FACTORS INFLUENCING CONSUMER CHOICE OF COSMETICS:
A CASE OF UNITED STATES INTERNATIONAL UNIVERSITY –
AFRICA GRADUATE STUDENTS

BY

KAREN MACHARIA

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SUMMER 2019
FACTORS INFLUENCING CONSUMER CHOICE OF COSMETICS:
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BY

KAREN MACHARIA

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 is my original work and has not been submitted to any other college, institution or university other than the United States International University in Nairobi for academic credit.

Signed: __________________________  Date: __________________________

Karen Macharia (ID 612366)

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

Signed: __________________________  Date: __________________________
Dr. Peter N. Kiriri

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

This objective of the research was to deduce the factors influencing consumer choice of cosmetics by USIU – Africa graduate students. The specific objectives were to establish the marketing mix factors influencing consumer choice of cosmetic products by USIU - A graduate students; to determine the effects of socio-cultural factors in influencing consumer choice of cosmetic products by USIU - A graduate students and to evaluate how personal factors influence consumer choice of cosmetic products by USIU – A graduate students.

The study adopted a descriptive research design. The target population was a total graduate student population of 1,485 and stratified simple random sampling was used to obtain a sample of 315 total graduate students within USIU - A. To test for the reliability and validity of the research instrument, the researcher selected a pilot group of 30 graduate students within USIU – A. The study employed a series of closed-ended questions to gather primary data. The data that was collected was analyzed using descriptive statistics (frequencies, mean, percentages and standard deviation), and inferential statistical (ANOVA, Pearson’s Correlation and Regression) methods using SPSS software. The analyzed data was presented in form of tables and figures.

The study revealed that most of the cosmetics buyer’s associated high pricing levels with product quality. Price was found to be an important consideration for respondents when shopping for cosmetics, their responses were indicative of the importance of value for money when it came to cosmetic products. Despite their price consciousness the study also revealed that cosmetics buyers had more concerns about product quality than the pricing level. From this perspective, cosmetic buyers will buy trusted brands because they believed that the quality was better. Product availability was also a consideration in the selection of cosmetic products. The respondents considered product availability from multiple distribution outlets such as online stores, supermarkets, and beauty stores. During stock-outs, purchases were made from the nearest store. The study also revealed that most students would hold off purchasing until restocking is done but wouldn’t settle for substitutes. For brands that buyers were unfamiliar with, package design would be used as a quality cue in evaluating the quality of products.

Furthermore, the study revealed that respondents valued their health and were keen on living a healthy lifestyle. This was demonstrated by the respondent's preference for natural
products. The products that cosmetic buyers went for were influenced by their lifestyle activities and viewed the cosmetic products that they purchased as part of their identity and self-expression. The products and brands selected were also reflective of the respondent’s social role and status. The social status reflects the position that individuals have in social groups based on money and wealth, education or occupation. In many societies, status is important, and people desire to be admired by others within their peer groups and social circles. Most of the cosmetic buyers from USIU - A were keen to make savings when buying cosmetics, this, however, was dependent on the level of disposable income available at the time of purchase. Respondents indicated they were likely to make different choices in the cosmetics brands that they purchase if they were not the ones buying it, and that individual choice of products was a symbol of their status.

The study established that before purchasing cosmetics respondents recognized the need for a specific product or service and tried to gather as much information as possible. After gathering relevant information, consumers made decisions and opted for the best option available as per his need, taste, and availability of disposable income. Respondent occupation and purchasing power influenced purchasing decisions and buying behavior. The income level affects what consumers can afford and their attitude towards money. People who share similar occupation status tend to have similar taste in cosmetics and possibly the types of leisure activities they took part in. Cosmetic buyers from USIU - A select brands that resonate with their personality. Choices made on cosmetics are based on the buyer’s personal values, personal tastes, and preferences and that most had the conviction that they due to their stature they ought to enjoy the finer things in life.

The study concludes that marketing mix factors had a significant influence on consumer choice of cosmetic products amongst USIU - A graduate students. Marketing mix factors including product quality brand, price, advertising, product availability, previous purchase experience, and product packaging are important considerations factors in by cosmetic purchasers. The study concludes that socio-cultural factors had a significant influence on consumer choice of cosmetic products among USIU - A graduate students. Students from the upper-middle class would spend on luxurious cosmetic items whereas an individual from middle to lower-income groups would only buy cosmetic categories required for his/her survival. The study concludes that personal factors had a significant influence on consumer choice of cosmetic products among USIU - A graduate students. The occupation
of an individual, gender, age, and stage in the human lifecycle plays a significant role in influencing his/her buying decision.

The study recommends that it's essential for a cosmetics company to focus on specific market segments. Specifically defining markets is the only way for cosmetics companies to effectively compete in the marketplace. Given that socio-cultural factors were found to influence cosmetic buying behavior, retailers of these products should develop a variety of products that are accommodating to specifications as dictated by socio-cultural factors. The study revealed that personal factors affect USIU - A graduate student purchasing decisions. As such developers of cosmetic products must factor in these aspects during product development and innovation, in order to tap into the whole market. Products design considerations should include brand personality attributes, moral standing, temperament, and physical appearance.
ACKNOWLEDGEMENT

My heartfelt gratitude goes out to God without whom, I would not have had the strength to get through this program. I would like to thank my family and friends, classmates and faculty who were a source of great encouragement and inspiration during the difficult times of this journey. A special thank you to my supervisor, Dr. Peter Kiriri who was instrumental in providing guidance, direction, and valuable critique and not to mention also a source of great encouragement during this journey. To my friends, especially my classmates thank you for walking through this with me until the finish line. My sincere gratitude also goes out to my family, without your words of encouragement, I would not be here today.
DEDICATION

To my beloved mother, Jennifer thank you, for your relentless prayers support and edifying words of encouragement without which I would not have had the courage to get through challenging times. To my late father, Paul – thank you for inspiring me to be the best version of myself by seeking knowledge - this is also for you.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Success in marketing requires the employment of the marketing concept - a company-wide orientation and philosophy based on delivering customer value to a company’s target segments. For companies to be fully connected to their customers, it is essential that they familiarize themselves with what happens in their daily lives as well as the changes that are likely to occur in their lifetime. Through these important insights, the right products can be marketed to customers at the right time (Keller & Kotler, 2015).

It is on this basis, that marketers are interested in understanding consumer behavior. Keller and Kotler (2016) provide a marketing-oriented definition of consumer behavior as “how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants” (p. 93). Understanding buyer behavior allows marketers to tailor their marketing strategies to influence buyer behavior. For this to take place effectively, marketers must have access to consumer information which provides valuable insights on buying behavior. Furthermore, it also helps marketers to identify the most effective channels to reach customers through (Jisana, 2014). It is worth noting that consumer markets are divided into two broad types, namely individual and business consumers. These two categories exhibit different purchasing behaviors because the buying dynamics and processes differ within the organization and the risk levels are higher for business purchases (Juneja, 2019). This study purposes to focus solely on purchasing behavior within individual consumer markets.

Consumer decision making constitutes a five-stage process in which the consumer will initially recognize a need for a product, after which information search takes place through various channels including the internet or consultation with reference groups which include family members. Deliberation then occurs as the consumer evaluates his/her alternatives for suitability based on his requirements. When a suitable product that meets the consumer's requirements is found, the purchase will be made. Thereafter, a post-purchase evaluation of how well the consumers’ needs were met by the product occurs (Keller & Kotler, 2015). In evaluating products, the buyer will decide if his needs were not met, if they were
met or if they exceeded his/her expectations, the buyer will be satisfied. If not, the buyer will be dissatisfied and may be unlikely to purchase the product again.

Various consumer behavior models have been developed to substantiate consumer buying behavior. These theories of buyer behavior purpose to provide structure to marketing thought and could never be fully accurate or representative of the complexities that come with decision making. The mystery of the decision process could be attributed to the fact that the consumer’s mind remains a black box to marketers, and it is not always straightforward how the decision process happens (Keller & Kotler, 2016). The product type, customer personality, psychological and cultural factors, social and economic environments all have an integral role in how customers arrive at a purchasing decision (Strong, 2014).

The level of involvement and perceived risk are also important considerations in the decision-making process. Dibb, Simkin, Pride, and Ferrell (2012) define the level of involvement as the “level of interest, emotional commitment and time spent in searching for products” (p. 154). For unfamiliar products or expensive products, the level of involvement is higher. More time is spent deliberating. For familiar products or items purchased repetitively, the process is straightforward. A consumer’s decision to delay a purchasing decision may be as a result of the perceived risk they experience. The perceived risk could be functional, physical, financial, social, psychological or time risk (Keller & Kotler, 2015). Aversion to risk could result in delay in decision making or the decision not to purchase altogether.

The concepts of risk and involvement levels determine the type of consumer buying behavior exhibited which establishes the length of time spent in deliberation and weighing of options by consumers. Routine Response behavior exhibited in the purchase of low-cost routine convenience items that require little search and decision effort. Limited decision making is exhibited in the purchase of items purchased occasionally and requires a moderate amount of time to evaluate and decide. Extensive decision making is exhibited in the purchase of high-risk/high-cost unfamiliar brands particularly when the product sought is not purchased frequently. Impulse buying which is also referred to as self-control failure is exhibited when a purchase is made with no prior planning but through a high desire to purchase immediately (Dibb, Simkin, Pride & Ferrell, 2012).
Consciously or unconsciously, human beings regardless of gender are drawn to aesthetics. Fascination by beauty transcends gender and the divides of different schools of thought and practice including artists, philosophers, scientists, clerics and businessmen all of whom have participated in beauty matters and have made significant contributions to the growth of the industry (Jones, 2010; Willett, 2010). Therefore it is by no mistake that historians tell us that the use of beauty products to enhance beauty and attractiveness, dates back to 3,500 BC, within Egyptian civilizations where women used eye kohl and had a rich array of beauty regimens as part of their self-care routines (Willett, 2010). Classical art also mirrors the story of the evolution of the beauty industry, with artwork shifting from more natural appearance of faces in portraits (linked to the renaissance period). Artwork from the 18th century showcased more color, more stylish and artificially enhanced faces evidence of a revolution in how women viewed themselves and also demonstrates a season when beauty products became available to women (Ribeiro, 2011).

An article published by Reuters (2018) cites a report by Orbis Research which states that the global cosmetic products market was valued at USD 532.43 billion in 2017 and is expected to reach a market value of USD 805.61 billion by 2023. The article further states that the beauty industry is the only one that remains immune to economic downturns. Currently, the beauty market comprises of five main business product lines: skincare, haircare, color cosmetics (makeup), fragrances and toiletries. (Łopaciuk & Łoboda, 2013). Statista (2018) reports consistent growth rates year on year from 2014, with 2017 – 2018 demonstrating the biggest jump with a 5.5% growth rate. Evidence that the industry shows no signs of slowing down anytime soon.

The key drivers for such performance of the industry include the rise of a global aging population has resulted in a desire for both men and women to remain youthful in their appearance, and the growth of e-commerce as a major distribution channel (Reuters, 2018). The massive wealth drawn globally from beauty consumption can also be attributed to the rise in disposable incomes in the last decade, substantial growth in global economies, dynamic lifestyle, changes in climatic conditions have resulted in rising demand for skin and sun care products. More recently, there is a significant increase in demand for more natural and organic products (Rajput Nilesh, n.d.). Notably, the global cosmetics market can be divided into premium and mass-market segments with the latter accounting for 72% of total sales and the premium the remaining 28% (Łopaciuk & Łoboda, 2013).
Besides the demand for more organic and natural products, inclusivity is also a key trend in the future of the global cosmetics market. Demonstrating that humanity is becoming more accepting of the differences in color and culture that constitutes the human race. This trend is evident through the success enjoyed by celebrity Rihanna, whose beauty brand FENTY won the hearts of many consumers leading to its recognition as the “Invention of the Year” by Time Magazine in 2017. Her success forced other industry players such as L’Oréal, Estee Lauder and Kylie Cosmetics amongst others, to introduce more variety in their offering of foundation to include darker skin tones to a market segment that was for many years ignored (Research & Markets, 2018). Despite the tremendous success and amassing of wealth shared in the global cosmetics industry, it is still faced with a multitude of issues that shortchanges its potential success. Key areas of concern include decrease in sales, increased competition from substitutes, counterfeiting, racism (Brand, 1999), greenwashing (Todd, 2004), animal testing, use of harmful ingredients in production (Brandão, Okonkwo, Sehkula, & Raseleka, 2012), and the existence of grey markets amongst others.

In Africa, there is a growing demand for cosmetic products. Collectively, the African beauty and personal care market value was estimated to be at €7.5 billion in 2018 and reportedly increases by 8% and 10% annually. The demand for cosmetics in Africa is led by South Africa, followed by Nigeria and Kenya – all located in Sub Sahara Africa. (Beauty Africa, 2019). The growth of the beauty industry in Africa is driven by rapidly growing economies, a growing youthful population, growing middle class, increasing urbanization and globalization (Thomas, 2018). The sub-Saharan beauty market is characteristically unique with the market demonstrating value for tradition with and an inclination towards international brands. As such key global players such as MAC Cosmetics and L’Oréal have launched products reflective of the ethnic market demonstrating that diversity and personalization are key to thrive in the African market (Okocha, Rajab, Gebreselassie, Jenvey, & Rodrigo, 2019). From this perspective, it is evident that it is essential to understand consumers what they buy and why they prefer certain brands over others when it comes to their personal care and beauty.

The Kenyan cosmetics market is characterized by the influx of global beauty brands entering the market. Unilever bought out the operations of East African Industries in Kenya. Other international brands such as L’Oréal, Procter and Gamble, Estee Lauder and Beiersdorf all have a presence in the Kenyan market. L’Oréal made its debut in Kenya in
2014, when it entered the market in a billion shilling deal which involved buying out a small company Interconsumer Products Ltd. owned by entrepreneur Paul Kinuthia. His company was the manufacturer of a mass-market brand Nice and Lovely. This buyout deal saw L’Oréal’s entry into the Kenyan market allowing L’Oréal to inherit the distribution networks and the beauty branch of Interconsumer Products (Ventures Africa, 2014).

1.2 Statement of the Problem

According to information provided by L’Oréal EA (2019), the Kenyan the beauty industry (according to the Recommended Retail Price - RRP) is estimated to be worth about Ksh. 24 Billion. Products offered by consumer goods firms in the personal care category include products for skincare, haircare, personal hygiene, fragrance, and color cosmetic products. With the skincare category accounting for majority of the sales income. These companies serve a range of market segments ranging from high, middle and low-income market segments. For the purposes of this study we will focus on skincare, hair and makeup products in the case of both high and middle-income consumers.

