SLOGAN WORD COUNT AND THE EFFECTS ON CONSUMER BEHAVIOR

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Slogans can be attributed as a way in which to communicate a brand's message to its key consumer. An effectively established brand amongst targeted consumers can in turn generate profitability and ever further promote the brand. The purpose of this paper was to investigate the effectiveness of advertisements that employ vague or precise cosmetic product brand slogans among both male and female consumers. Ultimately, the end goal of marketing is to make a sale. Additionally, the purpose of this study was to determine whether or not the length of a slogan is an influential factor on the participant's motivation to purchase a cosmetic or skincare product. Data was collected through the use of survey in an online social media format, in order to test the effectiveness of different lengths of slogans for slogan recall, brand recall, brand awareness and purchase intention. Prior research and hypotheses were used to predict the concept that shorter more concise or precise slogans in this study would heighten the levels of all measured variables in the study, slogan recall, brand recall, brand awareness and purchase intention. The results of this paper conclude overall vague slogans have the potential to reach higher levels of slogan recall ability, brand recall and the intent to purchase, on the contrary shorter more precise slogans affect brand awareness at a greater level than the lengthier slogans.

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CHAPTER 1

INTRODUCTION

Communication is one of the most effective means of getting one's idea to another and in return, the hope is that the idea is understood and interpreted correctly. Language is supposed to illuminate meaning, but it does not always work that way. For centuries, ranchers have branded cattle to indicate ownership ("Cattle Brands", n.d.). For consumer products, branding is the start of the connection to a consumer; the company who owns the brand develops it such that the brand can be seen as a promise to the consumer, indicating a differentiation from competing brands. Part of this communication is the use of a slogan, defined as a phrase "singled out for emphasis in advertisements" (Strutton & Roswinanto, 2014, p. 282). In short, a slogan is a short statement to help someone remember a brand. Essentially, slogans communicate information about the brand to the consumer (Kotler & Kotler, 2012). Ideally, slogans inspire lasting impressions and favorable memories about specific attributes or values delivered by the associated brand (Brierley, 2002).

One of the most successful brand slogans that has stood the test of time throughout the years has been, "Gimme a Break, Gimme a Break," from the Kit Kat® candy bar. Kit Kat® advertising campaigns have featured boardrooms, newsrooms and general working adults taking a time out from working to enjoy a Kit Kat® candy bar. Successful brand slogans often evolve into cultural touchstones grown in social contexts that are completely divorced from their original purchase or usage occasions (Mitchell, Macklin & Paxman, 2007).

Slogans and Their Effectiveness

Advertising is everywhere, with advertisements on our tablets, cellphones, computers, televisions, in print and many other places. The volume of messages that consumers are exposed

to daily is quite immense. Digital marketing experts estimate that most Americans are exposed to around 4,000 to 10,000 advertisements each day (Marshall, 2017). The volume of messages that are directed at us and ultimately result in a great deal of marketing clutter can be overwhelming (Marshall, 2017; Babin & Harris, 2015).

An interesting aspect of brand marketing, specifically slogans, is the number of words that are used to try to capture our attention. A great deal of consumer behavior research has been devoted to the effectiveness of brand slogans and what makes the best brand slogan memorable in the minds of consumers. Strutton and Roswinanto (2014) examined whether the strategic use of vague as opposed to precise advertising brand slogans would have varying effects on consumer responses. Discussions concerning whether short or long slogans are better or whether the word count a factor abound, but according to an article in *Advertising Age*, what really matters is generating emotion and conveying a message (Ries, 2010).

Top-of-mind awareness (TOMA) is the status that makes a brand in a particular product category the first one that consumers recall (Babin & Harris, 2015; Shimp, 2010). While awareness has been shown to not sufficiently lead to trial and purchase, (Konecnik & Gartner, 2007), brands that are easier to recall stand a better chance of entering the consumers' consideration set, or the list of brands from which the consumer chooses from (Babin & Harris, 2016; Ballantyne, Warren & Nobbs, 2006). Furthermore, top-of-mind awareness is considered a key indicator of how consumers develop their own preferences for or against a global brand (Hakala, Svensson & Vincze, 2012).

<center>Slogan Recall</center>

A slogan's ability to establish recall and recognition is related to three primary factors. According to Dass, Kohli, Kumar and Thomas (2014), these factors are: clarity of message,

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creativity, and familiarity with the brand. To promote memorability, a key element of the present study, slogans often used various mnemonic devices such as rhymes, rhythm, alliteration or parallel construction ("Slogan," 2003). Slogan recall is simply the ease at which a slogan can be remembered (Kohli, Thomas & Suri, 2013). The concept of recall can be prominent if a consumer has been exposed to a brand's slogan several times, but there is the question of whether frequent exposure will cause consumers to have a positive reaction to the brand. Significant differences between memorable and non-memorable quotes is dependent on several key dimensions (Danescu-Niculescu-Mizil, Cheng, Kleinberg & Lee, 2012). Lexical distinctiveness, less common word choices are found in memorable quotes, is one of those key dimensions, but at the same time these quotes are built on a framework of common syntactic patterns. Furthermore, memorable quotes tend to be more universal in ways that make them easy to apply in new circumstances (Danescu-Niculescu-Mizil, Cheng, Kleinberg & Lee, 2012).

Brand Recognition

Slogans can often act as a link between the brand and the customer's perception and awareness of the brand. Recognizing a brand for a consumer can be as simple as recalling the brand slogan and attaching a specific brand to that slogan. Thus advertising slogans act as a hook whereby the customer grasps the concept of a brand, and intensifies everything that makes the brand distinct. Defined in marketing theory, brand awareness is generally the" "simple recognition of brand name" (Hoyer & Brown, 1990, p. 141) or "the strength of a brand's presence in the consumer's mind" (Aaker, 1996, p. 10). Fiske and Taylor (1984) examined the role of novelty in advertising, and concluded that new and recurring ideas find a way to the individuals' minds much more readily than inactive and monotonous or uninteresting ones.

Brand Recall

Although a slogan can promote the awareness or recognition of a brand among consumers, slogans also can elicit brand recall. Brand recall denotes the customers' or the respondents' ability to remember brand without receiving any help (Abdi & Irandoust, 2013). Whether a customer recalls a brand can be a deciding factor in getting on a shopping list or receiving a chance to bid on a contract (Aaker, 2010, p.11). Even after years of being on the market, if consumers are asked "Where's the beef?" or encouraged to "Just do it," Wendy®'s and Nike® are surely to be at the top of their minds for brands (Strutton & Roswinanto, 2013).

Brand equity can be described as the overall utility that the consumer associates with the use and consumption of the brand, including associations expressing both functional and symbolic attributes (Vazquez, Del Rio & Iglesias, 2002). Companies are able to establish brand equity by making their brand memorable. Brand recall concerns the consumer's ability to remember a brand; therefore, the two terms go hand in hand when it comes to building a successful brand. Broniarczyk and Gershoff (2003) suggest that a major indicator of brand equity is the difference in evaluation of new information and advertising between strong (liked) and weak (less liked) brands; information and advertising related to strong brands are automatically better liked. Thus, the brand attitude should present itself in the slogan so that the slogan for strong brand is treated as likeable (Broniarczyk & Gershoff, 2003). Therefore, consumers would be more likely to be attracted to slogans for strong brands as opposed to their weaker counterparts. Strong brands tend to attract more attention and their message is easier to process as they are better developed in their brand representation. In the case of slogans, theoretically consumers should devote more attention to and, in turn, be more familiar with slogans for strong brands (Dahlén & Rosengren, 2005).

Cosmetics and Skincare

For the purposes of this study, cosmetics and skincare products (hereinafter "cosmetics") are defined by The Federal Food, Drug, and Cosmetic Act (FD&C Act) by their intended use, as "articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body...for cleansing, beautifying, promoting attractiveness, or altering the appearance," (U. S. Food and Drug Administration, 2012). The cosmetics industry in the United States is a $42 billion dollar business on a stable growth trend, although there appeared to be a negative growth between the 2011 and 2016 years ("Cosmetic & Beauty Products," 2017). The industry is comprised of several thousands of brands; in the United States alone, there are about 3,400 brands ("Cosmetic & Beauty Products," 2017), so the competition for the customer's attention is fierce. With regard to marketing trends, "When you think about youth, they are constantly adapting. And if you look at a 50-plus consumer, they are loyal—but they are also increasingly behaving like Millennials. Millennial behavior is becoming mass behavior" (Fine, 2016, p.1).

The cosmetics industry is appealing more to the male consumer than in recent years (Thomas, 2016). The recent change in gender ideals by Generation Z has prompted beauty brands to market themselves in a more gender-neutral approach (Thomas, 2016). Castro (2016) predicted that 2016 would be the year that men finally realized that skincare and hair products were a worthwhile investment. Many popular men's retailers have reported immense growth in sales in this area, with the popular online men's retailer, MR. PORTER, claiming a 300 percent growth in sales of these products in 2015 alone (Fury, 2016). Now, the men's grooming industry is expanding across the globe, and was estimated to bring in $21 billion in revenue in 2016 (Castro, 2016). A beauty buyer with Selfridge's indicated that men are

becoming more aware of their looks and paying closer attention to the beauty products that they use, with haircare being the highest volume category and shaving coming in second (Castro, 2016). Demographically, cosmetics buyers are as diverse as the products they buy. Moisturizers, anti-aging preparations, eye makeup, lip color, etc. are available as natural or chemical-based products, at virtually every price point, for every skin type, and through every sales channel (Lester, 2004).

Premium beauty has set out to drive global growth in the coming years within the beauty industry (Gleason-Allured, 2016). Boosted by makeup and premium offerings, the sector is expected to rise from $80 billion today to $90 billion by 2020 (Gleason-Allured, 2016). According to the report, the premium segment, which delivered 7% year-over-year growth in 2015, is generating gains in BB/CC creams (40% year-on-year growth), lipsticks, mascara and skin care (Gleason-Allured, 2016). Companies such as Sephora and Ulta have seen epic sales, as well as brands like Estee Lauder, Clinique and Mac (Halzack, 2016). The popularity of luxe cosmetics appears to be fueled by several factors, including a steady stream of new makeup trends and the growing purchasing power of a millennial shopper who thinks differently about her beauty regime (Halzack, 2016). Furthermore the article goes onto discuss how although consumers may be searching for bargains in other aspects of their lives, the average spend on beauty products has increased, "In a study of 22,000 global consumers released this month by consulting giant McKinsey & Co., researchers examined trade-up and trade-down rates, or the extent to which consumers moved toward or away from premium products across a variety of categories. The trade-up rate in 2015 was the highest in cosmetics, with 20 percent of global shoppers and 16 percent of North American shoppers opting for more luxe products," (Halzack, 2016, p. 1).

Purpose of the Study

Although majority of slogans are recalled by their cadence or the ability to "get stuck in one's head," there is one major factor that can induce the potential for brand recall, that being brand recognition. A slogan's ability to establish share of mind was traditionally presumed to depend on at least four characteristics: memorability, substance, novelty and/or appropriateness/ usefulness (Fisher, 1998). There has been much research conducted that focuses on the effects that slogans have on brand recognition and recall, slogan recall and purchase intention as well as the effects of the word count on these slogans. Slogans may work as carriers of brand equity, further meaning that slogan learning is biased by the brand's equity so that slogans for strong brands are generally better liked than slogans for weak brands (Dahlén & Rosengren, 2005). Furthermore Dass, Kohli, Kumar and Thomas (2014) focused on the qualifications for slogan liking, specifically the key factors that determine the likeability of slogans. The findings suggest that the liking for a slogan may be unrelated to media expenditure, and driven largely by the clarity of the message, the exposition of the benefits, rhymes, and creativity. Other studies have been conducted on what truly makes a slogan important, Kohli, Thomas and Suri (2013) found that to improve recall; slogans should be retained for long periods of time and designed in such a manner that they are considered short. Perhaps the most closely related research to the purpose of this study is that of Strutton and Roswinanto in which they focused on whether vague brand slogans prompted anticipated consumer responses. In this study, the authors examined the use of vague, as opposed to precise, advertised brand slogans on various consumer responses (Strutton and Roswinanto, 2014). The conclusion that was drawn indicated that the level of vagueness did not significantly affect brand recall. Furthermore, they found that there were significant effects on evoked thought, brand attitude, and persuasiveness but not purchase intention. Although

Strutton and Roswinanto's study inspired this study, there is little research concerning slogan structure that is targeted towards an industry or target market. Therefore, the purpose of this study was to investigate the effectiveness of advertisements that employ vague or precise cosmetic product brand slogans among both male and female consumers. Ultimately, the end goal of marketing is to make a sale. Therefore, the purpose of this study was to determine whether or not the length of a slogan is an influential factor on the participant's motivation to purchase a cosmetic or skincare product. Four hypotheses were used to guide the study:

H1: Precise (rather than vague) brand slogans will induce higher recall of slogan.

H2: Brand awareness will be higher when slogans are precise (and thereby lower when slogans are vague).

H3: Brand recall will be higher when slogans are precise (and thereby lower when slogans are vague).

H4. Purchase intention will be greater when the brand slogans are precise (and thereby lower when slogans are vague).

Definition of Terms

- Brand awareness: "Refers to whether consumers can recall or recognize a brand, or simply whether or not consumers know about a brand" (Huang & Sarigollu, 2012, p. 92, cited from Keller, 2008).

- Brand equity: Defined as ''the differential effect that consumer knowledge about a brand has on the customer's response to marketing activity,'' (Keller, 1999, p. 102).

