
**ANALYZING FACTORS THAT DRIVE CONSUMER PURCHASE INTENTION
OF NYX SOFT MATTE LIP CREAM IN MANADO****MENGANALISIS FAKTOR YANG MENDORONG MINAT BELI KONSUMEN
DARI NYX SOFT MATTE LIP CREAM DI MANADO**

By

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Abstract: NYX Professional Makeup Soft Matte Lip Cream offers a lightweight creamy lip color with fantastic durability power. It goes on smoothly and dries matte, locking in moisture. Consumer purchase intention is a willingness of a customer to purchase a certain products and also a kind of decision making to purchase a particular brand by customer. It is important to know the factors that drive consumer purchase intention in business, in order to guarantee business continuity and to survive from the competitors. The objective of this research is to define the factors that drive consumer purchase intention of NYX Soft Matte Lip Cream in Manado. Quantitative research seeks to quantify the data. Data was collected using questionnaire that distributed to 100 respondents. Analysis method is used in this research. The result from this research is there are 17 variables that correlated with the factor that already conducted. The results from the factoring process are 2 factors that drive consumer purchase intention. The first factors Product Knowledge with 12 independents variables and the second factor is Customer Experience with 5 independent variables.

Keywords: *consumer purchase intention, product knowledge, customer experience*

Abstrak: NYX Professional Makeup Soft Matte Lip Cream menawarkan warna lip cream yang ringan dengan kekuatan daya tahan yang fantastis. Produk ini sangat lembut dan matte serta lembab. Minat beli konsumen adalah keinginan pelanggan untuk membeli produk tertentu dan juga merupakan pengambilan keputusan untuk membeli merek tertentu. Penting untuk mengetahui faktor-faktor yang mendorong minat beli konsumen dalam bisnis, untuk menjamin kelangsungan bisnis dan bertahan dari pesaing. Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor yang mendorong minat beli konsumen untuk NYX Soft Matte Lip Cream di Manado. Penelitian ini bersifat kuantitatif yang bertujuan untuk mengkuantifikasi data. Data dikumpulkan dengan menggunakan kuesioner yang disebarakan kepada 100 responden. Metode analisis digunakan dalam penelitian ini. Hasil penelitian ini yaitu terdapat 17 variabel yang berkorelasi dengan faktor yang telah ditentukan. Hasil dari proses pempfaktoran terdapat 2 faktor yang mendorong minat beli konsumen. Faktor pertama adalah pengetahuan produk dengan 12 variabel independen dan faktor kedua adalah Pengalaman Pelanggan dengan 5 variabel independen.

Kata kunci: *Minat beli konsumen, pengetahuan produk, pengalaman pelanggan*

INTRODUCTION**Research Background**

Currently, the development of the cosmetics industry in Indonesia is solid. Cosmetics help to make a woman feel more confident and assured about their image. That's also a reason why the use of cosmetics has gained extreme popularity. Just like other kinds of makeup like lipstick or lip cream also have an important role. To be able to compete and satisfy customers, a brand must have a competitive advantage to compare with competitor brands and make the customer have an intention to purchase the product and fulfill the customers' needs. In order to improve its performance that exists in current markets and to increase purchase intention, it's important to identify the factors that encourage the consumer purchase intention of the product of NYX in Manado.

Research Objectives

The objective of this research is as follows: To define the factors that drive consumer purchase intention of NYX Soft Matte Lip Cream.

THEORETICAL FRAMEWORK**Marketing**

Marketing is the business function that identified unfulfilled needs and wants, define and measures their magnitude, determines which target market the organization can best serve, decides on appropriate products, services and programs to serve these markets, and calls upon everyone in the organization to think and serve the customer. Marketing also means managing markets to bring about exchange and relationship for the purpose of creating value and satisfying the needs and wants. Kotabe and Helsen (2004:12) defined marketing is essentially a creative corporate activity involving the planning and execution of conception, pricing, promotion, and distribution of ideas, products and services in exchange that not only satisfies the customers' current needs but also anticipate and creates their future needs at a profit.

