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## ARAŞTIRMA MAKALESİ / RESEARCH ARTICLE

THE EFFECT OF DIMENSIONS OF BRAND EXPERIENCE ON DIMENSIONS OF PURCHASING  
COSMETIC PRODUCTS: A COMPARISON OF FLORMAR AND MAC BRANDS\*Öğr. Gör. Gözde SULA AVERBEK<sup>1</sup>, Doç. Dr. N. Ozan BAKIR<sup>2</sup><sup>1</sup>İstanbul Gelişim Üniversitesi, Meslek Yüksekokulu, Sivil Havacılık Ulaştırma İşletmeciliği, İstanbul

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## Abstract

Cosmetic products nowadays are frequently used as consumer goods, especially for women. In terms of cosmetics companies, examining consumers' brand experiences helps to create and develop marketing strategies. It can be thought that examining the effect of consumers' brand experiences on their purchasing decisions from this perspective will also benefit such businesses. Purchasing decisions for consumers in the cosmetics industry need to be considered in terms of not only functional benefits but also environment and health issues. This study examines the impact of brand experience on cosmetic product purchasing decisions. In this context, comparative analyzes were made on the M.A.C and Flormar cosmetic brands. In analyzes using structural equation models for both brands, it was found that sensory and emotional dimensions of brand experience have a significant effect on cosmetic product purchasing decisions.

**Keywords:** Brand experience, Cosmetic product purchasing behavior, Structural equation modeling, MAC, Flormar

MARKA DENEYİMİ BOYUTLARININ KOZMETİK ÜRÜN SATIN ALMA BOYUTLARINA ETKİSİ:  
FLORMAR VE MAC MARKALARININ KARŞILAŞTIRILMASI

## Öz

Günümüzde kozmetik ürünler, özellikle kadınlar için sık kullanılan tüketim malzemeleri durumundadır.

\*This study includes a part of the postgraduate thesis named "Effect of Brand Experience and Brand Image on Cosmetic Product Buying Dimensions and an Application: Flormar and M.A.C Cosmetic Brand Cases" Which was prepared under the co-supervision of associate professor N. Ozan BAKIR at Altınbaş University Institute of Graduate Studies.

Kozmetik işletmeleri açısından, tüketicilerin marka deneyimlerini incelemek, pazarlama stratejilerinin oluşturulmasına ve geliştirilmesi yardımcı olmaktadır. Tüketicilerin marka deneyimlerinin satın alma kararları üzerindeki etkisinin bu açıdan incelemek de bu tür işletmelere fayda sağlayacağı düşünülebilir. Kozmetik sektöründe tüketiciler açısından satın alma kararları, sadece fonksiyonel faydalar açısından değil, aynı zamanda çevre ve sağlık açısından da ele alınması gerekmektedir. Bu çalışma, marka deneyiminin kozmetik ürün satın alma kararları üzerindeki etkisini incelemektedir. Bu kapsamda sektörde yer alan M.A.C ve Flormar markaları üzerinde karşılaştırmalı analizler yapılmıştır. Her iki marka için de, yapısal eşitlik modellemeleri kullanılarak yapılan analizlerde, marka deneyiminin duyuşsal ve duygusal boyutlarının kozmetik ürün satın alma kararları üzerinde anlamlı bir etkiye sahip olduğu bulunmuştur.

**Anahtar Kelimeler:** Marka Deneyimi, Kozmetik Ürün Satın Alma Davranışı, Yapısal Eşitlik Modeli, MAC, Flormar

## 1. INTRODUCTION

Throughout the history of civilizations, business life has been changed and improved in many areas like management systems, production systems and marketing strategies until today. From production to management, the industrial revolution, the impact of new inventions, the emergence of factory production systems, demographic, economic or technological changes, globalization concept have all led to the emergence of new perspectives and models in all systems.

Marketing was also affected by all these changes and was developed in a way to adapt its new environment. In marketing history, there were different time periods which production, sales or consumer needs and demands are prioritized. Each of these processes has been shaped by the dynamics of the period, such as living conditions, economic conditions, and technological advances. The transition from traditional marketing, where concepts such as sales and production are important, to modern marketing, where consumer demands and needs become important, brought along many new concepts. In particular, the concept of brand has become the intense subject of the research.

The concept of brand has been existed even in ancient times of history. Artifacts like distinctive signs, symbols or drawings have been found as a result of excavations in Ancient Egypt, China, India, Pakistan and Europe. These symbols, which reflect the concept of the brand, are the proofs of brand concept's existence in history (Eckhardt & Bengtsson, 2009: 6; Moore & Reid, 2008: 424 – 425; Wengrow, 2008: 9). The meaning of branding is "to stamp, to mark" in English. In the United States, marking of bovine animals to distinguish them from each other has led to the addition of the concept of brand to marketing concepts as a word (Haigh & İlgüner, 2012: 12). After the brand concept's entrance to the literature, many new areas related to brand have started to be investigated. Many concepts such as brand personality, brand equity, brand loyalty, brand awareness, brand positioning, brand image and brand experiences have been researched in the relevant literature.

Technological developments and increases in production capacities have brought the concept of competition. Businesses have entered a race to carry their own brands to the top of consumer

preferences. Companies have wanted to have a positive, strong and permanent place in consumers' perception. Within this concept, experiential marketing is one of the most important concepts. Based on the idea that consumers prefer products according not only to their functional benefits, but also to their emotional, intellectual, sensory, relational, and behavioral experiences; the place of experiences in the concept of marketing is revealed. A positive or negative experience for a particular brand affects the perception and attitude of the consumer towards that brand. For this reason, businesses try to create different experiential activities at key points such as the atmosphere of the retail stores, the attitude of the sales representatives and product presentations to increase the brand experiences of the consumers (Schmitt, 1999a: 60-61).

Many internal and external factors are determinative for customers at the point of purchasing products. Consumers go through certain steps to make a decision at the purchasing process. Each of the purchasing decision stages may have different duration and importance among products (Altunışık et al., 2011: 48). Consumers prefer some products for their functional benefits, some for their symbolic benefits, and some for their experiential benefits. It is also important to know the dominant benefit that consumers obtain from buying a product. With the emergence of some global problems in the changing world dynamics, consumers have become more conscious. The advancement of technology has created a transparent information network for consumers to instantly learn about any company, brand or its activity in the world. Consumers have become more sensitive and more conscious about environmental issues as well. There are some sectors where consumers may tend to prefer products according to their interactions with the environmental issues at this point. The environmental benefits of such products have also been a factor to be examined. It is because cosmetic products' wastes might have ingredients interact with nature intensively. Female consumers have started to become seriously conscious about their personal health status and environmental problems (Çabuk & Südaş, 2013: 129). Consumer expectations of environmental benefits from cosmetic products are especially because cosmetic products contain ingredients that can be applied directly to the skin and partially mixed with body tissues.

That cosmetic industry experimental marketing and cosmetic products purchasing behavior have become important in today's marketing conditions constitute the main subject of this study. In this sense, it is thought that examining the effect of brand experience on cosmetic product purchasing dimensions will be a guide in terms of marketing activities of cosmetic companies. Accordingly, it has been supported by researches that brand experience has positive effects on consumer purchasing behavior (Orth & De Matchi, 2007; Sahin, Zehir & Kitapci, 2012; Moreira, Fortes & Santiago, 2017; Pınarbaşı & Aysuna, 2017; Li, 2018; Sanjaya, Asdar & Munir, 2020). It was determined that the effect of brand experience dimensions on cosmetic product purchasing dimensions was not examined in the related literature. This paper is the first to conduct research about the effect of brand experience on cosmetic product purchasing behaviour so to fill the gap in literature. For marketing strategies of cosmetic products, the evaluation of the hypothesis "Brand experience effects cosmetic product purchasing behavior" can be a guide for

brands. Therefore, the aim of this research is to examine the effect of brand experience dimensions on cosmetic product purchasing behavior dimensions. Research designs are divided into three categories as exploratory, descriptive, and causal (Burns & Bush, 2014:72). In this research however, the hypotheses determined as a result of the literature review will be tested and the effect of brand experience on cosmetic product purchasing decisions will be examined for both brands. For this research, descriptive research design is used in this context.