- Brand recall: "Occurs when consumers can remember the specific brand name in an ad, and stems from message elements that underlie usefulness, such as differentiation, positioning, and features (Sheinin, Varki, & Ashley, 2011, p. 7).

- Cosmetic products or cosmetics: The Federal Food, Drug, and Cosmetic Act (FD&C Act) defines cosmetics by their intended use, as "articles intended to be rubbed, poured,

sprinkled, or sprayed on, introduced into, or otherwise applied to the human body...for cleansing, beautifying, promoting attractiveness, or altering the appearance" (U. S. Food and Drug Administration, 2012).

- Precise slogan: A string of words set together in the form of a slogan with no more than four words.

- Purchase intention: An individual's conscious plan to make an effort to purchase a brand (Spears & Singh, 2004).

- Slogan: A phrase "singled out for emphasis in advertisements" (Strutton & Roswinanto, 2014, p. 282). In short, a slogan is a short statement to help someone remember a brand. Essentially, slogans communicate information about the brand to the consumer (Kotler & Kotler, 2012).

- Slogan recall: The ease with which slogans can be remembered (Kohli, Thomas & Suri, 2013).

- Vague slogan: A string of words set together in the form of a slogan with more than five words.

- Word count: The number of words in the brand slogan.

CHAPTER 2

REVIEW OF LITERATURE

Companies are able to communicate their message to their consumers through the use of branding and all aspects that accompany it, such as the brand name, jingles and brand slogans. Nike® is able to be recognized almost anywhere in the world with their swoosh logo, because they have established that as their brand and their trademark, consumers know the company who stands behind that simple symbol. Branding is the start of the connection to a consumer; a brand can be seen as a promise to a consumer, indicating what they can expect from your products and services, and how you are differentiated against your competition (Hawkins & Mothersbaugh, 2013). Therefore, the purpose of this study is to investigate the effectiveness of advertisements that employ vague or precise cosmetic product brand slogans among consumers. This chapter introduces the literature related to the definitions and concepts of brand slogans, brand recall, brand equity, brand awareness, purchase intention and general information regarding the cosmetic product industry.

Brand Slogans and Their Impact and Importance

Slogans have been employed extensively as a component in advertising campaigns (Wang, Chien & Moutinho, 2015). Slogans have a positive influence on their brands and function as carriers of brand equity (Dahlén & Rosengren, 2005; Rosengren & Dahlén, 2006). Overall, a review of the slogan-related research reveals that studies in the area have primarily investigated the effects of brand awareness, issues concerning how to make a slogan memorable (e.g., Dahlén & Rosengren, 2005; Kohli et al., 2013), relationships between consumer demographic characteristics (e.g., Dotson & Hyatt, 2000), and slogan learning and assessment (e.g., Dahlén & Rosengren, 2005). The result manages the outcome desirability of consumers

from the product desirability itself and appeal to an emotion-laden pleasant environment. The results are relevant and meaningful to marketing communication from storytelling to consumer-generated advertising (Wang, Silva & Moutinho, 2016).

Research has implied that a moderately complex slogan may be preferable to a simple one (Miller & Toman, 2015). Compared with a simple slogan, added complexity creates a slightly difficult processing task for consumers. This slight difficulty stimulates more depth of processing and cognitive elaboration as consumers attempt to interpret the meaning of the slogan. This processing, in turn, may lead to a stronger memory trace for and more accurate interpretation of the slogan (Miller & Toman, 2015).

<center>Vague and Precise Brand Slogans</center>

Slogans, phrases singled out for emphasis in advertisements, have been used extensively since modern brand messaging began (Strutton & Roswinanto, 2014). Recent research has found that the vagueness level of advertising/branding slogans did not significantly affect brand recall when study participants were shown manipulated vignette advertising slogans (Strutton & Roswinanto, 2014). Strutton and Roswinanto found that interactions between vagueness level and length of advertisement slogans exercised significant effects on evoked thought, brand attitude and persuasiveness but, interestingly, not on purchase intention. At net, this study generated original theoretical and managerial insights about how and why desirable branding communication outcomes such as enhanced cognitive responses, more favorable brand attitudes and greater slogan persuasiveness) can be generated by managing the vagueness and word count of brand slogans, and a platform from which future research on this topic could be based.

Miller and Toman (2015) found that compared with syntactically simple slogans, or slogans that contain no syntactic transformations, moderately complex slogans, which contain

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multiple syntactic transformations, had more of an impact on consumers by stimulating deeper processing, thus improving brand recall and interpretation. Further, Miller and Toman suggest that marketers have accepted the general knowledge that a simple brand slogan is more effective than a complex one. However, Miller and Toman do argue that marketers have potentially ignored or discounted the research suggesting that making slogans moderately syntactically complex may produce the positive outcomes of better slogan recall and better comprehension in terms of overcoming the problem of mental intangibility of their offerings (Miller & Toman, 2015). Therefore, although they have shown that simple slogans can have more of an impact on consumers, they do urge marketers that are currently using simple slogans, to examine and test slogans that feature a syntax that is more complicated. Future research could focus on these issues seeking to determine whether there is a "sweet spot" in terms of slogan complexity and how that would be defined (Miller &Toman, 2015). One further suggestion that was presented in Miller and Toman's study is the examination of imagery research or analyzing the use of vivid terms as opposed to abstract terms at generating mental imagery that may, in turn, improve comprehension by reducing the perceived mental intangibility service brands.

Bandler and Grinder (1976) developed a theoretical tool that permits vague expressions embedded in verbal content to be detected (or delivered). Their self-described *meta-model* was originally established to help therapists capture the phenomena of vagueness in patients' spoken sentences. Vagueness was reflected in patients' decisions to delete, generalize or distort as they expressed themselves or responded to questions. The meta-model purportedly captures genuine and complete meanings that should have emanated verbally from patients. The meta-model can identify existence of meanings filtered from deep structures by analyzing vagueness manifested in surface structures. In the present context, the meta-model provides a theoretical foundation

useful in its ability to explain whether recipients will deem a given slogan as vague or precise (Strutton & Roswinanto, 2014). The meta-model proved useful in terms of its ability to predict the cognitive and attitudinal responses of recipients, as well as the degree to which slogans are likely to persuade them (Strutton & Roswinanto, 2014).

However, additional research is needed to examine the potential effects of vagueness on brand experience (Brakus, Schmitt & Zarantonello, 2009), propensity to engage in word-of-mouth, and self-brand congruity (Strutton & Roswinanto, 2014). Self-brand congruity can be defined as the parallel between consumer self-concept and brand personality that consumers feel or experience during forming a consumer-brand relationship (Kim, Lee & Ulgado, 2005).

Vivid slogans have been discussed before, Strutton and Roswinanto incorporated the terminology in their research of vague vs. precise slogans. Vivid slogans would parallel the concept of precise slogans in this research. "Information may be described as vivid, that is, as likely to attract and hold our attention and to excite the imagination to the extent that it is (a) emotionally interesting, (b) concrete and imagery-provoking, and (c) proximate in a sensory, temporal, or spatial way" (Nisbett & Ross, 1980, p. 45, cited from Strutton & Roswinanto, 2014). Vivid slogans are wrapped in the idea of the "vividness effect," wherein vivid material can be retrieved easier and faster than non-vivid (or vague material in this study) (Taylor & Thompson, 1982). Vividly presented information is presumably more easily brought to mind because of its colorful, concrete nature and has a greater effect on judgments because of this greater availability when judgments are made (Taylor & Thompson, 1982). Vividness effects may lose vigor when message recipients are not constrained to pay attention to the information. When respondents were asked to pay attention to a message, the vividness of that message bear no impact on persuasiveness (Frey & Eagly, 1993).

A study conducted by Britton, Glynn, Meyer and Penland (1982) sought to investigate the demand that text processing imposes on learners' cognitive capacity. rom their study they found that in situations in which text containing complex syntax or which required that inferences be drawn to understand the meaning, or where suitable locations for interrupting processing are further apart, that reactions to the secondary task are slowed. Furthermore, they found that text that was in a more simplified form can sometimes have other implications. One of these implications being that if text structure is of standard difficulty, the simplification of it has little impact on content recall and inspection time (Britton et al., 1982). Additionally, "when text structure is highly complex, it is clear that an increment in text recall and a decrement in text inspection time can be achieved by two design procedures: using common words instead of rare words, and using simple syntax instead of complex syntax," (Britton, Glynn, Meyer & Penland, 1982, p.60). Britton et al. (1982) determined from their findings that designers of methodical texts should evaluate their use of word frequency, complexity and signs of easy comprehension. If one were to strategically manipulate and complicate the features within their text, they have the potential to reduce the processing capacities of learners which can in turn overload the learners with information.

<div align="center">Brand Recall and Brand Equity</div>

Brand Equity

Brand equity is defined as ''the differential effect that consumer knowledge about a brand has on the customer's response to marketing activity,'' (Keller, 1999, p. 102). The dollar value of the brands is in accordance with their ability to produce economic profit, overall (Kohli, Leuthesser & Suri, 2007). Figure 2.1 presents David Aaker's model in relation to brand equity and its cause factors.
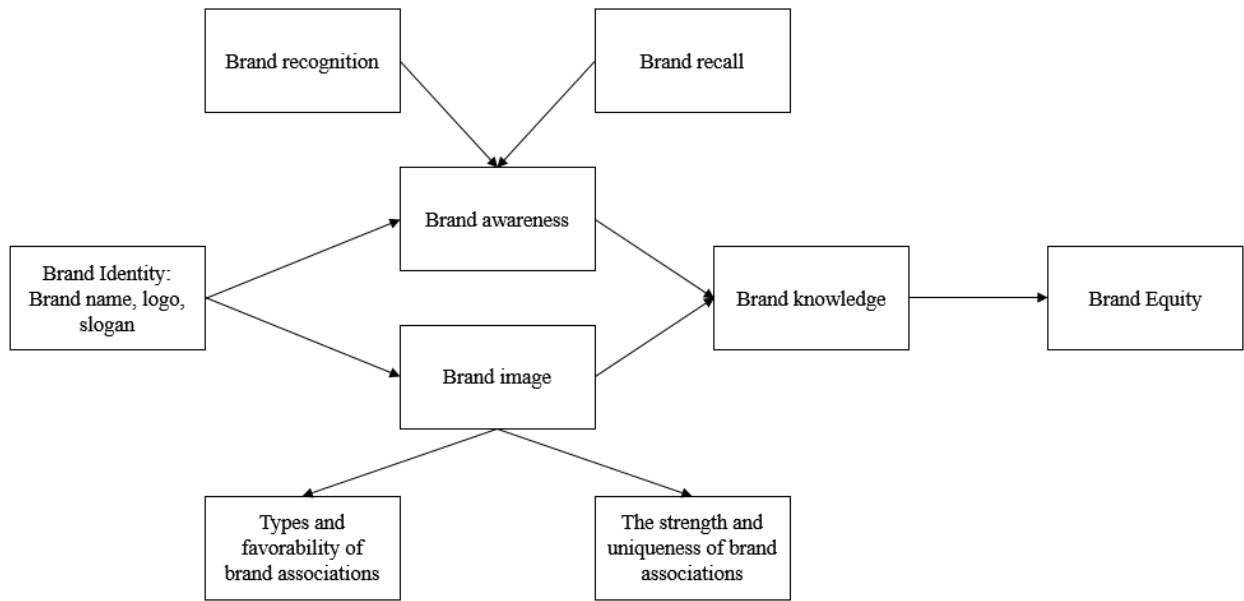
Figure 2.1. Relationship between Brand Equity and Advertising Slogans Model (Aaker, 1991)

As it can be seen, some factors including brand identity, promoting brand awareness as well as brand image accompany advertising slogans in affecting consumers' knowledge of a brand (Kohli, Leuthesser & Suri, 2007). Mathur found that an increase in market value is due to conforming to marketing strategies and advertising of companies which in turn change advertising slogans (1995). Furthermore, advertising slogans can bridge the gap and impart information while creating powerful product images, where brand identity elements are inadequate in doing so due to the fact that they lack the ability to provide important information (Abdi & Irandoust, 2013).

Strong brands attract attention and consumer process information related to strong brands more than information for weak brands (Rice & Bennett, 1998). Advertising for strong brands benefits from the correct attribution to the brand because the brand schema is activated reminding consumers of the brands equity, whereas advertising for weak brands does not benefit from correct attributions to the brand for the same reason (Dahlén & Rosengren, 2005).

Familiarity with slogans is not always an indicator of a consumer's ability to attribute the said slogan correctly with the brand (Dahlén & Rosengren, 2005). Repetition of a specific slogan in fact could decrease the probability of correct brand-slogan matching (Law, 2002). Furthermore, as stated previously slogans for strong brands are better liked than slogans for weak brands, regardless of a consumers ability to correctly match a slogan with a brand, further indicating a main effect of brand equity in that slogan learning is dependent on the brand and that brand then in turn receives a certain amount of slogan equity encoding (Dahlén & Rosengren, 2005).

Brand Recall

Brand recall can vary in a variety of ways such as top-of-the mind recall, unaided recall and aided recall (often referred to as brand recognition). The role of slogans, as with the other elements of brand identity, is to enhance brand awareness and brand image—and recall is the most common measure.