While the cosmetics market enjoys relative immunity to economic fluctuations, its success is linked to sales volumes. These personal care firms operate in heavily competitive market environments and therefore experience performance setbacks such as slow market growth, competition from new market entrants and declining sales in various product categories. Additionally, the market has also seen a significant increase in demand for organic and natural products for the health-conscious customer. Another threat to these cosmetics firms is the existence of grey markets which are parallel distribution channels of products. Most of these grey market proprietors rely on online distribution through social networks and are a source of real competition for international firms (L’Oréal EA, 2019). Within the color cosmetics category, counterfeiting hampers the growth of the industry. An excerpt from a report from Euromonitor International (2018) cites the lower price points of counterfeit products as a key contributor to the growth of the counterfeits market (Bloch, Bush, & Campbell, 1993). Additionally, consumers are unable to identify original products and are also unconscious of the health implications of using counterfeit cosmetics. This research, therefore, hopes to find out what are the key influences and considerations that are important to consumers when selecting cosmetic products.

Besides managerial flair as a key contributor to organizational success, Lacey & Morgan, (2008) have stated that customers should be viewed as one of the most important assets to
an organization. They further contend that organizational success goes beyond a hit and run type of economic transactions with their customers, stating that a cyclic relationship between the firm and its customers exists. Customer value to firms is participatory, and it extends to include information sharing, marketing research support, increased patronage and positive word of mouth referrals (Lacey & Morgan, 2008). Customer loyalty is an outcome of customer satisfaction, and customer satisfaction can only be achieved by meeting and exceeding customer needs. Being able to do this requires that the firm tries to understand how consumers choose amongst a variety of products offered and how they evaluate these products once received and used.

While consumer choice is a favorite of many marketing scholars, there is a gap in the investigation of the factors that influence consumer choice of cosmetic products. As such this research paper attempts to minimize this knowledge gap by exploring the rationale behind consumer choice within the cosmetics market and why they prefer certain brands over others. The research also addresses the managerial knowledge gap which forms the basis on which strategic marketing decisions should be based upon by marketing managers in the packed cosmetics goods industry.

1.3 Purpose of the Study
The purpose of this study was to establish the factors that influence consumer choice of cosmetic products by graduate students of USIU - Africa.

1.4 Specific Objectives
The study was guided by the following research objectives:

1.4.1 To establish the marketing mix factors influencing consumer choice of cosmetic products by USIU - A graduate students.

1.4.2 To determine the effects of socio-cultural factors in influencing consumer choice of cosmetic products by USIU - A graduate students.

1.4.3 To evaluate how personal factors influence consumer choice of cosmetic products by USIU - A graduate students.
1.5 Significance of the Study

1.5.1 Personal Care Industry

The results of the study will provide cosmetic manufacturing firms with important insights into the factors that affect the purchasing behavior of consumers within their target market. These consumers select cosmetic products based on various factors and this study will help industry players to understand how they come about making decisions pertaining to beauty product purchasing. The results may also be useful in helping the personal care industry professionals to refine their corporate strategies based on customer needs. By understanding consumer purchasing behavior, marketers in the beauty industry could tailor their strategies to meet their customer needs more effectively and thus increase their market share, in turn, becoming more profitable. Such changes to their corporate strategies can enable firms to compete locally more effectively.

1.5.2 Marketers

This study can help marketers, particularly in beauty specific firms, to understand the important aspects of consumer behavior in the cosmetics industry. By understanding consumer behavior, marketers can tailor their marketing strategies based on consumer needs thereby meeting their needs more effectively.

1.5.3 Researchers and Scholars

This research study contributes to the body of knowledge in cosmetic product marketing and consumer buying behavior. The study explores various aspects of consumer behavior and relates this behavior to various influences such as marketing mix factors, personal factors, and socio-cultural factors and how they relate to consumer choice.

1.6 Scope of the Study

The study was conducted in Nairobi and the target population was limited to USIU – A graduate students. The population size was 1,485 graduate students. Graduate students were selected under the assumption that they are part of the working class with a disposable income and are decision-makers when it comes to purchasing decisions of cosmetic products.
Generalizations by other FMCG companies should be drawn carefully as this study is limited to the local cosmetic industry as well as the limitations of scope. The sample was drawn from the USIU - A graduate students and the research study was conducted on June 2019.

1.7 Definition of Terms

1.7.1 Consumer Behavior

Explains how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Keller & Kotler, 2016).

1.7.2 Consumer Choice

The selection of goods and services that suit consumer lifestyles when consumers are confronted by a plethora of competing brands products and services or e-tailed opportunities (Foxall, 2016).

1.7.3 Marketing Mix Factors

A set of tactical marketing tools blended by firms to produce a desired response from the target market and consists of everything that a firm can do to engage with consumers and to deliver value to them. The four variables that constitute the marketing mix include product, price, promotion, and place (Armstrong & Kotler, 2018).

1.7.4 Socio-Cultural Factors

A combination of social and cultural aspects that (form part of consumer behavior models) influences consumer behavior and ultimate choice. Cultural factors include culture, subculture, and social class. While social factors include reference groups, family, and social roles and classes all of which have an influence on consumer behavior (Keller & Kotler, 2015).

1.7.5 Personal Factors

Personal characteristics that influence a buyer’s decision include age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values (Keller & Kotler, 2015).
1.7.6 Cosmetics

Substances or preparations intended for contact with different external parts of the human body (epidermis, hair system, nails, lips, and external genitals) and with the teeth or mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or for protecting them or keeping them in a good condition (The EU Cosmetics Regulation, 2016).

1.8 Chapter Summary

This chapter initiates with an explanation of the importance of customers to businesses thus reinforcing the importance of employing the marketing concept by firms. It also discusses the consumer decision-making theory and consumer decision making models which attempt to explain how consumer decision-making process occurs. It highlights an overview of the cosmetics industry providing insights from a global viewpoint and culminates at the local perspective. It links the survival and profitability of cosmetics companies to the incorporation of the marketing concept and contends that success is ultimately the result of consumer choice. This then brings forth the problem statement, along with a well-defined scope and contribution to various institutions that may benefit from this study. The chapter is concluded with a list of terms relevant to the research questions of this study relating to consumer behavior.

The subsequent Chapter, 2 provides a detailed literature review that provides a context for this study. Chapter 3 follows thereafter describing the research methodology employed and includes methods pertaining to the approach regarding the selected population, sampling method, and sample size. It also includes the data collection and research process concluding the chapter with the data analysis methods employed to this study. Chapter 4 provides details pertaining to the results and findings of the study, while Chapter 5 presents the summary of the research study, with discussions of the study results, conclusions drawn as a result and future recommendations based on the findings.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

The general objective of this study is to investigate the factors that influence consumer choice of cosmetic products by USIU - A graduate students. Cosmetics are consumed by both genders who may consume different product categories including skincare, color cosmetics (makeup), haircare, fragrances (sprays) and personal hygiene (shaving creams, shower gel, deodorants, etc.). This chapter discusses the operational variables of the research questions by exploring previous literary works that address the research questions. As such it will address the concepts of marketing mix elements, socio-cultural and personal factors in influencing consumer choice.

2.2 The Influence of Marketing Mix Factors on Consumer Choice

The marketing mix refers to a set of marketing tools that work together to engage customers, satisfy their needs and build relationships with them. These tools are known as the four Ps of marketing and consist of product, price, promotion, and place (Armstrong & Kotler, 2018). Successful marketing entails the successful manipulation of the 4P’s of marketing to meet, satisfy and supersede the needs of the target market (Keller & Kotler, 2015). Since this study is about consumer products, we will review product, price, promotion, people and place, the other three P’s (process, people and physical evidence) are excluded as they are specific to services marketing.

2.2.1 The Influence of Product on Consumer Choice

Keller and Kotler (2015), define products as market offerings that satisfy customer needs and wants and include physical goods, services, experiences, events, persons, places properties organizations information and ideas. They also state that the product offering is key because product sales generate sales revenues for the firm. In order to stand as market leaders products/services offered must meet the quality standards for the target market and provide exceptional customer value. Customers will judge the product offering by meshing the product features, service mix, quality, and price. The dimensions of products include product variety, quality, design, features, brand name, and packaging and other complementing services (Kotler, Armstrong, & Opresnik, 2017).
Consumer purchase decisions often begin with brand awareness and familiarity. Various studies agree that when faced with many choices, consumers will use brand awareness as a basis for decision making and that familiar brands will always be part of the consumer's evoked set (Narayana & Markin, 1975; Macdonald & Sharp, 2000; Sasmita & Mohd, 2015). The evoked set is defined as the set of brands that a buyer will consider when making a purchase decision. Milman and Pizam (1995) also agree with this view but also argue that awareness may lead to curiosity and thus trial. The results of their study results showed that respondents were more interested and likely to visit destinations they were unfamiliar with. Evidence that consumers, may desire novelty (or a better experience) or perhaps out of curiosity would be willing to try new products. This contradicts the view that consumers will only choose those brands that they are aware of. Sasmita and Mohd (2015) put forth the argument that when compared with other variables, brand awareness had the most significant impact to brand equity.

Product quality perception is also an important aspect which consumers will evaluate when making purchase decisions. Under conditions where information is limited consumers will evaluate that which they can see physically to help them make purchasing decisions (Shapiro, 1982). Johnson (1984), affirms this view that when faced with choices amongst similar brands, consumers will compare similar product attributes from the evoked set when making purchase decisions. Rao and Monroe (1989), also contend consumers use various cues to infer on the product quality. These cues may be both extrinsic (directly related to the product performance) and intrinsic (which are directly related to the physical product). This demonstrates that quality perception is a precursor to consumer choice as they seek maximum value from purchases made.

Creusen and Schoormans (2005) cite the importance of product design (thus product appearance) as not only helpful to consumers in product evaluation but also by providing a differential advantage. Creusen and Schoormans further discuss the various roles of product design to include the communication of the aesthetic, symbolic, functional, ergonomic information, attention-drawing and categorization. Their study found that aesthetics and symbolic roles of appearance were used most frequently by respondents. While Saleem, Ghafar, Ibrahim, & Ahmed, (2015), also agree with this view, they also find that perceived product quality combined with consumer preferences will have influences on a consumer’s purchase intention. (Porter, 1976; Saleem et al., 2015). Ultimately, perceived product
superiority is based on product performance attributes such as reliability, durability, and perishability.

Brands are valuable marketing assets and are a source of differentiation for products. In conditions where purchasing is made under uncertainty, particularly where quality is not easily observable, customers will rely on brands as a signal of quality (Jeng, 2016). Strong branding helps consumers to reduce search costs and is symbolic of the promise of quality assurance between the manufacturer and the consumer. Consumers base their attitudes towards brands from experiences with brands, satisfaction levels and how they’re positioned (Ahuja, 2015; Grace & O’Cass, 2005). Under circumstances where there is high competition, a brand name can facilitate and expedite consumer decisiveness (Ahmad et al., 2014; Hillenbrand, Alcauter, Cervantes, & Barrios, 2013). Well-known brands expedite the purchasing process by reducing the perceived risk because the consumer is assured of the quality they will receive. Besides the quality perception enhanced by strong brands, consumers are also known to purchase products as a symbol of their status, their choices based on the trust of quality they hold upon these brands (Ahuja, 2015; Malik et al., 2013). This is known as conspicuous consumptions and consumers are known to buy products simply for the social value they elicit.

From these studies and their results, we can, therefore, see the importance of product decisions. This is on the basis that products are consumed and evaluated by consumers. Therefore, product performance, product attributes, brand equity, packaging, labeling, and design are all essential considerations when customers are making buying decisions. Repeat purchasing and brand loyalty are all preceded by customer satisfaction.

2.2.2 Marketing Communications and Consumer Choice

The promotion element of the marketing mix is critical to marketing success. This element of marketing strategy involves the what, when, how, to whom and how often communications are made to stakeholders and the general public regarding products (Keller & Kotler, 2015). The promotional mix comprises of various tools including advertising, direct marketing, digital or internet marketing, sales promotion, public relations and personal selling (Belch & Belch, 2018). These tools purpose to facilitate exchanges by creating product awareness, to persuade and to remind customers about a product, therefore influencing the desired behavior which is an ultimate purchase.
Marketing communication acts as a facilitator of consumer buying decisions by providing the market with information to mitigate risk and to reinforce brand awareness and familiarity. In an attempt to reduce risk, consumers will search for information prior to purchase from different sources (Sheth & Venkatesan, 1968). Access and availability of product and price information are critical during the information search stage of decision making and helps to reduce uncertainty. Information is sought to the extent that it is expected that it will increase their utility, thus guiding buyers to products that will most effectively meet their needs. (Porter, 1976). Advertising information makes the difference in the products that are selected and those that are not based on the advertising efforts made by the seller (Baker, Hutchinson, Moore & Nedungadi, 1986; Hoyer, 1984). Advertising facilitates brand awareness and therefore enhancing familiarity. Once consumers are familiar with the brand, they will include it in their evoked set (Baker et al., 1986).

A study conducted by Malik et al. (2013), also reiterates the importance of advertising as an essential marketing tool in providing product information to consumers. Marketing communications can explain functional product attributes and set product performance expectations. Marketing messaging also serves to attract consumers to a product and to shapes consumer attitudes and opinions towards a product. Advertising plays different roles in different stages of the consumer purchase process. It stimulates consumer demand by disseminating information, whereby consumers are made aware of the existence of sellers, communicates prices and highlights product quality within the marketplace. Additionally, informational advertising has an altering effect on consumer wants and tastes. Consumers can though adverts recognize a need and become aware of the options and alternatives available to them (Honka, Hortaçsu, & Vitorino, 2017).

Studies have shown than the messaging content is also essential in facilitating consumer choice. Meenaghan (1995), brings forth an important idea that advertising is not only essential for informative purposes, it also links the brand to subliminal symbolic values and meaning that are relevant to consumers. The message content should be reflective of the target market values system, affirming that the more linked the messaging is to the consumer's self-concept and values the more effective the communication is likely to be. He also contends that brand image and therefore attitude formation is simultaneously formed during the advertisement consumption process. Saleem and Abideen (2011), agree with this view that spewing of advertisements that only contain functional differentiation content is unlikely to be effective. Advertising content that builds the brand persona in the
minds of the customers is likely to have a better impact on the target audience. The results of their study reflected that emotional responses evoked a strong relationship with consumer behavior.

Technology has revolutionized how marketing communication occurs. Nowadays marketing communications can be executed by integrating multiple channels including digital platforms. Today more beauty brands are going the extra mile. They’re relying less on branded websites and are leveraging the use of digital platforms such as social media and influencers to drive their sales and brand awareness. Messaging content is also more focused on people, rather than functional attributes of the brand (Shen & Bissell, 2013). Electronic Word of Mouth (e-wom) has taken center stage when it comes to peer communication and information search. Before making buying decisions, consumers rely on reviews from peer group online communities or family rather than rely on advertising when making purchasing decisions (Ababio & Yamoah, 2016; Lee & Hosanagar, 2016). Experienced user opinions and reviews are more credible to consumers and are more likely to be genuine and trustworthy in comparison to advertisements from companies.

The evidence thus presented from past research demonstrates that without communications, information on prices, product attributes/benefits cannot reach the intended audience. Such information is helpful to customers in reducing their perceived risk thus aiding them in making buying decisions. Furthermore, without communications, brands cannot communicate their brand symbols and values that resonate with the customer, making them more acceptable and relatable to the customer, thus forming a positive brand image.