## 2. EXPERIENTIAL MARKETING AND BRAND EXPERIENCE

Schmitt (1999: 22-23) describes the concept of experience as situations that have a complex and constantly evolving structure and experiences emerge because of certain stimulants. It is possible to gain experience by being involved in an event or observing an event occurring. As a result of events, different experiences can occur, and experiences can be renewed over time.

The concept of experience is examined in relevant literature in four broad categories with two dimensions. The first dimension is called the participation dimension. People can participate in a current situation actively (i.e., participating in the competition, being trained) or passively (i.e., watching television, going to a cinema). The second dimension shows the connection of people with the current situation. If a person is mentally connected to the situation (i.e., watching television, going to a concert, getting a lecture), whether passive or active, the person is in the assimilation area. On the other hand, if people will take a passive or active physical role in the current situation (i.e., visiting an art gallery, participating in sports activities in a center for holiday purposes), they will be in the embraced area (Pine & Gilmore, 1998: 101-102; Kalyoncuoğlu, 2018: 37-44).

The research conducted by Holbrook and Hirshman (1982) is the first study in the literature to reveal that purchasing behaviors are not only shaped by rational decisions but are also effective in emotional causes. An experience-oriented perspective has been put forward, emphasizing that consumers' purchasing behaviors are affected by their emotions, pleasures, understanding of entertainment and sensory satisfaction. Following this, the concept of experiential marketing was first introduced into the marketing literature by Bernd Schmitt in 1999. Joe Pine and Jim Gilmore, on the other hand, contributed to the expansion of this concept with their work (Kalyoncuoğlu, 2018: 29-31, Batı, 2018: 27). As a result of consumer experiences for the brand or product, consumers can establish a connection with the relevant brand and product. This bond can create a competitive advantage for businesses in the market (Çetin, 2017: 476).

Businesses have been making high investments on advertising to create brand awareness and brand loyalty. Although these investments provide positive returns to brands, brand sustainability is largely driven by brand experience. Personal experiences with the brand, relations with brand employees, experiences with the brand's website or experiences with call centers are examples in this field. These examples can affect the perceptions of the brand, either positively or negatively (Kotler & Armstrong, 2004: 295-296).

There are five dimensions of brand experience as; sensory, behavioral, affective, intellectual and relational. In sensory brand experience the aim of brands is to create sensory experiences on consumers through the five senses of seeing, tasting, feeling, smelling, and hearing. It is thought that those senses can reveal different emotions and associations towards brands in people's brains. These associations have great importance for the adoption of brands by consumers (Tosun, 2017: 7). For example, a chocolate brand named Richart Desing et Chocolat used glass stands reminiscent of expensive jewelry stands visually in the display of their products, and they designed English and French catalogs for their chocolates, similar to a jewelry catalogue (Schmitt, 1999: 65-66).

Behavioral brand experience is focused on enhancing physical experiences. It shows alternative ways or lifestyles for any activity. In United States, an example of behavioral brand experience is a campaign directed by the Department of Health to increase milk consumption in the 1990's. Many well-known athletes, actors and actresses took part in this campaign (Schmitt, 1999: 154-158).

The intellectual brand experience aims to establish a bond with the brand by directing the consumers to generate ideas and think. In 1998, Apple Company, using the slogan "Think Different", became the market leader by rising after 6 financial loss periods. Consumers had experiences intellectually in this example (Schmitt, 1999: 67,141-142).

Through emotional brand experience, companies try to touch consumer emotions and to associate positive emotions with the brand. A soup producing brand named Campbell used emotional experience in their advertisements. The ad shows a girl adopted from an orphanage remembering her mother during her first night in her new home. Her foster mother brought her a Campbell Soup that reminds her own mother. With this emotional effect, it is aimed to create an experience in the consumer's mind (Schmitt, 1999: 66,118-120).

With the relational brand experience, it is aimed to associate the individual's self with other people or cultures. Relational brand experience may include all other dimensions of experience. The best example of the brands that have been using the relationship marketing method for a long time is the Tommy Hilfiger brand. The fact that their brand colors remind of the American Flag and that they use the slogans of "Real American fragrance" in their perfumes can be interpreted with this purpose. People using certain brand products can be included in reference groups containing consumers of the same brand products and participate in the same activities (Schmitt, 1999: 171-175).

### 3. DRIVING FACTORS OF CONSUMER BEHAVIOR

The consumption behavior varies from person to person, and it can vary in the same individual over time (Altunışık et al., 2011: 46-48). Values and identities of individuals can be interpreted with their own consumption behaviors. When people buy a high price product, they get the satisfaction of owning the product as well as meeting their physiological needs. Consumers are not shopping only to satisfy

their physiological needs anymore. They have entered a process where they want to show who they are and that they are special (Koç, 2017: 20-21). There are both internal and external factors which effect consumer behaviors. External influences can be the social environment such as family, friends, social classes, cultures or economic status or a person. On the other hand, personal experiences, psychological effects, personality, motives, and perception can be given as examples of internal effects (Tosun, 2017: 317).

Internal and external factors are explained under three groups. These are socio-cultural, psychological and personal factors. Among the socio-cultural factors, the most influential factor is the family. Individuals spend their most time with their family. As people get old, their status and roles in the family can change. Another important factor affecting the purchasing behavior of consumers is culture. Religion, traditions, morality, values, and language are the subheadings of culture and have an important place in consumer behavior (Altunışık et al., 2011: 50-51). Individuals in the same social status constitute that social class. Within a certain social class members have similar lifestyles, behaviors, and values. Individuals can go down to the lower class as well as to the upper class within these social classes (Mucuk, 2014: 77).

Like socio-cultural factors, psychological factors - also have important effect over consumer behavior. Perceptions and interpretations which occur in people's interactions are formed through sensory organs. The perception process that begins in infancy stage, varies from person to person. As a result of their experiences, people may perceive different messages from the same source and different response may occur. As a result of perception, attitudes and behaviors are developed (Koç, 2017: 62-63). Behaviors refer to actions that are repeated and learned over time and become permanent. All the permanent behaviors that develop over time are called attitudes. Attitudes are one of the most important concepts in market research. All the actions that occur to meet the needs are called motives. Motives are actions that occur entirely internally (Altunışık et al., 2011: 49-50). Consumers store many information in their memories about a certain product like brand and physical characteristics of the product, or the way they buy the product. This is called product information and is one of the important factors affecting purchasing behavior. Product information can determine how quickly the consumer decides. A consumer with a lot of information will be able to decide in a short time. Just the opposite, this process will take longer time for a consumer with less information. People's perception of the product or their interest in the product is expressed by the concept of product involvement (Peter & Donnelly, 2016: 49-50).

Last of all, another group that affects the consumer purchasing decision process is personal factors which is also called demographic characteristics. Features such as occupation, age, income, marital status are evaluated under this factor. The occupations of individuals are closely related to the services and products they want to buy. Firms can develop a range of products and services specific to their occupational groups and carry out marketing activities for it. In addition, age is also a decisive criterion for consumers' purchases. Considering that individuals have needs and tastes specific for different ages, it is known that consumption behaviors will change accordingly. In addition, the level of consumers in

the family life cycle is also important. This cycle is examined under different headings such as young singles, married couples with children, couples living together, married without children, and those living with their parents. The consumer needs may change according to these processes (Kotler & Armstrong, 2004: 86-191). The income level of individuals expresses their monetary power. An increase in consumer income causes an increase in purchasing amount, the decrease in income causes a decrease in their purchases amount (Altunışık et al., 2011: 52).