Prior research has claimed that slogans in which are easier to recall are generally shorter in length. Kohli, Thomas and Suri (2013), made an important contribution to the research of brand slogans and brand recall/recognition when they examined the roles of exposure in media and elements of slogan design on recall and found positive correlations between slogan length and both brevity and simplicity, wherein brevity was found to be the most important factor not simplicity. Out of the ten most recalled slogans in their study, three were just two words long, and another three were three words long. Although there is a positive correlation between advertising exposure and the ability to recall the correct brand slogan, shorter slogans are learned more quickly than complex ones (Corder, 1986).

Complexity of slogans and how it relates to the ability for recall is an area in which it appears that no conclusive answer has been determined. Slogans should not only be short, but

their design must also be simple and to the point as that is essential (Molian, 1993). On the other hand, an increase in the complexity of slogans results in consumers' spending additional cognitive effort leading to increased elaboration, which in turn leads to higher recall (Bradley & Meeds, 2002). On the other hand, Kohli, et al. (2013) argue that the complexity of slogans did not have a significant influence on recall.

Rhyming has also shown to have some impact on brand and slogan recall. Rhyming phrases in their original form (e.g., Woes Mean Foes) were more effective than modified sayings that did not include the rhyme (e.g., Woes Unite Enemies) according to findings by Mcglone and Tofighbakhsh (2000). Rhymes, therefore, possess an element of effectiveness that may not be present in a semantically equivalent but nonrhyming phrase (Kohli, Thomas & Suri, 2013).

An interesting analysis of how brands and brand slogan recall is determined amongst consumers relates to their media weight, which refers to the prominence of a brand's advertising efforts in the media (Corder, 1986; MacInnis, Rao & Weiss, 2002). The results suggest that to improve recall, slogans should be retained for long periods of time and supported by extensive marketing budgets (Kohli, et al., 2013). Many studies have correlated media exposure and recall. Corder (1986) found that a strong positive correlation between advertising exposure and the ability to correctly identify slogans exists. Keiser (1975) found that brand awareness and slogan awareness were highly correlated, and had a strong positive relationship with all mass media advertising. A few studies have argued against this idea of media weight increasing consumer recall. For example, one study found that media weight does not increase sales and while smaller brands in newer markets may benefit from media weight, it does not aid strong brands in mature markets (Lodish, Abraham, Kalmenson, Livelsberger, Lubetkin, Richardson & Steven, 1995). However, when this notion was challenged and affectively based executional cues were

used, brands in mature categories also benefited from increase in media weight (Macinnis, Rao & Weiss, 2002). Furthermore, maintaining the same slogans can enhance recall, and changing slogans even with consistent themes can interfere with their recall (Kohli, Thomas & Suri, 2013).

Brand name perceptual (sound) fluency also facilitates brand recall (Lee & Baack, 2014). Perceptual is can be described as the ease with which consumers can identify the physical identity of the stimulus on subsequent encounters (Lee & Baack, 2014). Perceptual fluency of the brand name interacts with conceptual (meaning) fluency in two ways. First, a conceptually less fluent brand name leads to a higher brand recall than a conceptually more fluent brand name. Secondly, a perceptually more fluent brand name leads to a higher willingness to buy than a perceptually less fluent one (Lee & Baack, 2014).

Memory processes also have an impact on the correct identification of slogans and brands. The cued retrieval process generally leads to the correct brand being identified, whereas the constructive memory process is sensitive to memory distortions (Rosengren & Dahlén, 2006). Cued is based on semantic memory for a brand-message link and requires a clear memory trace for the brand-message link (Rosengren & Dahlén, 2006). However, constructive memory, or a person's ability to essentially create a memory that does not exist, allows for a larger influence of the slogan on the brand than does cued retrieval (Rosengren & Dahlén, 2006). On the contrary, Dotson and Hyatt (2000) suggest that other consumers are generally quite familiar with most slogans and are successful in recalling them. Furthermore, due to high familiarity it is not likely that guessing is the root of correct brand-slogan matching (Johar & Pham, 1999).

Brand Awareness

Brand awareness is one of the most basic customer-based brand-equity dimensions (Aaker, 1991). If customers are not aware of a brand, that brand holds no value or equity (Shimp,

2010). The level of prominence or the extent in which the mind of a customer is engaged when interacting with a brand or product is an indicator of brand equity (Kapferer, 2005).

Cheema, Rehman, Zia & Rehman (2016) found that slogans have a direct and positive impact on brand perception. (Cheema, et al. referred to slogans as "taglines.") Previous studies on the impact of slogans have indicated that slogans can serve as strong indicators for brand recall when they are used correctly in advertisements. Slogans in the form of a short phrase or jingle have the ability to enhance the memory of the user, that is the constructive memory, and aid in brand recall (Yalch, 1991). The learning of a slogan is biased based on brand equity; slogans for strong brands are favored more than the slogan of a weak brand (Dahlén & Rosengren, 2005).

Aaker (1991) theorizes two different levels of awareness: stimulus-based brand recognition and memory-based brand recall (i.e. top-of-mind awareness or TOMA). TOMA is the status that makes a brand in a product category the first one that consumers recall (Babin & Harris, 2016; Shimp, 2010). However, Keller has posited another definition of brand equity, essentially that the customer will preferably buy his/her TOMA brand in the relevant category (Keller, 1993). According to Bohrer (2007), TOMA is the initial step in consumer-based brand equity and top-of-mind awareness in building brand preference and loyalty. Woodside and Wilson (1985) concluded that respondents with higher TOMA levels showed a stronger preference for the brand in question. TOMA leads to stronger preference, which in turn is likely to lead to purchase activity (Hakala, Svensson & Vincze, 2012).

Purchase Intention as It Relates to Brand Slogans

A study solely focused on the McDonald's® slogan found that when the participants perceive that slogans are reaching their goals and outcome desirability, they have a favorable

attitude towards the purchase intention of McDonald's® food (Wang, Silva & Mountinho, 2016).

Purchase intention is therefore much more likely if the quality and variety of the product lines

are positively perceived by consumers (Wang, Silva & Mountinho, 2016).
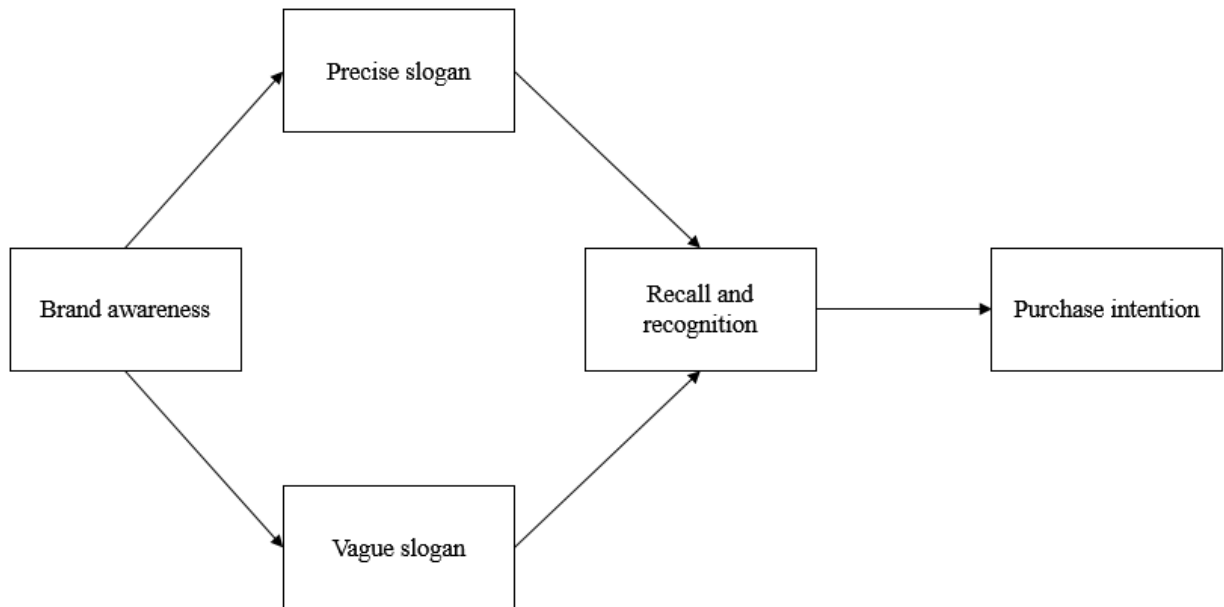
Figure 2.2. Theoretical Framework Model

CHAPTER 3

METHODOLOGY

Introduction

The purpose of this study was to investigate the effectiveness of cosmetics and skin care

(hereinafter "cosmetics") advertisements that employ vague or precise brand slogans. The design

for this study employed a Study 1 / Study 2 methodology, both of which are described below.

Methods

Study 1

In order to determine a comprehensive list of slogans employed in cosmetics advertising,

the researcher examined ads that commonly appear in popular magazines and websites targeted

to women or that addressed beauty slogans. The magazines and websites analyzed included:

- InStyle March 2017 edition

- Women's Health March 2017 edition

- Style Watch March 2017 edition

- "37 Catchy Beauty Slogans and Great Taglines," BrandonGaille Marketing Expert & Blogmaster - http://brandongaille.com/35-catchy-beauty-slogans-and-great-taglines/

- "Can you Finish all These Beauty Brand Slogans?," Byrdie http://www.byrdie.com/beauty-brand-slogans

- "22 Companies With Really Catchy Slogans & Brand Taglines," HubSpot - https://blog.hubspot.com/blog/tabid/6307/bid/33535/10-companies-that-totally-nailed-their-taglines.aspx

All the cosmetics ads in each of these three magazines and websites were captured for data

collections. A list of the slogans was generated and a check was made to ensure that there were

not any duplicates. To ensure no duplication the list of slogans was put into excel and sorted in

alphabetical order to rule out any duplicate brand slogans. This exercise resulted in a total of 26

cosmetic ad slogans. This list was then divided by word count and grouped into two categories:

1. Precise brand slogans – those that had four or less words (n=15)

2. Vague brand slogans - those with five or more words (n=11).

This list was then used as the basis for Study 2.

Study 2

For Study 2, an online survey built through Qualtrics was deployed on the social media platforms, Facebook and Instagram. Both the researcher and two of her committee members, Dr. Sanjukta Pookulangara and Dr. Tammy Kinley, "shared" the survey and asked their friends to share it as well. This methodology employed a snowball technique; snowball sampling comprises a natural combination for acquiring data from individuals associated with hard-to-reach populations (TenHouten, 2017). This methodology has been deemed acceptable in acquiring a random sample, as it improves the representativeness of the results (Baltar & Brunet, 2012) and improve the scope of the study as well as reduce costs and time (Benfield & Szlemko, 2006). In addition to the use of the social media platforms, the survey was posted on the Blackboard Announcements page for three classes at the University of North Texas by the faculty advisor. In order to motivate participation, a script was posted (Appendix A) that described the intent of the survey along with a description of the opportunity to receive a $10 gift card from Target or Walmart when the survey was complete. This methodology was reviewed and approved by the Institutional Review Board at the University of North Texas.

Instrument

The survey was divided into seven parts, four of which dealt directly with the variables being measured. The scales were all adapted from published research and subsequently edited to fit the objectives of the study.

Slogan recall was analyzed with two instruments, modified from Kohli, Thomas & Suri (2013). The first instrument, Slogan Recall 1 (SR1) included the use of six different brand slogans in text format (Table 3.1). Half of the slogans had four or less words (precise slogans) and the other half had five or more words (vague slogans). Each of these text brand slogans were presented to the subjects separately in an unbiased format, meaning the font colors, format, and appearance were consistent and generic across all brand slogans. The basis of this decision was to rule out subjects' recognition of a brand based solely on color schemes, text font and design (Strutton & Roswinanto, 2014).

Table 3.1. Slogans Used in the Slogan Recall Instrument

Slogan	Brand	Slogan Category (Precise or Vague)
Share the Fantasy®	Chanel	Precise
Essential Glamour®	Kevyn Aucoin	Precise
The Company for Women®	Avon	Precise
Laughter is the Best Cosmetic®	Benefit	Vague
Bringing the Best to Everyone we Touch®	Estée Lauder	Vague
Powered by Nature. Proven by Science.®	Origins	Vague

Next, the individual brand slogans that were shown separately on a screen in which the participant was instructed to choose the correct brand slogan from a list of three. Six pages (screens) were employed in this manner to address accuracy of recall of each of the six brand slogans that were shown previously (three for precise slogans, three for vague slogans). On each screen, one of the three was "correct" (true treatments); the other two "slogans" were slightly different wording of the correct slogan (false treatment). Participants were asked to choose the correct slogan from this list of three (one correct and two false). The format of all of the slogans

was also the same as prior with no special font or color (Strutton & Roswinanto, 2014). On the data analysis spreadsheet, a new variable was created for each of the six slogans in which the subject received a score of "1" if they answered correctly, and a score of "0" if they answered incorrectly.

The second slogan recall instrument (SR2) was used to analyze the elements that made the slogans memorable (Kohli et al., 2013). Answer choices included: length of slogan, meaning, emotion elicited, creativity and other. This SR2 methodology for measuring brand recall differs from Kohli, et al. in that although they did focus on the recall associated with the slogans that were presented, they relied on in-person interviews to assess true recall while the present study utilized a written question. In discussing their interview methodology for slogan recall, Kohli, Thomas and Suri (2013) stated that,

> It was necessary to ensure that respondents gave their responses without any prompting from the interviewers or assistance from any personal or media sources. This eliminated options such as Internet-based or mail surveys, which would have afforded the respondents a chance to talk to others or look at media sources at their leisure (p.36). The employment of this instrument in an internet survey format is acknowledged as a limitation of the present study.

