

Consumer Behavior: Assignment 2

This assignment will show how I learned about the brand “*Redken*”. I will focus on theoretical aspects as well as my personal view.

Redken is a brand that produces shampoos and hair styling products. Their sub brand is called *Redken For Men*, which I am using. *Redken* itself is a sub brand of *L’Oréal* and it is located in the professional products division. You cannot find their products in a normal supermarket nor are there TV advertisements on public Swiss TV channels. So how did I learn about this brand?



I am a subscriber of the *Men’s Health* magazine, which is issued every month. *Men’s Health* includes topics such as fitness, fashion, sex and technology and they claim to set the newest trends for men. Only if you follow their tips you will become a real man. This is their image and most of their readers share the identity of being a real man.

Redken sponsors certain *Men’s Health* activities such as the “*Men’s Health At Aspen Winterskol*” in January 2008 or the “*Men’s Health Urbanathol*” in autumn 2007. These events are then reported in the next issue of the magazine. *Redken* being the official hair care sponsor is also presented in the articles. That is how I first heard about that brand. Furthermore, *Redken* was the winner in the best shampoo category of the *Men’s Health* magazine.

So *Redken* makes us of **vicarious models**. In other terms this means learning through others. I used the *Men’s Health* authors and readers as a **reference group**. They usually want and try to be very masculine - otherwise they would not read that magazine. So if the shampoo was chosen as the best one, the brand needs to be a **masculine brand**. If not, readers would send annoyed comments to the writers. So the author will chose a masculine brand in the first place.



On the left side I placed a picture of the *Redken* shampoo bottles. They are black with a metallic look. The green strip on the bottles is also glowing. The font is bold and simple. These factors give a very masculine appearance to the shampoo bottles.

This is what is called **iconic rote**. Only by looking at the shampoo, feelings of masculinity and thus power, confidence, good looks and superiority will arise. Were the bottles white and with a pink font, no man would buy that shampoo. They also distinguish themselves from other bottles by the professional looking *Redken* font and the fact that the shampoo is not being sold at a normal supermarket.

The factors mentioned above are the reason how I learned about the *Redken* brand. And I am still using it.