Consumer Purchase Intention

Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Purchase behavior is an important key point for customer during considering and evaluating of certain product (Keller, 2001). Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However, purchase intention might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988 and Chell, 2008).

Product quality is anything that can be offered to a market to satisfy the desires or needs of consumers on product quality. It is a continuous process of improvement that the continuous changes increase product performance and consequently the satisfaction of customers' needs. Quality should be improved every moment (Tariq, 2013). Chi (2008) concluded that if a product has a better quality, customer will be more inclined to purchase it.

Brand is a name, term, symbol, design or all the above, and is used to distinguish one's products and services from competitors (Kotler, 2000). In the market that researcher witnesses the activity of several brands also the purchase reduction of reviews.

Accessible is a capable of being reached. Accessible is an important factor in the current fast-moving environment. A principal aspect of accessible is store location and other related factors, such as parking and transportation. Retailers should consider location because this decision cannot be undone easily. Customers are heavily influenced by various factors, including time required to travel to the store, transportation to arrive at the store, location of the store, and eventually, sales in the store (Wood and Browne, 2007).

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler, 2008). In simple words, advertising is a means of informing and communicating essential information. Advertising is a subset of promotion mix that is as 4p (Product, price, place and promotion) in marketing mix.

Price is defined as the money that customers exchange in terms of service or product, or the value they receive (Kotler and Armstrong, 2010). It is important for a company to retain loyal customers who are willing to pay higher prices for their favorite brand and don't buy based on the price.

Attitude is judgments, feelings, and trends that relatively consistent from someone on an object or idea (Kotler& Armstrong, 2008). Ajzen (2005) describes attitude as the disposition to respond in favorable or unfavorable options towards an object, person, institution, or event. Hogg & Vaughan (2005) also suggests that attitude can be described as the product of individual beliefs about behavior that is becoming a target and also how beliefs turned into evaluation.

Reputation is an overall evaluation of the extent to which a firm is substantially “good” or “bad”. Reputation was as important as a product’s uniqueness for the promotional effectiveness for new product purchases. Because reputation comprises the physical environment of a store, the service levels, and the merchandise quality, and because reputation is a critical, extrinsic cue of the store’s image, the more favorable the reputation is, the better the buyers perceive the store’s image.

Color is a sense expression that can create emotions and affect the customer’s mood. It might activate and stimulate memories, thoughts, and experiences. A previous study proved that colors affect behavior, feelings, and attitude of consumers. Color has great impact on the consumer’s perception about the merchandise (Yuksel, 2009).

Customer knowledge is identified as one of the more complex types of knowledge, since customer knowledge can be captured from different sources and channels. The study conducted by Satish and Peter (2004) explains that knowledge about the product by the consumer plays an integral role during product purchase decision.

Size defined as a relative aggregate amount or number. Packaging size depends on products features and the target market (Smith, 2004). Larger pack sizes convey better quality (Smith, 2004) and increases impulse consumption (Keller, 2009). Silayoi and Speece (2007) identified size and shape as crucial dimension in packaging attributes.

Store layout defines the total selling space, how it divides into specific selling areas (Levy, 2012). Layout also consists of space utilization, aisle planning, and area arrangement. It affects how the merchandise presented and influence directly on what products customers see during their visit and furthermore it will affect the purchase decision.

Word of mouth is informal, interpersonal communication about products and services. Word of mouth provides important information about a company that helps people to approach to the company or away of it (Zeithaml, Parasuraman and Berry, 1985).

Lighting is an artificial supply of light. Lighting is use to highlight merchandise or simply to flood the store with enough light. It could positively influence customer-shopping behavior. The right lighting in the dressing rooms make the products to its best displayed (Hulten, 2008).

Social motivation is a state in the person who encourages the desire of individuals to carry out activities in order to achieve a goal. The term ‘social motivation’ implies the effect that people have on consumer behavior. The need ‘to belong to’ is the principal motivation for humans.

Product design defined as the development of products (goods) that are designed to meet customer satisfaction. An investigation done on the packaging shape by (Agariya, 2012) shows that consumers feeling about the packaging is actually transferred into how consumers feel about the product and innovative packaging shapes cut through the clutter in retail stores and this kind of packaging could create an iconic brand image through its different shapes.