Brand awareness was measured with two instruments. In the first brand awareness instrument, (BA1), the subjects were asked one general question relating to their familiarity with cosmetic brands. They were asked to give an evaluation of how familiar they were with cosmetic and skincare brands on a 5-point Likert scale where 1 = *extremely familiar* and 5= *not familiar at all*.

In the second brand awareness instrument (BA2), six different brand slogans were shown, three with a word count of 4 or less (precise) and three with a word count of 5 or more (vague). These brand slogans were different than the brand slogans shown in the slogan recall instrument (Table 3.2).

Table 3.2. Brand Awareness Slogans

Slogan	Brand	Slogan Category
Beauty With an Edge®	Urban Decay	Precise
#1 Dermatologist Recommended®	Neutrogena	Precise
The Beauty Authority®	Sephora	Precise
Release the Beauty Inside You®	Lancôme	Vague
Be Original. Be Natural. Be Good®	bareMinerals	Vague
All Ages. All Races. All Sexes®	MAC	Vague

Each slogan was assessed separately, resulting in six sets of identical questions on six different pages (screens) in the survey. No brand images were presented, only the words in the slogan, which followed the same format as above, in that all marketing-related formatting was removed (Strutton & Roswinanto, 2014). The subjects were shown the slogan and asked to answer four questions adapted from Atilgan, Aksoy, and Akinci (2005) and Keller (2008):

1. Based on the brand slogan some characteristics of this brand come to mind quickly.

2. I can quickly recall the brand slogan I have been shown.

3. I can recognize the brand amongst competing brands.

Response choices were a 5-point Likert scale where 1 = *strongly agree* and 5 = *strongly disagree*.

Brand recall was measured with a third set of six brand slogans not previously used (Table 3.3). Three of the slogans had a word count of four or less (precise) and three had a word count of five or more (vague). The brand slogans, like the slogan recall instruments, had all formatting removed to eliminate any visual assistance (Strutton & Roswinanto, 2014). Brand recall was tested based on adapted scales from Atilgan, Aksoy, and Akinci (2005) and Lehmann,

Keller, and Farley (2008). In both studies, as in the present study, the scales were altered to fit the needs of the study.

Table 3.3. Brand Recall Slogans

Slogan	Brand	Slogan Category
Easy, Breezy, Beautiful_____.®	CoverGirl	Precise
Allergy Tested, Dermatologist Approved®	Clinique	Precise
Confidence is True Beauty®	Bobbi Brown	Precise
Maybe She's Born With it. Maybe it's _____®	Maybelline	Vague
The Makeup of Makeup Artists®	Max Factor	Vague
Love the Skin You're In®	Olay	Vague

The subjects were asked to answer six questions for each brand that addressed subjects' recall of the brand based on the brands' slogan. Those questions included:

1. This brand sticks out to me from other cosmetic brands.

2. When I think of cosmetic products this brand comes to mind.

3. I know what this brands products look like.

4. Some characteristics of this brand come to mind.

5. I can quickly recognize this brand amongst competing brands.

6. I am generally aware of this brand.

The subjects were asked to respond in the format of a 5-point Likert scale where 1 = *strongly disagree* and 5 = *strongly agree*.

Purchase intention was measured with a scale adapted from Spears & Singh (2004). As with the previous variables described above, the subjects were shown a total of six different

brand slogans, three with a word count of four or less (precise) and three with a word count of

five or more (vague), as shown in Table 3.4.

Table 3.4. Purchase Intention Slogans

Slogan	Brand	Slogan Category
The Red Carpet Authority®	Lorac	Precise
Goddess of the Night®	NYX	Precise
Get the London Look®	Rimmel	Precise
The Art and Science of Pure Flower and Plant Essences®	Aveda	Vague
Release the Beauty Inside You®	Lancôme	Vague
Does she…or Doesn't she? ®	Clairol	Vague

Unbiased formatting was again utilized and, as with the previous sections, each slogan

was presented on a single page (screen) of the survey.

The subjects were asked to answer three questions for each slogan:

1. Please rate your purchase interest for this cosmetic/skin care line. (5-point *extremely likely/extremely unlikely* scale)

2. Please rate your purchase intention for this cosmetic/skin care line based on the brand slogan (5-point *very low / very high* scale)

3. Would you be enticed to purchase this cosmetic/skin care line based on the brand slogan? (Yes/No)

In addition to the variables above, data were collected to determine the participants'

ethnicity, household income, and gender. Two open-ended questions were asked to determine

the approximate amount of money they spend on cosmetics and skin care products each month

and the brands that come to mind when they think about cosmetics and skin care. The hypotheses

were analyzed per the following statistics plan (Table 3.5).

Table 3.5. Analysis Plan

Hypotheses	Variables in this Hypothesis	Statistical Test
H1: Precise (rather than vague) brand slogans will induce higher recall of slogan.	Precise slogans Vague slogans	Descriptive - Correct "score" of slogans correctly identified
	Slogan recall score (*dependent variable*) Purchase frequency (*independent variable*)	One-way ANOVA Scheffe Post Hoc Analysi
	Memorability element	Descriptive – Means
	Slogan recall score (*dependent variable*) Memorability element (*independent variable*)	One-way ANOVA Scheffe Post Hoc Analysis
H2: Brand awareness will be higher when slogans are precise (and thereby lower when slogans are vague).	Brand awareness scale for each of 6 slogans	Factor analysis to determine scale reliability
	Brand awareness	Descriptive statistics (Means)
	Brand awareness (*dependent variable*) Cosmetics familiarity (*independent variable*)	One-way ANOVA
	Familiarity with 6 specific slogans Brand Awareness Scale	Pearson product moment correlation
H3: Brand recall will be higher when slogans are precise (and thereby lower when slogans are vague).	Brand awareness scale for each of 6 slogans	Factor analysis to determine scale reliability
	Recall of precise slogans Recall of vague slogans (*independent variables*) Cosmetics familiarity (*dependent variable*)	One-way ANOVA
H4. Purchase intention will be greater when the brand slogans are precise (and thereby lower when slogans are vague).	Precise slogans Vague slogans Purchase interest Purchase intention Enticement to purchase	Descriptive statistics (Means)

CHAPTER 4

FINDINGS

Developing and maintaining a strong brand is not an unassuming task, to do so it requires much strategic thinking as the elements that make up the brand convey the promise of value for customers and ensure that the promise is kept (Rajagopal, 2006). Building a powerful brand requires determining the tangible characteristics of the offerings that carry the brand name and the benefits the customers accrue from those benefits and the psychological or emotional benefits of the products (Rajagopal, 2006). Slogans are generally considered to be useful in building brand equity as they facilitate the establishment and maintenance of a strong brand identity and provide continuity throughout advertising campaigns (Celsi & Olson, 1988; Keller, 2003; Reece, Bergh, Li, 1994). Thus, the purpose of this study is to investigate the effectiveness of advertisements that employ vague or precise cosmetic product brand slogans among both male and female consumers. More specifically, this study sought to determine whether the length of a slogan is an influential factor on the participant's motivation to purchase a cosmetic or skincare product.

Data were collected via an online survey, utilizing a snowball methodology. The following hypotheses were used to guide the study:

H1: Precise (rather than vague) brand slogans will induce higher recall of slogan.

H2: Brand awareness will be higher when slogans are precise (and thereby lower when slogans are vague).

H3: Brand recall will be higher when slogans are precise (and thereby lower when slogans are vague).

H4. Purchase intention will be greater when the brand slogans are precise (and thereby lower when slogans are vague).

Sample Description

During the five weeks the survey was open, 245 participants began the questionnaire.
Thirty-seven of the surveys were incomplete and eliminated from analysis, resulting in 208
usable surveys (84.90% return rate).

Table 4.1. Sample Demographics

		Frequency	Percent	U.S. Census Comparison % (where available)
Gender	Female	189	90.90	50.80
	Male	19	9.10	49.20
Ethnicity	White	162	77.90	77.10
	Hispanic	15	7.20	17.60
	African American	14	6.70	13.30
	Asian-Pacific	11	5.30	5.60
	Other	6	2.90	2.60
Income	Less than $20,000	31	14.90	
	$20,001 to $40,000	36	17.30	
	$40,001 to $60,000	22	10.60	
	$60,001 to $80,000	23	11.10	
	$80,001 to $100,000	28	13.50	
	More than $100,001	68	32.7	

Survey participants ranged in age from 19 to 85, with a mean age of 34. Nineteen (9.1%) of the
participants were male and 189 (90.9%) were female. The lack of gender diversity is
acknowledged as a limitation of the study. White participants comprised the majority of the
sample (77.9%), followed by Hispanics (7.2%), African American (6.7%), Asian-Pacific Islander
(5.3%), and the remaining 2.9% identified as "other." Those who selected "other" indicated they
were mostly of multiple ethnic backgrounds. The overrepresentation of White, non-Hispanic

subjects in the sample, as compared to the U.S. population statistics, is acknowledged as a limitation of the study. Over 32% of the participants indicated that they had an annual income over $100,001, the rest of the income data is spread somewhat evenly where the income ranges from less than $20,001 to $100,000 (Table 4.1). To better provide context for the present study, the participants were asked approximately how much they spend on cosmetic and skincare products each month. Responses ranged from $0 to $500.00, with a mean of $53.77.

Participants were also asked to name the top six cosmetic and skincare brands that came to mind. The participants listed 182 unique brands. The most frequently mentioned brands were, Maybelline (n=61, 29.3%), followed by Cover Girl (n=60, 28.8%), Neutrogena (n=59, 28.4%), Clinique (n=48, 23.1%), and L'Oreal (n=47, 22.6%). Table 4.2 lists the top ten most recalled brand names. The complete data set for this question is in Appendix C.

Table 4.2. Top 10 Brand Names Recalled by Study Participants

Brand	Frequency	Frequency %
Maybelline	61	29.30
CoverGirl	60	28.80
Neutrogena	59	28.40
Clinique	48	23.10
L'Oréal	47	22.60
MAC	46	22.10
Olay	39	18.80
Urban Decay	30	14.40
Aveeno	28	13.50
Revlon	27	13.00

Slogan Recall

The first hypothesis, precise (rather than vague) brand slogans will induce higher recall of slogan, was analyzed by presenting the participant with six different brand slogans in text format. Half of the slogans had four or less words (precise slogans) and the other half had five or more words (vague slogans), as presented in Table 4.3. Each brand slogan was presented on a separate page of the survey. The participant had an opportunity to read the slogan and then move to the next page. This procedure was repeated for each of the six slogans. Next, the participants were instructed to participate in a "quiz" in which they were to choose the correct brand slogan (which they had just seen) from a list of three slogans. Six pages (screens) were employed in this manner (one for each slogan) to address accuracy of recall of each of the six brand slogans that were shown previously. On each screen, one of the three was "correct" (true treatments); the other two "slogans" were slightly different wording of the correct slogan (false treatment). Participants were asked to choose the correct slogan from this list of three (one correct and two false). For data analysis, a new variable was created for each of the six slogans in which the subject received a score of "1" if they answered correctly and a score of "0 if they answered incorrectly.

Table 4.3. Slogans Used in the Slogan Recall Instrument

Slogan	Brand	Slogan Category
Share the Fantasy®	Chanel	Precise
Essential Glamour®	Kevyn Aucoin	Precise
The Company for Women®	Avon	Precise
Laughter is the Best Cosmetic®	Benefit	Vague
Bringing the Best to Everyone we Touch®	Estée Lauder	Vague
Powered by Nature. Proven by Science.®	Origins	Vague

The results indicate that 77.23% of respondents got the correct answer for the combined precise brand slogans, with a total of 468 correct responses between the three brands. Almost the same number of respondents, 77.86%, selected the correct answer for the combined vague brand slogans, with a total of 472 correct responses (see Table 4.4). Therefore, H1 was rejected. The vague brand slogans induced a slightly higher amount of slogan recall.

Table 4.4. Slogan Recall

Slogan	Brand	Slogan Category	Number of Correct Responses (n=208)	% of Correct Responses
Share the Fantasy®	Chanel	Precise	167	82.70
Essential Glamour®	Kevyn Aucoin	Precise	141	69.80
The Company for Women®	Avon	Precise	160	79.20
Total for Precise Slogans			468	77.20
Laughter is the Best Cosmetic®	Benefit	Vague	179	86.60
Bringing the Best to Everyone we Touch®	Estée Lauder	Vague	118	58.40
Powered by Nature. Proven by Science.®	Origins	Vague	175	86.60
Total for Vague Slogans			472	77.90

It is possible that familiarity with brands could have influenced the findings for this hypothesis. To test this theory, participants were placed in two groups:

a. Frequent purchasers (those who indicated purchasing cosmetics and skincare products weekly or monthly)

b. Infrequent purchasers (those who indicated purchasing cosmetics and skincare

products less than twelve times per year)

The participants were also given two "scores" on the quiz that reflected the number of

questions they answered correctly for the vague slogans and for the precise slogans. ANOVA

was computed with purchase frequency as the independent variable. No significant differences

were computed between the groups for either slogan category (Table 4.5)

Table 4.5. The Effects of Purchase Frequency on Slogan Recall Scores

Slogan Category	Frequent Purchasers[1] (Score)[3]	Infrequent Purchasers[2] (Score)	F	p<
Vague Slogans	2.33	2.34	.0190	.892
Precise Slogans	2.24	2.38	1.396	.239

Note. [1] Purchase cosmetics and skin care products weekly or monthly. [2] Purchase cosmetics and skin care products less frequently than once per month. [3] Participants were given a "score" for the number of correct answers to the slogan quiz in each category. The minimum score was 0, and the maximum score was 3.