2.2.3 Pricing and Consumer Choice

Pricing is a critical element of the marketing mix, as it is through the pricing of products or services that revenues are generated. Additionally, pricing communicates the company’s value positioning of its products. Pricing decisions are made with consideration to the company objectives, the customer's willingness to buy, the competitor’s prices and lastly the marketing environment in which the firm operates (Keller & Kotler, 2015).

Price is an important cue within any transactional situation. It communicates the economic outlay that a consumer needs to sacrifice in order to obtain a product or service (Boz, Arslan, & Koc, 2017). Economic circumstances necessitate consumers to be more conscious of how they spend and what they spend their money on. Essentially, consumers
need to feel that they are getting value for their money. With the internet, pricing information is more readily available thus leading to a more informed consumer. The internet has facilitated price comparisons from different vendors giving consumers an upper hand compared to times where pricing information was not readily available.

In market situations where information is scarce, customers will use price as a quality indicator and treat the price as a mirror to the product/service quality (Rao & Monroe, 1989; Boz et al., 2017). Generally under limited information consumers will use price as a decision-making heuristic. Palmer and Boissy (2009), in their study contend with this view, adding that under circumstances where product attributes are difficult to evaluate, buyers will then use price – the most visible factor at the time to make the buying decision. However, Rao and Monroe point out that the higher the price, the higher the risk of incorrect assessment on the part of the consumer due to their inexperience with the product. These views are indicative of the inefficiencies of using price only as a decision heuristic.

While product price is a strong determinant of buyer choice, various studies conducted on the impact of pricing on consumer perceptions found that price could have either a positive or negative effect on consumer choice (Lichtenstein, Ridgway & Netemeyer, 1993). Price levels could have a positive influence on the perceived product quality, particularly when prices are higher (Monroe, 1973; Lichtenstein et al., 1993). This demonstrates that pricing can be used as a differentiator of products or to position products within the minds of a consumer. Essentially premium pricing could be indicative of high quality. Yet on the other hand high or low pricing may have negative consequences to the extent that it affects the consumer’s desire to buy as it represents a financial burden (in the case of very high pricing) thereby affecting the purchase possibilities (Völckner & Hofmann, 2007). Very low prices could be perceived as poor quality where it may not be the case if the firm producing the products enjoys economies of scale in production and shares this cost savings with the consumer.

Pricing levels can also be used as an evaluator by consumers and may affect overall consumer satisfaction. The actual price and expected price have a direct effect on consumer liking and perceived value (Li, Monroe, & Chan, 1994). Payment equity – the changing evaluation of the fairness of the pricing vs the derived benefits can explain how usage levels and price influence customer satisfaction and therefore influence subsequent usage levels (Bolton & Lemon, 1999). A study by Fisk and Young (1985), demonstrated that pricing
overcharges resulted in high levels of customer dissatisfaction. As would be expected, injustices with respect to finances may break consumer trust in a brand resulting in increased customer churn. From these study findings and the importance of balancing pricing levels, it is evident that consumers need to feel that they get value for their money whenever they make a purchase.

Pricing effects on consumer choice may also be attributed to the buyer’s economic circumstances. Buyers from low-income segments are unlikely to buy high priced products (Al-Salamin & Al-Hassan, 2016). As such, Tan, Salo, Juntunen, and Kumar, (2019) argue that pricing decisions are very important and that firms need to know the price level where consumers are willing to pay. Overpricing can turn off consumers and underpricing can also devastate the firm’s profitability and sustainability.

The study by Tan et al, (2019) also brings forth the idea that functional, and experiential benefits as well as symbolic benefits (fit between a brands’ personality congruence with consumer ideal self) have a significant influence on a consumer's WTP (Willingness to Pay). Consumers of luxury goods are willing to pay higher prices for the benefits they anticipate from the brands that they love. Luxury goods are purchased and consumed conspicuously because of the additional social value (peer admiration) that they elicit. This demonstrates that high-value customers have higher expectations (Gneezy, Gneezy, & Lauga, 2014). These benefits include high quality, savings on search costs, social values such as conspicuousness and scarcity of the brand (Hwang, Ko, & Megehee, 2014). Customers who are loyal to the brands they love are also less likely to switch to other brands and are not too responsive to price changes (Ababio & Yamoah, 2016). Such brand loyalty is the holy grail for luxury companies as they are assured of repeat customers.

### 2.2.4 Distribution and Consumer Choice

The place element of the marketing mix refers to the company activities that result in the availing of products to the target market at the right place and time (Kotler, Armstrong, & Opresnik, 2017). In its broad definition, distribution channels facilitate payment and transfer of ownership of the products (Li, Kuo, & Rusell, 2006). Channels of distribution can be direct or indirect. Direct channels include manufacturer owned brick & mortar stores or online channels (e-stores or social media) to facilitate exchanges. Indirect channels constitute the use of agents, or intermediaries to facilitate sales. It includes wholesalers and
retailers who take on the responsibility to get the goods to the customer (Keller & Kotler, 2015).

A report by Clement (2019) on Statista.com, states that e-commerce accounts for 17.5% of total global retail sales with global e-tail sales volumes amounting to $2.8 trillion and is expected to grow up to $ 4.8 trillion dollars by 2021. The increasing volume of e-sales is evidence that retailers are increasingly moving towards online distribution channels to conveniently serve their customers (Darley, Blankson, & Luethge, 2010). Despite this growth trend in e-tailing, certain product categories cannot be sold purely online. Beauty products are characteristically hedonistic – that is highly pleasurable in their purchase experience, decreasing the likelihood of retailing of cosmetics to purely sell their products online. Consumers trying cosmetic products for the first time may need to use testers to experience, evaluate, touch and feel the products in person before making a purchase.

Consumers today are increasingly busy, as such, they are relying on retailers to simplify their shopping experience. Convenience is central to their shopping outlet decisions and this is largely influenced by their lifestyle. Consumers will select a shopping channel based on different needs and circumstances. It could be a time-saving need or based on a need for a social shopping experience (Jo Black, Lockett, Ennew, Winklhofer, & McKechnie, 2002). The growth of e-commerce can be attributed to the convenience and time savings associated with online shopping. Consumers because of the very nature of their busy lifestyles, are seek buying situations that will provide maximum utility for minimal input (Reardon & McCorkle, 2002). From this we can, therefore, conclude that low involvement buying situations are key for consumers.

Studies have shown that retailers operating multichannel distribution channels are increasingly gaining more market share compared to those selling online only (Teltzrow, Günther, & Pohle, 2003). While this can be attributed to various reasons, trust is cited as a key reason for consumer preference for retailers operating multiple channels of distribution (Chiou, Chou, & Shen, 2017). Understandably so, consumers are risk-averse and in circumstances where there is no prior shopping experience with a retailer, they may feel that buying online from an unknown retailer would be risky. Other reasons that consumers may shy away from purchasing online include the desire for instant gratification because online retailers are perceived to take a longer time to deliver products (Gehrt & Yan, 2004).
The type of product being sold will also dictate the distribution channel selected by consumers. Customers who purchase hedonistic products are valuable for hybrid channels of distribution (Kushwaha & Shankar, 2013). This is because hedonistic products are highly pleasurable in their purchase. Customers buying these types of products require physical interaction with the products or sales personnel in order to evaluate the physical product, experience it before deciding to make a purchase. Another reason for hedonistic products to have multiple channels of distribution is based on the consumer’s desire to reduce risk or error. Subsequent purchases, in this case, can be made on different channels based on the outcome of the initial experience whether it was positive or negative (Schoenbachler & Gordon, 2002). A study by Overby and Lee, (2006) argues that shoppers will select online based on the utilitarian value of for example online channels rather than for hedonic value. While this may be true, as it seems to be impractical for first-time purchasers as it contradicts the risk-averse nature of consumers. This, however, may not be an issue in the case where the costs are very low.

Studies have shown that shopping channel based on consumer characteristics or personality and personal values. Some consumers will prefer more entertaining an exuberant shopping experiences to the mundane. The type of experience chosen by consumers has demonstrated some congruence between the consumer and the image of the outlet selected (Boedeker, 1995). Consumer values have also been shown to influence the preferences for online channels. Online shoppers shop for the utilitarian value rather than the hedonic value. (Overby & Lee, 2006).

From these studies, we can, therefore, link lifestyle factors, consumer personality, and values to the channel selection. Additionally, the type of product and frequency of purchase can also play a role in the outlet selection by consumers. For hedonic products, consumers will prefer to enjoy the shopping experience rather than shop online. Consumer trust based on prior experience with the vendor is a key consideration in the selection of shopping channels by consumers.

2.3 Socio-Cultural Factors Influence on Consumer Choice

Socio-cultural factors refer to the external influences emanating from other individuals and the cultural context in which these individuals thrive in. The major categories of socio-cultural influences include family and role, reference groups, social classes and culture and subcultures (Dibb, Simkin, Pride & Ferrell, 2012).
2.3.1 Culture and It’s Influence on Consumer Choice

Culture is defined as the aggregate of beliefs, norms, attitudes, values, assumptions, and ways of doing things that are shared by members of an organization and are taught to new members (Achua & Lussier, 2013). The process of enculturation includes the passing down of various belief systems and attitudes including national outlook from parents to their children. Culture is a fundamental determinant of human wants and needs and is said to be the most influential of all socio-cultural factors in determining consumer behavior (Keller & Kotler, 2015). It heavily dictates consumer behavior and influences consumption patterns relating to what people wear and eat, how they socialize and where they reside as well as leisure activities they engage in such as travel (Dibb, Simkin, Pride, & Ferrell, 2012). Culture is the underlying factor when it comes to the heterogeneity of consumer markets.

Consistent exposure to various environmental inputs experienced particularly in the formative years’ shapes personality, influence consumer behavior in terms of consumption patterns, and this also includes the brands and services purchased throughout the individual’s lifetime (Wright, 2006). This demonstrates that brands chosen by parents are likely to continue being used by their children into adulthood. Yakup (2014), agrees that human behavior is largely learned and as a child grows up within a societal context, they learn the sets of values, perceptions, preferences, and behavior through the process of socialization.

Every culture has its own set of rituals that are considered as the norm, with the notion of beauty not being an exception. How people present themselves happens within a cultural context, and that culture dictates what is deemed as acceptable, advisable or even mandatory in the management of appearance. Culture is the underlying factor of what a society considers to be attractive (Rud, 1997). Members of the society will act in a manner that is consistent and acceptable with the social groups that they identify with (Childers & Rao, 1992). Compliance, therefore, happens because of the human need to fit into their social groups.

Values are those enduring beliefs regarding behavior and end states that are considered critical. Research on values may elevate the understanding and prediction of expectations, motivation, and behaviors. A study by Karami, Olfati, and Dubinsky (2017) demonstrated that within the Iranian culture, consumption patterns were influenced by cultural values.
These values had a significant effect on consumer choice, while subcultures such as religion surprisingly had a weaker influence on consumer choice.

From these studies, we can, therefore, see the importance of contextualizing marketing activities from product decisions to marketing, with consideration to the market of operation. This is on the basis that different cultures will express themselves in different ways.

### 2.3.2 Family and Family Roles Influence on Consumer Behavior

Family is said to be the most influential of all institutions to consumer buying behavior. Through parents, orientations towards religion, politics, economics and personal ambition are formed. The socialization of offspring through family is referred to as intergenerational influence (Childers & Rao, 1992). Additionally tastes, likes, dislikes, lifestyles of the members are rooted in the family (Ramya & Ali, 2016). It is widely believed that childhood experiences are instrumental in shaping adult behavior (Churchill, & Moschis, 1979; Ward, 1974). As such product exposure to the individual within the home, and when consumed repetitively may explain the resulting brand equity and loyalty (Bravo, Andrés, & Salinas, 2007), evidence of the strong influence family units have on purchasing decisions throughout one’s life (Moore & Berchmans, 1996).

Different family members within the household play different roles when it comes to purchasing decisions. In his study, Hempel (1974) recognizes the role of different individuals within the family unit – with the husband and wives playing different roles in the purchasing process. Husbands were found to play the instrumental (idea generation) role while wives played the expressive role (emotional). Other roles included information seeking and financing of the buying decisions. Wives played more of the information-seeking role, and this information was sought from sources deemed to be reliable, such as immediate family and close friends and relatives. Children are also found to have a role and say in family consumption choices, however their roles were more limited to products that were more relevant to them (Moore, Wilkie, & Lutz, 2002; Shoham & Dalakas, 2005) such as where to go on holiday.

Intrafamily communication is known to influence various aspects of consumption decisions such as brand preference and loyalty, information search and evaluation styles, types of media relied on for information, price sensitivity and conformity to price-quality beliefs.
Results from the study by Childers and Rao (1992) demonstrate a preference for joint decision making. Group decision making within families is a means of conflict resolution and the desire to support the relationship contributed to the balance of influence amongst couples (Corfman & Lehmann, 1987; Uzo, Opati, & Shittu, 2018).

From the research evidence, different family members play different contributing roles in the purchasing process including idea initiation, information search, and the actual purchasing role. Parents play a key role in intergenerational influence passing down consumption behaviors to their offspring which results in brand loyalty and equity. Children will remain loyal to certain brands for nostalgic reasons because consuming brands reminds them of their childhood. Based on this knowledge marketers can tailor product offerings and marketing communications to appeal to and influence decisions of different family members who play different roles in the purchasing process.

2.3.3 Peer and Reference Group Influence on Consumer Choice

A reference group is a group with which an individual identifies with so much so that he/she adopts the values attitudes and behavior of that group. Reference groups include family, friends, coworkers, religious or professional organizations (Dibb, Simkin, Pride and Ferrell, 2012). The reference group comprises of individuals with whom a person is in close contact with, who can provide exposure to lifestyle changes, can be influential to attitudes and the self-concept. These groups could be both aspirational groups – those that a member wishes to join and dissociative groups which are the groups that are outrightly rejected (Keller & Kotler, 2015).

Human beings have an innate desire to belong and gain social approval and acceptance (Khare, 2014; Welsch & Kühling, 2009). Through social networks, peer group norms are cascaded and help group members to express their identity and align themselves with these norms (Rimal & Real, 2003). Peer institutions such as family and communities have a significantly higher level of power in comparison to individuals on their own. Factors such as power conflict, social exchange, and cooperation are the motivations behind the desire to conform to a group dynamic. Such peer groups and institutions are therefore a source of real pressure for group members to conform to group thought and behavior. This conformity extends to consumption behaviors including certain product preferences (Sheth & Parvatiyar, 1995).
Reference groups are an instrumental facilitator to the individual learning process. In making purchasing decisions, the buyer will refer to the trusted group members help to reduce uncertainty seeking information, through word of mouth referrals to expedite the learning process and avoid the negative consequences regarding a product class (Sheth & Parvatlyar, 1995; Sheth & Venkatesan, 1968). A study by Jenkins (1978) reiterated this stance and found that in the selection of family vacations, respondents ranked close relatives and immediate family first as the most important source of information when making buying decisions. The technological revolution has facilitated the formation of internet mediated communities which have enabled information sharing, opinion exchanges and the expression of post-purchase evaluation experiences (Chen, 2008). Chen’s study observed the herd behavior of humans when shopping online, and the relative effectiveness of different recommendation sources. His study found that subjects used the product evaluations and choices made by others showcasing the reliance on others’ opinions when making purchase decisions.