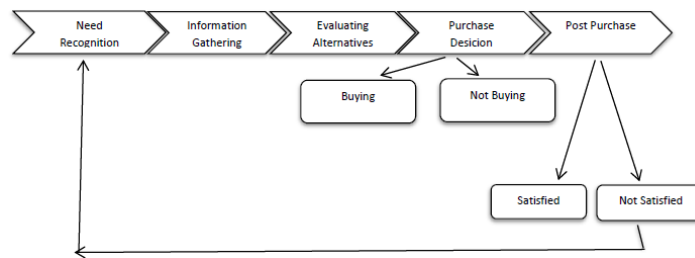
### 3.1. The Impact of Gender of Consumer Behavior

The social and biological differences of men and women have been closely related to the marketing field. Factors such as women's ability to perform multiple tasks at the same time, the fact that decision-making processes take longer and are more complex than men, and that they are more insistent on doing research, have made women at a different point in marketing (Kotler, Kartajaya, & Setiawan, 2018: 64-66).

Özdemir and Tokol (2008:60-63) evaluated the differences between women and men in terms of biological, sensory, and social values. Biologically, women and men can behave differently because they have different hormones. An example of this is that women are less aggressive and competitive than men. Structural differences in men's and women's brains allow women to combine details more easily. On the other hand, sensory differences also cause behavioral differences for male and female consumers. The reason for this difference lies in the fact that female senses are more sensitive than male senses. The fact that women are more talkative than men can be given as an example of these differences. In terms of social values, there are some points where women differ from men. For example, women are more willing to form friend groups, help and ask for help.

### 3.2. Cosmetic Product Purchase Dimensions

The purchasing process begins long before the consumer buys the product. It continues during and after the purchase. The entire purchasing process consists of five stages (Figure 1).



**Figure 1.** Consumer Decision Making Process

**Source:** Kotler, 1994; Odabaşı & Barış, 2018

However, in some cases, that process may proceed differently, some steps may be replaced, or some steps may be eliminated completely. For instance, the first two steps can be skipped if the products are being purchased frequently by the customer. (Kotler, 1994: 193).

Park, Jaworski and MacInnis (1986:136) introduced the brand concept management to the literature. This concept refers to planning and controlling processes of brands throughout their lives. A brand concept should be created, and brand positioning should be done before the brand enters the market. It is derived from functional, symbolic, and experiential basic consumer needs. According to Keller (1993:4), consumer needs and brand associations are related. Brand associations should have three important features in their infrastructure. These characteristics are expressed as qualities, benefits, and attitudes. Among these features benefit refers to the values that consumers can add to themselves from a service or product. These benefits are examined in three dimensions as functional, symbolic, and experiential. Three-dimensional utility concepts have been studied with different perspectives by different researchers in the literature. Roth (1995: 164) examined this in three groups as functional benefits (i.e., giving benefits for basic needs), social benefits (i.e., the feeling of belonging to a group) and sensory benefits (i.e., for seeking novelty and difference). Hsieh (2002: 54) highlighted the economic-symbolic dimension in which economic benefits stand out, the sensory dimension in which exciting and pleasurable benefits stand out, and the utilitarian dimension in which features such as reliability and longevity come to the fore.

In a study which examines market segmentation methods for the cosmetics industry in Korea, symbolic, functional, and experiential benefits were used. A three-dimensional scale has been developed to examine the benefit to be obtained from the use of skin care and make-up products. The functional dimension includes benefits for properties such as providing skin softness and elasticity and covering imperfections. Concepts such as aesthetic suitability and fashion suitability are mentioned under symbolic benefits. Experiential benefits include benefits derived from post-use experience. (Kim & Lee, 2011: 160). Based on the Kim and Lee (2011)'s study, Çabuk and Südaş (2013) evaluated cosmetic product purchases from an environmental perspective and formed the final version of the cosmetic product purchase dimensions scale. In their scale, the functional dimension, which includes the benefits such as softness, flexibility and moisture expected from the cosmetic product, and the symbolic dimension, which includes benefits such as closing the defects, being fashionable or providing attractiveness, were used. Differently, Çabuk and Südaş have brought environmental benefits to the scale as a third dimension. The environmental dimension includes the benefits such as not containing harmful chemicals and not harming human and environmental health.

The requirements that motivate the consumer to seek and find products and services that prevent a problem that may occur and regulate an unexpected situation are called consumer functional needs. A brand with a concept of functional benefit is defined as a brand that exists to meet the external needs of the consumer (Park et al. 1986: 136). The benefit to be obtained from the brand refers to the

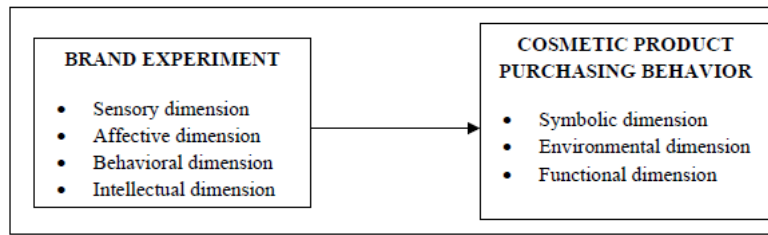
features of that brand or product. For example, the benefits that the consumer receives for their basic needs such as security and shelter can be evaluated in this group (Keller, 1993: 4). These benefits are related to the real functional advantages provided by product and service features and consumption (Sondoh et al., 2007: 87). Unlike functional needs, symbolic needs express internal needs, It is the desire for products that addresses to people's egos, such as self-development and belonging to a group. Brands that associate consumers with a group, image or role must have a symbolic brand concept (Park et al. 1986: 136). Consumers may prefer a particular brand not because of the features of the product, but because of its prestige, fashion suitability or relationship with its current position (Keller, 1993: 4). It becomes important for a business or brand to be ethically appropriate for consumers. The fact that the products do not harm human health and nature has become an important criterion in the preferences of consumers (Çabuk and Südaş, 2013: 116). With the effect of this situation, the concept of socially responsible consumption has developed and new concepts such as green consumption, ethical consumption and sustainable consumption have been added to the literature. (Meydan, 2017: 234-235).

According to Elkington and Hales (1989, as cited in Strong, 1996: 5), green consumers do not prefer businesses that harm human health or the environment, are not sensitive to energy saving, harm animals, and use substances obtained from extinct species in the production, consumption, and disposal processes of products. Consumers, who do not consume from businesses that employ workers under illegal conditions, do not provide fair wages and working conditions, and have unfair commercial agreements, are called ethical consumers. The concept of human is at the center of ethical consumption (Strong, 1996: 5). Definitions in the literature on sustainable consumption are generally related to the production process. It is consumer's consumption behavior for businesses that save energy in production, can manage waste and are sensitive to environmental problems. Another definition for sustainable consumption is to reduce the consumption level and to lead a simpler lifestyle (Mont & Plepys, 2008: 532). Cosmetic products are a product group that is especially focused on female consumers. It is stated that products used for cosmetic purposes may pose a risk due to some harmful substances. The environmental perspective comes to the fore in the consumption of cosmetic products by female consumers. The environmental benefits that women expect from cosmetic products are evaluated under the environmental dimension (Çabuk & Südaş, 2013: 115-117).

#### 4. METHOD

##### 4.1. Purpose of Research and Model

The primary purpose of the research is to examine the relationship between brand experience and cosmetic product purchasing dimensions. The framework of the proposed model is given below (see Figure 2).



**Figure 2.** Proposed Model of Research

In the research, two cosmetic brands were preferred. Those brands are widely used by the women in Turkey, have high purchasing rates and have two different price levels. One of them is Flormar, a local cosmetics brand, and the other is MAC, a global cosmetics brand. In addition to the availability of these two brands in large cosmetic chain markets, and the fact that they have their own stores as well, help them to reach out many female consumers easily.

