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Study of the Influence of Brand Image on Consumers' Online Shopping Intention——in the Case of Cosmetics

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Abstract: With the rapid development of science and technology, people's acceptance of online shopping is increasing. As an important part of online shopping, small and medium-sized cosmetics enterprises have the characteristics of small investment scale and flexible adjustment of brand strategy, but previous research lack sustained and effective methods and tools to analysis brand impact. The paper takes INOHERB as an example, to explore the connotation and feature of brand and brand image from the perspective of the cosmetics online shopping, as well as the relevant theories of online shopping intention. Through literature review, the paper applies the bell brand image measurement model, dividing brand image into corporate image and product or service image, and user image. It also adds the analysis on the consumption characteristics, so as to test result reasonableness of the brand image analysis's influence on online shopping intention. Data were collected from college female students by print questionnaires and online surveys. The result indicated that corporate image has a strong influence on consumer online shopping intention. Besides, product and service image also have a significant influence on consumer online shopping intention, consumers are more willing to buy cosmetics online above average prices with positive word of mouth and good quality.

Keywords: cosmetic, brand image, online shopping intention, correlation, brand strategy

1. INTRODUCTION:

With the rapid development of science and technology, the popularity of personal computer and wide application of network technology, logistics and payment instruments are much more improved, people's acceptance of online shopping is increasing and the permeability of online shopping also has a great improvement. Therefore, the proportion and scale of online shopping cosmetics increase year by year. Brand, as the basis of network service marketing in the 21st century, is the necessary element to seize market first chance for enterprises. A good brand image plays a very important role in the process of consumers' online shopping for brand image will have a significant effect whether on purchasing process or the behavior of consumer purchasing. Hence, brand building and management are the necessary course of development for cosmetics enterprise.

Throughout the domestic and foreign studies of brand image's influence on online shopping intention, most of them analyzed on partial factors lack systematically and comprehensively quantitative analysis methods, so it is difficult to give a clear adjustment direction of brand strategy. Thus, the paper takes cosmetics as an example, exploring the connotation and characteristics of the brand image from the angle of consumer goods online shopping, analyzing the influence factors on brand choice in online shopping as well as the correlation of these factors on online shopping intention. The paper's purpose are to allow cosmetics enterprises have a more particular knowledge of brand building, to track consumers' wishes timely, and take corresponding measures of marketing improve enterprises' competition ability. The paper divides brand image into three dimensions and gives the research hypothesis testing of this three dimensions' influence on online shopping intention, finally comes up with corresponding suggestions.

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2. Theoretical background and research model

2.1 The concept of brand and brand image

American marketing association defines: brand is a name, term, mark, symbol or design, or the combination of them. Its purpose is to identify a seller, or products and services of consumer group, and separate it from competitor's products and service. Among them, we call these brand name, term, mark, symbol or design as the brand elements.

Randall^[1] argued that brand image exist in the consumers' mind. This is the sum of the information what they gained, including experience, word-of-mouth, advertisement, package, service and so on. These information processed and filtered by consumers' perceptual choice, old beliefs, social regulations, forget and so on.

2.2 Online shopping intention

Online shopping intention is an indispensable experience in the process of the whole online shopping for consumers. It reflects the consumers' attitude towards product, brand and the possibility of buying and so forth. Online shopping intention has a strong subjectivity, and is influenced by other internal and external factors. Intention leads a final decision as a result. Online shopping intention can be used as an important index of the prediction of consumers' online shopping behavior.

WuXingXing^[2] concluded that online shopping risk perception have a negative relationship with consumer purchase intention. The conclusion shows that risk perception problem is one of the most main restrictions on the development of global e-commerce development. In addition, the logistics distribution process of online commodity is the relative concentrate link of the consumer perceived risk.

ShenKun^[3] argued that consumers are influenced by many factors in the process of shopping, including shop popularity, brand image, shop reputation, product pattern and so on. These factors could affect not only the consumers' perception of the quality of goods but also the consumers' evaluation of the goods. Among them, the quality of store brand image has the most direct impact on consumers' purchase intention. Online store brand image not has a direct impact on consumers' online shopping intention, also has an indirect effect through consumers' perceived value.

