FACTORS THAT INFLUENCE CONSUMER BUYING BEHAVIOR PATTERNS OF FEMALE CONSUMERS: A CASE STUDY OF TWO RIVERS MALL COSMETIC PRODUCT RETAILERS IN NAIROBI.

BY
MEGHNA NILESH PATEL

UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

SUMMER 2019
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A Research Project Report Submitted to the Chandaria School of Business in
Partial Fulfilment of the Requirement for the Degree of Masters in Business
Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY AFRICA

SUMMER 2019
STUDENT'S DECLARATION

I, the undersigned, declare that this report is my original work and it has not been submitted to any other university, college, or institution other than the United States International University – Africa for academic credit.

Signed ……………………… Date: ………………………
Meghna Nilesh Patel (ID Number: 635245)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: ……………………… Date: ………………………
Gidraph J. Nduati

Signed: ……………………… Date: ………………………
Dean, Chandaria School of Business
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ABSTRACT

The main objective of this study was to establish the factors that influence consumer buying behavior patterns of female consumers within cosmetic product retailers at the Two Rivers mall in Nairobi. The study was guided by the following research objectives. To determine the extent to which price influences consumer buyer behavior of female consumers on cosmetics; to determine the extent to which product characteristics influence consumer buyer behavior among female consumers of cosmetics; to determine the extent to which promotion influences consumer buying behavior among female consumers on cosmetics.

This research adopted a descriptive research design which is a systematic method that involved obtaining information for the current phenomenon without altering the environment. The research population was the customers of 7 retail outlets of cosmetic products at the Two Rivers mall. The sample size was 140 customers. The respondents were sampled using simple random sampling method. The survey method was used to collect primary data. Structured questionnaires that were administered through personal interviews were used. The quantitative data gathered was analyzed using Microsoft Excel and SPSS, it was further presented in the form of tabulations, figures, and percentages. Furthermore, descriptive statistics were used to analyse the data using frequency distribution and percentages combined with a higher-level analysis whereby regression was utilized to estimate the relationships among various variables.

The study established that respondents are price conscious and would not take too long to switch brands. However, they would not be willing to purchase fake products even at a lower price at the risk of the quality of the product. Most consumers used price as a determinant of quality. The cosmetic retailers at the Two Rivers mall need to ensure that they price their products right as well as stock a wide variety of products within different price ranges.

On the other hand, the study revealed that product characteristics such as brand name and quality were the major determinants of buyer behavior. Consumers were willing to pay a premium price for organic products, which they are made aware of through advertising or have heard of from trustworthy sources such as a doctor or a health magazine. The cosmetic retailers at Two Rivers mall have to stock these natural products that they can make a higher margin of due to the nature and demand of the product.

Finally, sales promotion techniques work best at the cosmetic retail stores at the Two Rivers mall. The cosmetic retailers use techniques such as extra quantity, joint promotions, free
samples and competitions for their promotional activities. Sales promotion is the most influential as it convinces customers to switch from a particular brand, educates customers about a particular product, and creates more interest in current products. Advertising was also quite effective in increasing awareness about the products that the cosmetic retailers at the Two Rivers mall stock, personal selling was the least influential form of promotion on consumer behavior. It was important for cosmetic retailers at the Two Rivers mall to use sales promotions as a way of disseminating information in an inspiring and exciting way as opposed to personal selling.

The study concluded that price was an important factor to consider to increase market penetration. More organic products should be stocked as consumers are willing to pay a premium for these products. Sales promotions used in conjunction with advertising were an efficient strategy to create a brand identity as well as increasing the adoption of new products.

The study recommends that the cosmetic retailers at the Two Rivers mall should offer a range of brands and collections targeting different price ranges, to ensure all clients’ needs are met at all times to maintain a positive influence on consumer buying behavior. Cosmetic retailers at the Two Rivers mall should focus on resources that will lead to brand loyalty. Finally, they should continuously come up with compelling promotion strategies, and spend more on social media marketing and advertising, as opposed to sales attendants as personal selling is not a major influence on consumer behavior. The research concluded with various recommendations for further studies, including, the factors that influence consumer behavior of other malls with various cosmetic retailers such as the Hub Mall. Other studies that could be conducted are, the relationship between customer service and its influence on brand loyalty, and impact of social media marketing on buying decisions of cosmetic products.
ACKNOWLEDGEMENT

I would like to thank my lecturer Gidraph J. Nduati for being involved and guiding me through this research project. I would also like to thank my family and friends for their overwhelming support and encouragement throughout this project. I would also like to thank the cosmetic retailers at the Two Rivers mall for their constant encouragement and concern throughout this research.
DEDICATION

I would like to dedicate this project to my parents, Nilesh Patel and Alpa Patel, and my brother, Dip Patel for always encouraging me to achieve the highest degree of excellence. I would also like to dedicate this project to my fiancé, Akshay Patel for his unwavering support and encouragement.

Thank you.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of The Problem

Consumer Buying Behavior has been defined as “the totality of consumer’s decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (over time)” (Hoyer, Maclinnis, & Pieters, 2013). It is evident from the above definition that consumer buying behavior is not limited to buying goods and services (Hoyer et al., 2013). Therefore, we can confidently say that consumer behavior not only involves buying tangible goods but also services, ideas, activities, events, among others. It also has to do with choices that the consumer makes about the consumption and time. Consumer decision making is a very dynamic process and includes much more than just buying goods and services. The sequence of acquisition, consumption, and disposition of the offering. The acquisition has to do with the buying, renting, trading of goods or services, usage follows acquisition and has to do with the using of an offering and finally, disposing of has to do with how the consumers get rid of the offering that was acquired (Hoyer et al, 2013). Markets are designed to link consumer acquisition and disposition decisions in a way that consumers buy goods that are being disposed of by other people. A good example of this would be, where consumers buy cars that others have disposed of and therefore, the consumer disposing of will look at acquiring another car, could be a new or second hand one.

Consumers are decision-making units that collect information and analyze it in various dimensions (Raji, 2007). This means that consumer behavior involves more than one person, meaning consumer buying decisions are not actions of individuals but rather groups that usually end up in the acceptance or rejection of product purchase. It has a lot to with human behavior which deals with how people interact with the environment they are exposed to, especially before, during and after a purchase. It is important to understand that the consumer decision-making process enables the company to know who their consumers are, what, where, when and why consumers buy certain products as opposed to those of their competition. Therefore, enables them to have a competitive edge from other market players as well as ensure that the firm’s marketing strategy is appropriate and ensures success (Samli, 1995). Marketers require an understanding of these factors that consumers go through while making purchase decisions as these play a vital role in the marketer’s
success. Raji (2007) states that it is important for marketers to understand the difference in consumers as well as the factors that they consider while making a purchase decision. It is important to understand the type of stimuli that can trigger favorable responses from consumers regarding various offerings. He also states that it is important to identify the factors that go into decision making.

It is important for the marketer to figure out the buying participant, the buying criteria, and influence on the buyer to ensure a successful marketing strategy. However, various factors such as technological and environmental changes make the buying decision process dynamic. There could be several participants that are involved in the decision-making process that may include: initiator, influencer, decider, buyer, and user. However, this does not mean that there cannot exist one decision maker (Raji, 2007). The above decision-making units play various roles such as user is the person who actually uses the product; influence is the person who convinces the user to buy/purchase a particular offering, influencers usually become users (Raji, 2007); Decider will be the person or persons who make the final decision before the purchase; buyer is the person who makes the actual purchase and can be different from the influencer and decider; and, Initiator is the person because of which the need arises (Beamish & Ashford, 2007).

There are many factors that influence the consumer decision-making process. There are various steps involved before the consumer decides. Firstly, the consumer tries to find which offer they would like to consume, after which the selection is made keeping in mind the criteria. Ideally, most consumers pick an offer that promises the greatest utility. After this, the consumer analyzes the prevailing prices of commodities and then takes decisions about which offer he is willing to consume. During this whole process, there are various factors that affect the purchasing decision of the consumer, such as, social, cultural, personal, psychological and market factors (Gajjar, 2013).

Market factors have to do with the 4P’s namely, Price, Product, Place, Promotion. These are factors associated with the product decisions, it involves setting of the right price that the consumer will be willing and able to pay for, the physical appearance and what goes into making the product, the distribution of the product as well the promotion is taken into consideration to push the product and reward the product (Gajjar, 2013).

Cosmetics are considered as those products that enhance beautification, also known as makeup products. They come in various forms including hair care products which include, shampoos, hair foods, hair oils, among others; skin care which includes body lotions,
concealer, powder, among others. Fashion trends determine the success of the products as well as multi-functionalities and convenience in the cosmetics industry. Traditionally, the cosmetics market belonged wholly to the adult women segment. However, in today’s world, the cosmetics industry also targets men and women, which has led to a larger market for firms (Kumar, Luthra, & Dutta, 2006).

Kumar et al. (2006), noted that the cosmetic industry is a very innovative, fast-paced industry. It is key to reveal the factors that influence consumer decision making for cosmetics products in the market, which would provide marketing experts with insights of establishing a more comprehensive and competitive business strategy. Innovation is very important to succeed in this particular industry.

Over the years there has been a growing need among researchers that a complete understanding of consumer buying behavior of cosmetics is undertaken. In the cosmetics industry, there have been many studies that have been conducted to better understand consumer behavior. One such study conducted in Mexico revealed that strategic product positioning and effective retailing augment customer perceptions and help build long term customer values towards a brand. Another empirical study conducted in Mexico included 11 different stores in different parts of the city, revealed that advertisement and other promotional activities have a great impact on consumer buying behavior (Rajagopal, 2007).

In a bid to shed greater light on the factors that influence consumer compliance behavior, Dellande and Nyer (2013), conducted a study on 243 female clients at a fitness center located in Southern India. The findings of the study in the context of weight loss activities suggested that the role of self-regulatory focus in the long term determines compliance behavior as a measure of weight loss.

In Africa, uncovered the importance of relationships on consumer behavior. However, the importance of relationships differs significantly between the beauty and telecommunications industry (Alfred, 2012). In Kenya, Okuma (2015) conducted a study on the influence of social, economic, and market factors on buying behavior within the age group of 18-30 years among USIU-A students. However, in Kenya, there is a need to establish, whether price, promotion, product, and distribution influence the consumer purchase behavior in relation to other products in the cosmetics industry. Such a study has not been done yet and therefore, there is a need for this study.

According to a study by McKinsey Global Institute in 2010, it is evident that Africa has a lot of potential with an increase of the collective Gross Domestic Product (GDP) by an
approximate of 4.4% from 2010 to 2015 per year with Kenya as one of the accelerating economies. It is also important to note that the spending power of households is at $1.4 trillion which is expected to grow up to $2.1 trillion by 2025 (Business Africa, 2018). A report presented by Africa Business clearly concludes that Africa’s middle class has tripled in size over the last 30 years which has led to a higher demand for cosmetics in the market. One of the major issues in Kenya and Uganda is the lack of capacity for local manufacturing units thereby, we note that these markets are still dominated by multinational brands such as L’Oréal, Unilever, P&G (Africa Business, 2018). Africa is a market where we see new entrants from all over the world, including companies like Godrej from India that focuses on buyouts in the region whereby they recently acquired 50% of the Darling Group was one of the market leaders for hair extension products in the region (Africa Business, 2018).

Global manufacturers have understood the needs of customers’ and the importance of meeting their expectations. L’Oréal has made huge efforts to try and understand the African skin and hair of 10 million from 2007 to 2017. This confirms the growing needs of the population that is required to be catered for (World Bank, 2018). The cosmetics market in Kenya has seen many new entrants in the last five years as well as the number of products that are increasingly available. Some of the global big players in the market include L’Oréal, Nivea, Oriflamma, Avon, Haco Tiger Brands, among others (Rooney, 2014). However, there are various other local brands that are growing such as Venus, Zoe, Diva and Geisha, which has recently entered the lotions market, among others. Therefore, proving that consumers are spoilt for choice with increased competition among the global and local brands to gain a higher market share. As stated earlier it is important for marketers to understand the consumer behavior trends to ensure that they offer products or services that consumers will want, like, use and recommend to others (Hoyer et al., 2012).

East Africa has also been identified as a fast-growing market where the spending power is projected to grow between 5% and 7% a year by 2025. Kenya is also one of the few African cities with per capita consumption to be more than double as compared to the national average. From the report by McKinsey Global Institute, it is evident that Kenya has very little spending power in terms of Business to Business (B2B) at less than 20%. This makes it clear that the consumer market in Kenya is quite high, thereby consumer products make up a large percentage of the spending (2010). East African consumers have for a long-time consumed product that is counterfeit, making them more aware of the counterfeit cosmetic brands in East Africa which have adversely affected consumer behavior over the years. 
making the market more conscious (Africa Business, 2016). East Africa’s counterfeit market is estimated at 30% due to which consumers prefer to buy expensive goods in the hope to get higher quality products.

Kenya’s cosmetic industry faces tight competition from local manufacturers as well as global players, some of which are mentioned above who have realized the potential of Africa’s economies thereby bringing these products closer to the Kenyan consumers (Kavutha, 2017). With the expansion of the market as well as the tight competition among the players in the market, firms are increasingly realizing the importance of understanding the consumer decision-making process further, to determine what factors affect consumer buying patterns in Kenya. With the above information, it would be quite interesting and beneficial to various parties to conduct research on what factors determine buying behavior in the cosmetic industry in Kenya with the cosmetic market worth at about Kshs 5.4 billion, which is expected to grow up to Kshs. 6.6 billion by 2018 (Kavutha, 2017).

A shopping mall is defined as “modern one or more buildings that form a complex of shops representing merchandisers with interconnecting walkways that enable customers to walk from unit to unit, along with a parking area, a modern indoor version of the traditional market place” (Government of Kenya, 2005). The history of shopping malls started in the US and later spread to other countries around the world (Wang, 2011). In Nairobi, shopping malls are becoming centers of attraction for shoppers. Around the year 1980 shopping malls were within the city center, however, they are now coming closer to the consumer in the residential areas.

Shopping malls in Nairobi are no longer about just shopping but they present an experience as opposed to traditional shopping, they offer a modern concept for recreation, dining, and entertainment with ample parking and enhanced security that led customers to choose from various shops and a galaxy of unique culinary experiences unraveled elsewhere. Malls have brought about mixed developments where people can live, shop, get entertainment and work within walking distance. This has been enhanced with the boost in the growth of the middle class where consumption and pleasure go hand in hand. There are close to 30 malls in Nairobi by 2015 and the number is increasing by the day.

Two Rivers mall was founded in 2017, in Ruaka which is a mixed-use development that is the largest shopping mall in central and east Africa. It is located in close proximity to affluent neighborhoods of Runda, Nyari, Gigiri, and Muthaiga. It hosts more than 150 international and local retailers that include: LC Waikiki, Nike, Chandarana, Swarovski,
Carrefour, among others. This KES 10 billion owned by Centum Investment (58%), AVIC International (39%) and ICDC (3%). The mall sits on 11 of 102 acres along Limuru road and has lettable space of 700,000 square feet. Two Rivers mall is the largest mall in East Africa and features world-class 3 star and 5-star hotels, the flagship being City Lodge which is a 170 – room hotel.

Two Rivers mall Lifestyle Center will offer a plethora of fashion labels, fascinating culinary flavor selections for every pallet, a hypermarket and food lover’s market to cater for your shopping list, from basic essentials to gourmet bites and wines, tailored furniture and lifestyle furnishings, technology’s finest gadgets and gizmos, scenic arts and crafts, state of the art fitness center, service and financial providers for your day to day routine, sparkling jewelry to capture every woman’s fancy, total sports equipment and apparel to keep you energized and on the move, the best branded car showrooms and fantastically unimaginable entertainment for the whole family. The Lifestyle Centre’s outdoor elements of nature via the majestic riverfront will accommodate mind blowing outdoor entertainment throughout the day that will leave you captivated to stay. Two Rivers mall has various cosmetic brands, local and international that have opened shop, including, Saray, Suzie Beauty, Nakshi Nouba, Madora, Flormar, D’Vine, and Black up.

