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| MC7073 Understanding Consumer Behavior (Individual assignment) |
| Kylie Cosmetics and how it could be successful in the Philippines |
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**Introduction:**

Companies take consumer behaviour and their feelings has been taken more seriously in the 21st century. This as putting consumer’s views, feelings and especially behaviour at the forefront of the company’s vision and drive. In doing this, drives the company to become better and allow to be successful in other countries as well.

In this report will identify, highlight and evaluate the Philipino consumers behaviour and feelings and how Kylie Cosmetics can impact this new market.

**Overview of the company:**Kylie Cosmetics LLC is an American brand makeup line, from the reality star influencer Kylie Jenner. From starting only with a few shades of lip kits all the way back in 2015, all the way to gracing Forbes, Vogue and more, Kylie Cosmetics has become a top tier brand in 2021. This brand has a wide variety of makeup. From foundations, lipsticks, eyeshadows and more (Ilchi, 2019). This is especially with their American consumer audience and why this could move to the UK.

**Kylie Cosmetic’s STP (Segmentation, Targeting and positioning):**Segmentation  
The main geographic segmentation for Kylie Cosmetics is America. Usually, this is young female teens to young females adults (from their 20s-30s) who either work or go to school. In regards to behavioural tendencies, this would either be those who buy due to wanting to be like Kylie Jenner and or her family, or due to beauty/makeup reasons.

America is the holding place for dreams and Kylie Cosmetics is their one stop shop to closely achieve their actual self (how they see themselves) and their ideal self-image (wanting to play with makeup and have fun, or to be fashionable like the KarJenner clan), aligning with what the brand does. Their needs being they want to have makeup that stays on and experiences in relation to Kylie and whatever else is popular, demand for new collaborations and lip kits and the end goal is to look good and have something in relation to the KarJenner clan. The Freudian theory relates to this. D.K Lapsley and P. C. Stey (2011) ,p.1 support this as, “It is the source of moral censorship and of conscience… Sigmund Freud divided mental life into three agencies or “provinces,” id, ego, superego”. This means that there are different parts of the mind which causes emotion to action, which create all these ideals, wants, etc. The ego of the consumer’s reality gives result to the ID instincts of what they want. The superego thinks of the morality of the situation (what is right morally for the consumer and judgements). In relation to Kylie Cosmetics Consumer’s, their ego contemplates with whether they should buy the more expensive or more variations of products whilst the superego would contemplate whether this is necessary or not. Resulting in buying more or less of product.

Consumer motives also plays a part in purchasing product. Consumer’s primary motive is to buy because it is related to Kylie Jenner. This is due to the brand and its related influencers who promote. Other motives may be due to rational (want to replace their old makeup), emotional (positive feelings for the brand), conscious (aware they are buying from Kylie) and dormant (because they want to be like Kylie which is a self-esteem boost). S. Ratneshwar and D. MickBack(2005) back this up as, “ fashion can serve as a mood board, a way of capturing and portraying collective as well as individual feelings”. Meaning, the fashion status of Kylie and their emotions create an image (or ‘mood board’) of their emotions. This is of importance as the celebrities and products being from America imparts more likeability onto their American consumers. This influences the followers to look at the brand, resulting in traffic to Kylie Cosmetics (old and new consumers). This leads to the good feelings they feel from Kylie Jenner and the rest of the KarJenner family. It also gives the consumer a relation to the KarJenner’s, as if they are closer to them. It shows that the consumers want to live in a beauty involved world, of either being like others for self-improvement and approval of themselves, or for both.

Targeting

This relates to the company choosing which groups found in segmentation has a higher chance in generating more money than the other and acting upon said actions. Upon inspection, it’s most likely the young females (aged 20-30) who consider beauty/lifestyle and the status of the KarJenner family (especially Kylie) as importance. This is as this is what the company does best at as their emotional feelings of the company (from the consumer’s point of view), show this to be the most popular thought.

Positioning

This regards to how to set the products of Kylie Cosmetics stand out from the other makeup brand competition and at the same time, stay in the minds of their consumers. One methods is through symbolic positioning, which can be done by enhancing the luxury and likeliness of Kylie’s life through the products. This could be done by changing packaging to better materials and more luxurious colours. Through functional positioning, by solving customer’s problems, e.g. product that has more pigment than other brands. This shows not only the effort put into making better product, but lines with the luxury of the brand. It indicates how successful the brand can be to put the effort to show it through their products. This also links to experiential positioning as it showcases the emotional connection, aka. The luxurious of Kylie Jenner’s life, and focusing on it.