After the quiz, participants were asked what made the responses memorable. "Length of

slogan," yielded the highest mean choice for the vague slogans ($M = 2.41$), followed closely by

"meaning" ($M = 2.39$), and "emotion elicited ($M = 2.27$). The responses for precise slogans

were similar: the highest mean for precise slogans was "meaning," ($M=3.36$) followed by

"length of slogan ($M = 2.53$) and "emotion" ($M = 2.40$). For both slogan categories, the answer

choice "creativity" had the lowest mean response ($M = 2.16$ for vague slogans; 1.84 for precise

slogans).

A one-way ANOVA was computed to compare responses for reasons for slogan recall,

with quiz scores for each brand category as the independent variable in another attempt to

understand underlying factors affecting recall of precise and vague brand slogans. A significant

result was computed for precise brand slogans (F=6.717, p<.0001) but not for vague brand

slogans, as shown in Table 4.6. ANOVA will determine whether a significant difference exists

between multiple means, but the test does not indicate which means are different. Therefore,

Scheffe's post-hoc analysis was used to compare the memorability scores across the vague and

precise brand slogans. The "creativity" mean was significantly different from the other mean

scores, indicating that creativity was an influential factor in the recall of slogans. Additionally,

the overall mean scores for the vague slogans were generally lower than those of the precise

brand slogans, especially for "length of slogan" and "emotion elicited." Therefore, H1 is

rejected.

An additional answer response was offered to participants to select "Other" and write in

their answer to the question.   (The "other" answer choice was not included in the ANOVA

analysis above). Some of the free responses included "memory," and "blunt and frank meaning."

Table 4.6. The Effect of Slogan Memorability on Slogan Recall

Slogan Category	Length of Slogan (Mean) (n=43)	Meaning (Mean) (n=67)	Emotion Elicited (Mean) (n=30)	Creativity (Mean) (n=43)	F	p<
Vague Slogans	2.42	2.39	2.27	2.16	1.397	.245
Precise Slogans	2.53[a]	2.36[a]	2.40[a]	1.84[b]	6.717	.000

Note. Means sharing a common subscript are not significantly different by the Scheffe post hoc test.

Brand Awareness

The second hypothesis, brand awareness will be higher when slogans are precise (and

thereby lower when slogans are vague) was measured with two instruments. First, participants

were simply asked how familiar they are with skincare and cosmetics brands in general. The

results indicated that 52.5% of the participants indicated that they were "moderately," "very," or "extremely familiar" with cosmetic and skincare product brands (Table 4.7). For the second brand awareness measurement, the subjects were shown six different brand slogans and asked to answer three questions adapted from Atilgan, Aksoy, and Akinci (2005) and Keller (2008). The brand six slogans for this series of questions were different from those that were used to measure slogan recall (Table 4.8).

Table 4.7. Cosmetic and Skincare Product Brand Familiarity

Familiarity Level	Frequency	Valid percent
Extremely familiar	12	5.90
Very familiar	32	15.70
Moderately familiar	95	46.60
Slightly familiar	52	25.50
Not familiar at all	13	6.40

Table 4.8. Brand Awareness Slogans

Slogan	Brand	Slogan Category
Beauty With an Edge®	Urban Decay	Precise
#1 Dermatologist Recommended®	Neutrogena	Precise
The Beauty Authority®	Sephora	Precise
Release the Beauty Inside You®	Lancôme	Vague
Be Original. Be Natural. Be Good.®	bareMineral	Vague
All Ages. All Races. All Sexes.®	MAC	Vague

In order to assess the reliability of the instrument, a principle component factor analysis with varimax rotation was conducted on the three awareness questions for each of the six test slogans (six separate factor analysis tests). The three questions were: "Based on the brand slogan, some characteristics of this brand come to mind quickly;" "I can quickly recall the brand slogan I have been shown;" and "I can recognize the brand amongst competing brands." An Eigenvalue of one and items loading above .50 on a factor yielded a single factor for each of the six slogans. Chronbach's alpha for each of the slogans was above the accepted minimum of .70 (Nunnally, 1978). Pertinent statistics and alpha values are presented in Table 4.9. Since all of the scales loaded on single factors with acceptable reliability levels, the responses to the three questions were averaged to form a single variable for each slogan. Simple analysis of the means indicates that participants were slightly more aware of precise brand slogans due to the fact that the awareness means were overall slightly lower than the awareness means of the vague brand slogans. Furthermore, this pattern is also reciprocated in the familiarity means for both precise and vague brand slogans; overall precise brand slogans induced lower mean scores indicating higher familiarity (Table 4.10). Therefore, H2 was accepted.

Table 4.9. Confirmatory Factor Analysis of Brand Awareness for
Precise and Vague Brand Slogans

Slogan	Brand	% of Variance	Cronbach's Alpha	Slogan Category
Beauty With an Edge®	Urban Decay	78.30	.861	Precise
#1 Dermatologist Recommended®	Neutrogena	87.92	.931	Precise
The Beauty Authority®	Sephora	79.09	.865	Precise
Be Original. Be Natural. Be Good.®	bareMineral	85.10	.912	Vague
All ages. All races. All Sexes.®	MAC	84.85	.909	Vague
Release the Beauty Inside You®	Lancôme	70.71	.791	Vague

Table 4.10. Awareness of Brands by Structure of Slogan

Slogan	Brand	Awareness[1] (Mean)	Familiarity[2] (Mean)	Slogan Category
Beauty With an Edge®	Urban Decay	3.35	4.32	Precise
#1 Dermatologist Recommended®	Neutrogena	2.17	2.56	Precise
The Beauty Authority®	Sephora	3.73	4.35	Precise
Be Original. Be Natural. Be Good. ®	bareMineral	3.33	4.35	Vague
All ages. All races. All Sexes. ®	MAC	3.42	4.19	Vague
Release the Beauty Inside You®	Lancôme	3.64	4.44	Vague

Note. [1] Combined mean score of Awareness scale. Responses were measured on a 5-ppoint scale where 1 = *strongly agree* and 5 = *strongly disagree*. Therefore, a low mean indicates greater awareness.NOTE. [2]Familiarity was assessed with a single questions, "How familiar are you with the brand slogan shown?" answered on a 5-point scale where 1 = *extremely familiar* and 5 = *not familiar at all*. Therefore a low mean indicates greater familiarity.

However, did the general familiarity with skincare and cosmetics brands affect the awareness of brands, based on slogan construction? To answer this question the participants were divided into two groups: Familiar (those who indicated they were "extremely," "very," or "moderately" familiar with cosmetic and skincare product brands), comprising 139 (66.8%) of the participants, and Unfamiliar (those who indicated they were "slightly," or "not familiar at all" with cosmetic and skincare product brands (n = 65, 31.9%). Next, the awareness scales were collapsed into two variables in which all of the responses to the precise slogans were summed and all of the responses to the vague slogans were summed to create two new variables: Awareness-Vague and Awareness-Precise. To test the impact of familiarity with the category, a one-way ANOVA was computed. General familiarity was found to affect awareness in both slogan categories (p<.05), as shown in Table 4.11. Those with more familiarity with cosmetic and skincare brands were also more aware of both precise and vague slogans. Those less familiar with the category were less familiar with all slogans, regardless of length.

Additionally, participants were asked about their familiarity with each of these specific brands represented by the slogans on a 5-point *extremely familiar/not familiar at all* scale. Pearson product moment correlations were computed for each of the six brands, comparing the awareness of the slogan to the familiarity with the specific brand. Significant correlations (p<.0001) were computed for each of the vague slogans and each of the precise slogans (Table 4.12).

Table 4.11. Impact of Familiarity of Brand on Slogan Awareness

General Familiarity of Brand	Familiar[1] n=139 (66.8%)	Unfamiliar[1] n=65 (31.9%)	F	p<
Awareness of Vague Slogans[2]	30.41	33.20	4.935	.028
Awareness of Precise Slogans[2]	26.39	31.21	18.617	.00

Note. [1] "Familiar" and "unfamiliar" groups were determined by the response to the question, "How familiar are you with cosmetic and skincare product brands?" Familiar (those who indicated they were "extremely," "very," or "moderately" familiar with cosmetic and skincare product brands), and unfamiliar (those who indicated they were "slightly," or "not familiar at all" with cosmetic and skincare product brands. [2] Awareness scores were determined by summing the awareness responses for each of the three awareness brands in each slogan category. A lower sum indicates greater awareness.

Table 4.12. Pearson Product Moment Correlations between Familiarity with the Specific Brand and Awareness of the Brand Based on the Slogan

Slogan	Brand	Correlation	p<	Slogan Category
Beauty With an Edge®	Urban Decay	.599	.000	Precise
#1 Dermatologist Recommended®	Neutrogena	.796	.000	Precise
The Beauty Authority®	Sephora	.685	.000	Precise
Be Original. Be Natural. Be Good.®	bareMineral	.649	.000	Vague
All Ages. All Races. All Sexes.®	MAC	.533	.000	Vague
Release the Beauty Inside You®	Lancôme	.531	.000	Vague

The strongest correlations were for #1 Dermatologist Recommended® (r=.796) and The Beauty Authority® (r=.685), both precise slogans, indicating a direct relationship between the variables. The weakest correlations, All Ages. All Races. All Sexes.® (r=533) and Release the Beauty Inside You® (r=.531) were for vague brands which indicate a weaker direct relationship between the variables.. Beauty With an Edge® (r=.599) as well as Be. Original. Be Natural. Be Good ® (r=.649) were moderately positively correlated with general brand familiarity. Therefore, it is clear that the precise brand slogans displayed an overall higher familiarity and brand awareness amongst the participants, therefore, H2 is accepted.

Brand Recall

The third hypothesis, brand recall will be higher when slogans are precise (and thereby lower when slogans are vague) was analyzed by comparing responses on a brand recall scale between the two brand slogan categories. For this portion of the study, a third set of six brand slogans not previously used was employed (Table 4.13). Brand recall was tested based on adapted scales from Atilgan, Aksoy, and Akinci (2005) and Lehmann, Keller, and Farley (2008). The participants were asked to answer six questions for each brand that addressed their recall of the brand based on the brands' slogan. In order to assess the reliability of the instrument, a principle components factor analysis with varimax rotation was conducted on the six brand recall questions for each of the six test slogans (six separate factor analysis tests). (Refer to Appendix B for the full list of questions that were asked of the participants.) An Eigenvalue of one and items loading above .50 on a factor yielded a single factor for each of the six slogans. Chronbach's alpha for each of the slogans was above the accepted minimum of .70 (Nunnally, 1978). Pertinent statistics and alpha values are presented in Table 4.14. The responses to the six brand recall questions were averaged, creating a single brand recall variable for each of the six

brands tested. Simple analysis of the means indicates that vague brands were more easily

recalled, therefore H3 is rejected.

Table 4.13. Brand Recall Slogans

Slogan	Brand	Slogan Category
Easy, Breezy, Beautiful_____.®	CoverGirl	Precise
Allergy Tested, Dermatologist Approved®	Clinique	Precise
Confidence is True Beauty®	Bobbi Brown	Precise
Maybe She's Born With it. Maybe it's _____ ®	Maybelline	Vague
The Makeup of Makeup Artists®	Max Factor	Vague
Love the Skin You're In®	Olay	Vague

Table 4.14. Confirmatory Factor Analysis of Brand Recall Scales for Three Precise Slogans and Three Vague Slogans

Slogan	Brand	Mean[1]	% of Var	Cronbach Alpha	Slogan Category
Confidence is True Beauty®	Bobbi Brown	3.90	88.36	.973	Precise
Allergy Tested, Dermatologist Approved®	Clinique	2.59	90.91	.980	Precise
Easy, Breezy, Beautiful_____®	CoverGirl	1.59	87.16	.970	Precise
Maybe She's Born With It, Maybe It's _____.®	Maybelline	1.71	83.34	.959	Vague
The Makeup of Makeup Artists®	Max Factor	3.70	89.87	.977	Vague
Love the Skin You're In®	Olay	2.58	91.75	.982	Vague

Note. [1]Responses to the brand recall were assessed on a 5-point scale where 1 = *strongly agree* and 5 = *strongly disagree*. Therefore, a lower mean indicates a higher level of recall.

Once again, did the general familiarity with skincare and cosmetics brands affect the

recall of brands, based on slogan construction? To answer this question, as with Hypothesis 2,

the brand recall scales were collapsed into two variables in which all of the responses to the precise slogans were summed and all of the responses to the vague slogans were summed to create two new variables: Recall-Vague and Recall-Precise. To test the impact of familiarity with the category, a one-way ANOVA was computed with familiarity as the dependent variable. A significant result was computed for recall of both vague brand slogans (F=7.415, p<.01) and precise brand slogans (F=7.214, p<.01). Comparison of the mean scores between both precise and vague brand slogans indicated that general familiarity was found to affect awareness in both slogan categories (Table 4.15).