1.2 Statement of the Problem

Consumer behavior in regard to the purchase of cosmetics is affected by various factors, some are uncontrollable, and others are controllable, these include, product, price, and promotions. These factors can assist marketers to develop product brands and marketing mix strategies (Product, Price, and Promotion) to appeal to specific target markets (Ahmed & d’Astous, 1993). Consumer behavior means more than how a consumer purchases a product; marketing efforts focus on consumers’ consumption of offerings. Understanding, how consumers purchase is very important for marketers as it involves the comprehension of the sets of decisions that are involved in the consumer’s decision towards buying a particular offering. These set of decisions include, who, what, where, why, how much and how when). It is very crucial for this to be understood by marketers as it will ensure a strong competitive advantage for the marketers. (Ahmed & D’Astou, 1993).

In 2010, McKinsey Global Institute put together studies that revealed the potential of Africa which brought out the potential in the continent with Africa’s collective GDP as of 2008 amount of $1.6 trillion, with the combined consumer spending estimated at $860 million
and 52 cities within the region having a minimum population of 1 million. Consumer spending is continuously rising over the years to $1.4 trillion. African consumers are now more educated and exposed to global trends and therefore, demand for more value from businesses that have caused an outgrowth of consumable goods. (McKinsey Global Institute, 2010).

Kenya’s cosmetic industry faces immense competition both from local as well as global manufacturers who have found it lucrative to invest in the market bringing services closer to Kenyan consumers (Situma, 2013). However, with the saturation of the market with very many brands and competition, firms have acknowledged the importance of understanding the consumer behavior factors that affect the decision making among online consumers in Nairobi. This study identified the factors that affect female consumers while purchasing cosmetics products at Two Rivers mall in Nairobi.

Two Rivers mall in Nairobi has various cosmetics retailers. These are Saray, Suzie Beauty, Nakshi Nouba, Madora, Flormar, D’Vine, Black Up, Mina. These mainly deal in the sale of make-up, nail polishes, and perfumes. The consumers at the mall were educated and came from various backgrounds. The population was quite conversant with the different local and global beauty products due to their lifestyles, especially social media as they have access to the various marketing media, which was very ideal for this study. The cosmetic retailers at the Two Rivers mall, needed a greater understanding of the behavioral influences on consumers of their products, prices, and promotions they carry out. This made this study ideal as the influences of consumer behavior were not known.

1.3 General Objective

The general objective of this study was to establish the factors that influence consumer buying behavior patterns of female consumers: the case study of Two Rivers mall cosmetic product retailers in Nairobi.

1.4 Specific Objectives

1.4.1 To determine the extent to which price influences consumer buyer behavior of female consumers on cosmetics.

1.4.2 To determine the extent to which product characteristics influence consumer buyer behavior among female consumers on cosmetics.
1.4.3 To determine the extent to which promotion influence consumer buying behavior among female consumers on cosmetics.

1.5 Research Justification
This research may add value to the following parties:

1.5.1 Cosmetics Industry
This study will be beneficial to the whole industry in the sense that more and more firms will be able to develop effective marketing strategies and plans that will lead to more customer satisfaction in Kenya. Firms in the industry would also be able to use the above information to improve their brands as well as understand what factors are most important to the consumer while purchasing and what makes them buy what they buy.

Manufacturers of cosmetics as well as potential manufacturers that are starting up in the Kenyan region, who are keen on expanding and keen on market information on the industry regarding consumer decision making factors that would then enable them to excel further and point out the areas which need to be paid attention on regarding the various variables we are looking at in this study: 4P’s, packaging and ingredients used in products. It would provide various insights to firm owners as well as marketing departments on the important factors that affect the consumer purchase decisions.

1.5.2 Cosmetic Consumers
This study will also be beneficial to the consumers’ in a way that they will have more knowledge about the cosmetics products and the importance of these products, they will also learn about the different factors affecting buying decisions.

1.5.3 Cosmetic Product Retailers
It will be beneficial to retailers in the sense that it will educate them on the consumer behavior drivers for cosmetic products and therefore, will help with various decision makers on what products to stock and what quantities for the different kinds of consumers.
1.5.4 Advertising Agencies
The study will provide information to all beauty products firms advertising agencies as it will allow marketers to better understand the consumer's crucial triggers and preferences while purchasing a product in the market. The advertising agencies will be able to be more informed as they design the promotional material to ensure that the marketing reflects the needs of the consumers. By prioritizing factors that influence consumer's buying behavior, advertisers will be able to reduce costs and capitalize on the most effective and efficient advertising medium to drive the message to the right audience.

1.5.5 Researchers and Academicians
This study will benefit researchers seeking additional information or looking to conduct further studies on a similar matter that will have base research to begin from. It will provide researches information on the cosmetic industry with regards to factors influencing consumer buying behavior, particularly focusing on but not limited to the variables such as the 4P’s, packaging and ingredients. It is important for studies conducted to be of knowledge addition on a particular topic from what has already been researched on.

1.5.6 The Government
This research will be beneficial to the policymakers of Kenya as well, in a way that they will know the kind of laws they should be passing, which includes taxation laws.

The government also benefits from foreign trade as it earns foreign currency from exports, which in turn enhances the nation’s balance of payment and increases the national income.

1.6 Scope of the Study
The study was based at Two Rivers mall in Nairobi. It focused on the consumers who patronized cosmetic retailers at the Two Rivers mall. There were 8 cosmetic retailers at Two Rivers mall and all of them were covered in this research. The study was conducted between June and July 2018.

The scope of the study was limited by accessibility to the customers because some did not cooperate due to their busy schedules. Some retailers were also non-cooperative. The researchers filled out a short questionnaire that did not take a lot of time, this offered the
unbiased objective data. The researcher also obtained a letter from the school seeking authority from the retailers to carry out such research within the mall. The study intended to learn the end user’s perspective and experiences of consumer buying behavior in regard to the market factors and used their preferences to improve the customer service at the cosmetics retailers at the Two Rivers mall in Nairobi.

1.7 Definition of Terms

1.7.1 Consumer Buying Behavior

This has been defined as the decisions of consumers that cater for the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by the decision-making units (Hoyer, Maclinnis, & Pieters, 2012).

1.7.2 Consumer

The consumer is any person or a group of people that are categorized as an end user of a particular, offering, product or service. (Kotler, 2003).

1.7.3 Cosmetics

This is anything that is designed to enhance the superficial appearance and beauty of the product (Maibach, Barel, & Paye, 2014).

1.7.4 Price

Price includes issues such as discounts, list prices, credit, repayment terms, and conditions. The price is included in the price, product or service offered for sale and will determine the level of benefits. Price is the only element that does not include costs charged to the customers to buy products they take (Jaswal, 2016).

1.7.5 Product

The product is anything that can be offered to a market to satisfy a need or a want. They include physical goods, services, persons, places, organizations and ideas (Kotler, 1999).
1.7.6 Promotion

Promotion includes all the activities the company undertakes to communicate and promote its products to the target market (Marshall & Johnston, 2010).

1.7.7 Distribution

Every produce seeks to link together the set of marketing intermediaries that best fulfill the firm’s objectives. This set of marketing intermediaries is called distribution (Kumar & Sharma, 1998).

1.8 Chapter Summary

This chapter briefly introduces the background of the study for the consumer decision-making process and the factors that influence it in Kenya. It will focus on the 4 P’s of marketing to determine how the same influences consumer buying behavior (such as product, price, availability, promotions). The scope of this study was identified in this chapter as well as the terms used in this study were defined and cited.

Chapter Two reviews the various theories, studies and concepts that exist regarding influences on customer buyer behavior as they relate to the cosmetics industry. This chapter outlines 3 sections, each elaborating on each specific objective.

Chapter three discusses the research design, sampling design and technique, data collection and data analysis methods used to carry out this study. Chapter four presents the findings of this study in figures and tables as well as the various data processing techniques. Chapter five concludes on the study and provides a brief summary as well as recommendations for improvement and recommendations for further research studies.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews the literature on the factors that influence consumer buying behavior in the purchase of beauty products from different academicians and scholars. The literature review in this chapter concentrates on explaining the factors that influence the purchase of various products. The purpose of this study was to investigate the factors that influence consumer buying behavior in the purchase of beauty products among female consumers at Two Rivers mall in Nairobi. The research focused on the key market factors that influence consumer buying behavior for cosmetics products in Two Rivers mall in Nairobi. The three research objectives that this study focused on include: to determine the extent to which price influence consumer behavior among females at Two Rivers mall in Nairobi. Secondly, to determine the extent to which product characteristics influence consumer behavior among females at Two Rivers mall in Nairobi. Finally, to determine the extent to which promotion influence consumer behavior among females at Two Rivers mall in Nairobi.

2.2 Extent to which Price Influences Consumer Buying Behavior of Female Consumers on Cosmetics.

Price is the amount charged for a particular product or service. It is very crucial for firms to set the correct price and it should factor in various variables before the price is set such as the demand for the product, the cost of manufacturing the product, government restrictions, competitors and their pricing, among others. Pricing is one of the most important of the P’s as it directly affects the demand for the product and in turn the profitability. The price of a particular product determines the consumer buying behavior. For example, stores that are perceived to charge lower prices attract more customers based on this fact, for example, the dollar store. However, for another set of products, the price of the products may not be a factor because consumers may believe that the products or services are of high quality such as Apple. However, marketers need to note that many of today’s consumers are value conscious and therefore they purchase products on the basis of price as compared to other attributes. (Peter & Donnelly, 2007). Pricing does have a significant impact on consumer buying behavior in the sense that many consumers give special attention to perceptions about the product and the price and quality. There are
various dimensions that can assist brands to move faster and be perceived as good value such as discounts, allowances, payment terms, credit days, among others. (Borden, 1984).

2.2.1 Price Consciousness
Price consciousness is defined as finding the best value, buying at sale prices or the lowest price choice (Sproles & Kendall, 1986). According to Kurtulus, Kemal, and Kurtulus (2005), the influence of consumer psychographics on their tendency to purchase retailer brands, that must be valid and reliable so the consumers are more price conscious and prefer and purchase retailer brands. Most of the consumers need convenience and quality products that strongly motivate them to buy the same product more frequently in the future (Ahuja, Gupta, & Raman, 2003). Ahmad and Vays, (2011) found that the pre-decision time of consumer purchasing behavior recognized a solid link with the desire purchasing Behavior of the consumers. The product price factor has always been an important factor in the consumer buying process in every context. They always examine price and brand name information differently when they are making judgments on the dimensions of quality: ease of use, usefulness, performance, durability, and status (Brucks et al., 2000). The marketing managers have to think broader on two factors such as capability control and strategic dynamic pricing policies (Moe & Fader, 2009). The customer must be facilitated with some packages of products. Bie and Chiao (2001) found that marketing managers should highlight the price fairness in total consumer satisfaction program. According to Chang and Albert (1998), the price has a significant influence on perceived quality when it is the only information indicated available.

According to the study of consumer behavior’s relationship to have a price rather than technical aspects of durable goods. Consumers look for three main things prices, convenience, and recommendation by someone while purchasing (Rehman, Rehman, and Ashfaq, 2011). The basic marketing tool of attention is the price and the value of pricing can be measured by the effects of costs, markups, and side payments (Chintagunta, 2002). As previous studies also found that certain demographic groups such as females, married persons, old people, and home workers are more responsible to examine for and use, price information consciously. The literature suggests that price has a great impact on consumer buying behavior. Every consumer needs more awareness regarding the price and fairness in price in the shape of packages and discounts. Kotler and Keller (2012) stated that price is the one element of the marketing mix that produces revenue; the other elements produce
costs. They also stated that purchase decisions are based on how consumers perceive prices and what they consider the current actual price to be. Understanding how consumers arrive at their perceptions of prices is an important marketing priority.

2.2.2 Promotional Pricing

According to a research conducted by Rob, Raul, Jeny, and Bernstein (2010), where a review of introductory pricing patterns across a number of industries was done, results show that there are some common patterns in customer evaluation of new products and services and their pricing. The study aimed to describe best practice in pricing strategy for new products and services being introduced to a market and examined customer behaviors towards product or service adoption: it was discovered that there are numerous phases in new products and services and consumers had different perceptions on the price of the products and services; a “learning” phase, where the customer or potential customer (in trial) learns about the products, its attributes, features, utility and value; a “use” phase where the customer has learned how to use the product, and is appreciating the value of the product, and using a lot; and a “reassessment” phase. Now the customer is very familiar with the product, the novelty and mystery have worn off, and they wonder if there is an equivalent substitute available for a lower cost (Rob et al., 2010). While Hyun-Hwa and Yoon (2012) randomly collected data from 1,930 US online consumers using an online survey to examine consumer perceptions of online consumer reviews and effects on consumer attitudes and usage behaviors in relation to individual characteristics.

2.2.3 Psychological Pricing

Psychological pricing has various explanations for the widespread use of odd pricing. One explanation is that customers see an odd price as being much cheaper than it actually is in relation to the nearest round figure. That is, customers see a price of $4.99 as being closer to four dollars than nearly five dollars. It is believed that this illusion of much cheaper products triggers an enhanced buyer response (Boyd & Massy 1972). Thus, when a price is $4.99, a consumer will recall that the price is $4.00, and then maybe that it is $4.90, but rarely that it is exactly $4.99. The reason offered for not instead rounding $4.99 to $5.00 is based on memory processing time. Psychological pricing (also price ending, charm pricing) is a pricing strategy based on the theory that certain prices have a psychological impact. It is designed to influence the psyche of the customers and attract them to buy (Sahaf, 2013).
The intention of psychological pricing is to make the price appear considerably lower than it is.

Product bundle pricing is a pricing strategy in which several products, services, or any combinations of them are presented to the customers as a single package with a single price. Some research papers have been published so far which are devoted to different aspects of bundle pricing. Linde (2009) studied and compared three pricing strategies (bundling, versioning, and windowing). Ancarani (2002) described and analyzed the role of the internet to present bundles of information goods using online tools. Furthermore, Simon and Butscher (2001) demonstrated that profitability could increase by 10% to 40% using bundle pricing. Gedenk (1999), has explained the short-term and long-term effects of promotional pricing to a firm. According to his view, in the short run, the consumers are switching to a particular store which offers promotional prices. And also, the consumers are switching to the brands which are engaged in promotional pricing frequently. And new customers are generated through this strategy. And promotional pricing accelerates the purchases and ultimately it contributes to the firm to generate higher profits. In the long run, brand loyalty is created through price promotions and ultimately the loyalty for the store occurs.

2.2.4 Perceived Value

Omar and David (2005) studied, "Buyer behavior and procedural fairness in pricing: exploring the moderating role of product familiarity". Their research proposed to study how consumers' familiarity with products impacts the degree to which consumers are sensitive to a seller's violation of procedural fairness norms in pricing. They argued that past research had either studied the role of familiarity or the role of fairness in influencing consumer behavior, but it was unclear how familiarity and fairness combine to influence consumer behavior. Their results indicated that the degree to which consumers rely on procedural fairness to evaluate a product is related to consumers' level of familiarity with a product. Consumers who are less familiar with a product are more likely to rely on procedural fairness to form purchase intentions. Also, unlike their more knowledgeable counterparts, consumers who are less familiar with a product are more likely to equate procedural fairness with perceived quality (Omar & David, 2005).

Price is considered as an indicator of quality, some product advertisements intentionally emphasize a high price to highlight the marketer's claims of quality. Marketers understand
that product with the lower price may be interpreted a reduced quality. Other times, when consumers evaluate more attributes of a product, such as performance and durability they rely less on price and brand name as indicators of quality as compared to when they evaluate the product’s prestige and symbolic values (Brucks et al., 2000). The consumer may expect the price to reflect the quality level of the product. Quality perception may be associated with the components used in the product. Price, quality can be compared objectively, the image of the product and the contribution of the chosen item towards needs satisfaction and lifestyle. (Cant et al., 2009). Consumers are more likely to switch brands after the price increase than if they were simply exposed to the higher price, to begin with. As pricing can influence the decision of the consumer to take or drop the purchasing idea by which they go for a product with low price and perceived quality (Mullen & Johnson, 1990).

The duo found that consumers perceived benefits and costs from online consumer reviews and that both benefits and costs influenced consumer attitudes toward, and usage behaviors of, online consumer reviews (Hyun−Hwa & Yoon, 2012). Hyun−Hwa and Yoon (2012) conducted another study to determine the consumers’ willingness to pay for organic versus conventionally produced cotton apparel; and to explore the role of purchase behaviors, apparel attributes and consumer beliefs about organic in purchase decisions. The findings showed that on average, participants were willing to pay a 25 percent premium for an organic cotton T-shirt over the visibly similar t-shirt made from conventionally produced cotton. Participants who pay for their own clothing or make purchase decisions alone were not willing to pay a premium. The previous history of purchasing organic foods, perceived product quality, fit and the participant’s race were also significant predictors of willingness to pay.