In a desire to fit in, social groups may also be a source of social value. Social value refers to the perceived utility acquired by association with one or more specific groups. For example, consumers may select products for the social image evoked rather than for its functional value (Sheth, Jagdish, Newman, & Gross, 1991). Childers and Rao (1992) contend that reference group influence varied for different categories of products and that luxury goods were consumed less privately than consumer goods. This goes to show that some product categories are purchased and consumed conspicuously based on the individual's desire to fit into their social groups.

Classical and contemporary studies provide evidence that social groups are instrumental to alleviate the level of involvement and reduce uncertainty when it comes to purchasing decisions. This, therefore, demonstrates that reference groups are essential to the buying process. In addition, peer groups also influence purchasing behavior by acting as source of pressure to conform. Members of these social circles will conform due to their strong desire to fit in. Within these reference groups are opinion leaders initiate and introduce lifestyle changes to the group and influential within these communities. Such opinion leaders can be targeted by marketers to reach their target audience.
2.4 Personal Factors Influence on Consumer Choice

The personal factors that play a key role in influencing purchasing behavior include age and stage in life, occupation and purchasing power, lifestyle, personality, and self-concept. Personal factors are essential elements in the study of consumer behavior as they constitute consumer demographics which is one of the ways which market segmentation can be done (Muniady, Al-Mamun, Permarupan, Raihani, & Zainol, 2014).

2.4.1 Social Class, Occupation and Income Level Influence on Consumer Choice

A social class is a relatively homogeneous and enduring division in society. Hierarchically ordered, members share similar values, interests, and behavior, all of which are reflective of one’s income, occupation, and education amongst others. Social class groupings show distinct similarities in product and brand preferences.

Classical studies have argued that income and occupation alone are insufficient methods of classifying and analyzing consumer behavior, preferring the use of social class as a construct for analysis (Martineau, 1958; Myers, Stanton, & Haug, 1971). The social class concept is said to provide a useful, classifying framework through which families with similar income levels can be analyzed based on their consumption behavior, rather than income alone. Advertising in itself - in term of symbols used, language and themes are tailored to reflect social stratification of targeted segments (Martineau, 1958). This position regarding the superiority of social class to income levels was updated, to then conclude that both variables held superior depending on the type of product that was being purchased (Dubois & Duquesne, 1993).

More recent studies discuss the importance of the economic environment and circumstances at the time of purchase. These studies have shown that the economic environment of the consumer also establishes the type of consumer behavior displayed (Muniady et al., 2014). Economic circumstances tend to complicate the buying process. During periods of economic crisis, consumers are likely to change their consumption patterns, because there is a heightened sense of perceived risk. In such situations, consumers are likely to be more careful with spending their money and often switch to more affordable brands and focus on the purchase of necessities. In such circumstances, consumers are likely to exhibit extended decision making because products that were once purchased nonchalantly during economic booms are then reconsidered during economic recession. Other studies have shown that there are significant differences between high-
and low-income individuals. Low-income individuals will be focused on eliminating their physiological and psychological discomforts first. Higher-income allows spending flexibility and provides room for personal tastes and preferences to manifest (Taylor & Houthakker, 2010).

In regions such as the Middle East where affluence is the norm, luxury consumption has taken off (Sharif, Kassim, & Faisal, 2019). Qatar is a country with one of the highest GDP’s in the world and luxury consumption has become a social norm. The results of a study conducted to demonstrate how various domains of living (belonging and becoming) affected the luxury consumption of affluent Qataris demonstrated that those of higher income were more concerned about their physical appearance, what they wore, the food they ate and seemed to be more health-conscious than those of lower-income levels.

2.4.2 Lifestyle and Consumer Choice

Lifestyle is defined as living patterns of groups of people with similar characteristics as expressed in activities interests or opinions and is characterized by how persons interact in their environment (Keller & Kotler, 2015). Lifestyle manifestations of patterns of behavior that are dictated by the availability of time and limitations of financial constraints. They are represented by consumer activities, interests, and opinions (Hoyer & MacInnis, 2010).

Products and marketing messaging are shaped around the current circumstances of the target market. Furthermore, lifestyle studies also provide marketers with a basis for segmentation. Classic research studies contend that understanding consumer behavior is best done using segmentation constructs such as lifestyle (Howes & Ardt, 1979; Verhallen & Van Raaij, 1986). Lifestyle studies help to segment markets into consumer clusters that demonstrate similar consumption behavior based on activities, interests, and opinions.

Researchers around the new millennium period agreed that societal evolution is the principal cause that necessitates the inclusion of lifestyle studies to understand consumer behavior. (González & Bello, 2002; Kucukemiroglu, 1999). González and Bello (2002), state that including lifestyle as a segmentation variable, makes segmentation more effective in understanding consumer behavior. Their research study sought to establish how lifestyle affects consumer behavior amongst tourist consumption. The results of the study found that there was a significant relationship between the lifestyle and the activities, interests, and opinions of the study respondents. Kucukemiroglu (1999) in his research paper, brings forth
the argument that lifestyle has an impact on consumer attitudes and behavior. His study conducted amongst Turkish nationals sought to establish if consumer lifestyles had an impact on their ethnocentric attitudes in consumption. The study found that Turkish liberals, who were less conservative and who possessed a more global outlook demonstrated more western consumption behaviors and were less ethnocentric about the products they consumed and demanded. This goes to show that as the consumer grows in this global outlook, he/she is increasingly becoming less ethnocentric.

More contemporary research holds the same position when it comes to lifestyle being an important tool for segmentation for marketers. Lifestyle is said to be a significant predictor of human behavior and provides essential cues to people's attitudes and behavior (Adnan, Ahmad, & Khan, 2017). Lifestyle is also said to be a set of inherited characteristics, which are formed and molded during social interaction experiences as consumers move through the family life cycle (Muniady et al., 2014). Wilska (2002) in her study argues that lifestyle is best manifested through material consumption. Through lifestyle patterns and activities and the needs for expression as part of a particular lifestyle group then creates the desire for specific consumer goods. She further ascertains that lifestyle is not static and is fluid and that consumers can move in and out of a particular lifestyle group as they so will. In addition her study found that lifestyle patterns are not consciously selected by the consumer, and neither are they conscious of the influence of social collectivies on their own identities.

Adnan, Ahmed, and Khan (2017) in their study explored if lifestyle could best explain the ecological behavior amongst young Indian consumers. Study findings supported the applicability of the lifestyle factor, citing the desire for uniqueness as a significant influence on consumer behavior. Another study by Dzogbenuku and Kumi (2018), concerns consumer behavior online. They state that with more consumers having internet access for various purposes, their online behavior is also reflective of their lifestyle. The study was conducted in Ghana (emerging market), and they found that the e-drivers of the youth lifestyle included, socio-importance, interest, entertainment, necessity, novelty, academic, transaction and concern needs.

2.4.3 Personality and Self-Concept

The self-concept is said to be the terms in which individuals use to describe themselves. The description encompasses traits such as their personality and identity. The self-concept
answers question of what a person is, and questions relating to who a person is related to their attitude and lifestyle. Personality, on the other hand is defined by Mooij (2011) as the sum of the qualities and characteristics of being a person and is said to be a blanket of various potential identities that may guide purchasing behavior (Muniady et al., 2014). This aspect of persons is used metaphorically in branding strategies to create brand personas similar to the target market (Mooij, 2011).

The self-concept is an essential, yet often overlooked the aspect of consumer decision making. By understanding the self-concept of their target market, marketers can shape their brands and messaging to reflect the self-concept of the target audience. Classical and contemporary research contends that people will purchase goods that match their own characteristics and how they view themselves (Kassarjian, 1971; Landon, 1974; Onkvisit & Shaw, 1998; Sirgy, 1982).

The self-concept is a lifelong evolving process, which changes over time with increased social interaction and exposure to different experiences (Onkvisit & Shaw, 1998). Consumer personalities can, therefore, be defined through their product use. People have been known to own statement items that communicate to others about who they are. The self-concept is construed to be multidimensional; the actual self; ideal self; and social self. Self-esteem motives will cause individuals to seek out experiences that enhance self-concept. (Sirgy, 1982). Self-perception can be used to explain consumer motivations by revealing their beliefs and attitudes towards their reference groups, salespeople, competing brands and how consumers choose to interact with them (Onkvisit & Shaw, 1998). Congruence between the symbolic meanings of a product and a person’s self-concept has a higher probability for positive evaluation, preference, and ownership. (Kassarjian, 1971; Malhotra, 1988).

2.5 Chapter Summary

This chapter delved into the rich and detailed findings of past research which relates to the independent variables, marketing mix factors, personal factors, and socio-cultural factors and how they affect the dependent variable – consumer choice. From the evidence presented from the literature review, these constructs are all essential for successful marketing. Marketers must employ these key considerations in the development of effective marketing strategies, from product development to branding and communication.
The next chapter will discuss the research methodology that was employed in the undertaking of this study.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The general purpose of this study was to establish the factors that influence consumer choice of cosmetics by USIU – Africa graduate students. This chapter describes the research methodology employed in the undertaking of this study and provides descriptive details with regards to the research methods, the research approach to the population as well as the sampling of the study group, data collection methods, the research process and the methods used for the purposes of data analysis.

3.2 Research Design

Cooper and Schindler (2014) define research design as a plan or blueprint that provides a structure and is conceived to provide answers to the investigation of research questions, and it constitutes details of the collection, measurement, and analysis of data. Patten and Newhart (2018) state that research design creates a framework through which research questions are answered. Quantitative research design is focused data collection that is represented numerically and is collected through polls, surveys or through existing datasets.

In non-experimental research, researchers collect information through observation and other means without changing the information. Administering surveys is one of the research strategies that can be employed and can be used to describe the attitude, beliefs and behaviors of a population, by drawing a sample from the population, collecting the information from the sample, and analyzing the information in order to make inferences about the population (Patten & Newhart, 2018).

Herein, the study adopted a descriptive research design, which describes the population in a precise manner, to highlight the factors that influence consumer choice of cosmetics by USIU - A graduate students. The reason for selecting descriptive research was because the researcher wanted to explain the consumption behavior of consumer packaged goods, deduced from the consumer decision-making theory. In so doing a questionnaire was designed and administered to suitable respondents in order to try to explain what their
motivations were and critical factors that caused them to select certain brands and not others.

3.3 Population and Sampling Design

3.3.1 Population

Research study respondents are gathered from a defined population. Cooper and Schindler (2014) define a population as a collection of elements upon which you wish to make inferences. USIU - A is a premier private university based in Nairobi, Kenya. The multicultural institution provides various educational programs to students including undergraduate and graduate programs. The graduate programs include doctorate and master’s programs. The master’s program includes Master of Arts, Master of Organizational Development, Global Executive Master of Business Administration and Master of Business Administration programs. According to the information that was obtained from the university registrar, the total graduate student population was 1,485 in the Summer Semester of 2019. The summer semester runs from May until August at USIU - A.

Table 3.1: Population of the Study

<table>
<thead>
<tr>
<th>Strata</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USIU Doctorate</td>
<td>144</td>
<td>10%</td>
</tr>
<tr>
<td>USIU Masters</td>
<td>1341</td>
<td>90%</td>
</tr>
<tr>
<td>Total Graduate Students</td>
<td>1485</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: USIU Africa (2019)

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

Cooper and Schindler (2014) define a sample as an unbiased selection of population elements through whom conclusions can be drawn about the entire population. Sampling, therefore, helps in forming generalizations about the entire population, while saving time and resources that would be spent in studying the whole population. It is important that the sample drawn is representative of the entire population. A sample is drawn from a defined sampling frame. Saunders, Lewis, and Thornhill (2016) define a sampling frame as a conclusive list of all cases in the target population from which the sample was drawn. The
sampling frame for this study was obtained from the registrar’s office at USIU – A whose office is responsible for the registered student's list.

### 3.3.2.2 Sampling Technique

Various sampling techniques that can be used to draw a sample from a population. These techniques include probability and non-probability sampling techniques. The researcher selected probability sampling due to the accuracy levels required for the purpose of this study. Probability sampling, as defined by MacIntosh and O’Gorman (2015), is a sampling method that involves random selection of sample elements. In this sampling technique, each sample has a known probability of being selected. Probability sampling requires a compromise between the desired accuracy levels and the resources available for allocation for the study (Saunders, Lewis, & Thornhill, 2016). The sampling method selected for the purposes of this study was driven by the objectives of this study and as such a combined sampling technique was employed. Stratified random probability sampling technique is a version of probability sampling where the total population is first divided into subgroups based on similar characteristics and then a sample is then drawn from the subgroup (Kumar, 2014). As such for purposes of this study the researcher employed stratified simple random probability sampling technique. The sample was obtained by stratifying the student population into undergraduate and graduate students.

### 3.3.2.3 Sample Size

There are various techniques that can be employed for the purposes of sample size determination. Given that it is not always possible to study the entire population, due to restrictions of time and resources. An adequate selection of acceptable and representative sample size is essential. The larger the sample size the lower the likelihood of errors when generalizing inferences about the entire population (Saunders, Lewis, and Thornhill 2016). The sample size determination took various considerations such as the desired confidence levels, margin of error, the size of population and the types of analyses that were undertaken.

In this study, the size of the population of USIU - A graduate students was estimated to be about 1,485. To calculate the sample size of the respondents, the Yamane’s formula (1967) was employed.
\[
n = \frac{N}{1 + N(e)^2}
\]

Where \( n \) is the sample size, \( N \) is the population size, and \( e \) is the level of precision (0.05).

\[
n = \frac{1,485}{1 + 1,485 (0.05)^2}
\]

\[
= \frac{1,485}{1 + 1,485 (0.0025)}
\]

\[
= \frac{1,485}{4.7125}
\]

\[
= 315
\]

The researcher took a random sample from each stratum proportionate to the population proportion to come up with 315 respondents.

### 3.4 Data Collection Methods

There are two types of data that can be used in research including primary and secondary data. In this study, the researcher used primary data. Primary data is data that is originated by the researcher for purposes of resolving the research problem (Malhotra, Nunan and Birks, 2017). While various data collection methods can be employed, the researcher chose to use the survey method. The data collection tool used in the study was a structured questionnaire, which contained a series of dichotomous, closed and scale type questions. The questions were designed based on the research questions. Paper and digital questionnaires were administered to the target sample population. The digital questionnaire which was administered via Google Forms has supplemented the paper questionnaire as some graduate students were not always reachable therefore the digital questionnaire helped to expedite the data collection process.

The questionnaire was divided into four parts, with the first part including respondent demographic information, such as age, gender, and occupational status. This demographic information was followed by a screening question affirming to cosmetic use by respondents in order to verify their suitability to participate in the study and their relevance to the research topic. It also included questions pertaining to the categories of cosmetics consumed. The subsequent three parts of the questionnaire mirrored the research questions.