#### 4.2. Determination of Population, Sampling and Data Collection Method

The population of this study consists of all female consumers who shop from these companies. Due to time and budget constraints in the study, the convenience sampling method, which is one of the non-probability sampling methods, was used in the sample selection. For the data collection, online questionnaire method was used, and the questionnaire form created by the authors was shared over the internet. To eliminate participants who never used the brands, a filter question "Do you use the brands mentioned ever?" was asked at the very beginning of the survey. The survey of those who answered no to this question was terminated. Since the research was conducted over the internet, to provide respondents answering all the questions, no transition to another question statement was allowed before each question statement was answered.

The data of the research were collected between 10 August and 6 November 2019. In addition, no inconsistency and missing data were found in the surveys conducted by the authors. A total of 400 questionnaires were collected, 200 of which belonged to Flormar and 200 of which belonged to MAC brands. First, the data of the two companies included in the research were compared on a scale basis. As a result of the t-test, it was determined that there was a difference between both companies on the basis of scale. Therefore, the model and data analysis proposed in the research will be tested separately for each brand. The research is a descriptive study and SPSS and AMOS statistical programs were used for data analysis.

#### 4.3. Questionnaire Form Design and Scales

The questionnaire form used in the research consisted of three parts. In the first part, the respondents were asked about the frequency of use of the relevant brands and the products they prefer. In the second part of the questionnaire, a 12-item scale about brand experience by Brakus et al. (2009), and

the 13-item scale related to the dimensions of cosmetic product purchasing behavior by Çabuk et al. (2013) was used. The items in the specified scales were asked in the form of a 5-point Likert scale. (1=Strongly Disagree, 5=Strongly Agree). In the third and last part of the questionnaire, questions about the demographic characteristics of the respondents were asked.

## 5. FINDINGS

### 5.1. Sample Profile

	Frequency	Percentage (%)		Frequency	Percentage (%)
<b>MARITAL STATUS</b>			<b>INCOME STATE</b>		
Single	216	54	500 TL and below	35	8,79
Married	184	46	501 - 1000 TL	16	4,01
<b>AGE</b>			1001 - 2000 TL	48	12,03
18-25	107	26,75	2001 - 3000 TL	94	23,55
26-35	138	34,5	3001 - 4000 TL	75	18,53
36-49	98	24,5	4001 - 5000 TL	62	15,53
50 and above	57	14,25	5001 TL and above	70	17,54
<b>OCCUPATION</b>			<b>EDUCATIONAL BACKGROUND</b>		
Private Sector Employee	156	39	Primary School Graduate	4	1
Public Employee	47	11,75	Secondary School Graduate	17	4,25
Student	72	18	High School Graduate	129	32,25
Housewife	60	15	University (Associate degree)	100	25
Retired	33	8,25	University (Undergraduate)	111	27,75
Unemployed	32	8	University (Postgraduate)	39	9,75

**Table 1.** Demographic Characteristics of Responders

Table 1 presents the demographic characteristics of respondents. 54% of the women participating in the survey are single and 34.5% are between the ages of 26-35. When the income distribution of the respondents was examined, it was determined that 23.55% of them were in the range of 2001-3000 TL. It is seen that 27.75% of the respondents are university (undergraduate) graduates, 39% are private sector employees and 18% are public employees.

## 5.2. Shopping Behaviors of Participants for MAC and FLORMAR Branded Products

Products	FLORMAR		MAC		Products	FLORMAR		MAC	
	Frequency	Percentage (%)	Frequency	Percentage (%)		Frequency	Percentage (%)	Frequency	Percentage (%)
Lipstick	109	54,5	153	76,5	Lip Care Products	22	11	16	8
Mascara	84	42	134	67	Eye Makeup Remover	17	8,5	19	9,5
Eye Shadow	80	40	114	57	Nail Care Products	33	16,5	3	1,5
Blush	55	27,5	138	69	Bronzer	9	4,5	26	13
Nail Polish	133	67,5	48	24	Face Brush	12	6	23	11,5
Foundation	51	25,5	125	62,5	Artificial Nails	2	1	30	15
Eye Pen	81	40,5	61	30,5	Body Sprav	4	2	26	13
Powder	30	15	87	43,5	Nail Polish Dryer	26	13	3	1,5
Concealer	32	16	72	36	Lip Brush	5	2,5	20	10
Highlighter	27	13,5	71	35,5	Mask	15	7,5	10	5
Lip Pen	55	27,5	42	21	CC Cream	13	6,5	8	4
Make Up Tools	17	8,5	69	34,5	Contour	4	2	16	8
Liquid Eyeliner	55	27,5	23	11,5	Post Makeup Products	7	3,5	13	6,5
Brush Set	9	4,5	65	32,5	Makeup Remover Cottons	9	4,5	9	4,5
Moisturizer	8	5	62	31	Shower Gel	4	2	13	6,5
BB Cream	38	19	25	12,5	Hand And Body Moisturizer	12	6	4	2
Eye Brow Mascara	24	12	35	17,5	Nail Art Products	10	5	5	2,5
Makeup Base	14	7	42	21	Eye Makeup Base	5	2,5	9	4,5
Lip Gloss	23	11,5	33	16,5	Brush Cleaner	7	3,5	7	3,5
Makeup Removers	10	5	42	21	File	8	4	4	2
False Lashes	2	1	47	23,5	Body Makeup Products	3	1,5	5	2,5
Eye and eyebrow brush	15	7,5	31	15,5	Nail scissors	3	1,5	4	2
Nail Polish Remover	35	17,5	9	4,5	Lip Base	2	1	2	1
Sponges	8	4	30	15	Manicure Tools	1	0,5	1	0,5

**Table 2.** Products Respondents Prefer to Purchase

Table 2 represents the products that respondents prefer to buy from Flormar and MAC. Accordingly, respondents' most preferred product from Flormar is nail polish, (67.5%), lipstick (54.5%) and mascara (42%). The most preferred products from MAC were lipstick (76.5%, 76%). 5), blush (69%) and mascara (67%).

	FLORMAR		MAC	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Once in two weeks	12	6	2	1
Once in a month	39	19,5	28	14
Once in two months	35	17,5	48	24
Once in six months	55	27,5	61	30,5
Once in a year	42	21	40	20
Less than once in a year	17	8,5	21	10,5
TOPLAM	200	100	200	100

**Table 3.** Shopping Frequency Distribution of Respondents

Table 3 represents how often the participants buy the specified branded products. It was revealed that 27.5% of the respondents who use Flormar products have a shopping frequency “once every six months”, while 19.5% of them shop once a month. It was found that 30.5% of the respondents using a MAC product shop every six months, while 24% shop every two months.

### 5. 3. Mean and Standard Deviation Values of Scales

According to Table 4, for the sensory dimension of brand experience the variable with the highest average score for both brands is “*I find ... brand interesting in a sensory way*”. When the affective dimension is examined, the items with the highest average scores for Flormar are “*... brand induces my feelings and sentiments*” and “*... brand appeals to emotions*” items, while the highest average score for the MAC brand is “*...brand appeals to emotions*” (3.55) item. For the behavioral dimension, for both brands, “*... brand results in bodily experiences*” (2.97) has emerged as the variable with the highest average score. Finally, “*... brand stimulates my curiosity and encourages my desire to do make-up/skin care*” (3,18) is the item with the highest average in intellectual dimension for both brands. In addition, considering the averages of both brands on the brand experience scale, it is seen that MAC brand has higher values compared to Flormar brand.

Question Number	Items	FLORMAR		MAC	
		Mean	Standard Deviation	Mean	Standard Deviation
SD1	... brand makes a strong impression on one of my senses	3,23	1,064	3,72	1,016
SD2	I find ... brand interesting in a sensory way.	<b>3,38</b>	1,077	<b>3,78</b>	1,003
SD3	... brand appeal to my senses	2,93	1,039	3,33	0,995
AD1	... brand induces my feelings and sentiments	<b>3,02</b>	0,980	3,52	0,976
AD2	I have strong emotions for ... brand	2,89	0,988	3,53	1,000
AD3	... brand appeals to emotions	<b>3,02</b>	0,982	<b>3,55</b>	0,993
BD1	I engage in physical actions and behaviors when I use ... brand.	2,8	1,004	3,34	1,000
BD2	... brand results in bodily experiences.	<b>2,97</b>	1,024	<b>3,37</b>	9,83
BD3	... brand is action oriented	2,93	1,012	3,32	9,8
ID1	I engage in a lot of thinking when I encounter ... brand.	2,70	0,962	3,39	0,983
ID2	... brand makes me think.	2,64	0,968	3,28	0,998
ID3	... brand stimulates my curiosity and encourages my desire to do make-up/skin care	<b>3,18</b>	1,118	<b>4,14</b>	1,148

**SD:** Sensory Dimension; **AD:** Affective Dimension; **BD:** Behavior Dimension; **ID:** Intelligence Dimension; 1= Strongly disagree,..... 5= Strongly Agree.