According to Cadogan and Foster (2000), the price is the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price. In addition, customers have a strong belief in the price and value of the brands so that they would compare and evaluate prices with alternative brands (Keller, 2003). Consumers’ satisfaction can also be built by comparing price with perceived costs and values. If the perceived values of the product are greater than cost, consumers will purchase that product. Loyal customers are willing to pay a premium price even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of change (Yoon and Kib, 2000). Long-term relationships of service loyalty make loyal
customers more price tolerant since loyalty discourages customers from making price comparison with other products by shopping around. Price has increasingly become a central point in consumers’ judgments of value as well as their overall assessment of the retailer (DeRuyter & Bloemer, 1999). Price communicates to the market the company’s intended value positioning of its product or brand.

Kotler and Armstrong (2010), in their study, gives an explanation about the price as the money, used to exchange in terms of product or service by customers for the value they receive. Levy & Weitz (2012), states that loyal cosmetic customers are ready to buy a product even if it cost high. An organization will give more attention and care to loyal customers and take the necessary steps to retain them as they bring more profit to the firm. Wickliffe and Pysarchik (2001), states that product features (brand and price) have an inherent impact on customer behavior. Herman’s (2008) research shows a relation between price and customer satisfaction in the cosmetics industry. During the purchase of a product, price plays an important role and has a strong impact on the satisfaction level of customers. Khraim (2011), states that for a loyal customer, price doesn’t matter and its effect on the purchase decision of customers. Cadogan and Foster (2000), according to them, for an average customer, an important factor they are concerned about is the price. Loyal customers are always willing to pay a premium price for their favored brand. Keller (2013), state that before making the actual purchase, customers make a comparison and evaluate price with alternative brands because customers have a tremendous belief or faith in the value or benefit, they get from their favorite brand. Comparing the price with value and the perceived cost is the best method to build customer satisfaction. It is observed that consumers are willing to purchase a product if the perceived value is higher than the product cost. Long –life duration of customers with a brand makes them more prices tolerant and they didn’t show any interest in making price comparison with the alternatives. It is through price; a company communicates its value positioning of products or brands to the market. Sproles and Kendall (1986), explained price consciousness is to find the best value of a product and purchase at the lowest price.

2.3 Extent to which Product Characteristics Influence Consumer Buying Behavior among Female Consumers on Cosmetics.

The product is the good or service also known as offering that is offered by an organization to satisfy the needs and wants of the consumer. Consumers do not only pay for the tangible
product but for the benefit that it provides as well. Therefore, a product is a bundle of benefits that a marketer offers to the consumer for a given price. Consumers buy products recurrently, with careful planning and by continuously comparing brands based on their price, quality, and style. (Ferrell, 2005). The product offers consumers symbolic and observed attributes to differentiate products from competitors. It has to do with quality, design, features, brand name and sizes. (Borden, 1984). There are various factors that can affect consumer behavior of the product including brand name, quality, complexity among others. The physical appearance of the product that includes packaging, labeling and information may also influence decision making. Therefore, it is important for marketers to differentiate their products from those of their competitors. It is also important to create consumer perceptions that the product is worth purchasing. (Peter & Donnally, 2007). The products attributes determine the consumer buying behavior of products.

2.3.1 Brand Equity

Brand equity may also affect consumer buying behavior as brand equity reflects the consumer’s belief that the brand is looking out for them and will definitely satisfy their needs. Therefore, it’s important for firms to ensure that their product meets the ability to perform its functions in terms of durability, reliability, precision, ease of operation, and repair among other attributes that are important to consumers. (Kotler & Armstrong, 2006). It is also important for marketers to continuously give out information which is usually sought for by customers in the decision-making process. It is also important to note that rapid changes in technology have a significant effect on consumer purchases. Therefore, past researchers have clearly suggested that product influences have a significant impact on consumer decision making. (Ramarao & Shugan, 2001).

According to a study done by Madhurima and Himadri (2014) to study the impact of the firm’s reputation and ethnocentrism on young consumers’ attitudes towards products with foreign origin. The study findings reviled that the reputation of the firm is found to have a significant impact on young consumers as it minimizes animosity and develops a positive attitude towards products with foreign origin. Furthermore, findings conducted by Wai-Ching (2008) on “Users’ adoption of e-banking services”, to explore the determinants of users’ adoption momentum of e-banking in Malaysia, indicate that all the elements for ten identified factors are significant with respect to the users’ adoption of e-banking services.
Privacy and security are the major sources of dissatisfaction, which have momentously impacted users; satisfaction.

Patricia, Linda, and Leslie (2001) also examined consumer ethnocentrism, product necessity, and Polish consumers’ perceptions of quality and discovered that Poland appears to be an attractive consumer market, based on strong demand for quality consumer products during the past several years. However, their findings may not be the case for Western marketers, because of the influence of strong feelings of national pride on the behavior of Polish consumers. Measures of consumer ethnocentrism may provide Western marketers with information necessary to target consumers who do not allow nationalistic feelings to influence product quality evaluation and purchase behavior. Also, the necessity of the product to consumers may provide markers with clues on which products were accepted in the Polish marketplace. The purpose of this study was to learn, for various consumer products, whether Polish consumers’ perceptions of product quality differed based on consumer ethnocentric tendency, product necessity, and country of origin. A repeated measured ANOVA test provides empirical evidence that perceived quality differs by necessity, by product, by country, and consumer ethnocentrism influences quality perceptions of Polish consumers.

Similarly, Shang, Chen, and Liao (2006) examined the effects of consumers lurking and posting behaviors in virtual consumer communities on specific brand loyalty. Their findings indicated that the causes and effects of lurking and posting differed. Lurking contributed to brand loyalty more than posting did, and the primary purpose of lurking was to look for information regarding product function and performance, instead of satisfying consumers’ affective needs. Although negative messages in a community can hurt brand image, companies should encourage the establishment of communities about their products and encourage consumers to participate in them. (Shang et al., 2006).

### 2.3.2 Product Innovation

With the increase in competition and faster diffusion processes, this has resulted in the shortening of the product life cycles, which has, in turn, led to new product launches have to be thoroughly planned, where test marketing becomes popular and also packaging plays an important role. (Majumdar, 1996). Product strategies may include concentrating on a narrow product line, developing a highly specialized product or service, or providing a product-service a package containing unusually high-quality service. Also emphasized are
innovation strategies, coming up with a range plan to create product variety as well as branding of products to differentiate them from the competition (Atkinson & Wilson, 1996).

According to a survey done by Euromonitor International, there are strong shifts in consumer behavior where we see many firms move towards using more natural ingredients in their new product development, as there is growing consumer demand for more natural products. We see this where many cosmetic brands are now positioning themselves as healing and protection benefits using natural ingredients such as shea butter, aloe vera, neem, glycerin, and coconut oil among others, in order to appeal to consumers.

2.3.3 Product Quality

The quality of the product you produce will lead to a successful outcome in the long run for the cosmetics branch across the world. In business, there are five most important dimensions which make a successful business and these are service quality, tangible, reliability, responsiveness assurance and identification (Vaghela, 2014). The consumers sometimes go for the better-quality brand rather than considering the price factor. Consumers are most likely to purchase well known but better-quality brands in the market instead of the lesser known brands and are ready to pay higher prices for renowned brands as seen in the cosmetics industry. Business goals will be easy to achieve if service quality can be treated as a construct at different stages so understanding and assurance are the most important in-service quality (Fogarty, Catts, & Forlin, 2000). An effective business to business relationships for many firm’s service quality is more significant rather than product quality, these unique challenges achieve customer satisfaction (Rossomme, 2003). Quality is the major concern in every field of life, whether you buying product or services. Tsiotsou (2005) found a positive direct effect of perceived quality on purchase intentions. The literature suggests that there is a significant role for product quality in buying behavior but it may vary from culture to culture.

2.3.4 Branding

Suki (2013) conducted a study to examine the relationships of product features, brand name, product price and social influence in relation to demand among students in Malaysia. The data was collected from 320 pre-screened university students studying at the public
higher learning institutions in the Federal Territory of Labuan, Malaysia who have experience in using as well as own a smartphone. The findings were clear that brand name and social influences have an effect on the demand for smartphones. A brand name is confirmed to be the influential factor in determining buyer behavior in the industry, followed by social influence.

Zachary, Carolyn, and Jeffrey (2013), stated that “when consumers help other users of the same brand, both the brand and the consumers benefit.” They undertook an investigation to determine when a consumer to consumer behavior occurs and to help managers encourage this value-creating activity, to establish the relationship between social identity and helping behavior intentions within a consumption community and its subgroups. The findings revealed that consumers identify with the overall community was positively related to helping behavior intentions towards the overall community but not at the subgroup level. Subgroup identification was positively related to helping at the subgroup but negatively related to helping behavior intentions at the community level. This basically means that when consumers identify with the overall community, they assist other consumers. However, consumers are less likely to help consumers in the overall community when identifying with a subgroup. The findings demonstrate product brand loyalty within communities. (Zachary et al., 2013).

In an industry where billions of dollars are spent to place branded products within the entertainment media, it is crucial to understand whether or not this form of promotional communication actually results in the preference of the branded product among consumers. (Deborah & Alisha, 2013). They administered three research questions related to brand preference and choice. The findings they concluded with suggested that the branded product placement may not affect the attitudes and behavior of pre-teenaged consumers but affected most youth. According to Pinya and Mark (2004), the importance of packaging design as a vehicle for communication and ranking is growing in competitive markets for packaged food products. The duo conducted the study using a focus group methodology to understand consumer behavior towards such products and how packaging elements can affect buying decisions. They discovered that visual package elements play a major role to represent the product for many consumers especially those consumers that are low involvement. They observed that most focus group participants said they used label information, but they would prefer it if simplified further. (Pinya & Mark, 2004).
Meanwhile, accessibility, convenience, design, and content are sources of satisfaction. Besides the speed, product features availability, and reasonable service fees and charges, as well as the bank’s operations management factor, is critical to the success of the e-banks. It was generally observed that WAP, GPRS and 3G features from mobile devices are of no significance or influence in the adoption of e-banking services in the study. Results also revealed that privacy, security and convenience factors play an important role in determining the users’ acceptance of e-banking services with respect to different segmentation of age groups, education level, and income level. (Wai-Ching, 2008).

McDaniel and Roger (2013) did a research study to test for and document the existence of a surname brand preference effect; whether individuals with surnames that match the name of brands prefer them more than other brands and behave in a manner consistent with those preferences. Their findings revealed that respondents with surnames that match well known national brands more than doubled their preference rate for the brand. Furthermore, consumers who prefer a brand, surname matching results in them being more than twice as likely to label themselves as brand advocates.

2.3.5 Product Value

“When firms offer consumers a choice of price-quality levels, the “good-better-best” choice becomes a challenge for managers as well as consumers. For managers, it is how to set price differentials; or consumers, it is how to differentiate quality from price.” (Joseph, 2000). Joseph (2000) examined how consumer preferences across such price tiers are influenced by non-price cues about quality. The results suggested that the pattern of preferences observed across price tiers can be influenced by how quality cues (as well as price levels) are framed; the distribution of various price quality tradeoff strategies across potential buyers; and the degree of perceived quality variability within the product category. Specifically, the use of ratio-scaled cues is most likely to impact “trading – up” behavior when there are a large number of consumers who exhibit “best – value – seeking” behavior in the market. (Joseph, 2000). Furthermore, Satya (2011) found that it is compulsory for the firms to maintain their quality because people are more conscious of quality than price. Most of the African country consumers would want to have European or American products to have better quality, so they always consider the “MADE IN” factor in their buying behavior (Hakimi, Abedniya, & Zaeim, 2011). The assessment of consumer on a product based on quality is very essential characteristic in purchasing processes and
consumers are conscious of the quality difference of all products (Nugroho & Wihandoyo, 2009). We see that domestic manufacturers continued to struggle for the cosmetics market as most consumers preferred international brands. This may also have to do with little presence in the market in most cosmetics categories.

2.4 Extent to which Promotion Influences Consumer Buying Behavior among Female Consumers on Cosmetics.

Promotion is when the product is manufactured keeping the consumer in mind, is rightly priced, is made available in all outlets conveniently but the consumer is not made aware of the price, features, availability, its marketing efforts will go in vain. (Rani, 2014). Promotion is an important tool in the marketing mix that is the process of informing, persuading, and influencing a consumer to make a choice of the product to be bought. Promotion can be done in various ways including Personal Selling, Advertising, Publicity, and Sales Promotion. It is done with the view of the provision of information to prospective consumers about the uses and availability of a particular product, with the aim of creating interest in the product. (Rani, 2014).

Promotion is key to communication with the present and potential stakeholders and the general public. The promotional mix tools can influence the consumer’s decisions such as advertising, sales promotion, personal selling, publicity among others. These dimensions affect the perception of brands in the consumers’ minds. Consumer decision making is also influenced by the emotions they experience in purchasing during products as well as what actions they perform that become behaviors such as shopping in specific stores and purchasing specific brands. It is important for marketers to screen out information as consumers are receiving so much information at the same time, it is important for the communication marketers set offer consistent messages about their products and are placed in the media that the message will get to the target market. This is necessary as consumers screen out a lot of information due to the over flooding of information to them. Marketing communications play an important role in informing consumers about products and services including where they can be purchased and creating favorable images and perceptions which would lead to positive consumer behavior.

Promotion strategies play a vital role in the creation of mutually beneficial exchanges between producers and consumers of goods, services or ideas. To be effective, the promotional strategy must be guided by the marketing concept such as focusing on
consumer needs and integrating all activities of the organization to satisfy those needs (Engel et al, 1991). Such strategies include advertising and direct customer interaction.

2.4.1 Advertising

Good salesmanship is essential for small businesses because of their limited ability to spend on advertising. Good telephone book advertising is also important. Direct mail is an effective, low-cost medium available to small business. Marketing communications that affect buyer behavior in addition to its sales promotion. The purpose of sales promotion is to offer consumers some additional value as an encouragement to stimulate an immediate purchase (Fill 2002). There are a number of different sales promotion techniques of which Kotler and Keller (2009) mention coupons, contests and premiums. Fill (2002) also mentions coupons and premiums as important sales promotion techniques but he also adds price-offs to the list. According to Fill (2002, 558), what is similar to all of these techniques is that they all offer a stimulus or an incentive that allures consumers as receivers of the promotional messages to purchase a product today instead of the next day or the following week. The added value to the product is meant to encourage the consumer to buy the product sooner rather than later.

Consumers are surrounded by heavy advertising especially in the cosmetics market with famous models a spokeswoman that is often used to get women to buy different products. All this heavy advertising that consumers are surrounded by, affect their buying behaviors in one way or another. According to Solomon, Bamossy, Askegaard, and Hogg (2006), for example, the French cosmetics company L’Oréal persuades millions of women all around the globe to buy their products by promising them the feeling of Parisian chic and associating their products with sexy spokeswomen. In other words, cosmetics companies try not only to sell a brand to consumers but also an image that is associated with certain characteristics or qualities.

According to Fill (2002), through advertising, a company can influence consumers by informing or reminding them of its products and services. Advertising is also used to convince consumers or help them differentiate a product or a company from its competitors in a certain market. Kotler and Keller (2009) mention that advertising can be applied in building up a long-term image of a brand or generating quick sales. They also note that the mere presence of advertising may increase sales because consumers might believe that a brand that is advertised a lot must offer good value. Fill (2002) agrees with Kotler and
Keller in that products that are heavily advertised are perceived as being of higher quality and consumers are more likely to buy brands that are advertised. Fill (2002) argues that according to the strong theory of advertising, much of advertising works on the basis that it can have an effect on the knowledge, attitudes, beliefs, and behavior of a consumer. Advertising can persuade consumers to purchase a product that they have never used before. However, according to the weak theory of advertising, consumers’ buying behavior and pattern of purchasing are more based on habit than by exposure to advertisements. The weak theory of advertising suggests that people only pay attention to the advertisements of those products that they have prior knowledge of, in other words, products that they are already using or products that they have heard of before. The trial purchase of a product can be provoked not only by advertising but also by retail availability and word-of-mouth. Lewis and Bridger (2001) also agree on that consumers are likely to value the opinions of other consumers. They say that the reason why buzz or word-of-mouth is often rated high in credibility is that it usually tells the truth, whether it is positive or negative, about a certain product or a brand. According to Noel (2009), consumers no longer have to rely on face-to-face conversations when they want to share opinions regarding products or services because of the Internet. (Glossy, 2010) is a good example of a website where people can share their opinions on and give ratings to cosmetics products.