Life style is a person’s pattern of living as expressed in his or her activities, interests and opinion. Lifestyle captures a person’s whole pattern of acting or interacting in the world more than profiling a person’s social class or personality. Another definition of lifestyle by Moore (1963), that life style is a patterned way of life into which people fit various products, events or resources.

Label is a slip (as of paper or cloth) that is attached to something to identify or describe it. Labeling provides information regarding the product category, products ingredients, and product instructions. Consumers when making their mind whether to buy or not to buy a product they are guided not just by the taste, but also some other extrinsic factors such as, brand awareness, labeling, price and origin.

Service Quality is an expected level of excellence and control of excellence to meet customer desires. Quality of service is affected by two things: the services perceived (perceived service) and services expected (expected service).

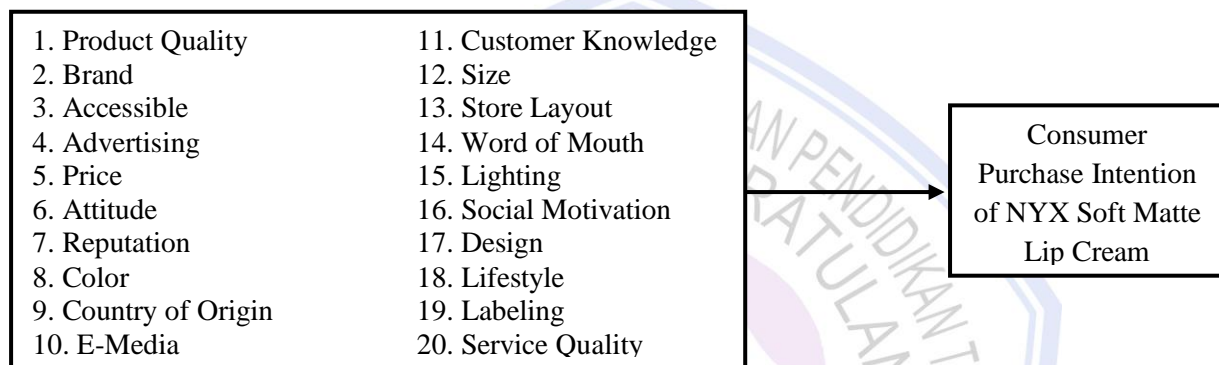
Previous Research

Madhumita and Vasantha, (2015) the research shows that branding is a drive for consumer's purchase intention of cosmetics products. The outcomes of the quantitative method shows that more number of cosmetics brands in the Indian market have provoked the customers to purchase branded products.

Azizpour, Abbasnejad and Siyavooshi, (2016) the research shows that effective factors on purchasing intention of cosmetics and health products in Tehran City. The findings path analysis showed that the effect of sectional variables like age, literacy level gender and income rate significantly affected consumer purchase intention.

Shafiq, Raza, Zia-ur-Rehman(2010) the research shows that there are factors affecting customers' purchase intention: The mediating role of perceived value. The factors include Customer knowledge, perceived value, celebrity endorsement, product packaging. That research shows that customer knowledge, celebrity endorsement and product packaging/design have significant relationship with purchase intention while the mediating role of perceived value was not found significant.

Conceptual Framework



Factors that drive Consumer Purchase Intention of NYX Soft Matte Lip Cream

Figure 1. Conceptual Framework

RESEARCH METHOD

Type of Research

This research will use quantitative method. Quantitative methods is a scientific approach that looked at a reality that can be classified, concrete, observable and measurable, the nature of the causal relationships from where his research data in the form of figures and its analysis using statistics. This research will be conducted in the marketing field to reveal the factors that drive purchase intention of NYX Soft Matte Lip Cream.

Place and Time of Research

This research conducted in Manado with the period of about two months starting from August – October 2017.

Population and Sample

The population in the research is all NYX Soft Matte Lip Cream buyers in Manado. According to Sekaran and Bougie (2013), a sample of 100-500 is large enough to generalize the population. The sample size will be 100 customers of NYX Soft Matte Lip Cream who have visited NYX Counter at Centro Department Store at Manado Town Square.