Table 4.15. Impact of Familiarity of Brand on Recall

General Familiarity of Brand	Familiar[1] n=126 (68.9%)	Unfamiliar[1] n=57 (31.1%)	F	p<
Awareness of Vague Slogans[2]	45.81	51.15	7.415	.007
Awareness of Precise Slogans[2]	46.72	52.46	7.214	.008

Note. [1] "Familiar" and "unfamiliar" groups were determined by the response to the question, "How familiar are you with cosmetic and skincare product brands?" Familiar (those who indicated they were "extremely," "very," or "moderately" familiar with cosmetic and skincare product brands), and unfamiliar (those who indicated they were "slightly," or "not familiar at all" with cosmetic and skincare product brands. [2]Recall scores were determined by summing the recall responses for each of the three recall brands in each slogan category.

Purchase Intention

The fourth hypothesis, purchase intention will be greater when slogans are precise (and thereby lower when slogans are vague) was analyzed by comparing responses on a purchase intention scale between the two brand slogan categories. For this portion of the study, a third set of six brand slogans not previously used was employed (Table 4.16).

Purchase intention was tested based on adapted questions from Spears & Singh (2004). The participants were asked to answer two questions for each brand that addressed their purchase intention and purchase interest of the brand based on the brands' slogan. Additionally, the

participants were asked about their level of enticement based on the brand slogan being shown. (Refer to Appendix B for the full list of questions that were asked of the participants.) Descriptive statistics were computed to analyze the data, an analysis of the means indicates that participants were more likely to purchase from the brand based on a precise brand slogan rather than a vague one. Comparison of the mean scores between both precise and vague brand slogans indicated that general purchase interest was found to be greater in vague brand slogans (Table 4.17). Additionally, participants indicated a greater intention to purchase cosmetics brands with vague brand slogans. Therefore H4 is rejected.

Moreover, participants were asked if they were enticed to purchase the cosmetics brand based on the brand slogan. Of the brand slogans, vague brand slogans prompted a higher likeliness that participants would be enticed to purchase from that brand based on the brand slogan. These results are indicative of the consumers desire to and interest to learn more about the brand or purchase products from the brand whose slogans are lengthier, it may be true that the participants have general knowledge about these brands previously, but are enticed to learn more

Table 4.16. Purchase Intention Brand Slogans

Slogan	Brand	Slogan Category
The Red Carpet Authority®	Lorac	Precise
Goddess of the Night®	NYX	Precise
Get the London Look®	Rimmel	Precise
The Art and Science of Pure Flower and Plant Essences®	Aveda	Vague
Release the Beauty Inside You®	Lancôme	Vague
Does she…or Doesn't she? ®	Clairol	Vague

Table 4.17. Purchase Intention of Brands by Structure of Slogan

Slogan	Brand	Interest[1] (Mean)	Intention[2] (Mean)	Enticed[3] (%)	Slogan Category
The Red Carpet Authority®	Lorac	3.64	2.27	19.8	Precise
Goddess of the Night®	NYX	3.64	2.41	24.6	Precise
Get the London Look®	Rimmel	2.61	2.49	19.6	Precise
The Art and Science of Pure Flower and Plant Essences®	Aveda	2.87	2.74	47.5	Vague
Release the Beauty Inside You®	Lancôme	3.22	2.88	44.7	Vague
Does she…or Doesn't she? ®	Clairol	2.48	2.26	16.8	Vague

Note. [1] Interest was assessed with a single question, "Please rate your purchase interest for this cosmetic/skin care line?" Responses were measured on a 5-point scale where 1 = *extremely likely* and 5 = *extremely unlikely*. Therefore, a low mean indicates greater purchase interest. [2]Intention was assessed with a single question, "Please rate your purchase intention for this cosmetic/skin care line based on the brand slogan?" Answered on a 5-point scale where 1 = *very low* and 5 = *very high*. Therefore a high mean indicates greater purchase intention. [3]Enticement was assessed with a single question, "Would you be enticed to purchase this cosmetic/skin care line based on the brand slogan?" Answered on a 2-point scale, the respondents could choose yes or no. Therefore a high score indicates greater purchase enticement.

CHAPTER 5

DISCUSSION, LIMITATION, AND SUGGESTIONS

The purpose of this study was to investigate the effectiveness of advertisements that employ vague or precise cosmetic product brand slogans among both male and female consumers. Ultimately, the end goal of marketing is to make a sale. Specifically, the study sought to determine whether or not the length of a slogan was an influential factor on the motivation to purchase a cosmetic or skincare product. Current research targeting slogans is lacking in targeting a specific industry or product, thus the reason for the cosmetic industry in this research study. Premium beauty has set out to drive global growth in the coming years within the beauty industry (Gleason-Allured, 2016). Boosted by makeup and premium offerings, the sector is expected to rise from $80 billion today to $90 billion by 2020 (Gleason-Allured, 2016). The four variables that were measured in this study included slogan recall, brand awareness, brand recall and purchase intention.

The first phase of this research sought to collect a list of slogans employed in cosmetics advertising, so popular magazines and websites targeted towards women were examined. After combing through several magazines and websites the researcher collected 26 cosmetic brand slogans. Those slogans were then later broken up into either a vague or a precise brand slogan category. The present study adds to slogan research by showing that slogan length is an important factor influencing brand recall, brand awareness and purchase intention. The analyses revealed a simple main effect of brand recall suggesting that longer slogans are better recalled and more familiar than the shorter slogans. On the other hand, the shorter simpler brand slogans prompted a higher level of brand awareness amongst the participants. Thus, length of a slogan appears to affect both ability to remember a specific brand name in an ad and whether or not one

has general knowledge about that brand. This contradictory finding was surprising to the researcher as it would appear that the length of a slogan would be consistent in determining better brand recall and brand awareness. Additionally, as far as slogan recall is concerned there was only a slight difference between the ability to choose the correct slogan between vague and precise slogans, therefore although vague brand slogans created a slightly higher amount of slogan recall it is not plausible to assume vague slogans as a whole are more easily recalled than shorter slogans. Finally, participants indicated they were more likely to purchase products from brands with longer more complex slogans rather than short and concise slogans, perhaps because brand recall was also easier when the slogans were vague.

Upon the analysis for brand recall, vague brand slogans were better recalled and more familiar, whereas interestingly the shorter more concise brand slogans were less easily recalled and familiar. This was interesting to the researcher as some of the most famous brand slogans, Nike's Just Do It® for instance are of only a few words. A plausible explanation for the heightened ability to recall the brand slogans that are longer in length could be due to the large marketing budgets for some of the brands that are tied to these slogans so that the participants have had a higher amount of exposure prior to taking the survey. The literature on brand recall suggests that slogans in which are easier to recall are generally shorter in length. Likewise, prior research indicated that there was a positive correlation between advertising exposure and the ability to recall a correct brand slogan; essentially shorter slogans are easier remembered than complex ones. Therefore the findings in this study are contradictory to the current research (Corder, 1986; Kohli, Thomas & Suri, 2013); this could be attributed to the product and industry focus of this research.

The results of this study also reveal that brand awareness, in turn, is affected in the opposite form of slogan length. Brands attributed with a shorter slogan (precise slogan) had higher levels of familiarity. Although correlations between slogan length and brand recall were statistically significant when slogans were longer, the correlations were different when testing brand awareness, in that shorter more concise brand slogans had higher brand awareness then the lengthier or vague brand slogans. In other words, participants felt that they could recognize a brand or felt they at least knew something about a brand when the slogan they viewed was shorter. This result suggests that the link between the brand and the slogan length has a greater effect when consumers are presented with a more precise slogan. In other words, it may be simpler for consumers to remember what brand pairs with what slogan if that slogan is of a shorter length, there is not as much information to process and to remember when trying to place brand with slogan**.** The strongest result of all the brand slogans included in this study was #1 Dermatologist Recommended®. The researcher found this to be interesting as it correlates with the top of mind brands that were listed in the beginning of the survey where Neutrogena was listed as the number three overall brand that came to mind when consumers were asked to list the cosmetic and skincare brands they remember the most. The explanation for why this has occurred is consistent with the reasoning behind the results of brand recall: the marketing budget one brand has can overpower its ability to be recalled and awareness amongst consumers. With this theory, the length of the slogan may not matter if the brand is already very strong and established. The literature on brand awareness suggests that longer lengthier slogans induce higher brand awareness, however this could be related to several different factors such as marketing strategies, changing advertising slogans, stronger brands versus weaker brands and their ability to heighten consumers brand equity and brand awareness.

As the present results suggest brand awareness and brand recall are affected by differing lengths of slogans, the question arises how these slogan lengths affect a consumer's purchase intention. Consumers indicated that they would be more likely to purchase a brand with a longer slogan. This presents uniformity as it relates to brand recall and the results stemming from that area of the study. Perhaps this is because if a consumer is able to correctly identify a brand withy little assistance and have an established familiarity with it they are more likely to purchase from that brand. In the context of the present study, slogan length may not be as strong of a consideration set variable as recall or familiarity and overall interest. Furthermore the results of this study contradict current research, current research has suggested that the length of a slogan can affect other consumer behavior elements, but shows no direct or significant effect on purchase intention (Strutton & Roswinanto, 2014).

Finally, a specific part of this study was dedicated to examining slogan recall and how it is affected by the length of the slogan. Prior research has conflicting information as it pertains to slogan recall, some previous studies have found that compared with simple slogans, more complex slogans had more of an impact on consumers by stimulating a higher slogan recall. However there are some studies that support an opposite finding. It has been argued that slogans that are shorter are learned more quickly and it is essential for their design to be simple (Corder, 1986; Molian, 1993; Miller & Toman, 2015). The findings of this portion of the study support the initial claim. When tested on a manipulated list of brand slogans, the slogans that were correctly chosen the most were, greater than or equal to five words in length (vague); the top one being Laughter is the Best Cosmetic®. Moreover, findings indicate that it is conceivable to assume that the frequency of purchase and the ability to correctly recall a brand slogan are not correlated.

Finally, participants indicated that what made slogans memorable was creativity. Therefore it can be interpreted that participants enjoy and remember slogans that are more "catchy" and unique than less bland ones. This could be due to over exposure prior to the taking of the survey which will be discussed in the limitations section.

The title of this paper discusses the idea of whether slogan word count has an effect on consumer behavior. This effect occurs differently depending on the consumer behavior aspect being analyzed   Thus, it becomes extremely important for marketers and advertising agencies building new brands or improving current ones, whether they are weak or strong, to determine what is most important for them amongst their consumers and to take into account the current structure of their brand slogan and whether it establishes itself with their target market. There were similarities between the length of slogan and its effects on the participants' brand recall and purchase intention, but opposing results for brand awareness. Therefore a consumer may be able to recognize some qualities of a brand based on a shorter more concise slogan, but when it comes to allowing that brand to stick in the minds of the consumer and turn them into a potential buyer from a brand the brand slogan should be longer in length. Marketers would be wise to analyze whether their marketing budgets are not only building their brand but effectively communicating their brand to consumers through the use of slogans.

The conclusions from this study can be applied by cosmetics executives and marketers who are striving to continually build their brand, or are looking for a way to establish a new brand with target consumers. Slogan word count can have an effect on the different aspects of branding. The word count of a slogan used can impart on a consumer a higher amount of brand recall, brand awareness and purchase intention. Advertisers should generate vague slogans, as in a higher count of words, when their goal is to increase the likelihood that their slogans will be

remembered amongst their consumers and generate a deeper level of brand recall and purchase intention. When the goal is to generate brand awareness, then a shorter or simpler slogan would be the best choice.

These findings are not only applicable to brand managers, but serve a purpose in academics, especially as it relates to brand management and consumer behavior. Marketing and Brand Development professors might dedicate a lesson to the power that slogans can have when building a successful brand. This information should be discussed in a way that is practical, the slogans that were utilized in this study were of varying levels of successful brands, and targeted to different age groups and price points. It would be interesting to examine the findings of this study and further discuss why certain results were achieved and what they mean to consumer behavior and brand management.

<div align="center">Limitations</div>

The researcher used snowball sampling that requires networking among close friends and family. This method was used due to the convenience and cost-effective measures. While a valid data collection methodology (Stanley, 2011), with this method, the sample can contain individuals in the same geographical area who have similar beliefs and habits skewing the results. Further, the survey was primarily distributed via Facebook, which may have influenced the social media findings. As a result of this sampling method, the results may not represent the view of the population as a whole.

Slogans used in this study were selected from only three magazines targeted to women, as well as a selection of websites generated in a web search. A broader assortment of magazines and website sources coupled with a basic frequency count may have yielded a different assortment of slogans.

Regarding sample demographics, only 9.9% of the respondents were male. There was also an overrepresentation of White, non-Hispanic consumers, These are considered limitations of the study, as they do not represent the sex and ethnic population in the United States and may not accurately represent the population of men and minorities who use cosmetics.

Two of the brand slogans that were used in this study have the brand name in their slogan although the researcher did remove the brand name in the survey being, (Maybe She's Born With it. Maybe it's Maybelline® and Easy, Breezy, Beautiful CoverGirl®). This is seen as a limitation for the study as this could have had an effect on the brand recall results, assuming that the majority of the participants were already aware what brand name was in the slogan prior to taking the survey.

Many of the brands that were represented by their slogans in this study are well established and strong brands that dominate their current product market. The idea that their current marketing budgets are most likely extensive compared to other brands is a limitation of this study as the participants may have already had an exorbitant amount of exposure to the brands and their slogans prior to this research study. Therefore, no matter the length of the slogans, the results of their effects on brand awareness, brand recall and purchase intention could have been predetermined.