3. Study design of image impact

3.1 The research object and data collection tool

The focus of the study is about the influence of brand image on consumers' online shopping cosmetics intention, thus, the object of the study is cosmetics. Given Comprehensive consideration about the cosmetics' brand awareness, target market and sales volume, the author chooses INOHERB as the research object. When buying cosmetics online, the difference of gender on cosmetics consumption is huge, embodied in: the female is the main body of online cosmetics consumer. Relatively speaking, the male's online purchase of cosmetics is less than that of the female in number and frequency. Thus, we take gender as a influence factor to study.

There are two reasons the author take INOHERB as the research object, one is that it has certain popularity, the other is that it faces low and medium-end customers, closing the college students' consumption market, and easy to collect data. Considering the convenient surveys and low cost, the author take the survey mainly in the university. Firstly, the author give out the questionnaire to the school students of different age, and also have a cross-regional research through online survey.

3.2 Model building and hypothetical relationships

3.2.1 Model building

Ahead the paper we have discoursed the theory about the brand image and online shopping intention. The

author choice bell brand image model ^[4] according to the research objects and level of difficulty in operation, and made some changes what required of the research project. Bell divides brand image into three dimensions: corporate image and product or service image and consumer image. About the three sides of the brand image, bell defined like this:

Corporate image: consumers will comprehensive their experience of corporate product and the information related enterprise as corporate image, its components include innovation ability, enterprise historic, enterprise strength, enterprise scale, social marketing consciousness, the sense of attachment to consumers and so on.

Product or service image: it refers to the brand characteristics corresponding with the function of product service itself or the benefits characteristics it brings. In addition, the feature, like product origin, packing and the demands it can meet, constitutes the image of the product or service.

Consumer image: it can also be called the characteristics of the users of the brand, refers to overall condition of the consumers purchasing the product or service, including preferences, values, personality, etc.

In order to make results more reliable, the study adds a dimension of consumption characteristics. According to the above conclusion, consumers' behavior is influenced by many factors, and consumer online shopping intention also will be affected naturally by some objective or subjective factors. Based on the above theory analysis, we designed the model structure as shown in the figure 2.

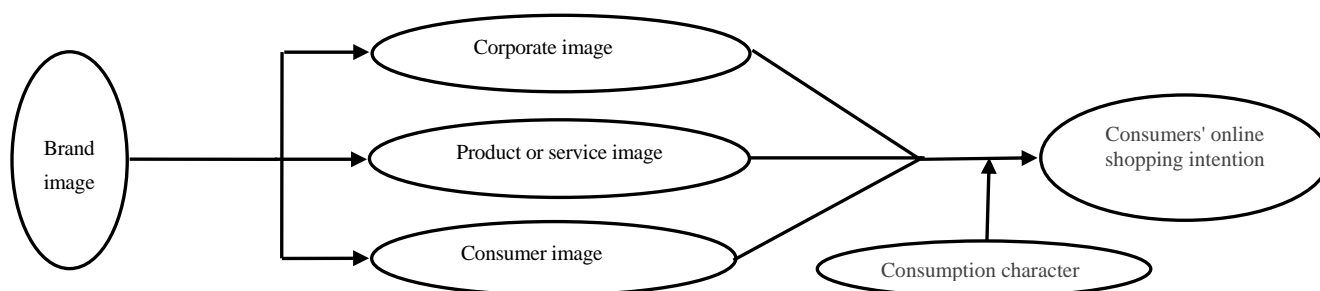


Figure 1. Model construction diagram of empirical study

3.2.2 Research hypothesis

After the introduction of the research on the model, the paper now analysis the hypothetical relationship involved in model. Bell considered brand image is reflected by three sub image: enterprise image, product or service image, user image.