**Kylie Cosmetic’s Marketing Mix:**Product  
Kylie Cosmetics makes and sells their own makeup products (types mentioned previously) to their American followers and others all around the world, from their in store shops in America to their website. All in different shades, this brings inclusivity to anyone of any skin colour.

Price  
The price of one makeup item can range from $5 to $42 or more (Kyliecosmetics.com,2021). These prices are slightly expensive due to the KarJenner brand, however the prices are not too high so the target market can still afford it. It is a nice balance, especially due to other rising prices in America, like healthcare.

Promotion  
Social media is the main choice in promotion for channel distribution. The CEO, Kylie Jenner herself has stated that she chooses to have promotion for her products on her Instagram story and film it herself. Frangos (2018) said, “her social branding and manipulation of her image on Instagram and Snapchat that made her into a celebrity”. This is the easiest means to reach her audience. Again, her impact in having this power over media can show she really cares about her company and again view both herself and her company in a positive light. Using one of the platforms that made Kylie famous and has the most eyes on her, is the easiest way to get people view her and her company in a positive light.

Place  
In regards to product positioning, Kylie Cosmetics were only selling product on their website. However in the past 2 years, they moved towards Nordstrom (a popular makeup store in America, where the main segmentation groups tend to shop). From this, they learned and moved more product in store in other shops as well. However due to the pandemic, this was set at a halt and moved the traffic back onto the website.

Process  
Depending on where the item is purchased, it can change the delivery of products from as little as seconds or to a month. If bought in store, the product can be received straight away. There is very quick response time. As for buying online, this can be any time.

Physical evidence

User stories can impact the emotions of what the consumers feel about the company, in a positive or negative way. A key ideal is to include interactive packaging, or packaging that lets the consumer go through a journey and feel that their money was worthwhile. One way of doing this is making packaging visibly appealing with colours, including a picture with information on it and having something to fill the packaging, like confetti or shredded tissue paper.

**Kylie Cosmetic’s influences and its power (Consumer analysis):**As talked about, there is reason consumers want to be like the KarJenner clan and or feel good in makeup in general. Brand personification is exactly this as the consumers relate this to the brand itself. A.Gbadamosi (2015) study, “shows the interactions of personal, social, cultural, psychological and commercial factors in how these young ethnic minority consumers make their consumption decisions, define and manage their various ‘selves’ in the postmodern society”. With collaborations with other brands like ‘The Grinch’ and Kylie Jenner’s own self promotions, this gives a brand personality of having a luxury air whilst still being relatable to the consumers themselves. The product personality rolls off this, as different makeup sets can have different emotions attached to it. For example, one highlighter is called ‘Hear me roar’. That gives strong emotion to the consumer when they use it. Making them feel good about their makeup look and relate. This all helps them to manage their better self into what they want to be like. This is decision making process (DMP).

**Decision making process:**

The DMP helps when consumers think they can improve themselves, feel good and have fun, and or be like the KarJenner clan, as mentioned previously. But what also helps with their deciding decision is this process. So the consumer will think of their unfulfilled needs, wants and desires which causes tension and drive for such needs, wants and desires. Fred Lunenburg (2010) says,“ decision making is a logical sequence of activities. That is, before alternatives are generated, the problem must be identified, and so on”. This means that it will lead to behaviour searching for product and having a goal and fulfilment of acquiring said product. This leads to tension reduction and the tension will lower. Also in between drive and behaviour, personality perception learning attitudes means that their personality may affect and learn what is going on, which may lead to consumers going somewhere else.

