Applying the multiple criteria decision making methods to evaluate brand equity for cosmetics chains

張斐淇、葉子明

ABSTRACT

Because of the female consumers’ self-consciousness transformation concerning the facial care and cosmetics products in the past decade, the facial care product have already been regarded as daily consumer necessities instead of luxurious spending no longer. The rising requirements of consumers’ facial care and cosmetic products have thus promoted the whole spending volume for the domestic cosmetics industry. Due to the increase of national average consumer spending, many enterprise thus wish to exploit such an incentive for pursing business operation expansion. However, how to win the best consumer popularity among the fierce competition of numerous cosmetics chainstores is the top priority business operation strategy for the cosmetics enterprises. Usually consumers’ evaluation standards toward the benefits and cost efficiency of various brands equity with multiple aspects of consideration and the service quality and consumer perceptive demonstrate intangibility and difficulty of being evaluated. Therefore, it has conducted in this research analysis on relevant reference documents of brand equity and applied Fuzzy Analytic Hierarchy Process in devising 5 major aspects for the evaluation standards and 20 indicators in total as the basis for designing the questionnaire survey. Another analysis determinant for this research is regarding the consumers of the cosmetics chainstores as the investigation objects and distributing questionnaires to those consumers for filling their personal opinions for the purpose of collection data. Subsequently, the Simple Additive Weight (SAW) of Multiple-Criteria Decision Method, TOPSIS, VIKOR Method and ELECTRE Method are utilized for analyzing the data collection for producing the consumer preference sequence ranking toward the cosmetics chainstores. The analysis results indicate that in case of adopting the SAW, the preference sequence ranking is THE BODY SHOP, SKIN FOOD, CANDY SHOP, ETUDE HOUSE, and THE FACE SHOP. However, in case of adopting TOPSIS, the preference sequence ranking is THE BODY SHOP, SKIN FOOD, ETUDE HOUSE, CANDY SHOP, and THE FACE SHOP. It has been detected that the ELECTRE demonstrates the biggest valuation dispersion among all of the aforesaid evaluation methods. Such a phenomenon indicates that the ELECTRE can deliver the best efficiency for making judgment on consumers’ preference differences toward the benefits of brand equity. However, in term of consequentialist theory, it is suggest by this research that the decision makers who confront huge working burden shall consider adopting the SAW method for conducting assessment due to its attributes of fewer analysis results difference and the maximum simplicity usage.

Keywords : Multiple-Criteria Decision Method、Cosmetics Chainstores、Brand Equity
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