According to Fill (2002), public relations concerns the activities that pursue to affect the attitudes and opinions that different stakeholders have toward an organization. Public relations often seek to influence the whole public’s opinion and it is therefore not very relevant to this study as public relations are often too broad an activity for consumers to recognize as a determining factor in their purchasing decision.

2.4.2 Sales Promotion

Sales promotion is media or non-media marketing pressure applied for a pre-determined, limited period of time to the consumer, retailer or wholesalers in order to stimulate trials, increase consumer demand or improve product availability (Kotler, 1999). It is also a key ingredient in marketing strategies and consists of a diverse collection of incentive tools mostly short-term and designed to stimulate the quicker or greater purchase of particular products or services by the consumer or the trader (Kotler, 1999). According to Churchill and Churchill and Peter (1995), sales promotion is designed to produce quick results that will not only boost sales in the immediate future but will translate to loyal customers in the
long run. Consumers have become more and more sophisticated as well as marketers in their bid to persuade the consumers and increase market share in the products and services they offer. This persuasion comes in the form of discounts, free gifts, bonuses, free airtime among other sales promotional activities.

Adcock D. H. (2001) assess that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance, the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates, and samples. The additional benefit whether in cash or in kind offered to consumers through sales promotion is highly likely to influence their purchase behavior or decision (Ngolanya, Mahea, & Nganga, 2006). After considering the possible options, the consumer makes a purchase decision and the consumer’s choice depends in part on the reason for the purchase (Kotler, 1999). According to Kotler (1999), the consumer may act quickly, especially if sales promotional tools are used or the consumer may postpone making any purchase. Whenever the consumer makes a purchase, they find out what products and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased (Stanton, Miller, & Layton 1994).

The firms and its sales team provide consumers with the market information whenever they engage consumers in efforts to inform or persuade in an attempt to communicate with them. Sales promotion, therefore, provides a suitable link by providing consumers with samples of the products for them to test them in small quantities as well as provide consumers with most needed information concerning the product (Ngolanya et al., 2006). According to Davidson, Sweeny, and Stampel (1984), purchase decision may be between objective or emotional motives; nevertheless, in all cases, the sale is made or not made in the customers' mind and not in the mind of the seller. A product is not purchased for its own sake but for its ability to satisfy a need. The use of some of these promotional tools helps in determining the use that consumers are likely to put the product into and therefore guide them towards the right product (Cox & Britain, 2000). The consumer is therefore provided with the relevant information, get the opportunity to try the product and get to know whether it satisfies their needs and also enjoy a price reduction.
Sales promotion is therefore used to draw consumers to the product and they end up making an impulse purchase as a result of the strength of the sales promotional tool (Ngolanya, et al, 2006). Berkowitz et al. (1994) proposed that, in the purchase decision process, at the recognition and the information search stage, the sales promotional tool that is most effective is the free samples because it helps gain low-risk trials. According to them, consumers will be more likely to take the risk of trying a sample rather than buying the whole product and being disappointed. They further suggested that, at the alternative evaluation and the purchase decision stage, coupons, deals, point of purchase displays and rebates are suitable sales promotional tools because they encourage demand and repurchase of the same product by the consumer. They finally proposed that, at the post-purchase stage, the best sales promotion tool would be the use of coupons, as they encourage repeat purchase from first-time buyers.

2.4.3 Direct Marketing

Direct marketing, according to Kotler and Keller (2009), is marketing through consumer direct channels without using any middlemen. Direct marketing channels can include for example direct mail, catalog marketing, telemarketing, interactive TV, and websites; basically, any marketing channel that enables a direct response from the consumer. De Pelsmacker and Verolien (2010) have the same view with Kotler and Keller (2009) and they define direct marketing as a way of contacting customers with the purpose of getting an immediate and measurable reaction. Furthermore, De Pelsmacker and Verolien (2010) note that direct marketing enables communication with consumers in a personalized and interactive way. According to De Pelsmacker and Verolien (2010) catalogs are one of the best examples of direct marketing as a direct sales channel. Catalogs are also the most relevant form of direct marketing in terms of this research as they are used by some cosmetics companies in marketing and selling their products. For example, the international cosmetics company Oriflame has based its business on direct sales through catalogs. Their products are sold all over the world by independent salespeople who use catalogs as a means to directly market and sell make-up and skin care products to consumers (Emerald Publishing House, 2010).
2.4.4 Personal Selling

The fourth form of marketing communications in addition to advertising, sales promotion and direct marketing that is studied in this research is personal selling. According to Fill (2002), personal selling is a form of marketing communications that involve a face-to-face dialogue. In addition to the opinions of friends, family or other consumers, the opinion of sales personnel in a store can also influence consumer behavior. Kotler and Keller (2009) define personal selling as face-to-face communication where the salesperson interacts with a prospective customer by making presentations, answering questions and procuring orders. In terms of this study, order procurement is not as relevant as presenting the product and answering questions because it is more related to the business-to-business sector. In this thesis, personal selling is regarded as the face-to-face interaction between a salesperson and a consumer in a store in a situation where the consumer has the possibility to make a purchase. Personal selling is a very effective tool in the later stages of the buying process and it can be used to build up brand preference as well as conviction and action. There are three characteristics that can be identified in personal selling: personal interaction, cultivation, and response. Personal interaction means that personal selling enables a situation where two or more people can have a conversation in which each party is able to observe each other’s reactions and respond immediately. Cultivation, on the other hand, refers to the possibility of the development of a relationship between the parties involved in a personal selling situation. It is possible that the relationship between the salesperson and the consumer develops from a formal selling relationship to a deep personal friendship, especially when the selling occurs frequently. The third characteristic of personal selling is a response in the sense that the consumer may feel an obligation to respond to the sales talk after having listened to it. (Kotler & Keller, 2009)

In a bid to find out how promotion affected the consumer’s willingness to pay for a product, Anna, Konstantinos, Efthimia, and Konstantinos (2006), set out a research study to examine consumer attitudes and behavior towards organic products and products produced under the system of integrated management. They compared the socio-economic characteristics and attitudes that affect consumers’ willingness to pay a premium for these two different certification systems. Their findings suggested that consumers' level of awareness and information towards the studied certification systems is rather low especially for the system if integrated management products. This was mainly attributed to inadequate promotion and the low availability of certified products in the Greek market. Their study also revealed
that the willingness to pay for organic products is higher among consumers who place much importance on health, consume organic fruits/vegetables and get information about food/nutrition issues from doctors/nutritionists/health institutes and magazines (Anna et al., 2006).

2.5 Chapter Summary
This chapter looks at the studies that have already been done on the research objectives of this paper. It is evident that there is a lot of research that has been done on this topic, Consumer buying behavior as over the years it has evolved and It is very crucial for firms and marketers to understand what consumers want and what influences them to buy a particular product or service which will ensure maximum competitive advantage to the brand as compared to the other competitors in the market. The objective of this study was to investigate factors that influence consumer buying behavior in the purchase of cosmetic products within Two Rivers mall in Nairobi. The factors that were examined were separated into 3 classes: Price, Promotion, and Product. Chapter three will examine the research methodology that was used to conduct this research.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology and the profile of the various areas. The vital areas that are addressed in this chapter include; research design, research procedures, and the data analysis methods. In addition, there are issues on the factors influencing the consumer buying behavior of the cosmetics industry among the females within Two Rivers mall in Nairobi. This was designed as a survey using constructed survey questionnaire to collect data from consumers. This chapter ends with a summary.

3.2 Research Design

According to Cooper and Schindler (2008), the research design is a framework for conducting the study and collecting data. Albaum, Rooster, and Smith (2014) defined research design as the specific methods and procedures you use to acquire the information you need. There are three types of studies which are essential in any marketing research. These are; exploratory studies, descriptive studies, and causal studies. Albaum et al. (2014) described exploratory studies as the problem finding the phase of research wherein the researcher is forced to focus on the scope of study and allow the researcher to anticipate problems and variables. Albaum et al. (2014), also described descriptive studies as studies which allow a market researcher to understand the market and his customer by predicting relationships, results, or events. Causal studies as described by Albaum et al. (2014) allow a researcher to discover the reasons behind a solution and assemble a predictive model that can be used in the future.

The research design used for this study was descriptive research, whereby it involved observing and describing the behavior of a subject without influencing it in any way (Malhotra & Birks, 2007). According to Saunders (2009), descriptive research design describes a subject by creating a profile of a group of events, by collecting data and the tabulation of frequencies on the research variables, which enables the researcher to determine who, what, where, or how much. According to Sekeran (2003), descriptive studies can either take a quantitative or qualitative approach. This type of study was chosen to help the researcher know more about the characteristics of the population and to understand the aspects in the field of study and draw accurate conclusions and make
recommendations. This took a quantitative approach to the factors influencing consumer behavior, the market factors at the Two Rivers mall. This study focuses on examining the influence of the factors stated above on buying behavior of cosmetics consumers, being the market factors, which include product, price, and promotion of cosmetic retailers at the Two Rivers mall in Nairobi. A questionnaire was developed to assess the importance of each of the factors as perceived by the respondents. A survey in the form of questionnaires was conducted on the selected population whereby the respondents were asked to rate the importance of each factor on a 5-point Likert scale, which influences their choice of a particular product. The dependent variable being consumer behavior and the independent variable being the market factors, that is the product, price, and promotion.

3.3 Population and Sampling

3.3.1 Population

A population refers to a set of elements in which inferences are to be made (Frankel and Wallen, 2006). They stated that a population is usually comprised of individuals who possess certain characteristics or a set of features a study seeks to examine and analyze. The population of the study was the retail outlets of cosmetics products at the Two Rivers mall. These were 7 retailers and all managers constituted as the study units. This population provided all the relevant information regarding the factors that affect the consumer buying behavior of cosmetics products among female consumers at the Two Rivers mall in Nairobi.

3.3.2 Sampling Design and Sample Size

3.3.2.1 Sampling Frame

Cooper and Schindler (2008) defined the sample frame as the lists of elements from which the sample is drawn. The sampling frame indicates how the cases are to be selected for the questionnaire testing. The sampling design maps out the procedure to be followed to draw the study’s sample. A sampling frame is a list of elements from which the sample is actually drawn and is closely related to the population under study (Cooper and Schindler, 2008). The sampling frame was obtained from the Two Rivers mall management.
3.3.2.2 Sampling Technique

According to Churchill and Brown (2007), the sampling technique is a method used to obtain the sample. There are various different types of sampling techniques, these include simple random, stratified, cluster sampling, among others. In this study, Simple random sampling was used whereby the sample was selected from a larger group and every sample/individual was chosen entirely by chance and each member of the population had an equal chance of being included in the sample. The sample was picked from the 11 cosmetic retailers at the Two Rivers mall using simple random sampling, whereby 7 cosmetic retailers were picked at random from the larger 11 cosmetic retailers. The customers from these 7 samples of cosmetic retailers was also be picked using simple random sampling whereby every fifth customer that enters the retail outlet was sampled using the questionnaire. There were a total of 20 samples taken from each of the 7 cosmetic retail outlets, to get a total of 140 respondents.

3.3.2.3 Sample Size

According to Cooper and Schindler (2008), the sample size is a set of elements from which data is collected. The sample size allows the researcher to have ample time and resources in designing the means of collecting data. They also articulated that the extent to how large a sample should be being a function of the variation in the population parameters under study and the estimating precision needed by the researcher. As such, the sample size ensures that the information is detailed and comprehensive.

There are two methods to determine the sample size for variables that continue. One method is to combine the responses into two categories and then use a sample size based on the proportion (Frankel & Wallen, 2000). The other method is to use the formula recommended by Mugenda and Mugenda (2003). For this study, the first option was used to determine the sample size whereby the researcher used proportion through observation. The researcher estimated the sample size to be at 20 samples per retail shop, based on proportion allocation through observation. There was a total of 7 cosmetic retailers that were being used for this study and therefore, the sample size was 140 respondents.
3.4 Data Collection Methods

Primary data was collected from the customers of the cosmetic retailers in the Two Rivers mall. The survey approach was used to collect data. Malhotra and Birks (2007), defines a survey as a method of collecting data from people about who they are, how they think (motivation and belief) and what they do (behavior). A structured questionnaire was used to collect the data. A questionnaire is defined as a formalized schedule or form which contains an assembly of carefully formulated questions for information gathering (Wong & Yahya, 2008). The questionnaire consisted of both close-ended questions and open-ended questions where the respondents rated the various factor on a Likert scale. The questionnaire was structured in 2 sections whereby section A comprised of the general information about the respondent. It included the respondent’s gender, residence, age, marital status, source and level of income. The second part of the questionnaire dealt with the price factors that influence consumer behavior. The third part of the questionnaire looked at the promotional factors that influence consumer behavior, and finally, the fourth part of the questionnaire focused on the product influences on consumer behavior of cosmetic retailer shops within the Two Rivers Mall. The questionnaire was administered using personal interviews.

3.5 Research Procedures

After the formulation of the questionnaire, a pilot study was conducted. The questionnaires were pre-tested to ascertain the effectiveness and accuracy of the extensive survey. The pilot study was carried out with 10 respondents that were selected randomly from a closely related retail shop to cosmetics from the Two Rivers mall to determine the viability and clarity of the questionnaires. The pilot study ensured that the reliability of the questionnaire as a data collection instrument used for the study. These final tested questionnaires were given out to the respondents to the shoppers at the cosmetic retailers at the Two Rivers mall. The questionnaires were numbered before taking the questionnaires on the ground to the respondents. The questionnaires were administered through personal interviews and the researcher spent an approximate of 10-15 minutes to complete each questionnaire depending from person to person. Each completed questionnaire was then assigned a unique case and a sequential number given to each to ensure that each was treated separately. Verification of the data presented was also checked to ensure that all the questions were filled in correctly.
3.6 Data Analysis Methods

Once the completed questionnaires were collected, the researcher went through them to check on the completeness and consistency. The data was then coded to enable responses were grouped into various categories. SPSS was used to collect the data as well as clean, edit and enter it into the system that allowed for analysis to be carried out. This study used descriptive statistics which involved a process of transforming a mass of raw data into tables, charts, with frequency distribution and percentages which are important to analyze the data. (McDaniel and Gates, 2001). These descriptive statistics were combined with a higher-level analysis whereby Regression was used to estimate the relationships among various variables through the various techniques for modeling and analyzing several variables when the focus is on the relationship between a dependent variable and one or the more independent variables. Regression as a data analysis tool assisted the researcher understand how the dependent variable changes when any one of the independent variables varies, while the other independent variables are held fixed. The data was presented as tables and figures to give a clear understanding of the findings of this research. The regression model used the following equation:

\[ Y=\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon \]

Where;

- \( Y \) is the dependent variable, the female buyer’s decision to purchase products
- \( \beta_0 \) is the regression coefficient/constant / \( Y \)-intercept
- \( \beta_1, \beta_2, \beta_3, \) and \( \beta_4 \) are the slopes of the regression equation which represent the standard deviation of the variables
- \( X_1 \) is Price
- \( X_2 \) Products characteristics
- \( X_3 \) is Promotion
- \( \epsilon \) is the error

3.7 Chapter Summary

This chapter outlined the various methods that the researcher used to carry out the study in order to answer the research objectives that were raised in chapter one. The chapter summarizes the data collection tools that were used as well as the sample size being
determined before we proceed to the chapter where the data collected through the questionnaire will be analyzed. The next chapter, discusses the results and findings of the data collected.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results and findings of this study on the research objectives with regards to the data collected from the respondents on the factors that influence the consumer buying behavior among the cosmetic retailers at the Two Rivers mall in Nairobi. It portrays the analysis of the data collected from the field and draws interpretations based on the descriptive and inferential analysis. The main pointers discussed include the following: the questionnaire return rate, background information on the respondents, responses to the research objectives and the inferential statistics showing the relationships between dependent and independent variables of the study. The study focused on factors that influence the consumer buying behavior of female cosmetic products at Two Rivers mall. The specific objectives of the study were to establish if female buying behavior is influenced by the price, products or promotion. A total of 140 questionnaires were administered among the various customers at the cosmetic retailers at Two Rivers mall in Nairobi, out of which there were 136 responses, indicating a 97% response rate. The high return rate can be attributed to the fact that the questionnaire was administered through personal interviews whereby each completed questionnaire was assigned a unique case and a sequential number given to each to ensure that they are all treated separately. According to Kothari (2004), a return rate of 70 percent and above is acceptable.