Part two of the questionnaire was focused on gathering information from the sample population in determining the factors that influence their choice in cosmetic products. The variables assessed in this case are the effects of selected four p’s of marketing which
included product, price, promotion, and place on consumer choice. The third part of the data collection tool addressed the second research question which addressed the effects of socio-cultural factors on influencing consumer choice the elements in this section included family, culture, and reference group influence on consumer choice. The fourth part of the questionnaire addresses the third research question which is related to the personal factors that influence buying decisions and questions relating to income level and occupation, lifestyle as well as personality and self-concept.

3.5 Research Procedure

This section explains the due procedure that was followed in conducting the research. First, the necessary permissions from NACOSTI (National Commission of Science Technology & Innovation) were obtained. NACOSTI is a regulatory body formed by government mandate to provide licenses to researchers in Kenya. Secondly an introductory letter was prepared for respondents to provide transparency on the purpose of the research and to seek consent from respondents to collect information from them for purposes of research.

The research tool was tested on a pilot population and was tested for reliability. The necessary amendments were made to ensure that the data collection instrument designed was effective in collecting the necessary information from the respondents. Once the pilot feasibility study was concluded, the data collection tool was amended, and was then administered physically and then digitally to the target sample population, who were graduate students of USIU - A. A paper and digital questionnaire were selected as the methods of administering the data collection instrument to make it simple, easy, fast and convenient to the target population to complete.

3.5.1 Reliability Results

The table below represents the reliability of the results which was tested using Cronbach’s alpha.

Table 3.2: Reliability Analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>Number of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Mix Factors on Consumer Choice</td>
<td>.779</td>
<td>24</td>
</tr>
<tr>
<td>Socio – Cultural Influence on Consumer Choice</td>
<td>.774</td>
<td>15</td>
</tr>
<tr>
<td>Personal Factors Influence on Consumer Choice</td>
<td>.782</td>
<td>13</td>
</tr>
</tbody>
</table>
The reliability of the questionnaire was evaluated through Cronbach’s Alpha which measures the internal consistency and establishes if items within a scale to measure the same construct. The index alpha was computed using SPSS and measured the average of measurable items and their correlation. Cronbach’s Alpha was established for every variable which formed a scale as shown below. The table shows that personal factors influence consumer choice had the highest reliability ($\alpha=0.782$), followed by marketing mix factors on consumer choice ($\alpha=0.779$) and socio-cultural influence on consumer choice ($\alpha=0.774$). This illustrates that all the four variables were reliable as their reliability values exceeded the prescribed threshold of 0.7 (Cooper & Schindler, 2014).

3.5.2 Validity Results

Gill and Johnson (2008) point out that validity is how much the sample is a representation of the phenomenon it is desired to represent. Content validity was used to test the validity of the questionnaire to correct any inconsistencies that might have arisen in the actual study. There were few inconsistencies obtained after the pilot study was done and where they arose, they were corrected by checking the content of the results which improved the questionnaire validity.

3.6 Data Analysis Methods

On receiving the required volume from the desired target population, the responses from the data collection instruments were then coded accordingly and entered into SPSS (Statistical Package for Social Sciences) software. The data was transformed accordingly into an analyzable format, all in preparation for data analysis.

Clippinger (2018) defines data analysis as the process in which raw data is converted into meaningful information through which decisions can be made. She further states that data analysis is a process in which data is reduced into sets of information, which are further reduced into major findings which are ultimately interpreted in order to yield conclusions and recommendations. Statistics are mathematical techniques through which numerical data is analyzed. Through statistics data is summarized in a way that describes or answers the research questions. Additionally, statistics also tests for data patterns, or relationships between variables (Patten and Newhart, 2018).

In this study, the researcher analyzed the data that was collected using descriptive and inferential statistics methods using SPSS software. Descriptive statistics describes and
summarizes data in an easy to comprehend format. The methods include frequencies, averages, ranges, distribution, and dispersion. In this study descriptive analysis employed in this research includes frequencies, percentages, mean and standard deviation. Whereas inferential statistics, as the name suggests, is used when the researcher wishes to generalize on the population from the basis of results found from the sample. Inferential statistical tests determine if the data patterns are significant enough to make inferences about the entire population (Patten and Newhart, 2018). The inferential statistics employed in this study include ANOVA, Pearson’s Correlation and Regression.

3.7 Chapter Summary

This chapter provided an in-depth detailed summary of the research methodology to be employed in this study. The methodology employed is linked to the research questions as defined in chapter one. Presented herein is the research design that was used which in this case has been defined as a quantitative research design. The population of interest, the sampling frame, sampling technique, and sample size are also defined within the chapter. Additionally, the data collection methods and procedures were also outlined, as well as an explanation of the data analysis was methods used. In the next chapter 4, the results and findings from the data collected are presented.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

The chapter discusses the analysis of the data, interpretations, and presentation. The quantitative data were analyzed using descriptive and inferential statistics while qualitative data was analyzed using content analysis. Data was presented in frequency distributions, percentages and frequency tables for ease of understanding and interpreting the findings. The study had a sample population of 315 respondents. Of the sample population 261 respondents completed the questionnaires making a response rate of 85.2%. The response rate is considered to be sufficient based on Mugenda & Mugenda (2012) who indicated that a response rate of 50% is inadequate for analysis and reporting, a response rate of 60% is good while that of 70% and above is excellent.

4.2 Background Information

The study commenced with an in-depth analysis of the respondent’s background information. Specifically, the areas of interest featured demographic information and other general consumer information which included gender, age group, occupational status, utilization of cosmetic products and cosmetic product categories consumed by respondents.

4.2.1 Distribution of Respondents by Gender

Respondents were required to indicate their gender. Results are presented in Table 4.1 The results show that majority of the respondents (73.2%) as shown were females whereas 26.8% were males. This implies that the study was inclusive and that the finding of this study was not gender-biased.

Table 4.1: Gender Category

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>70</td>
<td>26.8</td>
</tr>
<tr>
<td>Female</td>
<td>191</td>
<td>73.2</td>
</tr>
<tr>
<td>Total</td>
<td>261</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.2.2 Age Group

Respondents of various age groups are preconceived to hold varying perspectives relating to different subjects. In order to capture all these opinions, respondents were required to indicate their age group. Results show that 29.1% of the respondents were aged between 36 to 41 years (the largest group), 23.8% of the respondents were aged between 24 to 29 years, 21.1% of the respondents were aged between 30 to 35 years, 16.1% of the respondents were aged between 42 to 47 years, whereas 10.0% of the respondents were aged 54 years and above. This implies that most of the respondent's various age groups were fairly involved in this study.

Table 4.2: Age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 to 29 years</td>
<td>62</td>
<td>23.8</td>
</tr>
<tr>
<td>30 to 35 years</td>
<td>55</td>
<td>21.1</td>
</tr>
<tr>
<td>36 to 41 years</td>
<td>76</td>
<td>29.1</td>
</tr>
<tr>
<td>42 to 47 years</td>
<td>42</td>
<td>16.0</td>
</tr>
<tr>
<td>47 to 53 years</td>
<td>13</td>
<td>5.0</td>
</tr>
<tr>
<td>54 years and above</td>
<td>13</td>
<td>5.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>261</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

4.2.3 Occupational Status

Income levels may affect a person’s ability to spend on certain products due to the disposable income available for purchases. To reflect this, respondents were required to indicate their occupational status. Results show that (51.3%) of the respondents indicate that they were employed, 29.5% of the respondents indicated that they were self-employed, 10.0% of the respondents indicated that they retired from service, while 9.2% of the respondents indicated that they were unemployed. The results demonstrate that the majority of the respondents were either employed or self-employed.
Table 4.3: Occupational Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployed</td>
<td>24</td>
<td>9.2</td>
</tr>
<tr>
<td>Employed</td>
<td>134</td>
<td>51.3</td>
</tr>
<tr>
<td>Self-Employed</td>
<td>77</td>
<td>29.5</td>
</tr>
<tr>
<td>Retired</td>
<td>26</td>
<td>10.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>261</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

4.2.4 Cosmetic Products

The study sought to determine the number of respondents utilizing cosmetic products. The results are presented in Table 4.4. From the study findings, majority of the respondents (89.7%) indicated that they were utilizing cosmetic products, while only 10.3% indicated that they were not utilizing cosmetic products.

Table 4.4 Cosmetic Products

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>234</td>
<td>89.7</td>
</tr>
<tr>
<td>No</td>
<td>27</td>
<td>10.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>261</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

4.2.5 Type of Cosmetics Utilized by Respondents

Respondents were required to indicate the cosmetic product categories they frequently consumed. The results of their responses are presented in Table 4.5 below. From the study findings, most of the respondents (67.0%) indicated that they used deodorants and sprays (such as roll-on, deodorant sticks and deodorant sprays), 64.0% of the respondents indicated that they used hair care products such as relaxers, shampoos, conditioners, deep conditioning treatments, hair oil and moisturizers, 60.2% of the respondents are consumers of face care products such as facial cleanser, toners, moisturize and sunscreen, 58.6% of the respondents are consumers of body care products such as body lotions, glycerin, and body creams, 57.9% of the respondents use shaving creams (shaving creams and aftershave), 56.3% of the respondents are consumers of makeup such as foundation, lipstick, mascara, eyeliners, while 49.8% of the respondents were utilizing perfumes and
fragrance (body sprays and perfumes). This implies that the most consumed cosmetic product category is deodorant and sprays, closely followed by haircare, face care products, body care products, shaving creams, makeup and finally perfumes and fragrances.

Table 4.5: Type of Cosmetics Utilized by Respondents

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Makeup such as Foundation, lipstick, mascara, eyeliners</td>
<td>56.3%</td>
</tr>
<tr>
<td>Face care products Facial Cleanser, Toners, Moisturizer, Sunscreen</td>
<td>60.2%</td>
</tr>
<tr>
<td>Body care products Body Lotions, Glycerin, and Body Creams</td>
<td>58.6%</td>
</tr>
<tr>
<td>Hair care Products Relaxers, Shampoos, Conditioners, Deep Conditioning treatments, Hair Oil and Moisturizers</td>
<td>64.0%</td>
</tr>
<tr>
<td>Perfumes and Fragrances (Body sprays and perfumes)</td>
<td>49.8%</td>
</tr>
<tr>
<td>Shaving Creams (Shaving Creams and Aftershave)</td>
<td>57.9%</td>
</tr>
<tr>
<td>Deodorants and Sprays (Roll on, Deo sticks and Deo sprays)</td>
<td>67.0%</td>
</tr>
</tbody>
</table>

4.2.6 Purchase Frequency and Consumption of Cosmetic Products

The study sought to determine the frequency of purchase, indicative of consumption patterns and timelines for the preferred cosmetic product categories. The results are presented in Table 4.6. From the study findings, majority of the respondents (37.2 %) indicated that their monthly shopping carts also contained cosmetic products. 34.9 % of the study participants indicated that they purchased cosmetic products once in 3 Months. 14.9% indicated that they purchased cosmetic products on a need basis, while only 13.0% who indicate that they purchased cosmetic products every six months.

Table 4.6: Purchase Frequency of Cosmetic Products

<table>
<thead>
<tr>
<th>Period</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once Every Month</td>
<td>97</td>
<td>37.2</td>
</tr>
<tr>
<td>Every 3 Months</td>
<td>91</td>
<td>34.9</td>
</tr>
<tr>
<td>Every 6 Months</td>
<td>34</td>
<td>13.0</td>
</tr>
<tr>
<td>On a Need Basis</td>
<td>39</td>
<td>14.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>261</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
4.2.7 Product Preference Based on Product Characteristics

Respondents were required to sequentially rate their product preference based on product characteristics. Results show that most of the customers considered Product Quality (Mean = 4.53 SD =0.50) followed by Product Availability (Mean = 4.52 SD =0.60) Previous Purchase Experience (Mean =3.90 SD =1.34) Advertising (Mean = 3.89 SD =0.78) then Price (Mean =3.76 SD =0.82) 3.67 (Mean =3.67 SD =0.74) and lastly Product Packaging (Mean = 3.49 SD = 0.62). This implies that most of the respondents highly considered product quality, price, previous purchase experience, product availability brand, advertising and product packaging in making purchase decisions.

Table 4.7: Product Preference Based on Product Characteristics

<table>
<thead>
<tr>
<th>Product Characteristics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand</td>
<td>261</td>
<td>2.00</td>
<td>5.00</td>
<td>3.67</td>
<td>0.74</td>
</tr>
<tr>
<td>Price</td>
<td>261</td>
<td>2.00</td>
<td>5.00</td>
<td>3.76</td>
<td>0.82</td>
</tr>
<tr>
<td>Advertising</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.89</td>
<td>0.78</td>
</tr>
<tr>
<td>Product Availability</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.52</td>
<td>0.60</td>
</tr>
<tr>
<td>Previous Purchase Experience</td>
<td>261</td>
<td>1.00</td>
<td>5.00</td>
<td>3.90</td>
<td>1.34</td>
</tr>
<tr>
<td>Product Quality</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.53</td>
<td>0.50</td>
</tr>
<tr>
<td>Product Packaging</td>
<td>261</td>
<td>2.00</td>
<td>5.00</td>
<td>3.49</td>
<td>0.62</td>
</tr>
</tbody>
</table>

4.3 The Influence of Marketing Mix Factors on Consumer Choice

4.3.1 Product Choice Influence on Consumer Choice of Cosmetics

The study sought to determine the extent to which respondents agreed with the following statements (in Table 4.8 below) on product choice influence on consumer choice of cosmetics. From the study findings, the majority of the respondents agreed that they prefer to purchase products that they were most familiar with (Mean = 4.47 SD =0.50). Some buyers also said that they tried different brands because they liked to try new things (Mean = 4.46 SD =0.50). For new brands or brands that customers were unfamiliar with, they would rely on package design as an indicator of its quality (Mean = 4.40 SD = 0.49). Cosmetic buyers agreed that they typically choose their products based on quality (Mean =
3.96 SD = 0.74). Cosmetic buyers will usually only buy trusted brands because of quality assurance (Mean = 3.90 SD = 0.87). Most of the respondents indicated that they read and compare product information on the packaging (Mean = 3.85 SD =0.82). These findings support the study findings by Meenaghan (2015), brings forth an important idea that advertising is not only essential for informative purposes, it also links the brand to symbolic values and meaning that are relevant to consumers.

Table 4.8 : Product Choice Influence on Consumer Choice of Cosmetics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Min</th>
<th>Maxi</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I typically choose my products based on quality.</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>3.96</td>
<td>0.74</td>
</tr>
<tr>
<td>Before selecting a cosmetic product, I will read and compare product information on the</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>3.85</td>
<td>0.82</td>
</tr>
<tr>
<td>packaging of different brands to help me to decide</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I prefer to purchase products that I am familiar with.</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.47</td>
<td>0.50</td>
</tr>
<tr>
<td>I usually will buy trusted brands because I believe the quality is better.</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>3.90</td>
<td>0.87</td>
</tr>
<tr>
<td>I usually will try different brands because I like to try new things.</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.46</td>
<td>0.50</td>
</tr>
<tr>
<td>For new brands or brands that I am unfamiliar with, I will rely on package design as an</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.40</td>
<td>0.49</td>
</tr>
<tr>
<td>indicator of its quality.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.3.2 Marketing Communications Influence on Consumer Choice of Cosmetics

The study sought to determine the extent to which respondents agreed with the following statements (in Table 4.9 below) relating to marketing communications influence on consumer choice of cosmetics. From the study findings, majority of the respondents agreed that when considering products one was unfamiliar with, most were likely to choose products endorsed on online communities (Mean = 4.28 SD =0.67). They also indicated that seeing advertisements helped them to pick particular brands over others (Mean = 4.17 SD =0.79). The respondents also indicated that they formed brand opinions on products based on the advertisements they see. (Mean = 4.16 SD =0.79). Frequent advertising helps me to keep a cosmetic brand in mind (Mean = 4.03SD =0.71) and that when comparing different products, customers rely on the information provided on the packaging to facilitate decision.
making (Mean = 3.84 SD =0.73) These findings go hand in with the study findings by Creusen and Schoormans, (2005) who cite the importance of product design (thus product appearance) is not only helping consumers in product evaluation but also by providing a differential advantage.