Operational Definition

There are 20 variables that will be used in this research. The variables are Product Quality, Brand, Accessible, Advertising, Price, Attitude, Reputation, Color, Country of Origin, E-Media, Customer Knowledge, Size, Store Layout, Word of Mouth, Lighting, Social Motivation, Design, Lifestyle, Labeling and Service Quality.

Data Collection Method

Validity and Reliability Test

Validity is the extent to which a construct measures what it is supposed to measure. Validity test is used to analyze the data from questionnaires. The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument.

Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed variables. CFA allows the researcher to test the hypothesis that a relationship between observed variables and their underlying latent constructs exists. The researcher uses knowledge of the theory, empirical research, or both, postulates the relationship pattern a priori and then tests the hypothesis statistically. Factor analysis could be described as orderly simplification of interrelated measures. Traditionally factor analysis has been used to explore the possible underlying structure of a set of interrelated variables without imposing any preconceived structure on the outcome.

RESULT AND DISCUSSION

Factor Analysis

The Validity and Reliability Test

To test the Validity of the data, researcher used Value Pearson Correlation. The requirement to determine the data is valid or not, it can be seen from result of Person correlation data process. If the value of Person Correlation > 0.5 , it means the statement is valid. If the value of Person Correlation < 0.5 , it means the statement is not valid. If the significant value < 0.05 , then the statement is correlated, but if significant value > 0.05 , then the statement is not correlated. If the statement is not valid, it will be eliminated for further test and analysis of this Research.

In this factor analysis model, there are 20 independents variable for this research, and every variable has 3 indicators/statements. For the validity test, there were a total of 60 valid indicators. All the indicators will be used in this reliability test. Cronbach's Alpha test is utilized as reliability test in this Research. The interpretation of Cronbach's Alpha is:

- < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable
- 0.7 indicates that the data is acceptable
- 0.8 indicates good internal consistency or consider that the data resulted is reliable

Table 1. Cronbach's Alpha Test

Cronbach's Alpha	N of Items
0.987	60

Source: Data Processed, 2017
BM SPSS Statistic 22.0 output

Since the Cronbach's Alpha value is 0.987, the data is considered as reliable, and N is 60 items that explain how many questions are in this test. The data can be used for the further test and analysis.

Factor Analysis

There are 4 steps in doing factors analysis, (1) data collection method and generate of the correlation matrix, (2) extraction or initial factor solution, (3) rotation and interpretation, and (4) contraction of sales or factors scores to use in further analysis. For this factor analysis, there are 20 variables in this research with 60 indicators.

Table 2. KMO and Barlett's Test

KMO and Bartlett's Test ^a	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.930

Bartlett's Test of Sphericity	Approx. Chi-Square	2150.166
	Df	190
	Sig.	0.000

Source: Data Processed, 2017 with IBM SPSS Statistic 22.0 output

The result of calculation with SPSS resulted Barlett Test of Spehricity value of 8001.364 with significance of 0.000. Thus Bartlett Test of Spehricity meets the requirements because of significance below 0.05 (5%).With the results above, it can be said that the variables and samples are allow for further analysis.

Table 3. Measure of Sampling Adequancy

No.	Variable	MSA Value	No.	Variable	MSA Value
1.	Product Quality	.928 ^a	11.	Customer Knowledge	.935 ^a
2.	Brand	.960 ^a	12.	Size	.950 ^a
3.	Accessible	.931 ^a	13.	Store Layout	.929 ^a
4.	Advertising	.929 ^a	14.	Word of Mouth	.905 ^a
5.	Price	.910 ^a	15.	Lighting	.959 ^a
6.	Attitude	.870 ^a	16.	Social Motivation	.886 ^a
7.	Reputation	.920 ^a	17.	Design	.959 ^a
8.	Color	.955 ^a	18.	Lifestyle	.905 ^a
9.	Country of Origin	.978 ^a	19.	Labeling	.944 ^a
10.	E-Media	.925 ^a	20.	Service Quality	.917 ^a

Source: Data Processed, 2017 with IBM SPSS Statistic 22.0 output

Based on Table 4, all the data that has been processed, the output from IBM SPSS Statistic are all the variables value is more than 0,5. Therefore all 20 variables are correlated to process for the further test and analysis.