Suggestions for Further Study

Research is needed to examine the effects of length of slogans on slogan recall, brand awareness, brand recall and purchase intention with a wider more diverse sample group. Furthermore, future research would benefit from identifying weak (defined as less popular) and strong (defined as popular) brands and comparing one group at a time. In this study, slogan length played a role in all variables that were analyzed, however the majority of the findings

were contradictory to the literature, in that longer slogans were generally regarded more positively from a marketing perspective.

Research examining the role that marketing budgets of these brands plays can further test the effectiveness of brand slogans. Do brands that are marketed more heavily have greater awareness and recall than brands that are not as heavily promoted?

Additionally, based on a limitation mentioned above, research is needed to compare the effects of brand slogans containing the brand names and how that effects variables such as brand recall.

Finally, there are many ways in which this current study can be broken apart and re-analyzed from different angles. Future researchers should examine the roles that variables such the age of the targeted consumer for the brand and how that can change the way in which the brand slogans are perceived. Additionally, is price point a moderating factor?

APPENDIX A

SURVEY SCRIPT

Facebook

Hello most valued FB friends! Would you be willing to help me with my master's thesis by completing the survey at the link below? It should not take more than 10 or 15 minutes. Your responses will be anonymous, so there is no way for me to know who filled out a survey. If you have questions about the survey, please feel free to email me at pes0076@unt.edu. To say thank you, you will be entered in a drawing for one of five $10 gift cards to Wal-Mart or Target. Thank you in advance for your help with this last big project of my master's degree!

Could you also share my post to your Facebook page so that I can reach a larger audience? My major professor says I have to get 250 surveys. Help me make it happen!

Instagram

Hello, Instagram friends! For the last project in my master's program at the University of North Texas I am conducting a study about brand slogans and how they relate to consumer behavior. Would you help me out by completing the survey at the link below? It should not take more than 10-15 minutes. Your responses will be anonymous; there is no way for me to know who filled out a survey. If you have questions about the survey, please feel free to email me at pes0076@unt.edu. To say thank you, you will be entered in a drawing for one of five $10 gift cards to Wal-Mart or Target. Thank you in advance for your help with this last big project of my master's degree!

BLACKBOARD

Hello, my name is Paige Scro. I am a graduate student at the University of North Texas and am asking for your help with my master's thesis. I am conducting a study about brand slogans and how it relates to consumer behavior for my thesis. Would you be willing to take 10-15 minutes to fill out the survey at the link below? Your responses will be anonymous; there is no way for me to know who filled out a survey. If you have questions about the survey, please feel free to email me at pes0076@unt.edu. If you choose to participate you will be entered in a drawing for one of five $10 gift cards to Wal-Mart or Target. Thank you in advance for your time.

APPENDIX B

INSTRUMENT AND INFORMED CONSENT

University of North Texas Institutional Review Board

Informed Consent Form

Before agreeing to participate in this research study, it is important that you read and

understand the following explanation of the purpose, benefits and risks of the study and how it

will be conducted.

Title of Study: The Effect of Advertising Slogans on Consumer Behavior

Student Investigator: Paige Scro, University of North Texas (UNT) Department of
Merchandising and Digital Retailing. Supervising Investigator: Dr. Tammy Kinley, Professor,
Merchandising

Purpose of the Study: The purpose of this study is to investigate the effectiveness of cosmetics
advertisements that employ vague or precise product brand slogans.

Study Procedures: A survey follows this page that should take you about 10-15 minutes to
complete.

Foreseeable Risks: There are no foreseeable risks are involved in this study.

Benefits to the Subjects or Others: This study is not expected to be of any direct benefit to you,
but we hope to learn more about cosmetic product branding as it relates to slogans. Slogan
analysis is a topic that has not had a lot of research attention, particularly since the onset of
pervasive internet advertising channels.

Compensation for Participants: At the conclusion of the survey, you will be offered an
opportunity to be entered into a drawing for one of five $10 gift cards to Wal-Mart or Target.

Procedures for Maintaining Confidentiality of Research Records: Confidentiality will be
maintained to the degree possible given the technology and practices used by the online survey
company. Your participation in this online survey involves risks to confidentiality similar to a
person's everyday use of the internet.   The drawing for the gift card will be executed via a
separate survey linked to the original so that personal information can be collected. Your
personal information will never be linked to a specific survey.

Questions about the Study: If you have any questions about the study, you may contact Paige
Scro at pes0076@unt.edu or Tammy Kinley at Tammy.Kinley@unt.edu. If you would like a
copy of this consent form, please contact Paige Scro at pes0076@unt.edu.

Review for the Protection of Participants: This research study has been reviewed and
approved by the UNT Institutional Review Board (IRB). The UNT IRB can be contacted at
(940) 565-4643 with any questions regarding the rights of research subjects.

Research Participants' Rights: Your participation in the survey indicates that you have read all of the above and that you confirm all of the following:

- Paige Scro has explained the study to you and answered all of your questions.
- You have been told the possible benefits and the potential risks and/or discomforts of the study.
- You understand that you do not have to take part in this study, and your refusal to participate or your decision to withdraw will involve no penalty or loss of rights or benefits. The study personnel may choose to stop your participation at any time.
- You understand why the study is being conducted and how it will be performed.
- You understand your rights as a research participant and you voluntarily consent to participate in this study.
- You have been told you will receive a copy of this form.

Please click if you agree to participate in this study.
Agree (1)

End of Block

General Questions

3 What is your current age?

4 What ethnicity best describes you?
○   African American (1)
○   White (2)
○   Hispanic (3)
○   Asian or Pacific Islander (4)
○   Other (Please specify) (5) _____

5 What is your annual household income?
○   Less than $20,000 (1)
○ $20,001-$40,000 (2)
○ $40,001-$60,000 (3)
○ $60,001-$80,000 (4)
○ $80,001-$100,000 (5)
○   More than $100,001 (6)

6 What is your sex?
○   Male (1)
○   Female (2)

End of Block

Cosmetic Products

7 Approximately how much money do you spend on cosmetic and skincare products each month, on average?

8 What product brands come to mind when thinking of cosmetic and skincare products? Please list up to 6 brands here:

9 Brand 1

10 Brand 2

11 Brand 3

12 Brand 4

13 Brand 5

14 Brand 6

15 How often do you purchase cosmetic and skincare products?
❍   Weekly (1)
❍   Monthly (2)
❍   Every couple of months (3)
❍   About every three months (4)
❍   Twice a year (5)
❍   Infrequently (6)

Recall of Slogans

16 Please review the following 6 brand slogans. Questions pertaining to these brand slogans will be presented later.

Recall of Slogans

17 "Powered by Nature. Proven by Science."

Recall Of Slogans

18 "Share the Fantasy"

Recall of Slogans

19 "Essential Glamour"

Recall of Slogans

20 "The Company for Women"

Recall of Slogans

21 "Laughter is the Best Cosmetic"

Recall of Slogans

22 "Bringing the Best to Everyone we Touch"

Recall of Slogans

23 Please choose the correct brand slogan from the list below based on the brand slogans you have just seen.
- ⭘ Nature Powered. Scientifically Proven. (1)
- ⭘ Powered by Nature. Proven by Science. (2)
- ⭘ Powered by Nature and Science. (3)

24 Please choose the correct brand slogan from the list below based on the brand slogans you have just seen.
- ⭘ Share the Fantasy. (1)
- ⭘ To Share the Fantasy. (2)
- ⭘ Sharing the Fantasy. (3)

25 Please choose the correct brand slogan from the list below based on the brand slogans you have just seen.
- ⭘ Essentially Glamorous. (1)
- ⭘ Glamour is Essential. (2)
- ⭘ Essential Glamour. (3)

26 Please choose the correct brand slogan from the list below based on the brand slogans you have just seen.
- ⭘ The Makeup for Women. (1)
- ⭘ Women for the Company Brand. (2)
- ⭘ The Company for Women. (3)

27 Please choose the correct brand slogan from the list below based on the brand slogans you have just seen.
- ○ Cosmetics Make for the Best Laughter. (1)
- ○ Laughter is the Best Cosmetic. (2)
- ○ Laughter is the Best Medicine and Cosmetic. (3)

28 Please choose the correct brand slogan from the list below based on the brand slogans you have just seen.
- ○ Touching Everyone in the Best Way Possible. (1)
- ○ Bringing the Best Touch to Everyone. (2)
- ○ The Best Touch to Everyone. (3)

29 What made the brand slogans memorable?
- ○ Length of slogan. (1)
- ○ Meaning (2)
- ○ Emotion Elicited (3)
- ○ Creativity (4)
- ○ Other (5) _____

Brand Awareness

30 How familiar are you with cosmetic and skincare product brands?
- ○ Extremely familiar (1)
- ○ Very familiar (2)
- ○ Moderately familiar (3)
- ○ Slightly familiar (4)
- ○ Not familiar at all (5)

Brand Awareness

31 Consider the cosmetics/skin care slogan,"Release the Beauty Inside You." To what extent do you agree with the following questions?

32 Click to write the question text

	Strongly Agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
Based on the brand slogan some characteristics of this brand come to mind quickly. (1)	○	○	○	○	○
I can quickly recall the brand slogan I have been shown. (2)	○	○	○	○	○
I can recognize the brand amongst competing brands. (3)	○	○	○	○	○

33 Click to write the question text

	Extremely familiar (1)	Very familiar (2)	Moderately familiar (3)	Slightly familiar (4)	Not familiar at all (5)
How familiar are you with the brand slogan shown? (1)	○	○	○	○	○

Page Break

- -

34 Consider the cosmetics/skin care slogan,"Beauty With an Edge." To what extent do you agree with the following questions?

35 Please select the answer that most closely matches your opinion.

	Strongly Agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
Based on the brand slogan some characteristics of this brand come to mind quickly. (1)	○	○	○	○	○
I can quickly recall the brand slogan I have been shown. (2)	○	○	○	○	○
I can recognize the brand amongst competing brands. (3)	○	○	○	○	○

36 Click to write the question text

	Extremely familiar (1)	Very familiar (2)	Moderately familiar (3)	Slightly familiar (4)	Not familiar at all (5)
How familiar are you with the brand slogan shown? (1)	○	○	○	○	○

Page Break

37 Consider the cosmetics/skin care slogan,"#1 Dermatologist Recommended." To what extent do you agree with the following questions?

38 Please select the answer that most closely matches your opinion.

	Strongly Agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
Based on the brand slogan some characteristics of this brand come to mind quickly. (1)	○	○	○	○	○
I can quickly recall the brand slogan I have been shown. (2)	○	○	○	○	○
I can recognize the brand amongst competing brands. (3)	○	○	○	○	○

39 Please select the answer that most closely matches your opinion.

	Extremely familiar (1)	Very familiar (2)	Moderately familiar (3)	Slightly familiar (4)	Not familiar at all (5)
How familiar are you with the brand slogan shown? (1)	○	○	○	○	○

Page Break

40 Consider the cosmetics/skin care slogan,"The Beauty Authority." To what extent do you agree with the following questions?

41 Please select the answer that most closely matches your opinion.

	Strongly Agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
Based on the brand slogan some characteristics of this brand come to mind quickly. (1)	○	○	○	○	○
I can quickly recall the brand slogan I have been shown. (2)	○	○	○	○	○
I can recognize the brand amongst competing brands. (3)	○	○	○	○	○

42 Please select the answer that most closely matches your opinion.

	Extremely familiar (1)	Very familiar (2)	Moderately familiar (3)	Slightly familiar (4)	Not familiar at all (5)
How familiar are you with the brand slogan shown? (1)	○	○	○	○	○

Page Break

43 Consider the cosmetics/skin care slogans,"Be Original. Be Natural. Be Good." To what extent do you agree with the following questions?

44 Please select the answer that most closely matches your opinion.

	Strongly Agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
Based on the brand slogan some characteristics of this brand come to mind quickly. (1)	○	○	○	○	○
I can quickly recall the brand slogan I have been shown. (2)	○	○	○	○	○
I can recognize the brand amongst competing brands. (3)	○	○	○	○	○

45 Please select the answer that most closely matches your opinion.

	Extremely familiar (1)	Very familiar (2)	Moderately familiar (3)	Slightly familiar (4)	Not familiar at all (5)
How familiar are you with the brand slogan shown? (1)	○	○	○	○	○

Page Break

46 Consider the cosmetics/skin care slogans,"All Ages. All Races. All Sexes." To what extent do you agree with the following questions?

47 Please select the answer that most closely matches your opinion.

	Strongly Agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
Based on the brand slogan some characteristics of this brand come to mind quickly. (1)	○	○	○	○	○
I can quickly recall the brand slogan I have been shown. (2)	○	○	○	○	○
I can recognize the brand amongst competing brands. (3)	○	○	○	○	○

48 Please select the answer that most closely matches your opinion.

	Extremely familiar (1)	Very familiar (2)	Moderately familiar (3)	Slightly familiar (4)	Not familiar at all (5)
How familiar are you with the brand slogan shown? (1)	○	○	○	○	○

Page Break

End of Block

Brand Recall

49 Consider the cosmetics/skin care slogan,"Maybe She's Born With it, Maybe it's_____."
To what extent do you agree with the following questions?

50 Please select the answer that most closely matches your opinion.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
This brand sticks out to me from other cosmetic brands. (1)	○	○	○	○	○
When I think of cosmetic products, this brand comes to mind. (2)	○	○	○	○	○
I know what this brands products look like. (3)	○	○	○	○	○
Some characteristics of this brand come to mind (4)	○	○	○	○	○
I can quickly recognize this brand among competing brands. (5)	○	○	○	○	○
I am generally aware of this brand. (6)	○	○	○	○	○

Page Break

51 Consider the cosmetics/skin care slogans,"The Makeup of Makeup Artists." To what extent do you agree with the following questions?