The use of influencers started as in the 2000s, “advertising in online environments difficult and has led to the use of softer, less overt, and more authentic advertising approached Influencers” (C.Campbell and J. Farrell, 2020).They are also seen as “global icons and a symbol of power and status”, as they are type of celebrity (Francis and Yazdanifard 2013,p.36). For example, they are good in using their platform to promote the products in use, e.g as popular James Charles you tuber influencer. However, if they have conflict between each other, e.g. Jeffree Star and James Charles YouTube influencers, this may affect the companies too as it is related to each other and will influence each other. So, collaborations, influencers and social media help with promoting the products and brand. This is as “the impact it will do on the brand will be greatly affected” (Francis and Yazdanifard 2013,p.36). James Charles is a popular influencer from New York, USA. He has done countless of videos with popular celebrities and has garnered over 24 million subscribers on YouTube. Kylie Jenner has collaborated with him many a time with the use of her Kylie Cosmetic products. The use of this with funny antics and insights into the beauty community gather a wide audience, not just subscribers. This influences others who watch the videos to see that someone they aspire to, is more inclined to buy the product. Lin, Vijayalakshmi and Laczniak (2019) says “Adolescents consider the sponsored brand posts by social media influencers to be trustworthy and honest, thus reducing their critical evaluation of the ads”. Therefore, these teens listen and trust influencers like James Charles and fully believe and imprint these thoughts into their head. Also, other points like personality and life style relates, as mentioned previously, then it is more inclined to be bought. Family influences too as the KarJenner clan is a popular family with lots of influence. A lot are fans and want to follow them or be related to what they are doing, of which Kylie cosmetics is part of that.

However, if the family or anyone associated to the company gets into any issues then this will effect too. For example, there have been many accusations of appropriating Black culture in regards to the family, Kylie or any of her associates have done. Despite being apologised for, this caused some consumers not to buy from them. This can cause bad effects for company as well. Lenard and Balint (2019) found that, “‘Cultural appropriation is about power’, says one critic, ‘that empowers white people to take whatever they want’ (Anyangwe, 2018). This is just one of the examples that shows something bad happened in relation to the company and caused a dislike towards the company. So, it is seen that selling relies on reputation. Francis and Yazandaifard (2013,p.36) back this up by saying, “In terms of the relationship between the brand value and the star power of the celebrities themselves, sometimes a positive brand image will offset the negative celebrity power, and will be fully maximized when there is both a positive brand and celebrity images respectively”. Reputation of brand and influencers, what they do, what they see, how they act, etc really impacts the views of those who watch and buy (consumers). If there is something bad or something that does not align with the views the consumers, sales would go down. And therefore, profit would go down.

What also may sway the consumer’s ideology motives to like or dislike the products, and therefore make the decision of buying the product, is the Maslow’s Hierarchy of needs. There is a pyramid diagram which displays what is of importance to the consumer. From bottom (basic needs) to top (complex needs), the needs are; Physiological (ultimate necessities, e.g. shelter), Safety and security (e.g. Protection), Social (e.g. Belonging), Ego (e.g. self-esteem) and self-actualisation (e.g. self- fulfilment). Although Kylie Cosmetics may not provide physiological, it does do everything else. Safety and security relates to having the brand FDA approved (safe to wear), social relates to the whole makeup community and their influencers (being in a community), ego relates to what they want to be as a person whilst wearing makeup and this is self-actualised by their development of wearing makeup(best version of themselves or like the KarJenner family). By fulfilling almost all needs, this keeps the brand in the consumer’s mind. E. Mathes (1981) says that this is model “act as a guide for living”. Meaning, whatever the consumer’s feelings have taught them, it becomes their guide for how they act in life. Part of the consumer’s ‘basis’ is learnt from celebrities and influencers, who imprint onto the consumer’s needs and influences ,causing a higher chance of buying Kylie cosmetics product.

Despite the relatability to modern day, Mathes’ literature was done in 1981. This is over 38 years ago. Despite this being a long time ago, it has relations to today and is useful to have as a guide. Yet it should be reminded that since it is old, it might have issues and therefore there should be a warning when using this.

**Why the Philippines? :**

The Philippines people are influenced by a lot of different cultures and especially, what it means to be a family. Dr. Castillo Jr. (2018 ,P.72) found that, “Filipino buying behavior is influenced by various factors such as family, friends, relatives, and colleagues. Over the

years, this …. affected by modern philosophy as influenced by Asians, Americans and

Europeans, and the like.”. This means that Filipinos are more likely to be influenced by other countries, especially America and Asia. Philipino consumers therefore would want to buy because they are influenced by this high class American brand and want to be involved in it. This could indicate that Kylie Jenner’s influence could be easily popular in Philippines, and therefore Kylie Cosmetics, aka. her company based of her brand, would be too.