A good starting point to describe brand image is the consumers' association related to brand characteristics, these associations could be divided into "hard" and "soft" types. Consumers think that the enterprise image is all kinds of information related to enterprise, it is the important part of the brand image. Hai-zhong Wang ^[5], professor of Zhongshan university, have made a focus interview about this. He summarized brand cognitive way of Chinese consumers combining with the video, and using content analysis. He concluded that there are two particular characteristics between consumers and brands. One is that the direct reaction of Chinese consumers to the brand is quality or property, which are the most frequency words used by consumer when it comes to brand. The second is that Chinese consumers linked the brand to enterprises directly when it comes to brands, the second frequently used words by consumers is enterprise characteristics or associations of the brand. From the above analysis, we can see that the enterprise image is in a more important position in the consumer's perception of the brand image, consumers will certainly consider the enterprise image in the process of brand choice. Then it will affect consumers' online shopping intention directly in varying degrees. Thus, the paper's first hypothesis was:

H1. Cosmetics brand image of enterprise has a positive effect on consumer online shopping intention.

Philip Kotler^[6] suggested that product is the thing that provided to the market to meet the needs and wants, it includes physical commodity, services, experiences, organization, information, etc. He thinks products can be divided into core benefits, basic product, expected product, additional product and potential product. He argued that customer will use three basic factors to judge the products' market attractiveness: product quality and character, service composition and quality, right offer price. Thus, the function of the product or service, interests, origin, packing make up the image of product, these images can directly effects consumers' purchase decisions through the relevant associations and connected to the network model of memory when consumers buy products. Consumer behavior is actually a symbolic act, the product is a kind of social language, consumption has the symbolic symbols. Consumer behavior is how to use products to express people's identity, status, rank, taste, sentiment, the degree of interpersonal relationships and friendship. And in the process of online shopping, the attitude of the service and after-sales service, has a certain degree of influence on consumer online shopping intention. Thus, the next hypothesis was:

H2: Product or service image of cosmetics brand has a positive effect on consumer online shopping intention.

User image not only includes brand user "hard" characteristics of demographic statistics, also includes "soft" aspects, such as characteristics of individual personality. According to the theory of reference point, reference group is the individual use as a reference and comparison of the individual or group in the formation of the purchase or consumption decisions. It not only includes the family and friends which based on interactive, also covers the individual or groups which not direct contact but has an influence on individual behavior. Reference groups not only has normative effect, such as ideas, attitudes, but also has more comparing function. Therefore, when consumers purchase or make the consumption, firstly, they meet their needs and express themselves through the products; Secondly, they will consider the reference group when choosing what kind of brand so that they can ensure the identity in the mind and get social acceptance; Finally, they attach their own image to the product image virtually. Then they maintain or change the product image through the continuous consumption. Based on the above analysis and consideration, the following hypothesis was tested:

H3: User image of cosmetics brand has a positive effect on consumer online shopping intention.

Because in the questionnaire, the paper inevitably involves the background of the investigators, and consumption itself characteristics, which revealed by these background information, it also have certain help to our study. In this paper, we have makes brief analysis on consumers' gender, age and residence under the premise that not affect the main research purpose. This would help explain the final results and also provide some reference for practical operation. Thus, our last hypothesis was:

H4: Consumption itself characteristics have certain different effects on consumer online shopping intention.

3.3 Model design

According to the above research model and hypothesis relationship^[7], the author formulates the corresponding model scale. That is, the paper has an operational definition for the three dimensions of brand image and online shopping intention. In this paper, the scale is the proper removal or addition of the existing scales of the cosmetics industry on the basis of the existing research. The author measure different dimensions with the following definition:

According to the bell model, enterprise image is divided into "hard" and "soft" measurements. On the aspect of corporate image, this paper adopts five operational definitions to measure the corporate image: cosmetics' enterprise scale, corporate fame, corporate strength, corporate reputation and enterprise innovation capacity.

Product or service image also contains "hard" and "soft" measurements. On the aspect of images of products or services, the paper use five operational definitions to measure a product or service image:

cosmetic price, word of mouth of product, product quality, product categories and product packaging.