4.2 Background Information

This section represents a summary of the findings with respect to the background information of the respondents involved in this study. This enabled the researcher to gain an understanding of the respondents involved in the study. Each respondent was asked to fill out their personal data. The background data from the female consumers included their age, nationality, net household income range, duration of shopping at Two Rivers mall, occupation, marital status, level of education attained, frequency of purchases, the amount spent in purchasing. The data provided important information on the caliber of all the respondents involved in the study, together with consumer characteristics.
4.2.1 Age Bracket

Age distribution of the respondents was important to gain information about the profile of the respondents. Age distribution ranged from 18 to 45 and above. The majority (28.5%) of the respondents who participated in the study were found between 25-30 years of age while a minority (4.5%) were above 45 years of age. A large component of the respondents (86.5%) were aged between 18 years to 45 years which was considered a productive age range of female consumers both at employment age and students. Therefore, we can conclude that the cosmetic retailers at Two Rivers mall seems to attract female consumers of dynamic ages, young, energetic and middle age but not beyond 50 years. The findings are presented in Table 4.1.

Table 4.1: Age Distribution of Respondents

<table>
<thead>
<tr>
<th>Age Bracket</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 18 Years</td>
<td>12</td>
<td>9.0</td>
</tr>
<tr>
<td>18-24 Years</td>
<td>35</td>
<td>25.6</td>
</tr>
<tr>
<td>25-30 Years</td>
<td>39</td>
<td>28.5</td>
</tr>
<tr>
<td>31-40 Years</td>
<td>18</td>
<td>13.6</td>
</tr>
<tr>
<td>41-45 Years</td>
<td>26</td>
<td>18.8</td>
</tr>
<tr>
<td>Above 45 years</td>
<td>6</td>
<td>4.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

4.2.2 Nationality of the Residents

This study included the nationality of the respondents in order to understand characteristics such as race and ethnicity. The nationality of the respondents shows that the majority of the participants in this study were Kenyans accounted for at 98.0%, as opposed to other nationalities like Indians and Europeans, Chinese which only accounted for 2.0% of the total population. The findings are presented in Figure 4.1.
4.2.3 Level of Income

The study sought to find out the range of income of households in order to understand their purchasing power. The findings show that the largest percentage of the respondents who participated in the study, 29% earn a monthly income of between KES 60,000 and KES 80,000, 14% earn more than KES 120,001 while a few of them earned an income of less than KES 40,000. The findings are presented in Table 4.2.

Table 4.2 Level of Income

<table>
<thead>
<tr>
<th>Level of Income</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below KES 40,000</td>
<td>14</td>
<td>10.0</td>
</tr>
<tr>
<td>KES 40,000 to KES 60,000</td>
<td>35</td>
<td>26.0</td>
</tr>
<tr>
<td>KES 60,001 to KES 80,000</td>
<td>39</td>
<td>29.0</td>
</tr>
<tr>
<td>KES 80,001 to KES 100,000</td>
<td>14</td>
<td>10.0</td>
</tr>
<tr>
<td>KES 100,001 to KES 120,000</td>
<td>15</td>
<td>11.0</td>
</tr>
<tr>
<td>Above KES 120,001</td>
<td>19</td>
<td>14.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

4.2.4 Occupation

The study sought to establish the occupation of the respondents. 40% of the respondents who participated in the study were business women/entrepreneurs and about 7% were...
unemployed. The results matched expectations that respondents with a steady income were more likely to shop for cosmetics, as it was observed that self-employed and employed respondents made up 78% of the respondents. The findings are presented in Table 4.3.

Table 4.3 Occupation of the Respondents

<table>
<thead>
<tr>
<th>Occupation of the Respondents</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>20</td>
<td>15.0</td>
</tr>
<tr>
<td>Business man/ Entrepreneur</td>
<td>54</td>
<td>40.0</td>
</tr>
<tr>
<td>Employed</td>
<td>52</td>
<td>38.0</td>
</tr>
<tr>
<td>Un-Employed</td>
<td>10</td>
<td>7.0</td>
</tr>
<tr>
<td>Total</td>
<td>136</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.2.5 Martial Status

Regarding participant’s marital status majority of the respondents who participated in the study were singles (52.0%), while minority indicated that they were either widowed at 4% or Divorced at 6%. 38% of the population was married. This sample, therefore, offers a good mix of cosmetic consumers, thereby providing homogenous data. The findings are presented in Table 4.4.

Table 4.4 Marital Status

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married/Living together</td>
<td>52</td>
<td>38.0</td>
</tr>
<tr>
<td>Single-Never married before</td>
<td>70</td>
<td>52.0</td>
</tr>
<tr>
<td>Divorced</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Widowed</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>136</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2.6 Education Level

The study sought to establish the level of education attained by the respondents. Female consumers of cosmetic retailers at the Two Rivers mall that participated shows that 80% of the respondents had university degrees and above. While 13% of the population’s education level was until college. 3% of the population had a primary school education and 4% of the
population had a secondary school education. We can note that those respondents with a university degree would be more likely to use cosmetic products as they are aware of the various products and benefits. These findings are presented in Table 4.5.

**Table 4.5 Education Level of Respondents**

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary School</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Secondary School</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>College</td>
<td>18</td>
<td>13</td>
</tr>
<tr>
<td>University</td>
<td>108</td>
<td>80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**4.2.7 Duration of Shopping at Two Rivers Mall**

The study sought to establish the duration of shopping of the customers. The duration of shopping at Two Rivers mall of respondents show that 34% of the respondents had shopped at Two Rivers mall for the duration of more than one year while a minority had only shopped for less than 3 months as accounted for by 10% of the respondents. A large component of the respondents (71%) can be considered to have high spending power and capacity to buy consumer products retailed in the Cosmetic Shops at Two Rivers mall without any challenges. Through this observation, we can deduce that most of our respondents have been frequent visitors at Two Rivers mall, whereby they are well exposed to the various cosmetic retailers. They, therefore, provide valuable and valid information to this research. These findings are presented in Table 4.6.

**Table 4.6 Duration of Shopping at Two Rivers Mall**

<table>
<thead>
<tr>
<th>Duration of Shopping</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3 Months</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>3-6 Months</td>
<td>26</td>
<td>19</td>
</tr>
<tr>
<td>One Year</td>
<td>50</td>
<td>37</td>
</tr>
<tr>
<td>Over One Year</td>
<td>46</td>
<td>34</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
4.2.8 Frequency of Use of Cosmetic Products

The study sought to establish how frequently the respondents used cosmetic products. 35.0% of the respondents who participated in the study use cosmetic products they buy at the mall daily while others use once in a week or twice in a week at 20% respectively. It can be deduced that most female cosmetic consumers use the products and purchase them frequently. There were those respondents that purchased products very frequently, at three times in a week which consisted of 24% of the population. The study established that most of the female consumers purchase cosmetic products as compared to any other products at Two Rivers mall. 35% of the respondents use cosmetic products every day, this attests to the frequent use of cosmetic products which is a valuable insight for the cosmetic retailers based at Two Rivers mall. The findings are as presented in Table 4.7.

Table 4.7 Frequency of Use of Cosmetic Products

<table>
<thead>
<tr>
<th>Frequency of Use of Cosmetic Products</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once in a week</td>
<td>27</td>
<td>20.0</td>
</tr>
<tr>
<td>Twice in a week</td>
<td>27</td>
<td>20.0</td>
</tr>
<tr>
<td>More than three times in a week</td>
<td>32</td>
<td>24.0</td>
</tr>
<tr>
<td>Every Day</td>
<td>47</td>
<td>35.0</td>
</tr>
<tr>
<td>Other Specify</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

4.2.9 Frequency of Purchases of Cosmetic Products

The study sought to establish how frequently customers purchased cosmetic products. Consumers that purchased cosmetic products twice a month amounted to 34%. Most female consumers of cosmetic at Two Rivers mall purchases the cosmetic on a regular basis to replenish because they also use the products regularly. Others purchase cosmetic products once a month (32%), more than three times in a month (29%) and weekly at 4%. These results show us that most respondents purchased products bi-monthly which is a valuable insight into how often the respondents are exposed to the various marketing stimuli that this study is researching on. The findings are as presented in Table 4.8.
Table 4.8 Frequency of Purchases of Cosmetic Products

<table>
<thead>
<tr>
<th>Frequency of Purchases of Cosmetic Products</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once in a month</td>
<td>44</td>
<td>32.0</td>
</tr>
<tr>
<td>Twice in a month</td>
<td>46</td>
<td>34.0</td>
</tr>
<tr>
<td>More than three times in a month</td>
<td>40</td>
<td>29.0</td>
</tr>
<tr>
<td>Weekly</td>
<td>6</td>
<td>4.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

4.2.10 Monthly Expenditure on Cosmetic Products

The study sought to establish the respondents’ monthly expenditure on cosmetics. A high proportion of female consumers (31%) of cosmetic products who participated in the study spend up to 4000 Kenya Shillings on cosmetic products in a month. Only 5% spend up to 5000 Kenya Shillings in a single shopping for cosmetic products. 30% of the respondents spend 3000 Kenya Shillings, while 20% of the population spend between 500 Kenya Shillings and 2000 Kenya Shillings. Finally, the minority (13%) spend up to 500 Kenya Shillings. It can be deduced that most of the female consumers of cosmetic products that participated in the stated are well endowed to spend and heavy consumers of their favorite cosmetic products. These findings are presented in Table 4.9.

Table 4.9 Expenditure on Cosmetic Products in a Month

<table>
<thead>
<tr>
<th>Expenditure on Cosmetic Products in a Month</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>KES 0-500</td>
<td>18</td>
<td>13</td>
</tr>
<tr>
<td>KES 501-1000</td>
<td>14</td>
<td>10.0</td>
</tr>
<tr>
<td>KES 1001-2000</td>
<td>14</td>
<td>10.0</td>
</tr>
<tr>
<td>KES 2000-3000</td>
<td>41</td>
<td>30.0</td>
</tr>
<tr>
<td>KES 3000-4000</td>
<td>42</td>
<td>31.0</td>
</tr>
<tr>
<td>KES 4000-5000</td>
<td>7</td>
<td>5.0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>136</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
4.2.11 Preferred Cosmetic Retailer of Female Consumers
The study sought to establish the consumers preferred cosmetic retailer at the Two Rivers mall. It was discovered that most (86%) of the female consumers frequent their preferred cosmetic retailers more than other retailers in the mall. While 12% of the respondents preferred to shop at Supermarkets and 2% at a pharmacy for cosmetic products. These results portray the overwhelming importance and relevance of cosmetic product retail outlets. The findings are presented in Figure 4.2.

Figure 4.2 Preferred Cosmetic Retailer by Female Consumers

4.3 Influence of Price on Consumer Buyer Behavior
The study sought to determine how cosmetic pricing affected buyer behavior. To achieve this, questionnaires were used to get information from the female buyers of cosmetic products so as to establish whether they consider prices before buying products and whether they can switch brands because of price and by how much. The questionnaire also sought to evaluate the extent to which price influences consumer buyer behavior through the use of a 5 level Likert scale on level of agreement with various statements a summary of the presented in the section. This section expounds upon the objectives of the variables presented, they are price considerations before buying cosmetic products, price as a cause of brand switching behavior, and the impact of price on consumer buying behavior.

4.3.1 Price Consideration Before Purchasing Cosmetic Products
The consumers were asked to indicate whether they consider price before purchasing cosmetic products. The results indicate that 51.0% of the respondents purchasing cosmetic
products in Two Rivers mall sometimes consider price before buying cosmetic products, followed by those who indicated that they always consider prices when buying consumer products at the mall (43%). The least are those female consumers who indicated they do not consider prices when purchasing cosmetic products at Two Rivers malls only accounting to 6.0%. This proves that a high number of Two Rivers mall cosmetics customers are price insensitive. However, a significant number of respondents are sensitive to price. We can, therefore, deduce that it would be beneficial for retailers to have products and brands that serve both groups of consumers. These findings are as presented in Fig 4.3.

![Image](image_url)

**Figure 4.3 Price Considerations**

**4.3.2 Price as a Cause of Brand Switching Behavior**

The study sought to discover whether the respondents would switch brands as a result of price variations. Results from analysis of the data obtained in this study found that most female cosmetic consumers indicated that they will sometimes switch brands because of prices which accounted for 51.0% of the respondents, this was followed by 43.0% of the respondents who indicated they always switch brands because of prices. while the least accounting to 6.0% said they can never switch brands. These results are consistent with the responses about price considerations before purchase. This means that a significant proportion of the respondents are likely to always switch brands due to price variations. Whereas a majority were undecided which means there may be other variables that influence brand switching besides price which are not covered in this study. These findings are as presented in Figure 4.4.
4.3.3 The Impact of Price on Consumer Buyer Behavior

The study sought to determine the extent to which pricing affected female consumers’ buyer behavior when purchasing cosmetic products. There were various scenarios presented for the respondents to provide their feedback. Respondents were asked to provide their opinions on a Likert scale about the extent to which price influenced their selection of products. They have presented the following options to choose from: 1- agrees without doubts, 2-strongly agree without doubts, 3-disagree without doubts, 4-strongly disagree without doubts and 5- neither agree nor disagree. It can be deduced from the results that the mean range for the responses to be between 3-4 implying that the most female consumers were undecided whether price influences their purchase of cosmetic products. Respondents disagreed that low prices of products increase their willingness to buy Cosmetic Products (mean = 2.29). Respondents who purchase cosmetic products at Two Rivers mall could neither agree or disagree that the Products which have bundle offers (Buy one and get a gift) attracts them to purchase the subject products (Mean= 3.05). Respondents were also undecided on whether they purchase products mostly when there is promotion pricing (Mean=3.40), at the same time most respondents strongly disagree that they bargain when buying cosmetic products. Regarding whether female buyers are sensitive when products they want to purchase are outside price ranges, most respondents disagreed (Mean= 2.00). Other important areas also included whether female consumers of cosmetic products can purchase fake products just because their prices are lower than originals (mean= 1.45) whereby the respondents strongly disagree to this statement. The
study established that a significant number of respondents agreed that they use price as an indication of the quality of the brand which is an important factor in any purchasing decisions (Mean =4.00) while they at the same times were undecided on whether they mostly prefer to buy products that have odd prices e.g. 499 KES as shown by a mean of 3.00. This shows that there is evidence of brand loyalty among female cosmetic product consumers but only to an extent whereby a relatively high price as compared to close completion would turn them away. Which mean that in order to facilitate decision making for the consumers, retailers have to have two categories of products or brands to service both price sensitive and price insensitive customers. Upon observing the overall results, it is evident that retailers should educate their consumers through marketing campaigns to show them the value of their promotions so they can confidently and clearly see the positive value in promotions. These findings are presented in Table 4.10.

**Table 4.10 Influence of Price**

<table>
<thead>
<tr>
<th>Statements</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Prices of Products increase my willingness to buy Cosmetic Products</td>
<td>2.29</td>
<td>1.20</td>
</tr>
<tr>
<td>Products which have bundle offers (Buy one and get a gift) attracts me to buy products</td>
<td>3.05</td>
<td>1.34</td>
</tr>
<tr>
<td>I Purchase products when there is promotion pricing</td>
<td>3.40</td>
<td>0.89</td>
</tr>
<tr>
<td>I always bargain when buying a cosmetic</td>
<td>2.00</td>
<td>1.20</td>
</tr>
<tr>
<td>I am more price sensitive when prices of products I want to buy are outside the range that I Perceive unfair</td>
<td>2.00</td>
<td>1.20</td>
</tr>
<tr>
<td>Sometimes I can purchase fake products just because their prices are lower than originals</td>
<td>1.45</td>
<td>1.00</td>
</tr>
<tr>
<td>I use price as an indication of the quality of the brand which is an important factor in any purchasing decisions</td>
<td>4.00</td>
<td>0.89</td>
</tr>
<tr>
<td>I prefer to buy products that have odd prices e.g. 499 KES</td>
<td>3.00</td>
<td>1.20</td>
</tr>
</tbody>
</table>
4.5 Influence of Product Characteristics on Consumer Buyer Behavior

The study sought to establish whether product characteristics influence consumer buyer behavior of female consumers in cosmetic products. To achieve this objective, the questionnaire sought the female buyers of cosmetic products affirmation as to which products characteristics they consider when purchasing cosmetic products and frequency of purchasing cosmetics. Next, the questionnaire items sought to evaluate extent to which products characteristics influences consumer buyer behavior using a 5 level Likert scale on level of agreement with various statements. A summary of the variables presented is product characteristics considered by female consumers when buying cosmetic products, types of cosmetic products purchased frequently, the influence of product usage period on buyer behavior and influence of brand attributes of the products on buyer behavior.