Table 4.9: Marketing Communications Influence on Consumer Choice of Cosmetics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeing an advertisement helps me to decide which brands to select.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.17</td>
<td>0.79</td>
</tr>
<tr>
<td>Frequent advertising helps me to keep a cosmetic brand in mind.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.03</td>
<td>0.71</td>
</tr>
<tr>
<td>When comparing different products, I rely on the information provided on the packaging to help me to decide.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.84</td>
<td>0.73</td>
</tr>
<tr>
<td>For products I am unfamiliar with, I am likely to choose products endorsed on online communities.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.28</td>
<td>0.67</td>
</tr>
<tr>
<td>I form brand opinions on products based on the adverts I see.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.16</td>
<td>0.79</td>
</tr>
</tbody>
</table>

4.3.3 Price Influence on Consumer Choice of Cosmetics

The study sought to determine the extent to which respondents agreed with the following statements (found in Table 4.10 below) related to the pricing and its influence on consumer choice of cosmetics. From the study findings, majority of the respondents agreed that when shopping for cosmetics, most of the customers will compare different brands based on the price (Mean = 4.48 SD =0.50), customers will only use higher quality products when the customer is not the one paying for it (Mean = 4.45 SD =0.61), customers were more concerned about the quality of the product than of price (Mean = 4.43 SD =0.50). If the customer could afford higher quality brands, they would be willing to try them (Mean = 4.27 SD = 0.67). Better quality is associated with higher price (Mean = 3.76 SD = 0.72). Price is not an important consideration when shopping for cosmetics (Mean = 3.93 SD =0.67), and that most customers like to get a bargain for cosmetic products (Mean = 3.93 SD =0.86). These findings support the findings by Kotler, Armstrong, and Opresnik, (2017) who state that consumer purchase decisions often begin with brand awareness and familiarity adding that managers should formulate systematic plan to sell goods or services
to customers and making long-term relationships. The marketing plan includes a set of decisions about production, price, and promotion.

Table 4.10 : Price Influence on Consumer Choice of Cosmetics

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Maxi</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>When shopping for cosmetics, I will compare different brands based on the price.</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.48</td>
<td>0.50</td>
</tr>
<tr>
<td>I am more concerned about the quality of the product than I am of price.</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.43</td>
<td>0.50</td>
</tr>
<tr>
<td>If I could afford higher quality brands, I would be willing to try them.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.27</td>
<td>0.67</td>
</tr>
<tr>
<td>I only use higher quality products when I am not the one paying for it.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.45</td>
<td>0.61</td>
</tr>
<tr>
<td>To me, better quality means high prices.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.76</td>
<td>0.72</td>
</tr>
<tr>
<td>Price is not an important consideration when shopping for cosmetics.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.93</td>
<td>0.67</td>
</tr>
<tr>
<td>I like to get a bargain for cosmetic products</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.93</td>
<td>0.86</td>
</tr>
</tbody>
</table>

4.3.4 Place Influence on Consumer Choice of Cosmetics

The study sought to determine the extent to which respondents agreed with the following statements (found in Table 4.11 below) relating to cosmetics purchasing convenience. From the study results, most of the respondents agreed that when customers can’t find the brand that they usually buy, most wouldn’t settle for a similar alternative. Customers will only shop online if they have previous experience with the vendor. (Mean = 4.44 SD = 0.50). The respondent’s preference for physical stores is because they can experience and test the product before purchasing (Mean = 4.18 SD = 0.75). Being able to buy cosmetics at different places is important to most of the customers (E.g. online, supermarkets, beauty stores) most customers will hold off purchasing (Mean = 3.99 SD = 0.72). If they can’t find the product, they normally hold off purchasing until it is available (Mean = 3.99 SD = 0.80). These findings go hand in with the study findings by Sasmita and Mohd (2015) whose study found that product quality perception is also an important aspect that will influence consumer decisions.
| Being able to buy my cosmetics in different places is important to me. (Eg online, supermarkets, beauty stores) | 261 | 3.00 | 5.00 | 3.99 | 0.72 |
| If a product I normally use is not available, I will hold off purchasing until I can find it. I will only shop online if I have previous experience with the vendor. When I can’t find the brand that I usually buy I will then pick a similar familiar alternative. Purchasing convenience is a big deal to me. I prefer physical stores because I can experience and test the product before purchasing | 261 | 4.00 | 5.00 | 4.44 | 0.50 |

**4.3.5 Pearson Correlations of Marketing Mix Factors on Consumer Choice**

The table below displays the results of the correlation test analysis between the dependent variable (consumer choice of cosmetic products) and the independent variable (marketing mix factors). The study found a positive correlation between marketing mix factors (X1) and consumer choice of cosmetic products as shown by correlation factor of 0.771; this positive relationship was found to be statistically significant as the significant value was 0.000 which is less than 0.006. These findings concur with the study findings by Saleem, Ghafar, Ibrahim, & Ahmed, (2015), that perceived product quality combined with consumer preferences will have influences on a consumer’s purchase intention.

**Table 4.12: Pearson Correlations of Marketing Mix Factors on Consumer Choice**

<table>
<thead>
<tr>
<th>Consumer choice of cosmetic products</th>
<th>Pearson Correlation (2-tailed)</th>
<th>N</th>
<th>.771**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing mix factors (X1)</td>
<td>Pearson Correlation (2-tailed)</td>
<td>261</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>261</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>.771**</td>
<td>.000</td>
<td>1</td>
</tr>
</tbody>
</table>
4.3.6 Regression Test of Marketing Mix Factors on Consumer Choice

The focus of test regression two was to determine the influence of marketing mix factors on consumer choice of cosmetic products. To test the first regression, the index of influence consumer choice of cosmetic products as an index of dependent variable was regressed upon the identified sub measures of marketing mix factors as a composite of independent variables.

4.3.6.1 Model Summary of Marketing Mix Factors on Consumer Choice

The adjusted $R^2$, also called the coefficient of multiple determinations, is the percentage of the variance in the dependent explained uniquely by the independent variables. The model had an average adjusted coefficient of determination ($R^2$) of 0.593 and which implied that 59.3% of the variations on consumer choice of cosmetic products are explained by marketing mix factors.

Table 4.13: Model Summary of Marketing Mix Factors on Consumer Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>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>.771$^a$</td>
<td>.594</td>
<td>.593</td>
<td>.21146</td>
</tr>
</tbody>
</table>

4.3.6.2 ANOVA of Marketing Mix Factors on Consumer Choice

From the ANOVA statistics, the study established the regression model had a significance level of 0.000 which is an indication that the data was ideal for making a conclusion on the population parameters as the value of significance (p-value) was less than 5%. The calculated value was greater than the critical value ($379.236 > 2.49$) an indication that marketing mix factors had a significant effect on consumer choice of cosmetic products. The significance value was less than 0.05 indicating that the model was significant.

Table 4.14: ANOVA of Marketing Mix Factors on Consumer Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>16.957</td>
<td>1</td>
<td>16.957</td>
<td>379.236</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>11.581</td>
<td>259</td>
<td>.045</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>28.538</td>
<td>260</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.3.6.3 Coefficients of Marketing Mix Factors on Consumer Choice

From the regression model obtained above, further utilization of adoption marketing mix factors while holding the other factors constant would promote the consumer choice of cosmetic products (Y) by a factor of 0.319. These findings go hand in with the study findings by Sasmita and Mohd, (2015) that marketing mix factors are important considerations to consumers when making cosmetic purchase decisions.

Table 4.15: Coefficients of Marketing Mix Factors on Consumer Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>2.776</td>
<td>.028</td>
<td>99.625</td>
<td>.000</td>
</tr>
<tr>
<td>Marketing mix factors (X1)</td>
<td>.319</td>
<td>.016</td>
<td>.771</td>
<td>19.474</td>
</tr>
</tbody>
</table>

4.4 Socio-Cultural Factors Influence on Consumer Choice

4.4.1 Cultural and Subcultural Factors Influence on Consumer Choice

The study sought to determine the extent to which respondents agreed with the following statements (in Table 4.16 below) assessing how social-cultural factors influence consumer choice. From the study, most of the respondents agreed that they believe that Kenyan cosmetic products meet international standards (Mean = 4.34 SD = 0.59). Foreign brands are more likely to be of better quality than African brands (Mean = 4.10 SD = 0.73). Within the religion/ethnicity/racial/nationality group, preference for certain brands over others (Mean = 4.07 SD =0.66). Respondent preference for Kenyan made cosmetic products (Mean = 4.03 SD =0.65) and that most cosmetic customers were likely to use products that are used by members of family or friends (Mean = 3.87, SD = 0.79). These findings go hand in with the study findings by Dibb, Simkin, Pride, and Ferrell, (2012) that culture is a significant underlying factor when it comes to the heterogeneity of consumer markets.

Cosmetics are selected within the frameworks of personal culture and rituals performed. Along with that the language and symbols on the package influenced their selection. Consumers are of the opinion that their subculture influences their selection of cosmetics.
and that they have derived subculture from the culture of the state and religion to which they belong.

### Table 4.16: Cultural and Subcultural Factors Influence on Consumer Choice

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am likely to use products that are used by members of family or friends</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.87</td>
<td>0.79</td>
</tr>
<tr>
<td>Foreign brands are more likely to be of better quality than African brands.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.10</td>
<td>0.73</td>
</tr>
<tr>
<td>Within my religion/ethnicity/racial/nationality group, we prefer certain brands over others.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.07</td>
<td>0.66</td>
</tr>
<tr>
<td>I prefer Kenyan made cosmetic products.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.03</td>
<td>0.65</td>
</tr>
<tr>
<td>I believe that Kenyan cosmetic products meet international standards.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.34</td>
<td>0.59</td>
</tr>
</tbody>
</table>

#### 4.4.2 Family and Purchasing Roles Influence on Consumer Choice of Cosmetics

The study sought to determine the extent to which respondents agreed with the following statements (in Table 4.17 below) assessing family and purchasing roles influence on consumer choice. From the study findings, the majority of the respondents agreed that in some cases respondents provided the resources to purchase cosmetic products even when they are not the ones who would necessarily utilize them. (Mean = 4.45 SD =0.54). Respondents sought information from their family when trying new products (Mean = 4.18 SD = 0.66). Parental introduction to various cosmetic products in their childhood, (Mean = 4.13 SD =0.82). Study respondents indicated that they mostly shopped for family’s personal care/cosmetic products (Mean =4.01 SD =0.74) and that participants were more likely to use products that their parents recommended (Mean = 3.97 SD =0.74). These findings go hand in with the study findings by Sasmita and Mohd, (2015), that socio-cultural factors are an important aspect that will influence consumer purchase decisions.
Table 4.17: Family and Purchasing Roles Influence on Consumer Choice

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am not the person who purchases the personal care products, but I provide the resources to purchase them.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.45</td>
<td>0.54</td>
</tr>
<tr>
<td>I seek information from my family when trying new products.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.18</td>
<td>0.66</td>
</tr>
<tr>
<td>I am more likely to use products that my parents recommend.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.97</td>
<td>0.74</td>
</tr>
<tr>
<td>I am the one who shops for my family’s personal care/cosmetic products.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.01</td>
<td>0.74</td>
</tr>
<tr>
<td>The products that I use were introduced to me by my parents in my childhood.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.13</td>
<td>0.82</td>
</tr>
</tbody>
</table>

4.4.3 Peer Influence on Consumer Choice

From the study findings, the majority of the respondents agreed that cosmetic purchasers feel safer when they have asked for information from their friends and relatives (Mean = 4.49 SD =0.50). Friend’s opinions regarding cosmetic choices are important to cosmetic purchasers (Mean = 4.27SD =0.71). Cosmetic customers choices when it comes to conforming to their peers for purposes of fitting in with friends (Mean = 4.08 SD = 0.73). Respondent's tendency to use cosmetics used by their friends and relatives (Mean = 4.05 SD =0.68). Respondents tendency to seek information from peers in the selection of cosmetic products (Mean =3.93 SD =0.78) These findings go hand in with the study findings by Howes and Ardt, (2019); Verhallen and Fred Van Raaij, (2016) who contend that lifestyle studies help to segment markets into consumer clusters that demonstrate similar consumption behavior based on activities, interests, and opinions.
Table 4.18: Peer Influence on Consumer Choice

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Min</th>
<th>Maxi</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I tend to seek information from my peers when selecting my cosmetic products.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.93</td>
<td>0.78</td>
</tr>
<tr>
<td>I tend to use cosmetics used by my friends and relatives.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.05</td>
<td>0.68</td>
</tr>
<tr>
<td>I like to be seen to do the same things as my friends.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.08</td>
<td>0.73</td>
</tr>
<tr>
<td>My friend’s opinion regarding my choices is important to me.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.27</td>
<td>0.71</td>
</tr>
<tr>
<td>I feel safer when I have asked for information from my friends and relatives.</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.49</td>
<td>0.50</td>
</tr>
</tbody>
</table>

4.4.4 Pearson Correlation of Socio-Cultural Factors on Consumer Choice

Table 4.19 below displays the results of the correlation test analysis between the dependent variable (consumer choice of cosmetic products) and the independent variable (socio-cultural factors). The study found a positive correlation between socio-cultural factors (X2) and consumer choice of cosmetic products as shown by correlation factor of 0.845; this positive relationship was found to be statistically significant as the significant value was 0.000 which is less than 0.006. These findings concur with the study findings by Sasmita and Mohd, (2015) that socio-cultural factors are important aspect which consumers evaluate when making purchase decisions.

Table 4.19: Pearson Correlation of Socio-Cultural Factors on Consumer Choice

<table>
<thead>
<tr>
<th></th>
<th>consumer choice of cosmetic products</th>
<th>Socio-cultural factors (X2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumer choice of cosmetic products</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>261</td>
</tr>
<tr>
<td>Socio-cultural factors (X2)</td>
<td>Pearson Correlation</td>
<td>.845**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>261</td>
</tr>
</tbody>
</table>
4.4.5 Regression Test of Socio-Cultural Factors on Consumer Choice

The focus of test regression two was to determine the influence of socio-cultural factors on consumer choice of cosmetic products. To test the first regression, the index of influence consumer choice of cosmetic products as an index of dependent variable was regressed upon the identified sub measures of socio-cultural factors as a composite of independent variables.