Any negativity in the past can’t change the fact that America and Philippines have strong positive relations. America’s own government website (2021) says, “U.S.-Philippine relations are based on strong historical and cultural linkages and a shared commitment to democracy and human rights”. To have such high positive morals linking both countries together allows for a more positive outlook on their relations. There may be ups and downs, however this “strong” “linkage” binds both countries together and helps to diminish any other thoughts of negativity. Repeating the past negatives is not ideal and clearly both governments agree.

If Kylie Cosmetics can sell their merchandise, there may be an issue as Kylie Cosmetics advertisements can be known to be sexual. This is seen as part of Kylie’s brand as, it is “Kylie's choice, i.e. the woman’s choice to express her sexuality” (Frangos, 2018,p.32). This may not be taken lightly as Philippines is also known for being quite conservative. Labor (2020) found that “Though not considered a taboo, especially in urban communities, “in public discourse, however, there is still a strong censure for being liberal about sexuality”. Therefore, Kylie Cosmetics would need to tone down the sexuality in advertisements as it may not sell well if there are people against overtly-sexual advertisements.

As mentioned, family is important in Philippines. Having a famous family from America are more likely to be influential. Dr Castillo Jr.(2018, p.74) said, “family is generally recognized to be an important reference group, and it has been suggested that the household, rather than the individual” . This indicates that in Philipino culture, if they are popular as an individual, there is interest also in their family. The KarJenner family can capitalise on this as this is one of their selling points and therefore, so can Kylie Cosmetics. Therefore there is a very strong market, but Kylie Cosmetics would need to slightly adapt their advertising model to be more modest, in order to make a profit in Philippines.

**Competition from other mediums:**

Philipino norm for buying products is to ensure that they last long and that it is a good use of their money. Dr Castillo Jr.(2018,p.72) supports this as, “One of the common denominators of behavior pattern of Filipino consumers is that they look for alternative brands and comparing the prices then weigh things”. This can put a dampner on Philipino consumers buying Kylie Cosmetics as there may be other products that can provide the same makeup standard, but with a cheaper cost.

All the psychological factors mentioned above, play a part in the consumer’s buying journey. Dasgupta and Grover(2019,p.1) prove this as, “The consumer decision journey that starts right from the awakening of the desire to the post purchase which in turn affects their future purchase and even the other around them.” This desire for other products can change the whole purchasing thoughts all together. Pre-purchase thoughts also tend be about whether the brand is able to suffice their wants, needs and desires but also have a positive aura. Once purchasing, consumers may buy due to the price being cheaper or because they like how the product is made. They may not buy due to similar reasons too, as it may be out of their price range or not like the KarJenner clan. Post-purchasing processes are similar as they will be waiting for their product and are hopeful it meets their requirements. Once received/bought, if it meets requirements then everything is fine, but if not, it will be returned and likely to be left with a negative review.

Money is getting tighter due to the pandemic. This plays a part into deciding the price of the products. It was known before that celebrity endorsed products used to be too expensive. This has been changed in the 21st century as the prices are lowered to reach a mid-point of luxury item and yet still affordable. This middle ground still keeps the high standard of the brand and yet their consumers can still buy products in confidence. Unlike, Urban Decay (U.D), a makeup brand that is American and also high class, does not do this. They have similar products and yet is at a higher price (e.g.U.D are $24 but Kylie’s are $16). Kylie herself has said, “I do consider myself a feminist; I’m a young woman, for one thing, and I don’t depend on a man or anybody else. I make my own money and start my own businesses, and I feel like I’m an inspiration for a lot of young girls who want to stand on their own”(Settle 2018). Her consumers are buying into this view on feminism and being independent. It helps to justify the price set as it shows the consumers are supporting this view and show confidence because they are supporting something positive as well.

It is clear to see that money is an important factor in buying and may change the Philipino consumer to buy from a different brand. However, not all brands can give the same Kylie Jenner emotion and safety as other brands. As Dr Castillo Jr.(2018,p.72) said, it is also important for Philipinos to get “products that will last even if the product is expensive. They believe that in the long run, they will save a lot than buying more cheaper or alternative things as compared to the original.” Despite being an American brand based on family and fashion, price clearly plays a part. It will depend on the Philipino consumer if they can find a different makeup item for the same quality but cheaper price. However, this started a whole revolution on fake and dangerous dupes of Kylie makeup. Murray (2017) found that, “Prolonged exposure to both of these banned substances can severely damage your health causing potential harm to your brain and kidneys, among other organs”. This doesn’t meant that the product will be “lasting” or worth the dangers of buying alternative fakes. It is the better option to buy the original Kylie cosmetics. So, despite money being a factor, it is not the overall deciding factor but still should be looked into by Kylie, just in case.