Table 4. Communalities

Variable	Initial	Extraction	Variable	Initial	Extraction
Product Quality	1.000	.574	Customer Knowledge	1.000	.792
Brand	1.000	.803	Size	1.000	.740
Accessible	1.000	.713	Store Layout	1.000	.726
Advertising	1.000	.626	Word of Mouth	1.000	.710
Price	1.000	.611	Lighting	1.000	.794
Attitude	1.000	.747	Social Motivation	1.000	.748
Reputation	1.000	.725	Design	1.000	.791
Color	1.000	.788	Lifestyle	1.000	.837
Country of Origin	1.000	.721	Labeling	1.000	.665
E-Media	1.000	.822	Service Quality	1.000	.684

Source: Data Processed, 2017 with IBM SPSS Statistic 22.0 output

Based on table 4 can be seen from the results of extraction, that the variance at variable 1 is 0.574, it means that 57,4% variance from variable 1 can be explained by factors to be formed. Variable 2 is 0, 803 it means 80,3% variance of variable 2 can be explained by factors that can be formed, and so on until variable 20.

In total variant explained, from 20 variables that formed 2 components. For the 1st factor which formed will explain 67.600 variations of data and for the second factor is 73.077 variations of data.The variance can be explained by factor 1 is $13.520 / 20 \times 100\% = 67.600$. While by factor 2 equal to $1.096 / 20 \times 100\% = 73.077$. Thus, since the value of Eigenvalues is set 1, the total value to be taken is that > 1 is component 1 and 2. Once we know that the maximum factor that can be formed is 2, then we make the determination of each independent variable will go into factor 1 or factor 2.

Table 5. Component Matrix^a

Variable	Component	
	1	2
Product Quality	.745	.137
Brand	.866	-.231
Accessible	.803	-.261
Advertising	.785	.096
Price	.756	.198
Attitude	.806	.312
Reputation	.833	.174
Color	.885	-.070
Country of Origin	.834	-.157
E-Media	.847	-.323
Customer Knowledge	.882	-.117
Size	.859	.052
Store Layout	.829	-.196
Word of Mouth	.765	-.354
Lighting	.818	-.353
Social Motivation	.788	.357
Design	.865	.208
Lifestyle	.827	.391
Labeling	.811	.080
Service Quality	.820	.103

Source: Data Processed, 2017 with IBM SPSS Statistic 22.0 output
Extraction Method: Principal Component Analysis.

Based on the data output of component matrix table can determined how big the correlation of each variable with the factor that has been formed. This table contains components loading, which are the correlation between the variable and component. There still variables that have no significant difference with some other indicators and there is still a value of loading or a large correlation of less than 0.5, Therefore it is necessary to rotate factors to clarify the position of these variables.

Table 6. Rotated Component Matrix^a

Variable	Component	
	1	2
Product Quality (X1)	.627	.426
Brand (X2)	.454	.773
Accessible (X3)	.388	.750
Advertising (X4)	.626	.484
Price (X5)	.677	.391
Attitude (X6)	.438	.344
Reputation (X7)	.715	.462
Color (X8)	.580	.672
Country of Origin (X9)	.483	.428
E Media (X10)	.375	.369

Variable	Component	
	1	2
Customer Knowledge (X11)	.545	.703
Size (X12)	.647	.567
Store Layout (X13)	.452	.722
Word of Mouth (X14)	.296	.789
Lighting (X15)	.296	.789
Social Motivation (X16)	.334	.826
Design (X17)	.811	.299
Lifestyle (X18)	.863	.303
Labeling (X19)	.634	.513
Service Quality (X20)	.656	.503

Source: Data Processed, 2017 with IBM SPSS Statistic 22.0 output

Based on the output table 6 there are 3 factors that have loading value < 0.5 which are X6, X9, X10. It means the variable will be eliminated for this research and analysis. For the variable 1,4,5,7,8,11,12,16,17,18,19,20 is included in factor 1 because the loading value of the variables is more than Factor 2. For the variable 2,3,13,14,15 the loading value of the variables is more than factor 1.