User image has its "hard" and "soft" measurements. On the aspect of user image, this study uses four operational definitions to measure user image: consumer age, consumer incomes, the cognition to the brand level and the attitude towards cosmetics usage.

The four measurement index of consumers' online shopping intention was mainly selected from Leida Chen's [8] research result, he measured consumers' online shopping intention from whether they are willing to shopping through the internet in the immediate and near future. Concrete model scale is shown in table 1.

Table 1. The model scale of brand image impact on shopping online intention

Dimension	Measurement index	
Corporate image	A1 The scale of the cosmetics enterprise is large A2 The enterprise is famous in the cosmetics industry A3 The cosmetics brand enterprises has a strong strength A4 The cosmetics brand enterprise has a good reputation A5 The cosmetics brand enterprise has a good ability to innovation	Bell model. (2012) Guangjun Han et al. (1997)
Product or service image	B1 The price of cosmetics is high B2 The word of mouth of cosmetics is positive B3 The quality of cosmetics is good B4 The variety of cosmetics is wide B5 The cultural heritage of cosmetics is rich	Zuoling Huang et al. (2012) Voss et al. (2003)
User image	C1 The cosmetics brand is very high-end C2 User of this cosmetics are young and middle-aged group C3 People using the cosmetics pay more attention to skin care C4 People using the cosmetics almost are high-to-medium income group	Shasha Li and Guolian Liu. (2014) Kuvaas. (2006)
Shopping online intention	D1 I'm very interested in the cosmetics online shopping D2 I am willing to try online shopping the cosmetics D3 Online shopping has more promotion activity and gift D4 If making a decision again, I would still choose the cosmetics online shopping	Paul A Pavlou. (2003) Leida Chen. (2004)

4. Data Analysis and explanation

4.1 Questionnaire insurance and data collection

This research takes INOHERB as an example, studying the effect relationship between brand image and consumers' online shopping intention [9], considering the consumption patterns of consumer groups and convenience of gathering information. The author takes the survey mainly in the university in order to reduce the influence of the objective factors, such as object's region and age. On the research results our study not only used part of the paper questionnaire, but also used the Internet way for data collection.

In the end, the author took back 43 valid questionnaires via the internet and 77 ones in paper with 100 given out. Hence, the total number of the valid questionnaires is 120. Details are on the following table 2:

Table 2. Sample statistics

	Gender	Frequency	Percentage
Gender	Male	28	23.33%
	Female	92	76.67%
Age	10 to 19 years old	20	16.67%
	20 to 29 years old	74	61.67%
	30 to 39 years old	26	21.67%
	40 to 49 years old	0	0.00%
	10 to 19 years old	0	0.00%
Place Of Residence	City	74	61.67%
	country	46	38.33%

4.2 Reliability and validity test of questionnaire scale

This research adopts Bach's [10] alpha coefficient to study the reliability. It is generally believed that we'd

better not use the sample when reliability is between 0.60 to 0.65, and reliability between 0.65 to 0.70 is the minimum acceptable values, between 0.70-0.70 good, between 0.80 0.90 very good.

After the statistic analysis of the overall data in the application of SPSS22.0^[11], the author concluded that the Cronbach's alpha coefficient is between 0.718 and 0.877 in study, satisfying the requirements of reliability.

At present, the common measurement of the construct validity are KMO value (Kaiser - Meyer - Olkin)^[12] and Bentley's (Bartlett)^[13] spherical test. KMO test statistics is used to compare variables of simple correlation coefficient and partial correlation coefficient. It is commonly believed that KMO value below 0.5 is not appropriate, but between 0.5 to 0.6 is very reluctant, between 0.6 to 0.7 not reasonable, between 0.7 to 0.8 suitable, KMO value in 0.8 to 0.9 for fit, and it is very suitable for KMO value in 0.9 above.

Bartlett sphericity test is mainly used for testing the distribution of data and the independent condition among each variable. Spherical test is used to examine assumptions when doing the factor analysis—each variable is mutually independent in a certain extent. If Bartlett ball test value is less than 0.05, then the data is spherically distributed.