**Table 4.** Mean and Standard Deviation Values of the Brand Experience Scale

The mean and standard deviation values of the cosmetic product purchasing behavior scale are shown in Table 5. According to the table, when the symbolic dimension is examined, the variable with the highest average score for the Flormar brand is *"It is important for me to buy that ..... products should be compatible with my sense of fashion."* (3.86), while the variable with the highest average score for the MAC brand is *"It is important for me to buy that ..... products should cover my flaws"* (4.38). For the environmental dimension, Flormar brand has the highest average score of 4.38 for both *"It is important for me to buy that ..... products should not harm the environment"* and *"It is important for me to buy that ..... products should not harm human health"* items. Similarly, the MAC brand has the highest average score for *"It is important for me to buy that ..... products should not harm human health"* item (4.62).

For the functional dimension is examined, it is seen that *"It is important for me to buy that ..... products should protect my skin"* item has the highest average for both brands. Furthermore, as in the brand experience scale, it is determined that the average of the items belonging to the MAC brand was higher than the average of the items belonging to the Flormar brand in the cosmetic product purchasing behavior scale.

Question Number	Items	FLORMAR		MAC	
		Mean	Standard Deviation	Mean	Standard Deviation
SED1	It is important for me to buy that ..... products should cover my flaws	3,66	1,146	4,38	0,969
SED2	It is important for me to buy that ..... products should show my aesthetic side	3,85	1,037	4,37	0,947
SED3	It is important for me to buy that ..... products should be compatible with my sense of fashion	3,86	1,024	4,3	1,003
SED4	It is important for me to buy that ..... products should make me look more attractive	3,85	1,018	4,31	0,988
SED5	It is important for me to buy that ..... products should help me look bright	3,82	1,023	4,30	0,962
SED6	It is important for me to buy that ..... products should help me look more confident	3,75	1,026	4,21	0,968
ED1	It is important for me to buy that ..... products should not have harmful chemicals	4,33	0,983	4,57	0,842
ED2	It is important for me to buy that ..... products should not harm human health	4,38	0,970	4,62	0,812
ED3	It is important for me to buy that ..... products should not harm the environment	4,38	0,959	4,52	0,845
FD1	It is important for me to buy that ..... products should give softness feeling	4,20	1,012	4,33	0,902
FD2	It is important for me to buy that ..... products should give elasticity of my face and reduce my wrinkles	4,02	1,022	4,36	0,982
FD3	It is important for me to buy that ..... products should hydrate my skin	4,13	0,999	4,37	0,875
FD4	It is important for me to buy that ..... products should protect my skin	4,26	0,972	4,43	0,877

SED: Symbolic Dimension; ED: Environmental Dimension FD: Functional Dimension; 1= Strongly disagree,..... 5= Strongly Agree.

**Table 5.** Mean and Standard Deviation Values of the Cosmetic Product Purchasing Behavior Scale

#### 5. 4. Scale Reliability and Validity

According to George and Mallery (2001:209), reliability analysis is an analysis technique used to measure the internal consistency of items in a certain scale, as well as whether they are compatible with each other. The scales of the brands included in the research were subjected to reliability analysis separately. Accordingly, the reliability analysis of the brand experience scale for Flormar brand is found to be 0.940, and the reliability analysis of the cosmetic product purchasing behavior scale is 0.963. The Cronbach Alpha value of the brand experience scale for MAC brand is 0.950 and the Cronbach's Alpha value of the cosmetic product purchasing behavior scale is 0.973. When the reliability analysis result of the items in a certain scale is above 0.70, and therefore it can be said that the scale is reliable (Nunnally, 1979). Considering the results of all reliability analyzes, it can be said that the scales are reliable, considering that they meet this requirement.

### 5.5. SEM Analysis Results

In the study, exploratory factor analysis was applied to the scales belonging to both brands separately. Thus, it was examined whether the basic structure of the scales was preserved or not. According to the analysis, both the experience scale and the cosmetic product purchasing behavior scale belonging to the Flormar brand were collected in two dimensions. In the analysis for the MAC brand, the experience scale appeared in one dimension and the cosmetic product purchasing behavior scale in two dimensions. However, it was determined that the items in the specified dimensions were gathered under dimensions other than the original and the dimensions obtained were not significant. Therefore, it was decided to use the original structure of the scales specified for both brands. In the original structure, the brand experience scale was developed in 4 dimensions as "sensory dimension", "affective dimension", "behavioral dimension" and "intellectual dimension" by Brakus et al. (2009). The cosmetic product purchasing behavior scale, on the other hand, is handled in three dimensions as "symbolic dimension", "environmental dimension" and "functional dimension" (Çabuk et al., 2013).

Structural equation modellings were used to evaluate the analyzes of the scales of each brand and to test the proposed model. Structural equation modellings are used as a basic method in determining the multiple relationships between independent and dependent variables (Şimşek, 2007:12; Bayram, 2010:48). The purpose of such models is to show how the theory is similar or compatible with the research findings by testing the theoretically constructed model (Hair et al., 1998).

To test the construct validity of the scales used, first-level confirmatory factor analysis was performed on all scales of both brands separately. Testing the validity of the scales, it was determined that the adaptive values produced by the measurement models created were not within the limits of acceptable adaptive values. Therefore, the modifications suggested by the AMOS program have been made. According to the modifications made, 2 items were extracted from both the brand experience and cosmetic product purchasing behavior scales of the two brands. The dimensions of the extracted items are shown in Table 6.

BRAND	SCALE	DIMENSION	NUMBER OF ITEMS	NUMBER OF ITEMS EXTRACTED
FLORMAR	Brand Experience	Sensory Dimension	3	1
		Affective Dimension	3	-
		Behavioral Dimension	3	-
		Intellectual Dimension	3	1
	Cosmetic Product Purchasing Behavior	Symbolic Dimension	6	-
		Environmental Dimension	3	1
		Functional Dimension	4	1
MAC	Brand Experience	Sensory Dimension	3	1
		Affective Dimension	3	-
		Behavioral Dimension	3	1
		Intellectual Dimension	3	-
	Cosmetic Product Purchasing Behavior	Symbolic Dimension	6	2
		Environmental Dimension	3	-
		Functional Dimension	4	-

**Table 6:** Changes Made on Scales

BRAND	SCALE	X <sup>2</sup>	df	X <sup>2</sup> / df	GFI	CFI	RMSEA
FLORMAR	Brand Experience	48,572	29	1,675	0,954	0,988	0,058
	Cosmetic Product Purchasing Behavior	87,528	41	2,135	0,928	0,981	0,076
MAC	Brand Experience	67,700	29	2,334	0,942	0,979	0,082
	Cosmetic Product Purchasing Behavior	85,118	41	2,076	0,933	0,985	0,074
Good Fit*				≤ 3	≥ 0,90	≥ 0,97	≤ 0,05
Acceptable Adaptive Value*				≤ 4-5	0,89 - 0,85	≥ 0,95	0,06 - 0,08

p > 0,05, X<sup>2</sup>= Chi-Square, df=Degree of Freedom, GFI= Goodness of Fit Index; CFI= Comparative Fit Index; RMSEA= Root Mean Square Error of Approximation

Reference: Meydan, C.H. ve Şeşen, H. (2011). Yapısal Eşitlik Modellemesi Amos Uygulamaları, Ankara: Detay Yayıncılık, p.37.