4.5.1 Product Characteristics Considered by Female Consumers when Purchasing Cosmetic Products.

The study sought to find out which product characteristics female consumers consider mostly when purchasing cosmetic products. 34% female consumers of cosmetic products give priority to the brand name of the product, 25% of the respondents give product quality utmost priority in product selection, 20% of the respondents prefer an overall well-balanced product that is just right with all characteristics being of equal importance to them. 11% of the respondents give packaging the most importance. While least give priority to color and fragrance at 5% respectively. We can, therefore, deduce that retailers of cosmetic product need to pay utmost attention to branding, product quality and providing value for money in order to win over a sizeable 79% of the respondents. The findings are presented in Figure 4.5.
4.5.2 Types of Cosmetic Products Purchased Frequently

The study aimed to discover the type of products that respondents purchase frequently in cosmetic retail stores at Two Rivers mall. The most frequently purchased product by female consumers are nail polish (45), nail care products (55), lipsticks (57), makeover products (55), sunscreen (50), concealers (45), mascaras (20) and eye shadow (35). It is clear from the respondents that they purchase a range of products from Two Rivers mall. This is consistent with the product range offered by the various cosmetic product retailers at the Two Rivers mall. It provides valuable insight for prospective tenants on what they need to offer to the female audience. The findings are presented below in Figure 4.6.
4.5.3 Influence of Product Usage Period on Buyer Behavior

The study sought to determine the extent to which the period of using a cosmetic product positively influences the respondents to purchase decisions. 40% of the female consumers of cosmetic products said that they will positively influence to a very great extent. 30% of the respondents said to a large extent, 20% of the respondents were undecided and a minority said to some extent. This means that retailers should encourage loyalty and focus their marketing efforts on customer retention as at least 70% of the respondents are more than highly influenced by product usage period when making a purchase decision. The findings are presented in Figure 4.7.

![Figure 4.7 Influence of Product Usage Period](image)

4.6 Promotion Influences on Consumer Buyer Behavior of Female Consumers on Cosmetics

The third objective of the study sought to find whether Promotion Influences Consumer Buyer Behavior of Female Consumers in Cosmetic Products. To achieve this objective, the questionnaire sought the female buyers of cosmetic products affirmation as to which promotion techniques influence purchases, types of promotions, frequency of promotion. Next, the questionnaire items sought to evaluate extent to which promotion influences consumer buyer behavior using a 5 level Likert scale on the level of agreement with various
A summary of the findings is presented in the section. The following variables have been analyzed, period of buying from the retail outlet, types of sales promotion, frequency of promotion, source of information about retailers for consumers, influence of promotion strategies on purchases, the extent to which promotion influences consumer buying behavior and consumers’ propositions on service delivery improvements at the retail outlets.

4.6.1 Period of Purchasing from the Retail Outlet

The respondents were asked to share details on how long they have been purchasing from that particular retail outlets. 30% of the respondents who participated in the study purchase in a frequent manner of 2-3 times in a month while only a few of them purchase regularly, 26% of the respondents purchase less than a month, 17% of the respondents purchase once in a month. This shows that a significant majority (30%) visit their preferred retail outlets twice or more, showing evidence of widespread loyalty. Retailers, therefore, have a lot of missed opportunity in terms of reaping the benefits of customer loyalty, whereby only 30% of the respondents purchase 2-3 times from particular retail outlet. The findings are as presented in Figure 4.8.

![Figure 4.8 Period of Buying](image-url)

Figure 4.8 Period of Buying
4.6.2 Types of Sales Promotion

The researcher sought to research on the forms and types of promotion strategies that are commonly used by the retailers at the Two Rivers mall and which ones work best. Most of the retailers where they buy cosmetic products utilize several promotion strategies with most of the strategies being the extra amount, joint promotion, free sample, and competition or draws, the shops rarely use loyalty points. This shows that a majority (21%) of the respondents see bonus/additional/extra quantity as a motivating factor in making a purchase decision, 17% prefer joint promotions, 16% free samples, 14% competition or prize draws, 9% prefer price discounts, 9% flash sales, 10% free gifts and 4% prefer loyalty rewards. Outlets can pass this information onto manufacturers and their marketing teams to adapt marketing campaigns in order to increase the effectiveness of their promotions. Figure 4.9 presents these results.

Figure 4.9 Types of Promotion

4.6.3 Frequency of Promotion

The researcher sought to find out the frequency in which the said promotion is held by the shops. Majority of the participants indicated that the encounter sales promotions while shopping regularly in a span of 2-3 times in a month (30%), or less than a month (26%). 17% encountered promotions once a month, 9% daily, 9% once in a week and 9% more than once in a week. This shows that customers have inconsistent awareness about promotions and more attention needs to be paid by retailers to ensure widespread
understanding of promotions by respondents is achieved through carefully educating them and effectively designing promotions. The findings are as presented in Fig 4.10.

![Figure 4.10 Frequency of Promotion](image)

**Figure 4.10 Frequency of Promotion**

### 4.6.4 Source of Information on Retailers for Consumers

The researcher sought to find out how the respondents came to know about the retail outlets they were purchasing from at the Two Rivers mall. 29% of the respondents were informed through social media, 26% were informed through advertisement and electronic media, followed by a recommendation from a friend (23%), other digital media accounted for 11% and window shopping (11%). We can, therefore, see the importance of digital marketing to the respondents. Marketers need to focus their resources on digital marketing in order to maximize the efficiency of their resources. Word of mouth marketing can be encouraged by well-orchestrated personal selling efforts by the retail outlets as this is how a large majority of respondents receive information. The findings are presented in Figure 4.11.
4.6.5 Influence of Promotion Strategies on Purchases

The study sought to determine the extent to which each of the promotion strategies influences the purchase decision of cosmetic products for female consumers. Respondents were presented with a scale of 1-5, whereby 5 = Very Great Extent, 4 = Large Extent, 3 = Undecided, 2 = Some Extent 1 = No Effect. Female consumers indicated that their purchasing decisions are influenced by sales promotion as shown in the Table 4.11 with a mean of 4.00, followed by advertisement as shown in Table 4.11 with a mean of 3.85. The study also found that female consumers are least influenced by personal selling as a strategy with a mean of 2.00. This provides retailers with guidance on what promotion strategies they need to focus on to have a maximum positive influence on their consumers. Table 4.11 presents these findings.
4.6.6 Extent to Which Promotion Influences Consumers Buying Behavior of Female Consumers in Cosmetic Retail Outlets.

The study sought to seek the opinion of respondents through the Likert type of scale on the extent to which promotion influences consumer buying behavior of female consumers in cosmetic products. Respondents were asked to provide their opinions on a Likert scale about the extent to which promotion influences consumer buying behavior of female consumers in cosmetic products. Responses were: 1- agrees without doubts, 2- strongly agree without doubts, 3- disagree without doubts, 4- strongly disagree without doubts and 5- neither agree nor disagree. Analysis of the results is summarized using means responses to the items. Promotion at Two Rivers mall is important in influencing female consumers who patronage the mall, the study found that female consumers strongly agree that promotion gives them new ideas of things to buy, that promotion creates interest in the products as well as provides them with more information on products usage. They also agree with statements that promotion helps them make faster purchase decisions, however, respondents were undecided on whether promotions makes them buy products and whether promotion makes them switch brands. The respondents overall have mixed feelings or had negative feedback about the effect of promotions on their purchase decisions. The findings are presented in Table 4.13.

<table>
<thead>
<tr>
<th>Promotion Strategies</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion</td>
<td>4.20</td>
<td>0.913</td>
</tr>
<tr>
<td>Advertisement</td>
<td>3.85</td>
<td>1.00</td>
</tr>
<tr>
<td>Sales Promotion</td>
<td>4.00</td>
<td>0.600</td>
</tr>
<tr>
<td>Personal Selling</td>
<td>2.00</td>
<td>0.780</td>
</tr>
<tr>
<td>Publicity</td>
<td>3.68</td>
<td>0.450</td>
</tr>
</tbody>
</table>
Table 4.13 Extent of Which Promotion Influences Consumers Buying Behavior of Female Consumers in Cosmetic Retail Outlets

<table>
<thead>
<tr>
<th>Statements</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>The promotion helps me make a faster purchase decision</td>
<td>4.00</td>
<td>0.90</td>
</tr>
<tr>
<td>The promotion makes me buy products</td>
<td>3.00</td>
<td>1.20</td>
</tr>
<tr>
<td>The promotion gives me new ideas for things to buy</td>
<td>4.00</td>
<td>1.00</td>
</tr>
<tr>
<td>The promotion makes me switch brands</td>
<td>3.00</td>
<td>1.00</td>
</tr>
<tr>
<td>A Promotion makes me choose between two brands</td>
<td>3.00</td>
<td>0.89</td>
</tr>
<tr>
<td>Promotion creates interest in the products</td>
<td>4.70</td>
<td>1.20</td>
</tr>
<tr>
<td>Promotion makes me be aware of new products in the markets</td>
<td>4.00</td>
<td>1.20</td>
</tr>
<tr>
<td>The promotion provides me with information on products usage</td>
<td>4.80</td>
<td>1.00</td>
</tr>
<tr>
<td>Promotions help me in selecting brands</td>
<td>3.00</td>
<td>1.00</td>
</tr>
</tbody>
</table>

4.6.7 Consumers’ Propositions on Service Delivery Improvements at the Retail Outlets

The respondents were asked to share suggestions on whether better service at the cosmetic retail outlets would influence buyer behavior. This question was an open-ended question and the qualitative comments from the participants were summarized from most recurring themes which were that they could be influenced by more and frequent promotions, more advertisements, more social media engagement, better customer service, better branding and variety of high-quality products.

4.7 Regression Analysis

Regression was used to estimate the relationships among various variables to establish the factors that influence consumer buying behavior patterns for female consumers: the case study of Two Rivers mall cosmetic product retailers in Nairobi. These factors were price,
products characteristics, and promotion. The result of the analysis has been presented in the model summary, analysis of variance tests, and summary of coefficients.

4.7.1 Regression Model

Regression was used to estimate the relationships among various variables to establish the factors that influence consumer buying behavior patterns of female consumers: the case study of Two Rivers mall cosmetic product retailers in Nairobi. These factors were price, products characteristics and promotion. The result of the analysis has been presented in the model summary, analysis of variance tests, and summary of coefficients.

The regression model was based on the following regression model.

\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \]

Where;

- \( Y \) is the dependent variable, the female buyer’s decision to purchase products
- \( \beta_0 \) is the regression coefficient/constant /\( Y \)-intercept
- \( \beta_1, \beta_2, \) and \( \beta_3 \) are the slopes of the regression equation which represent the standard deviation of the variables
- \( X_1 \) is Price
- \( X_2 \) products characteristics
- \( X_3 \) is promotion
- \( \varepsilon \) is the error term

4.7.2 Model Summary

This section shows the model summary table which provides information about the regression line's ability to account for the total variation in the dependent variable.

**Table 4.14 Model Summary Table**

<table>
<thead>
<tr>
<th>Model R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.964(^a)</td>
<td>.902</td>
<td>.706</td>
</tr>
</tbody>
</table>

\(^a\) Predictors: (Constant) Female Consumer Behavior
R squared is the coefficient of determination which indicates the variation in the dependent variable due to changes in the independent variable. From table 4.14 the value R squared was 0.902, an indication that there was a variation of 90.2% on the dependent variable. This means that price, product characteristics and promotion influences consumer buying behavior.

4.7.3 Analysis of Variance (ANOVA) for Factors Influencing Factors That Influence Consumer Buying Behavior Patterns of Female Consumers.

The ANOVA model shows the significance of Regression analysis generates an equation to describe the statistical relationship between one or more predictor variables and the response variable.

Table 4.15 Analysis of Variance (ANOVA)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>d f</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 1</td>
<td>Regression</td>
<td>4123.22</td>
<td>2</td>
<td>7.64</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>121.26</td>
<td>124</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>4244.48</td>
<td>126</td>
<td></td>
</tr>
</tbody>
</table>

From the ANOVA model, the results on table 4.15 show that overall p value was equal to .03 < .05. The regression analysis results in the ANOVA output table indicates that the overall regression model was significant in predicting consumer buying behaviour patterns of female consumers at 95% confidence level based on 3 factors, price, product characteristics and promotions.
4.7.4 Coefficients of Factors

Table 4.16 Coefficients of Factors Influences

<table>
<thead>
<tr>
<th>Model</th>
<th>Un-standardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>3.77</td>
<td>0.451</td>
</tr>
<tr>
<td>Price</td>
<td>.782</td>
<td>0.121</td>
</tr>
<tr>
<td>Products Characteristics</td>
<td>.669</td>
<td>0.079</td>
</tr>
<tr>
<td>Promotions</td>
<td>.573</td>
<td>0.073</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchasing Behaviour of Female Consumers

The findings in Table 4.16 established that price of the cosmetic producers had a beta coefficient of .290 and a p-value of .60>.05 denoting that price was a significant factor in determining female consumers purchasing behavior at Two Rivers mall, which implies that female consumers consider prices while determining the products they want to buy.

However, the study found that product characteristics is a critical factor that influences female consumers who purchase cosmetics at Two Rivers mall as it had a coefficient of .767 which was statistically significant with a p-value of .02 < .05, suggesting that product characteristics are a significant factor that contributes towards female customers purchase behaviors.

Concerning promotion, the study found that it had a beta coefficient of .623 and a p-value of .03 < .05, which was statistically significant, therefore the study found that promotion done at Two Rivers mall is important and influences consumer purchase behavior.

4.8 Chapter Summary

In this chapter, results, and findings based on the specific objectives have been presented in the form of pie charts, frequency tables and graphs. From the analysis, the results showed that the age group between 25 to 30-year-old used cosmetic products the most. It was also established that more than half of the respondents were single. From the analysis, the
education level of majority of the respondents was of university level and above. Most respondents visited the Two Rivers mall once in a year.

It was discovered that price had a high degree of influence on consumer behavior of cosmetic products at the retailers of Two Rivers mall, the respondents agreed that they use price as an indication of the brand which is an important factor in purchase decisions, as well as most of them, buy products that have an odd price. Product characteristics were found to influence consumer behavior. The respondents stated that while purchasing cosmetic products, the brand name was very important, followed by quality and that lipsticks and nail care was the most frequent purchased with mascara as the least purchased. The analysis concluded that respondents were more likely to purchase better quality brands, but were undecided about the visual elements. Finally, promotion influences on consumer behavior showed that sales promotions, joint promotions and price discounts worked best. However, it was also found that they were least influenced by personal selling, and that promotion would not make them switch a brand. The next chapter provides a detailed discussion of the results and findings. Conclusions, as well as recommendations, are made. Recommendations for improvement on each specific objective are also provided.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the findings based on the objectives of the study. The various sections are summary, discussion, conclusions, and recommendations in that order on the consumer buying behavior of cosmetic retailers at the Two Rivers mall in Nairobi. The first section provides a summary of important fundamentals of the study which includes the objectives, methodology as well as the findings. The second section includes the major findings of the study with regards to the specific objectives. Finally, the third section brings out the conclusions of the researcher based on the findings of this paper while the last section gives recommendations using these findings and results which were obtained from the survey. The findings are provided considering the research questions in the first chapter.

5.2 Summary

The problem statement of this study was to gain an understanding of the factors that affects consumer buying behavior of cosmetic products which include product characteristics, price, and promotion. The general objective of the study was to examine the factors that influence consumer buying behavior patterns of female consumers at the cosmetic product retailers at the Two Rivers mall in Nairobi. The specific objectives of this research were to investigate the extent to which price influences consumer buyer behavior of female consumers on cosmetics, to determine the extent to which product characteristics influence consumer buyer behavior among female consumers at cosmetic retailers and finally, to determine the extent to which promotion influence consumer buying behavior among female consumers on cosmetics retailers at the Two Rivers mall in Nairobi.

