0.459 times even when brand awareness and brand association have no impact on the purchase decision. Based on the results, the research hypotheses are accepted or rejected by the researcher.

*Overall Significant of The Model*

Variance analysis is presented in the table below and includes square sum, degree of freedom, F value and P value, and the model's overall significance.

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	19.000	2	9.500	45.389	.000 <sup>b</sup>
	Residual	44.372	212	.209		
	Total	63.373	214			

a. Dependent Variable: Purchase decision  
 b. Predictors: (Constant), Brand association, Brand awareness

According to the condition of the F value, the overall model should be higher than the value of the F table. It can be illustrated as having a significant level of 0.05 ( $\alpha = 0.05$ ). In this recent study, the value of F is equal to 45.389 which is higher than the value of the table F of 1.34. Furthermore, the generated results emphasized that P value as 0.000, implying that brand awareness and brand association have a 95% significant impact on purchase decision.

*Model summary*

Table 4.17: model summary

Figure	R	R squared	Adjusted R squared	Std.error of estimate
Value	0.300	0.293	0.4575	0.300

Source: SPSS output from field information

The coefficient of determination, or R2 value, measures the goodness of fit of the regression line to the set of data. It calculates the proportion or percentage of the total variation explained by the independent variables. According to the multiple regression model summary, the R2 value was 0.293. It can be concluded that 29.3% of the total variation in brand awareness and brand association is explained by the purchase decision. On the other hand, 70.7% of the total variance in purchase decisions is unexplained by the linear regression model. Therefore, it appears that the model was fitted in an unfair manner. because the unexplained variation is higher than the explained variation. The adjusted R2 value indicates how the data deviated from the fitted regression line. According to the study, the adjusted R2 value was 0.4575 and the standard error of the estimate was 0.3000.

**VI. KEY FINDINGS**

The findings of the present research conclude that there is a positive and significant impact of brand awareness and brand association on female consumers' purchase decision-making regarding imported cosmetics in Sri Lanka.

Based on the above information the researcher formulated two hypotheses. Both hypotheses are interpreted by the linear regression, correlation models. According to those interpretations, both hypotheses were accepted.

4.18 Summery of the hypothesis Hypothesis Accept/ Reject

H1 There is a significant relationship between brand awareness and young female consumers purchase decision of imported cosmetics. Accepted

H2 There is a significant relationship between brand association and young female consumers purchase decision of imported cosmetics. Accepted

Source: Developed by researcher

Objective 01:

According to the results of the correlation and regression analysis, the research has found that there is a strong positive relationship between brand awareness and female purchase intention around imported cosmetics towards female consumer purchase decisions in the Sri Lankan context. And based on the coefficient of correlation, the research identified a significant impact of brand awareness on female consumers' purchase decisions regarding imported cosmetics in Sri Lanka.

Objective 02:

There is a strong positive relationship between brand association and consumer purchase decisions of the imported cosmetics products in Sri Lanka since the result of the correlation for brand association is 0.45 which exceeds the 0 criteria.

Furthermore, the research identified a significant impact of brand association on consumer purchase decisions. For brand association, there were three influencing factors. such as brand image, brand personality, and brand attitude. Females are more influenced by these factors to purchase those products

## VII. CONCLUSIONS

### 1.27 Conclusion

The present research is limited to the cosmetic products industry, and the sample of 215 participants was selected from the millennial population. Therefore, the findings of the research represent the opinion of the younger generation regarding the appropriateness of brand awareness and brand association for female consumers' purchase decisions on imported cosmetics. The sample was selected from three districts where the highest number of millennials were available. The survey was conducted in order to collect the data from the sample, so the researcher distributed questionnaires to the selected participants. The researcher used a filtering question to identify the millennials that used imported cosmetics products and then provided a brief introduction regarding the research concepts and the content of the questionnaire. Therefore, the feedback was free from bias, and the greater reliability of the data was achieved.

The respondents were almost similar; each participant had a positive opinion towards the brand awareness and brand association on purchase intention concepts, which is proved by the mean, standard deviation, and variance. Therefore, almost all the respondents agreed that both independent variables (brand awareness and brand association) have an impact on the female consumer's purchase intention. The

correlation and regression analysis proved that there is a positive relationship between brand awareness and association with consumer purchase intention and that there is a significant impact of brand awareness and association with consumer purchase intention regarding cosmetics products in Sri Lanka.

The findings denote that the Sri Lankan younger generation is attracted to the products that are imported from foreign countries. The customers are knowledgeable, recognizable, and familiar with cosmetics brands. Furthermore, customers are very intelligent. For that reason, marketers must use the strategies to promote and increase awareness of imported cosmetic brands. Moreover, the second independent variable is brand association. According to a survey, most people use this brand because of its image, slogans, and brand appearance. Therefore, these findings are of more importance to the marketers who are doing business in the market.

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