4.4.5.1 Model Summary of Socio-Cultural Factors on Consumer Choice

The adjusted $R^2$, also called the coefficient of multiple determinations, is the percentage of the variance in the dependent explained uniquely by the independent variables. The model had an average adjusted coefficient of determination ($R^2$) of 0.713 and which implied that 71.3% of the variations in influence consumer choice of cosmetic products are explained by socio-cultural factors.

Table 4.20: Model Summary of Socio-Cultural Factors on Consumer Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>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>.845a</td>
<td>.714</td>
<td>.713</td>
<td>.17738</td>
</tr>
</tbody>
</table>

4.4.5.2 ANOVA of Socio-Cultural Factors on Consumer Choice

From the ANOVA statistics, the study established the regression model had a significance level of 0.000 which is an indication that the data was ideal for making a conclusion on the population parameters as the value of significance (p-value) was less than 5%. The calculated value was greater than the critical value (648.057 > 2.49) an indication that socio-cultural factors have significant influence on consumer choice of cosmetic products. The significance value was less than 0.05 indicating that the model was significant.

Table 4.21: ANOVA of Socio-Cultural Factors on Consumer Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>20.389</td>
<td>1</td>
<td>20.389</td>
<td>648.057</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>8.149</td>
<td>259</td>
<td>.031</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>28.538</td>
<td>260</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.4.5.3 Coefficients on Socio-Cultural Factors on Consumer Choice

From the regression model obtained above, further utilization of adoption socio-cultural factors while holding the other factors constant would promote the consumer choice of cosmetic products (Y) by a factor of 0.361. The findings concurred with (Sasmita & Mohd, 2015) study findings that socio-cultural factors play a significant role in the consumer decision-making process and that society shapes consumer behavior.

Table 4.22: Coefficients on Socio – Cultural Factors on Consumer Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>2.744</td>
<td>.023</td>
<td></td>
<td>120.010</td>
<td>.000</td>
</tr>
<tr>
<td>socio-cultural factors (X2)</td>
<td>.361</td>
<td>.014</td>
<td>.845</td>
<td>25.457</td>
<td>.000</td>
</tr>
</tbody>
</table>

4.5 Personal Factors Influence on Consumer Choice

The study sought to determine the extent to which social class, occupation, and income level have an influence on consumer choice.

4.5.1 Social Class, Income and Occupation Influence on Consumer Choice

The study sought to determine the extent to which respondents agreed with the following statements (in Table 4.23 below) relating to social class, income and occupation influence on consumer choice. From the study findings, the majority of the respondents strongly agreed that their status and how others perceive them influenced their selection in cosmetic products (Mean = 4.54 SD = 0.59). Consumer choice of products as a status symbol (Mean =4.36 SD = 0.48). Rarely did consumers think twice when it came to spend on cosmetic products (Mean = 4.20 SD = 0.66). If customers had more disposable income, they would make different choices in the brands that they purchase. (Mean = 4.06 SD = 0.85). According to Ebrahim et al (2011) confirmed personal factors conception affects the purchase intention significantly.
Table 4.23: Social Class, Income and Occupation Influence on Consumer Choice

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am keen to make a saving when buying cosmetics</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.02</td>
<td>0.68</td>
</tr>
<tr>
<td>My status and how others perceive me influences my selection in cosmetics</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.54</td>
<td>0.59</td>
</tr>
<tr>
<td>I do not think twice when it comes to spending on cosmetic products</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.20</td>
<td>0.66</td>
</tr>
<tr>
<td>If I had more disposable income, I would make different choices in brands</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.06</td>
<td>0.85</td>
</tr>
<tr>
<td>My choice of products is a symbol of my status</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.36</td>
<td>0.48</td>
</tr>
</tbody>
</table>

4.5.2 Personality and Self-Concept Influence on Consumer Choice

The study sought to determine the extent to which respondents agreed with the following statements (in Table 4.24 below) relating to personality and self-concept influence on consumer choice. From the study findings, the majority of the respondents agreed that using cosmetic products increased their self-confidence (Mean = 4.41 SD = 0.46). That product choice in cosmetics was based on personal values (Mean = 4.11 SD = 0.78). Customers buying cosmetic products tend to choose brands that resonate with themselves (Mean = 3.99 SD = 0.67). Respondents feelings that because of their stature, they should enjoy the finer things in life (Mean = 3.99 SD = 0.78). Customer's cosmetic brand choices were based on personal tastes and preferences (Mean = 4.28 SD = 0.72). These findings go hand in hand with the study findings by Howes and Ardt (2019); Verhallen and Fred Van Raaij, (2016), that lifestyle studies help to segment markets into consumer clusters that demonstrate similar consumption behavior based on activities, interests, and opinions.
Table 4.24: Personality and Self-Concept Influence on Consumer Choice

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Maxi</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I tend to choose brands that resonate with me.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.99</td>
<td>0.67</td>
</tr>
<tr>
<td>I base my cosmetic brand choices based on personal tastes and preferences.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.28</td>
<td>0.72</td>
</tr>
<tr>
<td>My choices in cosmetics are based on my personal values.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.11</td>
<td>0.78</td>
</tr>
<tr>
<td>A person of my stature should enjoy the finer things in life.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>3.99</td>
<td>0.78</td>
</tr>
<tr>
<td>Using cosmetic products increases my self-confidence.</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.71</td>
<td>0.46</td>
</tr>
</tbody>
</table>

4.5.3 Lifestyle and Consumer Choice Influence on Consumer Choice

The study sought to determine the extent to which respondents agreed with the following statements (found in Table 4.25 below) relating to lifestyle and consumer choice influence on consumer choice. From the study, we find that most of the respondents agreed that cosmetic products purchased are a part of their identity and self-expression (Mean = 4.40 SD =0.49). The products purchased by customers were largely influenced by their lifestyle activities (Mean = 4.31 SD =0.66). Respondent concerns for living a healthy lifestyle meant that they prefer to use natural products (Mean = 4.18 SD =0.67). These findings go hand in hand with the study findings by Ebrahim et al. (2011) who confirmed personal factor's conception effects on the intention significantly.

Table 4.25: Lifestyle and Consumer Choice Influence on Consumer Choice

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Maxi</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>My concern for living a healthy lifestyle means that I prefer to use natural products.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.18</td>
<td>0.67</td>
</tr>
<tr>
<td>The products that I buy are influenced by my lifestyle activities.</td>
<td>261</td>
<td>3.00</td>
<td>5.00</td>
<td>4.31</td>
<td>0.66</td>
</tr>
<tr>
<td>The cosmetic products that I buy are a part of my identity and self-expression</td>
<td>261</td>
<td>4.00</td>
<td>5.00</td>
<td>4.40</td>
<td>0.49</td>
</tr>
</tbody>
</table>
4.5.4 Pearson Correlations on Personal Factors Influence on Consumer Choice

Table 4.26 below displays the results of correlation test analysis between the dependent variable (consumer choice of cosmetic products) and the independent variable (personality-related factors). The study found a positive correlation between personalities related factors (X3) and consumer choice of cosmetic products as shown by correlation factor of 0.743; this positive relationship was found to be statistically significant as the significant value was 0.000 which is less than 0.006. These findings concur with the study findings by Howes and Ardt, (2019); Verhallen and Fred Van Raaij, (2016) that lifestyle studies help to segment markets into consumer clusters that demonstrate similar consumption behavior based on activities, interests, and opinions.

Table 4.26: Pearson Correlations on Personal Factors Influence on Consumer Choice

<table>
<thead>
<tr>
<th></th>
<th>Consumer choice of cosmetic products</th>
<th>Personality related factors (x3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer choice of cosmetic products</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>261</td>
</tr>
<tr>
<td>Personality related factors (X3)</td>
<td>Pearson Correlation</td>
<td>.743**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>261</td>
</tr>
</tbody>
</table>

4.5.2 Regression Test on Personal Factors Influence on Consumer Choice

The focus of test regression two was to determine the influence of personality-related factors on consumer choice of cosmetic products. To test the first regression, the index of Influence consumer choice of cosmetic products as index of dependent variable was regressed upon the identified sub measures of personality-related factors as a composite of independent variable.

4.5.2.1 Model Summary on Personal Factors Influence on Consumer Choice

The adjusted $R^2$ also called the coefficient of multiple determinations, is the percentage of the variance in the dependent explained uniquely by the independent variables. The model had an average adjusted coefficient of determination ($R^2$) of 0.550 and which implied that 55.0% of the variations on Influence consumer choice of cosmetic products are explained by personality-related factors.
Table 4.27: Model Summary on Personal Factors Influence on Consumer Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>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>.743(^a)</td>
<td>.552</td>
<td>.550</td>
<td>.22215</td>
</tr>
</tbody>
</table>

4.5.2.2 ANOVA on Personal Factors Influence on Consumer Choice

From the ANOVA statistics, the study established the regression model had a significance level of 0.001 which is an indication that the data was ideal for making a conclusion on the population parameters as the value of significance (p-value) was less than 5%. The calculated value was greater than the critical value (319.279 > 2.49) an indication that personality-related factors have significant Influence on consumer choice of cosmetic products. The significance value was less than 0.05 indicating that the model was significant.

Table 4.28: ANOVA on Personal Factors Influence on Consumer Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>15.756</td>
<td>1</td>
<td>15.756</td>
<td>319.279</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>12.782</td>
<td>259</td>
<td>.049</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>28.538</td>
<td>260</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.5.2.3 Coefficients on Personal Factors Influence on Consumer Choice

From the regression model obtained above, further utilization of adoption personality-related factors while holding the other factors constant would promote the consumer choice of cosmetic products (Y) by a factor of 0.303. The findings concurred with Muniady et al. (2014) that the personal factors that play a key role in influencing purchasing behavior include age and stage in life, occupation and purchasing power, lifestyle, personality, and self-concept. Personal factors are essential elements in the study of consumer behavior as they constitute consumer demographics which is one of the ways which market segmentation can be done.
Table 4.29: Coefficients on Personal Factors Influence on Consumer Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td></td>
<td></td>
<td>.027</td>
</tr>
<tr>
<td></td>
<td>personality related factors (X3)</td>
<td></td>
<td>.303</td>
<td>.017</td>
</tr>
</tbody>
</table>

4.6 Chapter Summary

The study revealed that marketing mix factors had a significant influence on customer’s rationality in making purchase decisions. These findings also demonstrate that cosmetics buyers associated high quality with higher prices. In evaluating product quality, consumer perception is also an important aspect and will form an evaluation basis during the purchasing process. Their responses also showed that they only bought higher quality products when they were not the ones paying for it. This shows that consumers were less sensitive to higher prices when they were not the ones paying for it. The majority of the respondents were also conscious of their spending. As such they were keen to make savings when buying cosmetics. The results also show that social factors had a significant influence on individual purchase trends, and more so for cosmetics as a product category. The types of product and brand selected often are reflective of the social role and status within respondent groups. The social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation, occupation and purchasing power influence purchasing decisions and buying behavior. Income level largely affects the level of residual income and therefore what consumers can afford. We can see similarities in perspective towards money through different income levels. Respondents within similar income levels and occupation status tend to demonstrate similar taste in cosmetics. The respondents who are USIU – A graduate students tend choose brands that resonate with them, as such the brand choices made on of cosmetics are based on buyers’ personal values.
CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter presents the summary of the research findings, discussion of the findings, conclusion, and recommendations. The chapter is guided by the study objectives which were to establish the effect of marketing mix factors that influence consumer choice of cosmetic products by USIU - A graduate students, to determine the effects of socio-cultural factors in influencing consumer choice of cosmetic products by USIU- A graduate students, and to evaluate how personal factors that influence consumer choice of cosmetic products by USIU – A graduate students.

5.2 Summary

The purpose of the study was to establish the factors that influence consumer choice of cosmetic products by graduate students of USIU- Africa. The target population was limited to 1,485 (Summer 2019) graduate students. This population figure is according to information received from the University Registrar’s Office. Respondents were selected using the stratified simple random sampling technique. This method was suitable because it allowed the researcher to give the population an equal chance of being selected. This sampling technique was suitable because the population of interest wasn’t homogeneous and could be subdivided into groups or strata to get a representative sample. The researcher collected the data by administering questionnaires to the target population respondents to carry out the study. The analysis was done quantitatively using descriptive (frequencies, percentages, mean and standard deviation) and inferential statistics (ANOVA, Pearson’s Correlation and Regression techniques).

The study established that when need recognition for a product occurs, the next steps would be to gather as much information as possible from various sources deemed to be reliable. These sources that are deemed to be reliable include family and friends, online communities and social media reviews. Once a satisfactory level of information is acquired consumers will select the most suitable option in relation to meeting their needs, personal tastes and preferences and available resources.
When shopping under circumstances where they had limited information or when exposed to new or unfamiliar brands or most buyers would rely on package design as a quality indicator. Price was an important consideration for respondents when shopping for cosmetics and the buyers liked to get bargains for cosmetic products. Respondents also revealed a willingness to try new products and even new brands. Their willingness to try other brands was only limited by disposable income limitations as indicated. The consumers in their responses indicated that they would be willing try higher quality brands of they could afford them. Cosmetics buyers also revealed that they only used higher quality products when they were not the ones paying for it.

The study revealed that most of the cosmetics buyers associated high quality with higher pricing levels. Additionally, cosmetics buyers also showed more concern about product quality than price. This means that they were less price-sensitive as long as they felt that they were getting value for their money and a high-quality product. Cosmetics customers also demonstrated a preference for trusted brands. Respondents demonstrated faith in trusted brands and believed that the quality of the trusted brands was better. The buyers also demonstrated an inclination to purchase products that they are familiar with. Despite this view, they also showed a willingness to try new different brands.

Purchasing convenience was also a big deal to most of the study participants. The respondents cited product availability as a considerable factor when making purchasing decisions relating to cosmetics. They showed a preference for those products that were available from different distribution channels such as e-stores online, supermarkets and beauty stores. During stock-outs of their preferred brands, the respondents indicated that they would look for the same brand from the nearest store. The study also revealed that most of the students would hold off purchasing until restocking is done but wouldn’t opt for the closest substitute product. Indicative that respondents were loyal to their favorite brands, possibly because they worked for them.

The study also revealed that the respondents were concerned about their health and were considerate of health implications when making cosmetic purchasing decisions. Respondents demonstrated a preference for natural products that are known to have minimal health consequences for consumers and increased health benefits. The products that cosmetic buyers select were primarily influenced by their lifestyle activities and the brands selected were an extension of their identity and self-expression.
Product and brand selection often were also shown to be reflective of social roles and status. The social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation. Within societal groups status is important and most people desired to be admired by their peers and sought to fit into these social class groups. USIU – A graduate cosmetic consumers are conscious about their spending and this is demonstrated by the positive affinity to good deals and keenness to make savings when buying cosmetics. Dependent on the availability of residual income, respondents demonstrated the likelihood to make different choices in the cosmetics brands that they purchase.