**Table 7.** Adaptive Values of Scales

In Table 7, the adaptive values of the scales are given. Since the adaptive values in Table 7 are within acceptable limits, the four-factor structure of the brand experience scale and the three-factor structure of the cosmetic product purchasing behavior scale were confirmed for both brands. After the confirmatory factor analysis, the factor loadings, average variance extracted (AVE), combined reliability coefficients (CR) and Cronbach Alpha coefficients of the scales for both brands are summarized in Table 8 separately.

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Scales	Dimensions	FLORMAR					MAC				
		Items	Factor Loading	AVE	Cronbach Alfa	CR	Items	Factor Loading	AVE	Cronbach Alfa	CR
BRAND EXPERIENCE	Sensory Dimension (SD)	SD1	0,87	0,801	0,890	0,889	SD1	0,92	0,846	0,930	0,916
		SD2	0,92				SD2	0,92			
	Affective Dimension (AD)	AD1	0,87	0,903	0,928	0,930	AD1	0,89	0,872	0,949	0,953
		AD2	0,90				AD2	0,95			
		AD3	0,94				AD3	0,96			
	Behavior Dimension (BD)	BD1	0,83	0,816	0,891	0,895	BD1	0,86	0,765	0,870	0,867
		BD2	0,91				BD2	0,89			
		BD3	0,84								
	Intellectual Dimension (ID)	ID1	0,89	0,774	0,868	0,872	ID1	0,90	0,703	0,859	0,874
		ID2	0,87				ID2	0,93			
							ID3	0,66			
COSMETIC PRODUCT PURCHASING BEHAVIOR	Symbolic Dimension (SED)	SED1	0,77	0,729	0,935	0,921			0,838	0,953	0,953
		SED2	0,86				SED2	0,91			
		SED3	0,63				SED3	0,87			
		SED4	0,89				SED4	0,96			
		SED5	0,87				SED5	0,92			
		SED6	0,84								
	Environmental Dimension (ED)			0,950	0,976	0,974	ED1	0,96	0,896	0,963	0,962
		ED2	0,96				ED2	0,95			
		ED3	0,99				ED3	0,93			
	Functional Dimension (FD)	FD1	0,97	0,866	0,949	0,951	FD1	0,92	0,828	0,950	0,950
		FD2	0,87				FD2	0,87			
		FD3	0,95				FD3	0,94			
							FD4	0,91			

**Table 8.** Factor Loadings for Scales, AVE, CR and Cronbach Alpha Coefficients

In order to meet the convergent validity conditions, the combined reliability coefficient (CR) should be equal to or greater than 0.70 and the average variance extracted value (AVE) should be equal to or greater than 0.50 (Fornell & Larcker, 1981). When the table above is examined, the AVE values for the Flormar brand are between 0.729 and 0.950, and the CR values are between 0.872 and 0.974; For the MAC brand, the AVE values were found to be between 0.703 and 0.896, and the CR values were between 0.867 and 0.962. When Cronbach Alpha values are examined, it is 0.868 to 0.976 for Flormar brand; For the MAC brand, it was determined between 0.859 and 0.950. In the view of such information, it has been found that all the conditions for convergent validity of both brands are met.

FLORMAR	SD	AD	BD	ID	SED	ED	FD
SD	(0,894)						
AD	0,661**	(0,950)					
BD	0,551**	0,747**	(0,903)				
ID	0,400**	0,578**	0,597**	(0,879)			
SED	0,398**	0,318**	0,287**	0,312**	(0,853)		
ED	0,372**	0,261**	0,243**	0,251**	0,626**	(0,974)	
FD	0,322**	0,277**	0,261**	0,204**	0,714**	0,802**	(0,930)
MAC	SD	AD	BD	ID	SED	ED	FD
SD	(0,919)						
AD	0,731**	(0,933)					
BD	0,568**	0,710**	(0,874)				
ID	0,627**	0,741**	0,661**	(0,838)			
SED	0,699**	0,667**	0,558**	0,651**	(0,915)		
ED	0,584**	0,492**	0,410**	0,441**	0,735**	(0,946)	
FD	0,560**	0,481**	0,352**	0,472**	0,790**	0,836**	(0,909)

\*\* $p < 0,01$  ( $N=200$ )

**Table 9.** Table of Correlation Coefficients

In Table 9, the correlation coefficients between all dimensions for both brands are given. The square root values of the average variance extracted (AVE) are shown in the values in parentheses. According to Fornell and Larcker (1981), when the square root values of the explained variance and the correlation coefficients were compared with each other, it is stated that discriminant validity is achieved when the square root values are higher than the values in their own row and column. Accordingly, it is determined that discriminant validity is achieved when the square root values of the variance explained by the correlation coefficients are considered.

The structural equation model created to test the hypotheses of the research for the Flormar brand is shown in Figure 3. Accordingly, the Chi-square value of the model ( $X^2$ ) is 376,190, degrees of freedom (df) is 171,  $X^2/df$  is 2,200, goodness fit index coefficient (GFI) is 0.850, the comparative fit index coefficient

(CFI) is 0.950 and the root mean square error coefficient (RMSEA) of approximate errors is 0.078. The structural equation model created for the MAC brand to hypothesize the research is shown in Figure 4. Accordingly, the Chi-square value of the model ( $\chi^2$ ) is 467,470, degrees of freedom (df) is 171,  $\chi^2/df$  is 2.734, goodness fit index coefficient (GFI) is 0.851, the comparative fit index coefficient (CFI) is 0.941 and the root mean square error coefficient (RMSEA) of approximate errors is 0.082. Since the specified adoptive values are within acceptable limits, it has been observed that sufficient evidence is provided that the model is structurally appropriate (Meydan & Şeşen, 2007:137).

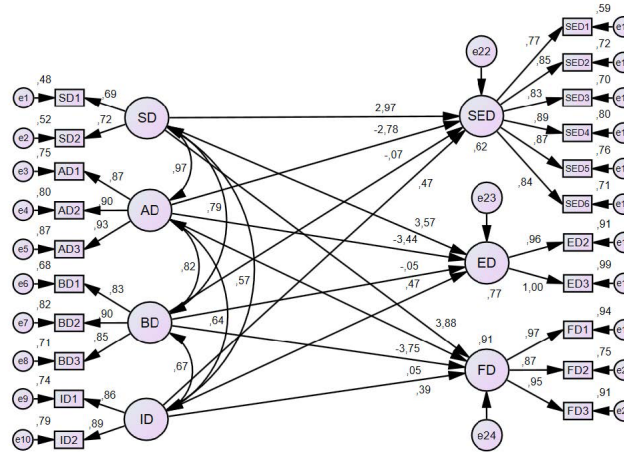


Figure 3. Structural Equation Modeling (Flormar)