The research methodology that was used to analyze these specific objectives was descriptive research design. This design was used because it enabled the researcher to simplify the findings as well as present to a larger population. The population of the study was the customers of the cosmetic retail shops at the Two Rivers mall in Nairobi. A sample of 140 respondents from the population was selected by way of proportion allocation from 7 cosmetic retail shops at the Two Rivers mall. The descriptive research design was used and simple random sampling was the sampling technique used. The questionnaire aimed at
obtaining information about perceptions, attitudes, facts, and personal opinions on the study. Data presentation was in the form of tables and figures to clarify and enable easy understating of the data collected and interpreted.

From the analysis, cosmetic products were purchases by respondents belonging to age group of between 25 and 30 years old. It was also established that 38% of respondents were married, other respondents were single, divorced, or widowed/separated, with majority being single. From the analysis, the education level 80% of the respondents had a university degree or above. From the analysis of the price influencing consumer behavior on cosmetic products at the retailers of Two Rivers mall, respondents used price as an indication of brand and quality, as well as psychological pricing. For the product characteristics, brand name and quality were the most important factors considered before purchasing of the cosmetic retailers with the most frequent bought cosmetic products including nail care and lipsticks. Therefore, the analysis brought out that respondents were more likely to purchase well-known better-quality brands. From the analysis, sales promotions worked best, with price cut-offs and joint promotions being the most popular. Also, the respondents visited the shop through recommendations from a friend and advertising on social media.

Based on the empirical finding from chapter four, price is an influential factor that makes consumers choose a cosmetic product instead of an alternative, at the same time it is not a great influence to some customers who have deeply rooted brand loyalty for a specific brand. Low price is a significant feature that drives the consumers to choose whether or not to walk into a cosmetic product retail outlet or decide to shop at an alternative store. Consumers will compare the price of their preferred cosmetic brands and other competing brands in the pre-purchase stage, since they have been exposed to information about the brand from many sources, such as TV, Internet, and in-store promotions. Therefore, customers are well informed about both cosmetic brand and price becomes an evaluating criterion for the customer. Price is an important criterion when customers are well educated about the options they have.

Product characteristics largely influence customer buyer behavior. It is evident that respondents reacted positively towards certain attributes that were of high importance to them, attributes like brand image and product quality. Data from the respondents revealed that product fragrance and color had the least impact on their purchase decisions. It was revealed that the average female consumer visiting Two Rivers mall to purchase cosmetic
products was well educated and therefore understood the key product attributes that they were seeking in their shopping quest.

Promotions was a fundamental tool that influences the purchase decision of the customers. Results from this study are not in line with the expectations that many marketers have of retail promotions. It was revealed that promotions carried out at Two Rivers mall by cosmetic retail stores were not as effective as the respondents were not very certain of the positive gain that they would have from purchasing a particular cosmetic product that was being pushed to them.

5.3 Discussions

5.3.1 Influence of Price on Consumer Buying Behavior of Female Consumers on Cosmetics

Price is a dynamic factor influencing the purchase of cosmetic products. The study revealed that 51% of the respondents sometimes consider price before buying cosmetic products at the Two Rivers mall, while a small percentage (6%) of them never consider the price. Also, 51% of the respondents would either sometimes or always switch brands because of price variances. These findings demonstrate that pricing is a critical factor in consumer buying behavior as the buyers have to pay every time whenever they want to purchase a product. Similarly, Kay (2006) argues that price is sensitive and should be incorporated in the consumer buying process. The results indicate that most female consumers accounting for 51.0% of the respondents purchasing cosmetic products in Two Rivers mall sometimes consider price before buying cosmetic products, followed by those who indicated that they always consider prices when buying consumer products at the mall (43%). The least are those female consumers who indicated they do not at all consider prices when purchasing cosmetic products at Two Rivers malls only accounting to 6.0%. The findings agree with the literature whereby the price of the product has always been an important factor in the purchase of a product and the price has always been a vital factor in the consumer decision-making process.

According to the research findings, most respondents were undecided about the fact that the price of the particular product influences consumer buyer behavior of female consumers and also disagreed that low prices of products increase their willingness to buy a cosmetic product. This finding agreed with the literature in the sense that more brand loyal consumers are willing to pay a premium price for their favored brands, therefore, their
purchase intention is not easily affected by price and would be more willing to pay more even if the price has gone up to avoid any risk of change.

Also, the study found that bundle offers (buy one get one free), promotional pricing, or odd pricing does not attract them to buy a product. Aydin and Ozer (2004) argue that companies get a competitive advantage through differentiation pricing, which attracts more customers. However, on the other hand, Kotler (2003) argues that the pricing strategy does not maintain the current customers or increase brand loyalty. The findings also indicated that they are more price sensitive when the product they are purchasing is outside their price range and used price as a determination of the quality of the price. Consumers are more conscious while buying higher priced goods and it is key to ensure the products are priced at the correct price points. The findings agree with the literature whereby, various authors have suggested that promotional pricing cannot be used to increase brand loyalty, however, can be used as an introductory strategy for a new product to increase adoption of the product and not loyalty.

Another finding to note is that even though the consumers are price sensitive to some extent, they would not purchase a fake or replica product because their prices are lower than the originals. This is in line with what Cadogan and Foster (2000) found in their study the relationship between selling and customer loyalty, that price is one of the most important factors of consideration for the average consumer when making a purchase decision. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price. This means that as much as the female consumers see these brands as a way of self-representation and status, they would not risk buying the counterfeit products at the expense of affecting their skin or body in a negative way as many consumers buy branded products not only because they are brand loyal but because branded products signify genuine “quality”. According to the findings, prices of the cosmetics products were not a significant factor in deterring female consumers purchasing their behavior at the Two Rivers mall, while impels that the consumers do not seem to be considering prices while determining the products they want to purchase.

The results of this study are comparable to some other different studies conducted in this field. For example, the outcomes of Wong and Yahyah’s (2008) study on “the Influence of Brand Loyalty on Consumer Sportswear” was similar to our study. In conclusion, marketers should find it beneficial to understand how loyalty factors can affect consumer buyer
behavior in the marketplace. This can facilitate the segmentation of consumers and markets for their branding and marketing communication. It is through price; an organization communicates its value positioning of products or brands to the market. Sproles and Kendall (1986), described price awareness as a way to find the best value of a product and purchase it at the lowest price. This is in line with findings from this study that a group of female customers would prefer products that offer the best quality at the most reasonable price.

According to research carried out by Khraim (2011), a relationship between price and customer satisfaction exists. For purchasing a product price is an important part and has a sturdy impact on the satisfaction level of customers. In another research carried out by, Lee J. (2010) discovered that there is a relationship between price and its impact on the purchase decision. This study reveals that for a loyal customer of cosmetic products are Two Rivers mall price doesn’t matter and its effect on the purchase decision of customers.

According to Cadogan and Foster (2000), for a typical customer, an important factor they are concerned with is price. Loyal customers are almost always willing to pay a premium price for their preferred brand. Keller (2013), states that prior to making the actual purchase, customers make an assessment and evaluate price with alternative brands because customers have a great belief or faith in the value or utility they get from their favorite brand. Equating price with value and the perceived cost is the best method to build customer satisfaction. It is pragmatic that consumers are willing to purchase a product if the perceived values are higher than the product cost. Long term duration of customers with a brand makes them more price tolerant and there was no willingness in making price comparison with the alternatives at reasonable price variations.

According to Kotler and Armstrong (2010), in their book, they give an elaboration about the price as the money, used to exchange in terms of product or service by clients for the value they receive. Levy & Weitz (2012), stated that loyal customers are prepared to buy a product even if it costs high, or higher than the competition. Organizations always give more attention and care to loyal customers and take the necessary steps in order to retain them as they bring consistently more profits to the firm.

According to Graham (2004), prices and the way they are displayed are powerful triggers for customer’s decision making process. Customers see a price and instantly decide whether or not to buy the product, based on an internal set of values. The decision of whether or not to purchase is partially based on the impact of the price on their self-regulated internal
values. The Jacoby and Olson (1977) framework for studying emotional response to price is an appropriate basis for organizing this literature. The task of categorizing a given concept or measure into the categories, however, is not always forthright. In particular, the stages of forming perceptions of prices, and forming attitudes to prices are often confusingly similar. For example, when such concepts as "price acceptability" or "perceived value for the money" are classified as attitudinal responses, they seem to share much in union with perceptions such as "perceived savings," which is defined by Brucks et al (2000) as a perceptual response. In both cases, the consumer is making judgments about a given price relative to other prices (i.e., savings relative to prior or usual prices; value-for-money implies more standard of comparison).

5.3.2 Influence of Product Characteristics on Consumer Buying Behavior of Female Consumers on Cosmetics

The findings indicated that the consumers give priority to the brand name they are purchasing at 34% while the least factors considered during purchasing decisions is the color of the product. These findings matched the literature, whereby brand equity reflects the consumers’ belief that brand will definitely satisfy their needs and is in their best interest. It was also known through this research that quality was also quite important for the respondents, affecting their purchase decisions. Consumers of the retail outlets purchased a variety of products, however, they mainly bought lipsticks and nail care with 57% and 55% respectively, and the least item bought by consumers is mascara. This agrees with the literature whereby an increase in competition in the cosmetic industry and a faster diffusion process it has led to much shorter product life cycles of the products. Due to the shortening of the product life cycle, it has made it necessary for firms to continuously invest in new product developments with test marketing playing a major role to ensure the success of the new innovative products (Majumdar,1996). The findings also indicated that purchase decisions were affected by how long they have been using the particular product, indicating that many customers are now willing to change their product if they have been using it for a long period of time, this could be due to various factors, including the convenience and how well it works for each person.

The findings also indicated that consumers prefer to purchase these products that are more natural and organic. This finding was in line with the literature when socioeconomic characteristics and attitudes were compared, consumers are willing to pay a premium price
for more natural organic products. Consumers’ levels of awareness and information towards these products are higher among consumers, especially those who place much importance to health and those that get information about these products from a trustworthy source, such as your doctor, health magazines or institutes.

Majority of the consumers agreed and strongly agreed that they would prefer purchasing a brand that they are familiar with and trust and only purchase well-known brands in the market as opposed to those lesser-known facts. It would be interesting to note that most of these fell above the KES 80,000 and above income range. Joseph (2000) examined how consumer preferences across price tiers are influenced by quality. The results suggested that the pattern of preferences observed across price tiers can be influenced by price-quality. The research also found that respondents would purchase those brands that reflect their own beliefs as a consumer that the brand will satisfy her needs. Brand loyalty is an important aspect in the consumer decision-making process especially if firms have been a continuous customer of the particular product.

Many consumers would also look at the visual elements aspect of it to play a major role in the decision-making process, and would also consider an attractive packaging and color. Atkinson & Wilson (1996), stated that firms need to consciously come up with innovative strategies to stay relevant in the market. Visual package elements play a major role to represent the product for many customers especially those that are low involvement. Packaging worldwide is now being used as a communication tool that assists consumers to obtain a lot more information. The research findings found that product characteristics were very critical factors that influence female consumers who purchase at the Two Rivers mall. The consumers dwell a lot more on the product characteristics as opposed to the price to ensure they are purchasing a quality product. Wickliffe and Pysarchik (2001), state that, product features have an inherent impact on customer behavior. The marketing of these attributes impacts consumer buying behavior. Carefully crafted marketing campaigns that highlight these product attributes can generate a tremendous impact on the organization in terms of increased consumer satisfaction and sales.

Product labeling and packaging is a representative of the manufacturer and acts as the carrier of advertising communication and brand values like the company slogan. Yang S. (2005), states that appropriate packaging has the ability to create distinctiveness among the competition. Organizations understand the importance of packaging and how a minuscule change in packaging impacts their profitability. Therefore, organizations now are
increasingly focusing on various aspects of packaging and can reap high productivity and profitability.

According to Laurie (2018), in our visual culture, color cosmetics are the essence of self-expression, and emotions induced through color cosmetics can range from absolute disgust all the way to pure untainted delight. Color choices, combinations, and applications create the story for the consumer, and the subtleties of color are a very personal experience, as it easily changes the way you portray yourself and how you present yourself to others. Color is an identifier; it has the influence to differentiate, sending non-verbal communications that in many scenarios produce a subconscious effect that affects perceptions. Most of our responses to color operate outside of our consciousness; in fact, 95% of our responses to color are emotional and unconscious. Female consumers at Two Rivers mall are subject to the same effects of color hence the colors of cosmetics matter if the retail outlets want to influence consumer behavior.

Deng (2009), states that customers will seek the packaging style of products. The visual feature of labeling and packaging has an important role in buying behavior and have a direct relationship with the customer. It also has an impact on the customer's mind. Cahyorini and Rusfian (2012) observed in their study that packaging certainly has a strong impact on the purchase decision. During an event of an unplanned purchase, customers are attracted by the color, labeling and totally the appearance of the product. The purchasing of cosmetic products there is an impact of visual aspects of packaging. Deng (2009) in his study, discovered a direct relationship between the packaging of the product and customer purchase. Khraim (2011), according to his study packaging, brand loyalty and customer purchase behavior that these three are correlated. There is an impact of packaging on brand loyalty. This, in turn, shows a positive effect on customers’ purchase intention. Kawa, Rahmadiani, & Kumar (2013) in their study discovered a positive influence of packaging on customers’ product purchasing decision.

According to Chai, Ding, and Xing (2009), the relationship between quality, customer loyalty, and buying behavior are one of the most prevalent research topics among product researchers. In their studies in regards to the importance of quality of products and services to customer satisfaction discovered that loyal customers typically lie in the category of customers who have previously tried higher quality products. This implies that the better quality of products tends to increase customers’ loyalty. Research carried out by Chai et al (2009) show that quality of a particular product to customers is one of the most important
factors in identifying new customer requirements and as we all understand from various literature, the key to customer satisfaction and loyalty is exceeding customer expectations. Studies carried out by Bastos and Gallego (2008), portray the importance of products and services quality in advancing customer satisfaction and loyalty. Organizations may pursue the common point of these studies to address various customer needs that help them achieve customer satisfaction. In a setting where organizations do not depend on others to serve their end consumers, the customers are aware to whom their perception is dedicated, and the direct relationship between perceived quality, customer satisfaction, and loyalty is naturally expected.

5.3.3 Influence of Promotions on Consumer Buying Behavior of Cosmetic Products

The findings indicated that the consumers that shopped frequently from the shop 2-3 times in a month accounted for 30% of the respondents. There was a huge demand and usage for the cosmetics products, the retailers would be able to create brand loyalty and increase their footfall in their physical locations. The cosmetic retailers at the Two Rivers mall used various types of sales promotion techniques, the ones used most often as found by the study, were extra amounts, free samples, and joint promotions and the promotions were done very often up to 2 to 3 times a month by the retailers. A large number of consumers were aware about the cosmetic retailer through social media and the print advertisement or were recommended by friends (23%). These findings are as per the literature whereby most consumers identify with the overall community and its various subgroups. Therefore, they are more likely to use a product that they have seen people review as well as recommend, therefore, there’s a more demonstrated brand loyalty within communities.

The findings also found that sales promotions influenced purchasing decisions the most, followed by Advertising and Publicity with personal selling having the least effect on purchasing decisions. Kay (2006) argues that the combined promotional mix offer is a better way of creating a brand identity. Sales promotion draws the consumer towards a product, creating interest and an impulse purchase through samples which work extremely well for cosmetic as it reduced the risk for the consumers to buy the full product without the testing. Coupons, point of purchase displays and rebates at the same time encourage demand and repurchase of the same products and encourage repeat purchase from first-time buyers. On the other hand, advertisements, celebrity endorsements, and famous spokesperson work well in the cosmetic markets which many local retailers at the Two
Rivers mall are adopting. Fill (2002) agrees with Kotler and Keller (2009) in that products that are heavily advertised are perceived as being of higher quality and consumers are more likely to buy brands that are advertised. By investigating how cosmetic usage determines brand perceptions, companies can improve their marketing strategies to improve customer satisfaction and increase their customer base. Furthermore, by recognizing the brand personalities that entice consumers, firms can pinpoint the characteristics customers look for in a product, which in turn can be used to enhance brand image though designing appropriate promotions that are more likely to appeal to customers (Wong & Yahyah, 2008).