Result of Regression Analysis

This research is aim to answer research question what are the factors that drive consumer purchase intention.

Table 7. Regression Model and Variables

Regression Model	Dependent Variable	Independent Variable
First Factor	Product Knowledge	Product Quality, Advertising, Price, Reputation, Color, Customer Knowledge, Size, Social Motivation, Design, Lifestyle, Labeling, Service Quality
Second Factor	Customer Experience	Brand, Accessible, Store Layout, Word of Mouth, Lighting

Source: Data Processed, 2017

Discussion

Total respondent is 100 people. For the sampling technique for this research was convenience sampling. The result of this research, based on Rotation Component Matrix, there are 3 variables that eliminated from the test which are X6, X9 and X10 and 17 variables that have value above 0.5 which mean they correlated to a factor that is finally conducted. Based on the results of the output from the 17 variables, there are 2 factors that are finally conducted. It's caused by the eigen value above 1 only 2 components in Principal Component Analysis. That's why the factoring process is only in 2 factors. First factor is Product Knowledge with 12 independent variables and the second factor in Customer Experience with 5 independent variables.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the analysis and discussion, there are 2 factors that drive purchase intention of NYX Soft Matte Lip Cream in Manado. First factor is Product Knowledge and the second factor is Customer Experience.

1. Product Knowledge

Product Quality, Advertising, Price, Reputation, Color, Customer Knowledge, Size, Social Motivation, Design, Lifestyle, Labeling, Service Quality

2. Customer Experience

Brand, Accessible, Store Layout, Word of Mouth, Lighting.

Recommendation

Based on the conclusions, the following recommendations can be proposed. The Researcher recommended for the NYX Product in this case NYX Soft Matte Lip Cream in Manado, in order to make the customer have an intention to purchase the products the following recommendations for each factors should be considered: Product Quality, NYX Soft Matte Lip Cream needs to increase its performance to the market to satisfy the desires or needs of customers on product quality. Brand, NYX Soft Matte Lip Cream needs to keep the good image of the brand by providing a good quality product. Good brand image will make the customers loyal to use the product itself. Accessible, capability of reaching NYX Soft Matte Lip Cream booth and the access to get there is easy to find by the customers. Advertising, NYX needs to make a new innovation in terms of advertising so that the product will be more popular to the public. Price, do not raise the price suddenly without any information and explanation to the customer. Reputation, an overall evaluation of NYX Soft Matte Lip Cream is needed to do by NYX either good or bad too keep the good reputation of the product itself. Color, NYX Soft Matte Lip Cream needs to make a new variation of color to create emotions and affect the customer of NYX Soft Matte Lip Cream mood and also to fulfill the customer needs. Customer Knowledge, NYX should always provide the information and benefit of NYX Soft Matte Lip Cream to the customer. Size, the size of NYX Soft Matte Lip Cream must be suitable with the price and customer needs. Store Layout, NYX booth should keep a good layout to make the customer feel comfortable to shop there. Word of Mouth, in order to raise the customer awareness of the product, NYX should keep the good reputation of the product itself. Lighting, NYX booth should keep the lighting stable so that the customer can read the information on NYX Soft Matte Lip Cream packaging clearly. Social Motivation, with a good quality product NYX can encourage the desire of customers to purchase it. Design, NYX Soft Matte Lip Cream needs to make an improvement of the packaging to increase customer interest of the product itself. Lifestyle, provide a new variation of lip cream so that the customer will feel more confident and always look beautiful in every circumstance when they use it. Labeling, keep the information that printed on NYX Soft Matte Lip Cream complete, so the customer will know that the product is safe to use by knowing what is contained inside it. Service Quality, the employees of NYX should have the ability to explain the benefit of the product. They also should help the customer to choose the suitable color of lip cream based on the needs of the customer.

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