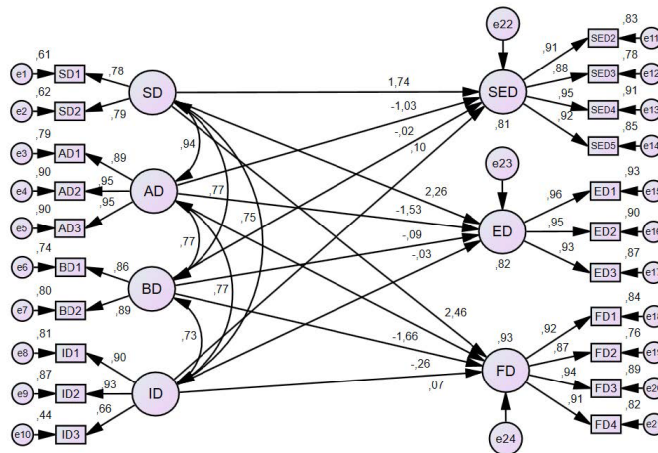
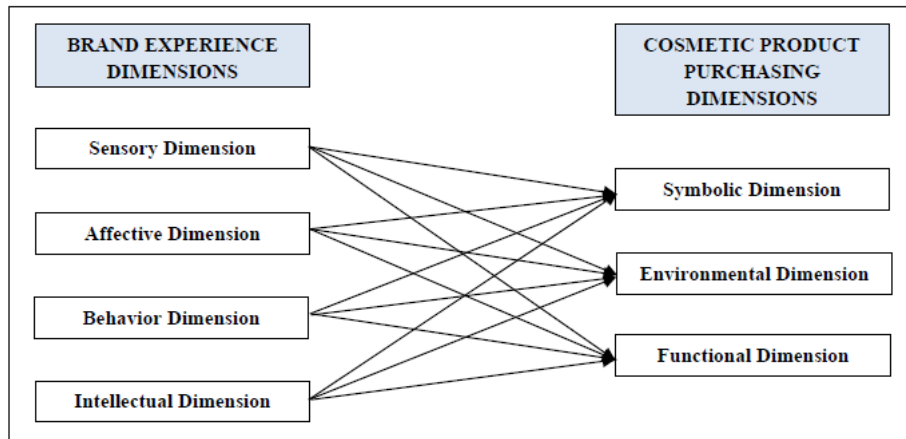


Figure 4. Structural Equation Modeling (MAC)



**Figure 5.** Research Model Revised After Structural Equation Modeling

$H_{1a}$ : The sensory dimension has a statistically significant effect on the symbolic dimension. (Flormar =  $H_{1af}$ ) (MAC=  $H_{1am}$ )

$H_{1b}$ : The sensory dimension has a statistically significant effect on the environmental dimension. (Flormar =  $H_{1bf}$ ) (MAC =  $H_{1bm}$ )

$H_{1c}$ : The sensory dimension has a statistically significant effect on the functional dimension. (Flormar =  $H_{1cf}$ ) (MAC=  $H_{1cm}$ )

$H_{2a}$ : The affective dimension has a statistically significant effect on symbolic dimension. (Flormar =  $H_{2af}$ ) (MAC=  $H_{2am}$ )

$H_{2b}$ : The affective dimension has a statistically significant effect on the environmental dimension. (Flormar =  $H_{2bf}$ ) (MAC=  $H_{2bm}$ )

$H_{2c}$ : The affective dimension has a statistically significant effect on the functional dimension. (Flormar =  $H_{2cf}$ ) (MAC=  $H_{2cm}$ )

$H_{3a}$ : The behavioral dimension has a statistically significant effect on the symbolic dimension. (Flormar =  $H_{3af}$ ) (MAC=  $H_{3am}$ )

$H_{3b}$ : The behavioral dimension has a statistically significant effect on the environmental dimension. (Flormar =  $H_{3bf}$ ) (MAC=  $H_{3bm}$ )

$H_{3c}$ : Behavioral dimension has a statistically significant effect on functional dimension. (Flormar =  $H_{3cf}$ ) (MAC=  $H_{3cm}$ )

$H_{4a}$ : The intellectual dimension has a statistically significant effect on the symbolic dimension. (Flormar =  $H_{4af}$ ) (MAC=  $H_{4am}$ )

$H_{4b}$ : The intellectual dimension has a statistically significant effect on the environmental dimension. (Flormar =  $H_{4bf}$ ) (MAC=  $H_{4bm}$ )

$H_{4c}$ : The intellectual dimension has a statistically significant effect on the functional dimension. (Flormar =  $H_{4cf}$ ) (MAC=  $H_{4cm}$ )

According to the models created for both brands, the standardized beta coefficients, standard error, critical ratio, significance value (p) and R<sup>2</sup> values between the variables are summarized in Table 10.

BRAND	DIMENSIONS		Standardized Coefficients (B)	Standart Error	Critical Value	p	R <sup>2</sup>
FLORMAR	Symbolic Dimension (SD)	Sensory Dimension	2,97	0,954	3,739	***	0,62
		Affective Dimension	2,78	0,905	3,184	0,001	
		Behavioral Dimension	-0,07	0,397	-0,196	0,845	
		Intellectual Dimension	0,47	0,292	1,702	0,089	
	Environmental Dimension (ED)	Sensory Dimension	3,57	1,157	3,894	***	0,77
		Affective Dimension	3,44	1,104	3,407	***	
		Behavioral Dimension	-0,05	0,490	-0,118	0,906	
		Intellectual Dimension	0,47	0,358	1,474	0,141	
	Functional Dimension (FD)	Sensory Dimension	3,88	1,322	3,918	***	0,91
		Affective Dimension	3,75	1,261	3,429	***	
		Behavioral Dimension	0,05	0,558	0,103	0,918	
		Intellectual Dimension	0,39	0,407	1,118	0,264	
MAC	Symbolic Dimension (SD)	Sensory Dimension	1,74	0,324	6,535	***	0,81
		Affective Dimension	1,03	0,294	3,730	***	
		Behavioral Dimension	-0,02	0,174	-0,116	0,907	
		Intellectual Dimension	0,10	0,163	0,672	0,502	
	Environmental Dimension (ED)	Sensory Dimension	2,26	0,379	6,830	***	0,82
		Affective Dimension	1,53	0,348	4,429	***	
		Behavioral Dimension	-0,09	0,205	-0,463	0,643	
		Intellectual Dimension	-0,03	0,192	-0,169	0,866	
	Functional Dimension (FD)	Sensory Dimension	2,46	0,421	6,844	***	0,93
		Affective Dimension	1,66	0,380	4,480	***	
		Behavioral Dimension	-0,26	0,223	-1,230	0,219	
		Intellectual Dimension	0,07	0,207	0,367	0,714	

**Table 10.** Structural Equation Model Coefficients

According to Table 10, for Flormar brand there is no significant effect of behavioral and intellectual dimensions over symbolic dimension, environmental dimension, and functional dimension since  $p > 0.05$ . Therefore  $H_{3af}$ ,  $H_{3bf}$ ,  $H_{3cf}$ ,  $H_{4af}$ ,  $H_{4bf}$  and  $H_{4cf}$  hypothesis for Flormar brand is rejected. It is found that, sensory dimension of brand experience scale has an effect over symbolic dimension ( $\beta = 2,97$ ;  $p < 0,05$ ), environmental dimension ( $\beta = 3,57$ ;  $p < 0,05$ ) and functional dimension ( $\beta = 3,88$ ;  $p < 0,05$ ) of cosmetic product purchasing behavior scale. Therefore, the hypotheses  $H_{1af}$ ,  $H_{1bf}$  and  $H_{1cf}$  are accepted. Similarly, the affective dimension of brand experience scale has an effect over symbolic dimension ( $\beta = 2,78$ ;  $p < 0,05$ ), environmental dimension ( $\beta = 3,44$ ;  $p < 0,05$ ) and functional dimension ( $\beta = 3,75$ ;  $p < 0,05$ ) of cosmetic product purchasing behavior scale. Thus,  $H_{2af}$ ,  $H_{2bf}$  and  $H_{2cf}$  hypotheses are accepted. After examining Squared Multiple Correlations (R<sup>2</sup>) values of Flormar, it shows that 62% of symbolic dimension, 77% of environmental dimension and 91% of functional dimension can be explained.