After the statistic analysis of the overall data in the application of SPSS22.0, the author concluded that KMO value is between 0.726 and 0.816. Bartlett spherical test value is 0, satisfying the requirements of validity.

4.4 Correlation Analysis

Using correlation analysis^[14] to analyze all involved factors one by one. It is commonly believed that the absolute value of correlation coefficient between 0.8 to 1 is highly relevant, 0.6 to 0.8 strong correlation, 0.4 to 0.6 moderate correlation, 0.2 to 0.4 weak correlation, 0 to 0.2 very weak relevant or irrelevant.

Table 3. Correlation analysis tables of the corporate image factors and consumer online shopping intention

Factor	Correlation index	D1	D2	D3	D4
A1	Pearson's correlation coefficient	.667	.573	.698	.683
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
A2	Pearson's correlation coefficient	.596	.581	.628	.605
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
A3	Pearson's correlation coefficient	.505	.500	.503	.623
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
A4	Pearson's correlation coefficient	.494	.471	.520	.573
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
A5	Pearson's correlation coefficient	.570	.419	.577	.641
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120

From the table above, the correlation coefficient of the corporate image and the element of the consumer purchase intention are in big position, between 0.419 and 0.698 in general. Among them, 85% of the correlation coefficient between all factors is more than 0.5. At the same time, probability that make the hypothesis of correlation coefficient to be zero is far less than 0.01. Therefore, it indicates that there are close correlation between the factors of the corporate image and consumer purchase intention. In the factor of cosmetics enterprise image, the scale and fame of the enterprise has significant effects on online shopping intention. Consumers are more willing to online shop large famous enterprises' cosmetics.

Table 4. Correlation analysis tables of the product or service image factors and consumer online shopping intention

Factors	Correlation index	D1	D2	D3	D4
B1	Pearson's correlation coefficient	.582	.554	.682	.606
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
B2	Pearson's correlation coefficient	.596	.583	.638	.607
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
B3	Pearson's correlation coefficient	.535	.517	.523	.637
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
B4	Pearson's correlation coefficient	.524	.509	.537	.597
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
B5	Pearson's correlation coefficient	.579	.514	.580	.625
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120

From the table above, the correlation coefficient of the product service image and the element of the consumer purchase intention are in big position, between 0.509 and 0.682 in general. At the same time, probability that make the hypothesis of correlation coefficient to be zero is far less than 0.01. Thus, we can conclude that there are close correlation between the factors of the product service image and the factors of consumer purchase intention. In the factors of product service image, price, reputation and quality of cosmetics have significant effects on online shopping intention. Consumers are more willing to online shopping good quality, good word-of-mouth, and prices in the upper levels cosmetics.

Table 5. Correlation analysis tables of the user image factors and consumer online shopping intention

Factors	Correlation index	D1	D2	D3	D4
C1	Pearson's correlation coefficient	.507	.504	.567	.656
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
C2	Pearson's correlation coefficient	.427	.433	.439	.438
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
C3	Pearson's correlation coefficient	.408	.410	.412	.439
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120
C4	Pearson's correlation coefficient	.437	.402	.437	.407
	Significance probability(two-sided test)	.000	.000	.000	.000
	Sample number	120	120	120	120

From the table above, the correlation coefficient of the user image and the element of the consumer purchase intention are in middle position, between 0.402 and 0.656 in general. Among them, only 25% of the correlation coefficient between all factors is more than 0.5, at the same time, probability that make the hypothesis of correlation coefficient to be zero is far less than 0.01. Thus, it indicates that there are moderate correlation between the factors of the product service image and the factors of consumer purchase intention. In the factor of product service image, the grade of the cosmetics has significant effects on online shopping intention. Consumers are more willing to online shopping high grade brand cosmetics^[15]. The other three factors (young and middle-aged groups, pay more attention to skin care, medium and high income) has moderate effects on online shopping intention. This

shows that although different people have different focus when buy cosmetics, it have a little significant effects on the ways of online shop cosmetics.