From the study, the findings indicated that more than 50% of the respondents agreed that promotion gives them ideas of new things to buy, promotion creates interests in the products, provides them with the information on product usage, creates interest in the product, and helps them make a faster purchase decision. However, it would not make them switch a brand. Promotions play an important role in informing customers about products, including, where they can be purchased, creating favorable images and perceptions which would lead to positive consumer behavior. Sales promotion draws the consumer towards a product, creating interest and impulse purchase. Finally, as per the research findings, with a coefficient of .623, promotions done at the Two Rivers mall is very important in consumer behavior, this assists the consumer to actually find out about a lot more of the products as well as provide more information on them. Promotions also assist the cosmetic retailers to show a presence in the mall and increase foot traffic into their stores where they would have a chance to convince the buyer to make a purchase as well as increase brand loyalty for their products.

The selection of appropriate sales promotions is a critical decision for retailers. In order to fully benefit from the impulsive phenomenon, they need to understand how to design sales promotions that encourage impulse purchasing chance among consumers. To this regard, retailers need to have a deep understanding of the mechanisms involved at the consumer level concerning the impulsive purchase of promoted cosmetic products. The findings of this study provide this understanding. The finding that sales promotions are a source of influence which in turn drives consumer impulsive behavior poses a challenge for retailers. Given that positive and negative promotion affect have respective positive and negative influences on the impulsive purchase, this study recommends that retailers can get the best value of their huge spending in promotional activities by creating sales promotions that, all
else equal, translate into more positive affect and less negative effect. Our results also can inform retailers about the timing of their pricing decisions. According to the goal-gradient effect Hull (1934), when a crucial event gets closer, emotional intensity increases as well. In the context of this research, undocumented discussion with respondents implied that a sales promotion communicated to consumers few minutes prior to making a purchase generates more positive effect compared to one communicated some hours in advance, in the pre-purchase phase.

Retailers will also benefit from understanding the contribution of effective and perceptive aspects of sales promotions in impulsive promotional decisions for the consumer. By getting feedback from respondents and the degree of strength of their opinion, we were able to provide a framework to guide retailers in choosing the optimally designed sales promotions and also assist in the creation of different segments of consumers. According to Yang, Huang, and Feng (2011), promotions have an impact on female consumers. Female university students are more likely to be affected by this, female consumers in tertiary industries have a stronger inclination to be affected by manufacturers’ promotions than public officials, and business managers are more likely to be affected by budget because more money might lead to more impulse buying.

According to research carried out by Shallu & Gupta (2013), The use of celebrity endorsements has been established to result in more favorable advertisement reviews and positive brand image developments. Marketers have severely relied on different forms of promotional activities like celebrity endorsement because they have faith in its positive influence on assisting in the improvement of brand awareness, brand equity, and even better financial returns. In addition, returns on the financial aspect and brand awareness, using celebrities in advertisements can be a shortcut to assisting brands in gaining acknowledgements. All these efforts may contribute to creating brand loyalty.

In an earlier study by Percy and Rossiter (1992), the promotion was found an effective promotional tool that generates long-lasting influence on consumer buying behavior especially for brand awareness and brand loyalty. Promotion creates special effects in the consumer’s mind and generates long-lasting brand impressions which enable brands to remain in the customer’s memory. As a result, customer can easily recall the brand at the point-of-purchase which converts into a favorable purchase decision. The findings of this study confirm the results of previous studies. Based on the empirical validity of the results,
this study suggests that retailers of cosmetics at Two Rivers mall can confidently rely on promotion for stronger brand awareness and brand recalls.

Most precisely, sales promotions have been proven more effective in establishing consumer awareness towards product financial and non-financial benefits i.e. available at a less (discount) price, product possesses some premium/gift, etc. Prevailing literature enlightens us that in case of low involvement purchase decision where the customer spends less time to gather information to make a purchase decision, sales promotion considered being a better promotional technique than other options (Kachenchart, 2006).

5.4 Conclusions

5.4.1 Price Influencing the Consumer Buying Behavior of Female Consumers on Cosmetics

The findings indicate that most respondents were price sensitive and would even switch brands due to price consciousness. However, low prices of products do not mean that consumers are willing to buy fake products and are not price sensitive for a quality product. Promotion pricing increased the willingness of the consumers to purchase a product, and would never bargain for a quality product, however at the same time would be more price conscious for a product if it’s out of their budget. Most consumers use price as an indication of quality in their consumer decision-making process.

5.4.2 Product Characteristics Influencing Consumer Buying Behavior of Female Consumers on Cosmetics

The study findings with regard to product characteristics indicated that brand name and quality were the major determinants of buyer behavior and the most frequently bought products included Nail Care and Lip Care, with the least frequent product purchase being Mascara. The period of which the buyer has used the products would largely affect her decision-making process and some of the influences of product buyer behavior include, quality, organic characteristics of the product, whereby they were willing to pay extra for natural or organic products. The product characteristics that have a lower influence include, the color and fragrance of the product. Visual elements including packaging and smooth texture were more likely to be purchased.
5.4.3 Promotion Influencing the Consumer Buying Behavior of Female Consumers on Cosmetics

Similarly, the findings indicate that social media, print advertisement and recommendations from friends work best for marketing. Sales promotion works best with over 40% of the questions being answered as strongly agree or agree. We also noted that the sales promotion techniques that work best in the area were Extra amounts, joint promotions, free samples and competitions which were done very frequently by the cosmetic retailers. Sales promotion was the largest influence on purchases, followed by advertising and the least influential strategy was personal selling. Sales promotion is the most influential as it convinces them to switch a brand, gives them more information on a particular product, and creates more interest in current products.

5.5 Recommendations

5.5.1 Recommendations for Improvement

5.5.1.1 Price Influencing Consumer Buying Behavior

The study recommends that cosmetic retailers at the Two Rivers mall and other malls should take advantage of consumer behavior and provide a variety of brands or collections with varying price ranges as research has shown that a significant majority of the consumers are price sensitive.

5.5.1.2 Product Characteristics Influencing Consumer Buying Behavior

Looking at the findings of the study, it is evident that brand loyalty plays a major role in buyer behavior whereby consumers chose to purchase a product depending on how long they have been using it for. This a valuable insight for organizations marketing various brands that they should focus their resources on building brand loyalty.

5.5.1.3 Promotion Influencing Consumer Buying Behavior

With half the respondents agreeing that promotion has a significant impact on their purchase decisions, it is clear that retailers can come up with compelling promotion strategies which will have a positive impact on revenue with a high degree of confidence. Retailers can reduce the number of sales attendants and focus their resources on social
media marketing and advertising which are evidently more effective at positively influencing the purchase decision.

5.5.2 Recommendation for Further Studies

Since this study investigates the factors that influence consumer buying behaviour among the cosmetic retailers at the Two Rivers mall in Nairobi, the study suggests that the further research can be done on other malls or competitors of the cosmetic retailers, for example, the cosmetic retailers at the Hub Mall. Another study recommendation would be, the relationship between the shop attendant and the customers need to be studied further to determine the relationship between customer service and its influence on brand loyalty. Also, the impact of social media marketing on buying decisions of cosmetic products would also be of value to marketers would be another good study. As a recommendation to future researchers, they could expand the attributes to the other consumer behaviour variables such as personal factors, psychological factors, cultural factors, and social factors. This will enable the researcher to get an in-depth understanding of the real relationship between the different products attributes and buyer behaviour.
REFERENCES


APPENDICES

APPENDIX I: COVER LETTER

MEGHNA NILESH PATEL
UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA (USIU-A)
P.O. BOX 14634, 00800. NAIROBI

Dear Respondent,

I am Meghna Patel a student at United States International University Africa (USIU-A). I am undertaking research for my MBA Project titled; Factors that influence Consumer Buying Behavior of Female Cosmetic Products at Two Rivers mall. I would be very grateful if you could complete the attached questionnaire for me. The information provided will be for academic purpose only and will be treated in strict confidence.

Yours Sincerely,

Meghna Nilesh Patel.
APPENDIX II: QUESTIONNAIRES

INSTRUCTIONS: Please mark (x) any one of the choices for each of the following questions:

PART A (General Information)

1. Tick your Age Bracket
   - [ ] Below 18 Years
   - [ ] 18-24 Years
   - [ ] 25-30 Years
   - [ ] 31-40 Years
   - [ ] 41-45 Years
   - [ ] Above 45 Years

2. What is your Nationality?
   - [ ] Kenyan
   - [ ] Others Specify

3. What is your Net household income range?
   - [ ] Below KES. 40,000
   - [ ] KES 40,000 to 60,000
   - [ ] KES 60,001 to 80,000
   - [ ] KES 80,001 to 100,000
   - [ ] KES 100,001 to 120,000
   - [ ] Above KES 120,000

4. How long have you been Shopping at Two Rivers mall?
   - [ ] 0 to 3 Months
   - [ ] 3-6 Months
   - [ ] One Year
   - [ ] Over One Year

5. What is your occupation?
   - [ ] Student
   - [ ] Business man / Entrepreneur
   - [ ] Employed
   - [ ] Unemployed
   - [ ] others Specify

6. What is your marital status?
   - [ ] Married / Living together
   - [ ] Single – Never married before
   - [ ] Divorced
   - [ ] Widowed

7. What is the highest level of education attained?
   - [ ] None
   - [ ] Primary school
   - [ ] Secondary school
   - [ ] College
   - [ ] University

8. How many times in a week do you use cosmetic products?
9. How many times in a month do you shop for Cosmetic Products? Cosmetic Products here include: Nail Polish, Mascara, Eye Liner, Perfumes, etc.

[ ] Once in a week  [ ] Twice in a week
[ ] More than three times a week  [ ] Every Day
[ ] Other Specify

10. Which is your preferred retail shop for your cosmetics?

[ ] Pharmacy  [ ] Super Market
[ ] Cosmetic Retailers  [ ] Online
[ ] From Manufacturers

11. How much do you spend on cosmetic Products in a month?

[ ] KES 0-500  [ ] KES 501-1000  [ ] KES 1001-2000
[ ] KES 2000-3000  [ ] KES 3000-4000  [ ] KES 4000-5000
[ ] KES Over 5000.

Part B: Price Influences Consumer Buyer Behavior

12. Do you consider price before buying Cosmetic Products?

[ ] Sometimes  [ ] Always  [ ] Not at All

13. Do you switch brands because of the price?

[ ] Sometimes  [ ] Always  [ ] Not at All

14. What is the minimum percentage of price reduction of other brands would make you switch to another brand?

[ ] 5%  [ ] 10%  [ ] 20%  [ ] 30%
[ ] 40%  [ ] over 50%
15. The following section will evaluate the extent to which price influences consumer buyer behavior of female consumers in cosmetic products. Indicate the extent to which you agree with the following statements by using a scale of 1 to 5 where 1 = strongly disagree and 5 = Strongly Agree. Put an X against your choice.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree 1</th>
<th>Disagree 2</th>
<th>Undecided 3</th>
<th>Agree 4</th>
<th>Strongly Agree 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low prices of products increase my willingness to buy Cosmetic products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Products which have bundle offers (Buy one and get a gift) attracts me to buy products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I purchase products when there is promotion pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I always bargain when buying a cosmetic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am more price sensitive when prices of products I want to buy are outside the range that I perceive as “unfair”</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sometimes I can purchase fake products just because their prices are lower than the originals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I use price as an indication of the quality of the brand which is an</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
important factor in my purchasing decision

I prefer to buy products that have odd prices e.g. 499 KES

Part C: Products Characteristics Influences Consumer Buyer Behavior

16. Which product characteristics do you consider when buying Cosmetic Products? (You can select more than one option)
   [ ] Brand Name   [ ] Quality   [ ] Packaging
   [ ] Fragrance   [ ] Colour   [ ] All of the above
   [ ] Other Specify…………………………..

17. Indicate the type of Cosmetic Products that you buy frequently? (You can select more than one option)
   [ ] Nail Polish   [ ] Mascara   [ ] Eye Shadow   [ ] Lipstick
   [ ] Concealer   [ ] Nail Care   [ ] Sunscreen
   [ ] Make up Remover   [ ] others Specify………

18. Rate the extent to which period of using a cosmetic product influences your buying decisions in terms of how long you have been using the same brand for.
   [ ] Very Great Extent   [ ] Large Extent   [ ] Undecided
   [ ] Some Extent   [ ] Not at all

19. The following section will evaluate the extent to which Products characteristics influences consumer buyer behavior of female consumers in cosmetic. Indicate the extent to which you agree with the following statements by using a scale of 1 to 5 where 1 = strongly disagree and 5 = Strongly Agree. Put an X against your choice.
<table>
<thead>
<tr>
<th>Statement</th>
<th>Choice Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Prefer products which have packaging that has attractive packaging and color is beautiful</td>
<td></td>
</tr>
<tr>
<td>I Prefer cosmetic products which are natural and organic</td>
<td></td>
</tr>
<tr>
<td>I buy a brand that I am familiar with and I trust</td>
<td></td>
</tr>
<tr>
<td>Products sizes and design features help me to differentiate products from their competitors</td>
<td></td>
</tr>
<tr>
<td>I prefer brands which reflects my consumer belief that the brand will satisfy my needs</td>
<td></td>
</tr>
<tr>
<td>I am likely to purchase a better-quality brand rather than consider the price factor</td>
<td></td>
</tr>
<tr>
<td>I purchase well-known brands in the market instead of less known brands</td>
<td></td>
</tr>
<tr>
<td>For me, visual elements play a major role to represent the product</td>
<td></td>
</tr>
<tr>
<td>I prefer products with a smooth texture</td>
<td></td>
</tr>
</tbody>
</table>

**PART D: Promotion Influence Consumer Buying Behavior**

20. How many times in a month do you buy from this shop?

- [ ] Daily  
- [ ] More than once a week  
- [ ] Once a week  
- [ ] 2-3 times a month  
- [ ] Once a month  
- [ ] Less than once a month
21. What kind of sales promotion does the retailer from whom you buy cosmetic products use? (Please note that you can select more than one)

- [ ] Price discounts
- [ ] Flash sales e.g. Black Tuesday
- [ ] Free gifts
- [ ] Buy 1 get 1 free
- [ ] Extra amount
- [ ] Loyalty points
- [ ] Competitions / prize draws
- [ ] Joint promotions (2 brands being sold together)
- [ ] Free samples
- [ ] Other Specify ……..

22. How often do you encounter sales promotions when you go shopping in the shop?

- [ ] Daily
- [ ] More than once a week
- [ ] Once a week
- [ ] 2-3 times a month
- [ ] Once a month
- [ ] Less than once a month

23. How did you get information about this retailer?

- [ ] Advertisement in Print and electronic media
- [ ] Electronic Media
- [ ] Window Shopping
- [ ] Recommendation from a friend
- [ ] Social Media

24. On a scale of 1-5 rate the extent to which each of the following influence you to purchase cosmetic Products. Indicate the extent to which you agree with the following statements by using a scale of 1 to 5 where 5= Vey Great Extent 4= Large Extent 3= Undecided 2= Some Extent 1= Not at all. Put an X against your choice.

<table>
<thead>
<tr>
<th>Promotion</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Selling</td>
<td></td>
<td></td>
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<tr>
<td>Publicity</td>
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</table>
25. The following section will evaluate the extent to which promotions influences consumer buyer behavior of female consumers in cosmetic. Indicate the extent to which you agree with the following statements by using a scale of 1 to 5 where 1 = strongly disagree and 5 = Strongly Agree. Put an X against your choice.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The promotion helps me make a faster purchase decision</td>
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<tr>
<td>The promotion makes me buy products</td>
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<tr>
<td>The promotion gives me new ideas for things to buy</td>
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<tr>
<td>The promotion makes me switch brands</td>
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<tr>
<td>A promotion makes me choose between two brands</td>
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<tr>
<td>Promotion creates interest in the products</td>
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<tr>
<td>Promotion makes me be aware of new products in the markets</td>
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<tr>
<td>The promotion provides me with information on products usage</td>
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<tr>
<td>Promotion helps me in selecting brands</td>
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</tbody>
</table>

26. Make other suggestions on what would influence the patronage of the cosmetic retail outlets at Two Rivers mall.

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