According to Table 10, for MAC brand there is no statistically significant effect of behavioral and intellectual dimensions over symbolic dimension, environmental dimension and functional dimension since  $p > 0.05$ . Therefore  $H_{3am}$ ,  $H_{3bm}$ ,  $H_{3cm}$ ,  $H_{4am}$ ,  $H_{4bm}$  and  $H_{4cm}$  hypothesis for MAC brand is rejected. It is found that, sensory dimension of brand experience scale has an effect over symbolic dimension ( $\beta = 1,74$ ;

$p < 0,05$ ), environmental dimension ( $\beta = 2,26$ ;  $p < 0,05$ ) and functional dimension ( $\beta = 2,46$ ;  $p < 0,05$ ) of cosmetic product purchasing behavior scale. Therefore, the hypotheses  $H_{1am}$ ,  $H_{1bm}$  and  $H_{1cm}$  are accepted. Similarly, the affective dimension of brand experience scale has an effect over symbolic dimension ( $\beta = 1,03$ ;  $p < 0,05$ ), environmental dimension ( $\beta = 1,53$ ;  $p < 0,05$ ) and functional dimension ( $\beta = 1,66$ ;  $p < 0,05$ ) of cosmetic product purchasing behavior scale. Thus,  $H_{2am}$ ,  $H_{2bm}$  and  $H_{2cm}$  hypotheses are accepted. After examining Squared Multiple Correlations ( $R^2$ ) values for MAC, it shows that 8% of symbolic dimension, 82% of environmental dimension and 9% of functional dimension can be explained.

## 6. DISCUSSION OF THE RESULTS

When the demographic characteristics of the respondents in the study are examined, 61.25% of the participants are between the ages of 18-35, 46% are single, 51.6% have a monthly income of 3001 TL and above, 39% have private sector employees and 37% of them were university undergraduate or graduate graduates (See: Table 1). The most preferred Flormar products by the participants are nail polish (67.5%), lipstick (54.5%) and mascara (42%), respectively, while the least preferred products are manicure materials (0.5%), false eyelashes (1%), false nails (1%) and lip base (1%). The most preferred MAC products by the participants were lipstick (76.5%), blush (69%) and mascara (67%), while manicure materials (0.5%), lip balm (1%), nail care products (1.5%) and nail polish dryer (1.5%) are the least preferred products (See: Table 2). Based on these results, it can be thought that consumers who prefer both brands generally buy more make-up materials that they use daily. In addition, when the two brands are compared, considering that the Flormar brand belongs to the company that produces the first domestic nail polish in Turkey, it can be said that female consumers trust the Flormar brand in their nail polish purchases.

In the brand experiment scale the items which are *"I find ... brand interesting in a sensory way."* and *"... brand stimulates my curiosity and encourages my desire to do make-up/skin care"* have the highest average scores for both brands. In addition, it was found that the averages of the items in the specified scale were higher in the MAC brand. (See: Table 3). Based on these results, it can be thought that consumers are curious to experience the products of the specified brands, and the products create a desire for consumers to apply any skin care procedure. In addition, it can be thought that MAC brand consumers have more brand experience than Flormar brand consumers, both in behavioral, sensory, emotionally, and intellectually. The product lines of the MAC brand include many products for professional use. For this reason, it can be thought that it is preferred not only for personal use, but also for professional use. Therefore, it may be possible for women to associate the MAC brand with night make-up and professional make-up. This may explain why behavioral and intellectual experience is particularly effective. Considering the store atmospheres, the MAC brand can be thought of as having a unique store concept, colors, and scent. The fact that the testers and the appointment system for free make-up trial applications can cause consumers to have a more effective sensory experience. Although Flormar has its own stores like MAC, it can also be sold in chain markets and cosmetic stores. This may be the reason why consumer perception does not create such a special experience as MAC.

In the scale of cosmetic product purchasing behavior of Flormar, *"It is important for me to buy that ... products should not harm human health."* (4,38) and *"It is important for me to buy that ... products should not harm the environment."* (4,38) items were found to have the highest average score. In the scale of cosmetic product purchasing behavior of MAC brand, *"It is important for me to buy that ... products should not harm human health."* (4,62) and *"It is important for me to buy that.... products should protect my skin"* (4,43) items were found to have the highest mean. In addition, it was found that the averages of the items in the specified scale were higher in the MAC brand. (See: Table 4). In the light of these information, it can be thought that the factors that consumers pay the most attention to when purchasing cosmetic products are that the products do not harm both their own health and the environment. In addition, for such products, it is also necessary for the users to protect their skin. It can be thought that brands that pay attention to all these issues will cause more purchases by consumers, thus causing consumers to be more attached to such brands. These findings obtained in this research support the conclusion of Çabuk and Südaş (2013) that ethical consumption and environmental perspective in the cosmetics industry can be preferred by female consumers.

Structural equation models were tested separately for the brands included in the research. As a result of this test, similar results emerged for both brands. Accordingly, it has been determined that the sensory and affective dimensions of the brand experience have a positive effect on the symbolic dimension, environmental dimension and functional dimension in cosmetic product purchasing behavior. In addition, the research revealed that behavioral and intelligence dimensions in brand experience do not have any effect on the symbolic dimension, environmental dimension and functional dimension in cosmetic product purchasing behavior. Due to the characteristics of the products, the cosmetics industry can appeal to all senses. According to the results obtained from the research findings, one of the most preferred purchased product is lipstick. In this sense, considering the lipstick product, its color, smell, texture, taste and even the sound of opening and closing the lid can be seen as an element of experience on consumers. It may be possible to interpret the reason why the sensory brand experience is extremely effective in terms of cosmetic products. By applying make-up or using cosmetic products, women can increase their body beauty, gain various advantages in their social lives, increase their self-confidence, and feel good by gaining inner satisfaction (Wax, 1957, Fabricant & Gould, 1993; Cash, Dawson, Davis, et al., 1989; Karabulut, Aytaç & Akin, 2020). Therefore, affective experiences can be effective in cosmetic product purchases. In this sense, it may be possible to interpret the effect of affective brand experience on the purchasing dimensions of cosmetic products in this way.

As a result of examining the experience dimensions one by one on the dimensions of cosmetic product purchasing, it is seen that the sensory dimension has more impact on all dimensions of cosmetic product purchasing than the affective dimension in both brands. In this sense, for cosmetic products if the messages in marketing communication for the functional, symbolic, or environmental benefits of the product, it can be supportive to develop the sensory brand experience. Strategies such as in-store displays of products and free application sessions can be supportive. On the other hand, when both brands are compared in the effects of sensory and emotional brand experience, the effect coefficients of the two dimensions for the Flormar brand are seen to be very close to each other (See: Table 10). However,

in the MAC brand, the coefficients of the sensory and emotional dimensions are separated a little more clearly. Two brands are in different positions in the consumer mind in terms of brand image and brand personality. It can be thought that this is one of the underlying reasons for the difference between the effects of experiences. Examining the relationships between brand images, brand personalities and brand experiences of different brands in the cosmetics industry can contribute to this study.

Previous studies in the literature are mostly focused on the concepts that affect people's purchasing intentions. It has been supported by researches that brand experience has positive effects on consumer purchasing behavior. According to Sahin et al. (2011), as a result of the data analysis from the survey applied to 258 people, it is concluded that the brand experience has a strong effect on purchasing. The research of Moreira et al. (2017) reveals that sensory stimulation positively influences the brand experience which, has a positive effect on purchase intentions. Pınarbaşı et al. (2017) stated that brand experience has an impact on consumers' repurchase intentions. Sanjaya et al. (2020) reveals that brand experience has a significantly positive effect on purchase intention. Although this study has conceptually similar features with previous studies that concludes that brand experience has significant effect over purchase intention, unlikely this study examines the effect of brand experience dimensions on cosmetic product purchasing dimensions. This research is an original study since it is the first study in the literature to examine the effect of brand experience dimensions on cosmetic product purchasing dimensions.

## 7. LIMITATIONS AND RECOMMENDATIONS

Various suggestions can be given to similar studies that can be done in the future. First of all, the concepts that are the subject of the research were evaluated in terms of the cosmetics industry. Two cosmetic brands were used for this evaluation. Conducting similar studies in different industries may contribute the literature. The research has been evaluated for companies that mainly sell make-up products in the cosmetics sector and whose target market is female consumers. Therefore, only female consumers were sampled. By including companies that offer products for both female and male consumers, male consumers can be added to the sample and the results can be differentiated. In addition, considering that there is not much research in the literature on the dimensions of purchasing cosmetic products, examining the purchasing dimensions of consumers in terms of different industries may allow the evaluation of consumers' purchasing decisions.

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