Table8. Correlation analysis tables of the user image factors and consumer online shopping intention

Factors	Correlation index	D1	D2	D3	D4
Gender	Pearson's correlation coefficient	-.065	-.033	.049	.098
	Significance probability(two-sided test)	.481	.717	.599	.289
	Sample number	120	120	120	120
Age	Pearson's correlation coefficient	-.273	-.161	-.197	-.320
	Significance probability(two-sided test)	.003	.079	.031	.000
	Sample number	120	120	120	120
Place Of Residence	Pearson's correlation coefficient	.195	.115	-.070	.077
	Significance probability(two-sided test)	.033	.213	.445	.406
	Sample number	120	120	120	120

From the table above, the correlation coefficient value of consumers' characters and the element of the consumer purchase intention are in small position, between 0.32 and 0.195 in general. At the same time, probability that make the hypothesis of correlation coefficient to be zero is almost more than 0.01. Thus, it indicates that there are weak correlation between the factors of consumers' characters and the factors of consumer purchase intention. Although differ of gender, age, place of residence may have some certain effect on consumer purchase intention, there is need specific analysis for different product categories and consumers.

5. CONCLUSIONS

To conclude, this literature choose bell's brand measurement model for impact analysis on the basis of predecessors' research. The paper divided brand image into corporate image, product or service image and user image^[16], then adjusted the structure of the question and introduced new measurement. Concrete analysis as follows:

(1) Cosmetics brand image of enterprise has a positive effect on consumer online shopping intention.

There are close correlation between the factors of the corporate image and consumer purchase intention. In the factor of cosmetics enterprise image, the scale and fame of the enterprise has significant effects on online shopping intention. Consumers are more willing to online shop large famous enterprises' cosmetics.

(2) Product or service image of cosmetics brand has a positive effect on consumer online shopping intention.

There are close correlation between the factors of the product service image and the factors of consumer purchase intention. In the factors of product service image, price, reputation and quality of cosmetics have significant effects on online shopping intention. Consumers are more willing to online shopping good quality, good word-of-mouth, and prices in the upper levels cosmetics.

(3) User image of cosmetics brand has a positive effect on consumer online shopping intention.

There are moderate correlation between the factors of the product service image and the factors of consumer purchase intention. In the factor of product service image, the grade of the cosmetics has significant effects on online shopping intention. Consumers are more willing to online shopping high grade brand cosmetics. The other three factors (young and middle-aged groups, pay more attention to skin care, medium and high income) has moderate effects on online shopping intention. This shows that although different people have different focus when buy cosmetics, it have a little significant effects on the ways of online shop cosmetics.

(4) Consumption itself characteristics have certain different effects on consumer online shopping intention.

There are weak correlation between the factors of consumers' characters and the factors of consumer purchase intention. Although differ of gender, age, place of residence may have some certain effect on consumer purchase intention, there is need specific analysis for different product categories and consumers.

5.1 Managerial Implication

Brand is a kind of important intangible assets of enterprises and a means to improve competitiveness.

According to this paper research, towards the three levels of brand image, cosmetics enterprises need to expand the scale and reputation in the cosmetics industry; On the other hand, they also need to establish reasonable price level of cosmetics and keep a good reputation. It's also important to improve the quality and grade of the cosmetics to expand and consolidate the willingness of consumers to online shopping cosmetics.

Moreover, the relationship between cosmetics brand image and consumers' online shopping intention is not unalterable. Each cosmetics enterprise need to adjust measures timely according to the rapidly changing market situation, making full use of the culture, technology, marketing, etc to attain the goal that adjust and maintain the brand image, then to improve their market share and profit margins.

5.2 Limitations

The results of this research would be more solid if questionnaires were gathered in a larger amount. And the questionnaire design has some deficiencies, the coverage of evaluate questionnaire is incomplete, having some omission. There is also the question of whether the results presented in this research can be considered representative for the majority of consumers since it just an exploratory conclusion. The paper lack multiple quantitative analysis of the brand image adjustment strategy, this may affect the practicality of research methods and results.

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