**Marketing implications and how Kylie cosmetics should change to gain Philipino consumers:**These types of implications relate to any change in sales from a specific strategy and the following are the marketing implications of consumer analysis, from the segmentation groups for Kylie Cosmetics. Marketing segmentation relates to separating possible consumers into groups with common characteristics. Especially to these groups as previously mentioned, the luxury and everything else top tier the KarJenner clan exudes, is appealing. Settle (2018) found that, “The millennial generation wants these enhancements to be seen, identifiable, and noticeable…Her clothing is not perceived to be “wealthy” or “of status”, but her face is. Sabrina Maddeaux discusses in her article how especially in today’s camera fueled culture where the selfie is the aesthetic, looking synthetic is part of the appeal”. Their appealing nature from America and their other fashionable branding lifestyle is what will set Kylie Cosmetics apart from others and create a bigger wave of profit.

Kylie cosmetics should they change their strategies to improve overall image that leads to enhanced consumer experience, satisfaction, loyalty and delight to the Philippines by promoting Kylie and her family’s American lifestyle and products that are seen as attractive to the Philipino consumers. From looking at the previous information and the academic literature, it is key that the company should improve its image with having less conflict associated with it to do this. This drama with the beauty social media influencer community can reflect badly on the company and may be hard to get rid of. There have already been issues (as stated in earlier paragraphs) and adding more won’t help. As influential as celebrities can be , they can also change the following of a brand in seconds from positive to negative. It is also key to remember that this must be aligned with Philipino culture too, there must be a balance (Labor,2020). This links with another recommendation.

Due to the pandemic, another recommendation could be to donate money towards helping finding a cure. This could also help to improve the image as it shows they sympathise with their consumers and want to help as well. Santos, Barros and Azevedo (2019) found that, “The manipulation of the scenarios aims to capture the role of celebrity attributes, perceived personality profiles, product involvement and acceptance of social causes”. Therefore, by utilising this positive view, Kylie can increase loyalty and delight to her consumers as they would think highly of her due to helping a desperate cause. This positivity can then influence their experience and satisfaction of the brand as they pair both this new positive view towards her products as well, as it is her own brand.

As mentioned, celebrities and social media influencers alike can promote products within their community they built which can lead to traffic and profit for Kylie Cosmetics. The way products can be promoted nowadays is through PR Kits. These are the products in fancy packaging that aim to bring the user an experience, besides just using the product. What tends to happen is that these stars will post the experience on their social media (usually via Instagram story) and experience the product along with their fans. This creates inclusivity and is another unique method to drive traffic and profit for the company. Another new method that has occurred is showing the behind the scenes of product making and PR kits onto YouTube. These both create views for the consumers and possible consumers to feel included and understand the effort the company does for them. This can create sympathy and like towards the company and create more loyalty as they paint the company in a positive light. Settle (2018) talks about this as he found that, “Today, many people go directly to social media and access the news from there…the curation of news has moved from professionals in the newsroom to a form of individually customized crowdsourcing based on the people and news organizations a person is connected to on Facebook”. However, Facebook has been on decline and Instagram has taken over. Alhabash and Ma (2017) support this as, “While Twitter was widely popular a few years ago, newer social media such as Instagram and Snapchat are rising in popularity. Facebook remains popular among young adults, yet it is being abandoned by teens migrating to Instagram and Snapchat”.

**Conclusion:**American influence, money and longevity of Kylie cosmetics product and their brand can make Philippines a good investment of bringing their brand there. There is high influence potential and therefore potential for consumer behaviour to drive profit. Despite there being some censorship and changes needed, these all are part of what the company needs to grow and doesn’t affect the company in a negative way. Therefore, moving Kylie Cosmetics to Philippines will result in successful gain for the company, due to influence affecting the Philipino consumer behaviour in a positive way.

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