52 Please select the answer that most closely matches your opinion.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
This brand sticks out to me from other cosmetic brands. (1)	○	○	○	○	○
When I think of cosmetic products, this brand comes to mind. (2)	○	○	○	○	○
I know what this brands products look like. (3)	○	○	○	○	○
Some characteristics of this brand come to mind (4)	○	○	○	○	○
I can quickly recognize this brand among competing brands. (5)	○	○	○	○	○
I am generally aware of this brand. (6)	○	○	○	○	○

Page Break
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53 Consider the cosmetics/skin care slogans,"Easy, Breezy, Beautiful_____." To what extent do you agree with the following questions?

54 Please select the answer that most closely matches your opinion.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
This brand sticks out to me from other cosmetic brands. (1)	○	○	○	○	○
When I think of cosmetic products, this brand comes to mind. (2)	○	○	○	○	○
I know what this brands products look like. (3)	○	○	○	○	○
Some characteristics of this brand come to mind (4)	○	○	○	○	○
I can quickly recognize this brand among competing brands. (5)	○	○	○	○	○
I am generally aware of this brand. (6)	○	○	○	○	○

Page Break

55 Consider the cosmetics/skin care slogans,"Allergy Tested, Dermatologist Approved." To what extent do you agree with the following questions?

56 Please select the answer that most closely matches your opinion.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
This brand sticks out to me from other cosmetic brands. (1)	○	○	○	○	○
When I think of cosmetic products, this brand comes to mind. (2)	○	○	○	○	○
I know what this brands products look like. (3)	○	○	○	○	○
Some characteristics of this brand come to mind (4)	○	○	○	○	○
I can quickly recognize this brand among competing brands. (5)	○	○	○	○	○
I am generally aware of this brand. (6)	○	○	○	○	○

Page Break
- -

57 Consider the cosmetics/skin care slogans,"Confidence is True Beauty." To what extent do you agree with the following questions?

58 Please select the answer that most closely matches your opinion.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
This brand sticks out to me from other cosmetic brands. (1)	○	○	○	○	○
When I think of cosmetic products, this brand comes to mind. (2)	○	○	○	○	○
I know what this brands products look like. (3)	○	○	○	○	○
Some characteristics of this brand come to mind (4)	○	○	○	○	○
I can quickly recognize this brand among competing brands. (5)	○	○	○	○	○
I am generally aware of this brand. (6)	○	○	○	○	○

Page Break

59 Consider the cosmetics/skin care slogans,"Love the Skin You're in." To what extent do you agree with the following questions?

60 Please select the answer that most closely matches your opinion.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Disagree (4)	Strongly Disagree (5)
This brand sticks out to me from other cosmetic brands. (1)	○	○	○	○	○
When I think of cosmetic products, this brand comes to mind. (2)	○	○	○	○	○
I know what this brands products look like. (3)	○	○	○	○	○
Some characteristics of this brand come to mind (4)	○	○	○	○	○
I can quickly recognize this brand among competing brands. (5)	○	○	○	○	○
I am generally aware of this brand. (6)	○	○	○	○	○

Page Break

End of Block

Purchase Intention

61 Consider the cosmetics/skin care slogan, "The Red Carpet Authority." To what extent do you agree with the following questions?

62 Please select the answer that most closely matches your opinion.

	Extremely likely (1)	Somewhat likely (2)	Neither likely nor unlikely (3)	Somewhat unlikely (4)	Extremely unlikely (5)
Please rate your purchase interest for this cosmetic/ skin care line. (1)	○	○	○	○	○

63 Please select the answer that most closely matches your opinion.

	Very low (1)	Low (2)	Neutral (3)	High (4)	Very High (5)
Please rate your purchase intention for this cosmetic / skin care line based on the brand slogan. (1)	○	○	○	○	○

64 Please select the answer that most closely matches your opinion.

	Yes (1)	No (2)
Would you be enticed to purchase this cosmetic / skin care line based on the brand slogan? (1)	○	○

Page Break

- -

65 Consider the cosmetics/skin care slogan, "The Art and Science of Pure Flower and Plant Essences." To what extent do you agree with the following questions?

66 Please select the answer that most closely matches your opinion.

	Extremely likely (1)	Somewhat likely (2)	Neither likely nor unlikely (3)	Somewhat unlikely (4)	Extremely unlikely (5)
Please rate your purchase interest for this cosmetic/ skin care line. (1)	○	○	○	○	○

67 Please select the answer that most closely matches your opinion.

	Very Low (1)	Low (2)	Neutral (3)	High (4)	Very High (5)
Please rate your purchase intention for this cosmetic / skin care line based on the brand slogan. (1)	○	○	○	○	○

68 Please select the answer that most closely matches your opinion.

	Yes (1)	No (2)
Would you be enticed to purchase this cosmetic / skin care line based on the brand slogan? (1)	○	○

Page Break

69 Consider the cosmetics/skin care slogan,"Goddess of the Night." To what extent do you agree with the following questions?

74

70 Please select the answer that most closely matches your opinion.

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
Please rate your purchase interest for this cosmetic/ skin care line. (1)	○	○	○	○	○

71 Please select the answer that most closely matches your opinion.

	Very Low (1)	Low (2)	Neutral (3)	High (4)	Very High (5)
Please rate your purchase intention for this cosmetic / skin care line based on the brand slogan. (1)	○	○	○	○	○

72 Please select the answer that most closely matches your opinion.

	Yes (1)	No (2)
Would you be enticed to purchase this cosmetic / skin care line based on the brand slogan? (1)	○	○

Page Break

73 Consider the cosmetics/skin care slogan, "Release the Beauty Inside You." To what extent do you agree with the following questions?

74 Please select the answer that most closely matches your opinion.

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
Please rate your purchase interest for this cosmetic/ skin care line. (1)	○	○	○	○	○

75 Please select the answer that most closely matches your opinion.

	Very Low (1)	Low (2)	Neutral (3)	High (4)	Very High (5)
Please rate your purchase intention for this cosmetic / skin care line based on the brand slogan. (1)	○	○	○	○	○

76 Please select the answer that most closely matches your opinion.

	Yes (1)	No (2)
Would you be enticed to purchase this cosmetic / skin care line based on the brand slogan? (1)	○	○

Page Break

77 Consider the cosmetics/skin care slogan, "Get the London Look." To what extent do you agree with the following questions?

78 Please select the answer that most closely matches your opinion.

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
Please rate your purchase interest for this cosmetic/ skin care line. (1)	O	O	O	O	O

79 Please select the answer that most closely matches your opinion.

	Very Low (1)	Low (2)	Neutral (3)	High (4)	Very High (5)
Please rate your purchase intention for this cosmetic / skin care line based on the brand slogan. (1)	O	O	O	O	O

80 Please select the answer that most closely matches your opinion.

	Yes (1)	No (2)
Would you be enticed to purchase this cosmetic / skin care line based on the brand slogan? (1)	O	O

Page Break

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81 Consider the cosmetics/skin care slogan,"Does She..or Doesn't She?" To what extent do you agree with the following questions?

82 Please select the answer that most closely matches your opinion.

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
Please rate your purchase interest for this cosmetic/ skin care line. (1)	○	○	○	○	○

83 Please select the answer that most closely matches your opinion.

	Very Low (1)	Low (2)	Neutral (3)	High (4)	Very High (5)
Please rate your purchase intention for this cosmetic / skin care line based on the brand slogan. (1)	○	○	○	○	○

84 Please select the answer that most closely matches your opinion.

	Yes (1)	No (2)
Would you be enticed to purchase this cosmetic / skin care line based on the brand slogan? (1)	○	○

End of Block

APPENDIX C

TOP SIX COSMETIC AND SKINCARE BRANDS THAT CAME TO MIND

Brand A	Frequency	Frequency %
Maybelline	61	29.30
CoverGirl	60	28.80
Neutrogena	59	28.40
Clinique	48	23.10
L'Oréal	47	22.60
MAC	46	22.10
Olay	39	18.80
Urban Decay	30	14.40
Aveeno	28	13.50
Revlon	27	13.00
Mary Kay	24	11.50
bareMinerals	22	10.60
Too Faced	17	8.20
Estée Lauder	16	7.70
Lancôme	16	7.70
Rodan + Fields	16	7.70
Dove	15	7.20
e.l.f	15	7.20
Proactive	14	6.70
Naked	13	6.30
NYX	13	6.30
Tarte	12	5.80
Almay	11	5.30
Benefit	10	4.80
Bobbi Brown	10	4.80
Clean & Clear	10	4.80
AVON	9	4.30
IT Cosmetics	9	4.30
Anastasia Beverly Hills	8	3.80
CHANEL	8	3.80
Younique	8	3.80
Burts Bees	7	3.40
Mario Badescu	7	3.40
Origins	7	3.40
Rimmel	7	3.40
Sephora	7	3.40
Arbonne	6	2.90
St. Ives	6	2.90
Ulta	6	2.90
Cetaphil	5	2.40
Dermalogica	5	2.40
La Mer	5	2.40
Makeup Forever	5	2.40
Smashbox	5	2.40

BECCA	4	1.90
CeraVe	4	1.90
Eucerin	4	1.90
Jergens	4	1.90
Kat Von D	4	1.90
Kiehls	4	1.90
Laura Mercier	4	1.90
Shiseido	4	1.90
Stila	4	1.90
Bath & Body Works	3	1.40
ColourPop	3	1.40
Dior	3	1.40
Garnier	3	1.40
Ponds	3	1.40
PÜR	3	1.40
Simple	3	1.40
Vaseline	3	1.40
Aveda	2	1.00
Banana boat	2	1.00
Bioré	2	1.00
Clé de Peau Beauté	2	1.00
Clearasil	2	1.00
Coconut oil	2	1.00
Herbivore Botanicals	2	1.00
Honest company	2	1.00
Lorac	2	1.00
Lush	2	1.00
Max Factor	2	1.00
Milani	2	1.00
Murad	2	1.00
Noxzema	2	1.00
Old Spice	2	1.00
Prescription	2	1.00
Redkin	2	1.00
Sanitas	2	1.00
Sisley Paris	2	1.00
SK-II	2	1.00
The Body Shop	2	1.00
TONYMOLY	2	1.00
Wet n' Wild	2	1.00
100% pure	1	0.50
Acure	1	0.50
Algenist	1	0.50
Apricot Scrub	1	0.50
Artistry	1	0.50

Avalon	1	0.50
Axe	1	0.50
Bare Blossom	1	0.50
Beautycounter	1	0.50
Bevel	1	0.50
Blistix	1	0.50
Boots No. 7	1	0.50
Bumble	1	0.50
Buxom	1	0.50
Calvin Klein	1	0.50
Caudalie	1	0.50
Chapstick	1	0.50
Clientele	1	0.50
Colorscience	1	0.50
Curel Lotion	1	0.50
CVS	1	0.50
Derma E	1	0.50
Desert Essence	1	0.50
DKNY	1	0.50
DML	1	0.50
doTerra	1	0.50
Dr. Axe's Essential Oils	1	0.50
Dr. Jart	1	0.50
Drunk Elephant	1	0.50
Elizabeth Arden	1	0.50
EltaMD	1	0.50
Equate	1	0.50
Erno Laszlo	1	0.50
Evenhealy	1	0.50
First Aid Beauty	1	0.50
Freeman	1	0.50
Glossier	1	0.50
Gold Bond	1	0.50
Hard Candy	1	0.50
Harry's	1	0.50
Hempz	1	0.50
Image	1	0.50
IMAN Cosmetics	1	0.50
Jack Black	1	0.50
Jeffree Star	1	0.50
John Frieda	1	0.50
John Masters Organics	1	0.50
Johnson & Johnson	1	0.50
Josie	1	0.50
Juice Beauty	1	0.50

Kate Somerville	1	0.50
Keira	1	0.50
Korres	1	0.50
Kylie Jenner	1	0.50
La Prairie	1	0.50
Laura Geller	1	0.50
LimeLight	1	0.50
Lioness	1	0.50
Lipsense	1	0.50
Lubriderm	1	0.50
Marc Jacobs	1	0.50
Maskcara	1	0.50
Meaningful Beauty	1	0.50
MONAT	1	0.50
Mychelle	1	0.50
Nivea	1	0.50
NuFACE	1	0.50
NYC	1	0.50
Obagi	1	0.50
Ole Henriksen	1	0.50
OlY	1	0.50
OPI	1	0.50
Opinicus Soaps	1	0.50
Pacha Soap	1	0.50
Pacifica	1	0.50
Pantene	1	0.50
Paula's Choice	1	0.50
Philosophy	1	0.50
Physicians Formula	1	0.50
Pixi	1	0.50
r.l. linden & co.	1	0.50
Raya	1	0.50
Say Yes (Tomatoes, Cucumber, Cocunut, Etc.)	1	0.50
Shawntee Knuston	1	0.50
Sibu	1	0.50
Silka Soap	1	0.50
Skin Essentials	1	0.50
Sunday Riley	1	0.50
Tata Harper Skincare	1	0.50
The Art of Shaving	1	0.50
TIGI	1	0.50
Up & Up	1	0.50
Vanicream	1	0.50
Vapour	1	0.50

Whole Foods	1	0.50
Yes To	1	0.50
Young Living Essential Oils	1	0.50
Yves Saint Laurent	1	0.50

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