Consumer’s occupational status and therefore income levels were also revealed to influence their purchasing decisions. Groups within similar income ranges demonstrate similar behaviors such as choice of product categories purchased, price sensitivity and the purposes of purchasing various brands. Income levels also affect what brands consumers can afford as well as their perspective towards money. Consumers within similar social classes, with similar income levels also tend to share in lifestyle activities. As such, they look to each other for clues and therefore will purchase similar products to fit in with those within their social class. This desire to fit in also extends to the brands that are purchased. People within the same social class also have demonstrated similar taste in cosmetics and leisure activities.

Respondents from the study demonstrated a preference for brands that tend to resonate with their individuality and will purchase cosmetic brands that are reflective or in sync with their personal values. The study revealed that respondent cosmetic choices were reflective of individual tastes and preferences. The respondents who are graduate students of USIU - A also contended that the use of cosmetics was integral to their self-esteem and that using cosmetics increased their self-confidence levels. The respondents also agreed that because of their stature, they deserved to enjoy the finer things in life, indicative that they believed that they deserved and valued high-quality products.

5.3 Discussion

5.3.1 Marketing Mix Factors Influence on Consumer Choice

When selecting cosmetic products during purchase, consumers will read and compare details of product information on the packaging to help them to make buying decisions.
Consumers showcase this behavior because making a good decision when it comes to cosmetics is important for them. Cosmetics purchase choices will typically be made based on quality perception. Most buyers will usually gravitate towards tried and tested brands that are trusted because they believe the quality is better. Risk aversion tends to cause consumers of cosmetic to stick to the familiar and demonstrate brand loyalty to familiar brands. Despite this, their desire for variety and novelty will also cause some cosmetic buyers to be willing to try new and different brands perhaps in search of something better. In the case of unfamiliar brands that buyers are unfamiliar with, consumers will look for physical quality cues and will rely on package design as a quality indicator. These findings from the study concur with the study findings by Johnson (1984) and therefore affirms the view that when faced with choice amongst similar brands, consumers will compare similar product attributes from the evoked set when making purchase decisions.

Advertising frequency is also critical in making an impact on consumer choice of cosmetics. Seeing an advertisement not only helps with need recognition but also helps to form brand perceptions in the minds of the consumer thus helping them in their cosmetic purchase decisions. Frequent advertising helps cosmetic buyers to keep a cosmetic brand in mind, therefore, growing brand familiarity even when the consumer has not yet purchased the brand. Frequently seeing an advertisement helps buyers to include a brand in their evoked set. Consumers will select those brands that reduce their level of involvement when shopping by providing product information and advertising helps to do just this. Advertising content through the use of different messaging appeals should provide product information, spark consumer interest and curiosity, positioning of the product in the minds of buyers, thus facilitating cosmetic buyers to form brand opinions. Packaging information and labeling on products help consumers to make decisions by comparing the information provided on the packaging. For product brands that buyers are unfamiliar with, they are more likely to choose those that are endorsed by online communities which are views as more reliable sources of information. These findings go hand in hand with the study findings by Rao and Monroe (1989), also contend consumers use various cues to infer on the product quality.

The study established that when shopping for cosmetics, the buyers from USIU - A usually compared similar products from different brands based on the price. Price is an important consideration when shopping for cosmetics. As such the respondents were happy to get good deals and bargains for cosmetic products. Despite their love for good deals, if
cosmetics buyers could afford higher quality brands then they would be willing to try them. From this view we can see the reasons why counterfeit products have proliferated the Kenyan market. Cosmetics buyer's responses in the study indicated that they will only use higher quality products when they are not the ones paying for it. Most buyers of cosmetic products also associated higher-priced products with better quality. Cosmetics consumers are more concerned about the quality of the product than price. These findings go hand in with the study findings by Saleem, Ghafar, Ibrahim and Ahmed, (2015), who found that perceived product quality combined with consumer preferences will have influence on a consumer’s purchase intention.

Purchasing convenience and product availability is a key consideration for cosmetics consumers from USIU – A. Respondents considered the availability of the product from different distribution channels such as online stores, supermarkets, and beauty stores. When preferred brands experienced stock-outs consumers would look for the product from an alternative but nearby store. The study also revealed that most respondents will hold off purchasing until restocking is done but would not opt for substitute products. This demonstrates a high degree of brand loyalty to brands that they consume. At the same time, we must be conscious of the fact that cosmetic products have demonstrated low brand loyalty and high switching. Cosmetic products are highly hedonistic. As such respondents demonstrated a preference for physical stores because they can experience and test the product for suitability before making the purchase. According to Ramya and Mohammed, (2016) cosmetic buyers will only shop online only when they have had prior positive experiences with the vendor.

The findings established that in the event that the buyer cannot find the brand that they usually buy then they would then pick a similar familiar alternative. The study brought forth that the use of incentives such as discount coupons, popularity of the cosmetic shop as an established store and sales discount offerings to regular customers were key elements attracting store loyalty and purchase of cosmetic products amongst respondents. These findings go hand in with the study findings by Porter, (1976); Saleem et al., (2015) who contended that perceived product superiority is based on product performance such as reliability, durability, and perishability.

The study found a positive correlation between marketing mix factors and consumer choice of cosmetic products. This positive relationship was found to be statistically significant.
These findings concur with the study findings by Saleem, Ghafar, Ibrahim, and Ahmed, (2015), who found that perceived product quality combined with consumer preferences will have influences on a consumer’s purchase intention. From the regression model obtained further utilization of adoption marketing mix factors while holding the other factors constant would promote the consumer choice of cosmetic products. These findings go hand in hand with the study findings by Sasmita and Mohd (2015), which found that marketing mix factors are an important aspect which consumers will evaluate when making purchase decisions.

5.3.2 Socio-Cultural Factors Influence on Consumer Choice

The research study revealed the extent of socio-cultural influence on cosmetic purchase decisions. It was found that cosmetic buyers from USIU - A are highly likely to use products that are used by members of family or friends. Some respondents factored in their religion/ethnicity/racial/nationality groups’ preference for certain brands over others. Study participants demonstrated preference for local Kenyan brands but also contended that foreign brands are more likely to be of better quality than African or local brands. From the positive attitude demonstrated from responses, the respondents also agreed that Kenyan cosmetic brands do meet international standards. These findings concur with the study findings by Durmaz, (2014) agrees that human behavior is largely learned and as a child grows up within a societal context, they learn the sets of values, perceptions, preferences, and behavior through the process of socialization.

The study established that cosmetic buyers from USIU – A tend to use cosmetics used by their friends and relatives. Friends’ and peers’ opinions regarding the use of a specific cosmetics product and brands are important to most of the buyers. These peers are an important source of information and validation and as such the respondents tend to seek information from their peers when making purchase decisions. Respondents feel safer to proceed to purchase when they have asked for information from their friends and relatives. Interestingly, the respondent’s considered themselves to be unique and valued their individuality and did not necessarily want to be seen to do the same things as their friends. This emphasizes the importance of personalization when marketing and using a variety of factors such as the use of psychographics in segmenting markets. These findings concur with the study findings by Rud (1997) that culture is a critical basis for human behavior and is the main underlying factor that influences what a society considers to be attractive.
The study results revealed that respondents’ cosmetics purchase decisions were influenced by various social factors. Social status and others’ perceptions of the individual also influenced the choices of cosmetics products. Despite this concern for other's perception and approval, most cosmetics consumers demonstrated keenness to save when buying cosmetics. Yet when residual income is available the respondents were likely to make different choices in the cosmetics brands that they would purchase, and that individual choice of products is viewed as a status symbol. These findings are in support of the study findings by Karami, Olfati, and Dubinsky (2017) which found that within the Iranian culture, consumption patterns were influenced by cultural values. These values had a significant effect on consumer choice, while subcultures such as religion surprisingly had a weaker influence on consumer choice.

The study revealed that specific product and brand selection often reflects the social role and status. The social status reflects the position that individuals have in social groups based on education, occupation, money and wealth. In many societies status is an important construct and people like to be admired by those in their peer groups. The study also revealed that respondents demonstrated a concern for their health, and this included the types of products consumed. As such there was a positive preference for products to contain natural ingredients and natural products. The products that cosmetic buyers went for are influenced by their lifestyle activities and that the cosmetic products that buyers opted for are a part of one’s identity and self-expression. These findings are in support of the study findings by Childers and Rao (1992), who maintain that members of a society will act in a manner that is consistent and acceptable with the social groups that they identify with.

The study found a positive correlation between socio-cultural factors and consumer choice of cosmetic products and this positive relationship was found to be statistically significant. These findings concur with the study findings by Sasmita and Mohd, (2015), who found that socio-cultural factors have a significant influence on human behavior and will influence even consumer choices when making purchase decisions. From the regression model obtained, further utilization of the adoption of socio-cultural factors while holding the other factors constant would promote the consumer choice of cosmetic products. The findings concurred with Sasmita and Mohd, (2015), who found that socio-cultural factors have a significant influence on consumer behavior and more so when they are making purchasing decisions.
5.3.3 Personal Factors Influence Consumer Choice

The study findings also established that personal factors had a significant influence on consumer choice of cosmetic products among USIU - A graduate students. Investigations of the inferential analysis revealed that significant associations exist between motivating factors and personal factors. The occupation of an individual, age and human lifecycle plays a significant role in influencing his/her buying decision. The study also concludes that the buying tendency of an individual is directly proportional to their monthly earnings. The study further revealed that the purchasing process commenced with need recognition, followed by information search before proceeding to purchase. Information that was considered reliable was sought from family and friends as well as online community reviews. After gathering relevant information, consumers then selected the best option available as per their need, taste, and pocket. These findings concur with the study findings by González and Bello (2012), where lifestyle was found to be a significant predictor of human behavior and therefore provides essential cues to people's attitudes and behavior.

The study established that USIU - A graduate students tend to seek information from their peers when selecting cosmetic products. In contrast to valuing their risk-reducing benefit of seeking the counsel of their peers, the study results also demonstrated a strong value for individuality and that respondent rarely used cosmetics because they were used by their friends and relatives. Respondents preferred to be viewed as unique and were therefore likely to do the different things from their friends. Despite this, the study results also show that friend’s opinion regarding cosmetics choices is important, status and how others perceived them influences their selection in cosmetic products. These findings concur with the study findings by Kassarjian, (2012) whose study revealed that people will purchase goods that match their own characteristics and how they view themselves.

The study findings also revealed that cosmetic buyers from USIU - A tend to choose brands that resonate with them, choices made on of cosmetics are based on buyers’ personal values, tastes, and preferences. Most respondents from USIU - A indicated that using cosmetic products increased their self-confidence. They also had the conviction that because of their stature they deserved to enjoy the finer things in life. These findings concur with the study findings by Landon, (2014) that symbolic meanings of a product and a person’s self-concept have a higher probability for positive evaluation, preference, and ownership.
Lifestyle refers to a person’s personal style, attitude, perception, social relations and relationship with their immediate surroundings. Personal decisions relating to purchases are influenced by personal factors such as the buyer’s age and life cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. A person’s environment, values, lifestyle, hobbies, and consumer habits are not static and are bound to evolve in their lifetime as they get exposed to different circumstances. Family life stages change purchasing behavior and brand selection. Ebrahim et al. (2011) confirmed personal factors conception significantly affects purchase intentions.

A consumer’s occupation and purchasing power influences their purchasing decisions and buying behavior. The income level affects what consumers can afford and therefore their perspective towards money. Low-income individuals are more likely to demonstrate frugal behaviors when it comes to their purchases. Persons who share similar occupational status, and therefore income brackets tend to have similar taste in cosmetics and leisure activities. Cosmetic buyers from lower-income groups are probably more interested in buying products that are necessary for survival than spending on luxury brands or designer clothes. Consumers’ lifestyle reveals how the person lives and spends money. It is combined with earlier experiences, current situation, and congenital characteristics. The product choices that consumers make are therefore related to their lifestyle. These findings concur with the study findings by Howes and Ardt, (2019); Verhallen and Fred Van Raaij, (2016) who contend that lifestyle studies help to segment markets into consumer clusters that demonstrate similar consumption behavior based on activities, interests, and opinions.

The study found a positive correlation between personalities related factors and consumer choice of cosmetic products; this positive relationship was found to be statistically significant. These findings concur with the study findings by Howes and Ardt, (2019); Verhallen and Fred Van Raaij, (2016) who contend that lifestyle studies help to segment markets into consumer clusters that demonstrate similar consumption behavior based on activities, interests, and opinions. From the regression model, further utilization of adoption personality-related factors while holding the other factors constant would promote the consumer choice of cosmetic products.
5.4 Conclusions

5.4.1 Marketing Mix Factors

The study concludes that marketing mix factors had a significant influence on consumer choice of cosmetic products among USIU - A graduate students. Marketing mix factors include product quality, brand, price, advertising, product availability, previous purchase experience, and product packaging are important factors considered by cosmetic purchasers. Additionally, the study concludes that before buying cosmetic products customers considered health implications, reasonable price levels which are reflective of the quality of the product.

5.4.2 Socio-Cultural Factors

The study also concludes that social-cultural factors had significant influence on consumer choice of cosmetic products among USIU – A graduate students. Students from the upper-middle class would spend on luxurious cosmetic items whereas an individual from middle to the lower-income group would buy cosmetic product categories that were essential for his/her survival. Married individuals demonstrated strong inclination towards buying cosmetic products that would benefit not only them personally, but also their family members in comparison to single individuals.

5.4.3 Personal Factors Influence Consumer Choice

The study concludes that personal factors had a significant influence on consumer choice of cosmetic products among USIU - A graduate students. The occupation of an individual, age and stage in lifecycle plays a significant role in influencing his/her buying decision. The study also concludes that the buying tendency of an individual is directly proportional to their monthly income. The study concluded that the purchasing process is a multistage process that begins with need recognition, information search from reliable sources such as friends and family, evaluation of products from the evoked set and ultimately the purchase happens. Consumers will select the most appropriate option available as per their individual need, taste and economic circumstance.
5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Marketing Mix Factors Influence on Consumer Choice

Businesses in the beauty space should ensure that they are marketing their products to their audiences by advertising their products to the right audience through different communication channels. By cascading product information to the market, businesses can generate demand for their products and maximize their sales. Given that consumers are willing to try new products, product innovation and enhancements should be prioritized by cosmetic firms. Beauty brands generally experience low product loyalty and characteristically have low switching costs. Cosmetic brands can differentiate their products by the creative use of color and language to create attractive packaging, coupled with useful product information on the label. In addition, they should also employ consistent branding and product positioning to make the most of their overall marketing strategy. An elaborate marketing mix should be developed and applied to a suitable target market to successfully sell their products. In the same breath, it is critical that the market environment circumstances are factored in when developing these marketing strategies. For example, it would not make sense to market a luxury product in a market that prioritizes basic necessities. Cosmetic firms should employ the use of psychographics to segment their markets for targeting purposes. Once segmentation has been done successfully, they should then focus on specific market segments. Cosmetic firms can compete effectively once they have specifically defined their market. Pricing strategies are also important and are dependent on the target market being served. Given that the demand for cosmetic products cuts across all social classes, it is essential that a firm decides which market they wish to serve.

5.5.1.2 Socio-Cultural Factors Influence on Consumer Choice

Given that social-cultural factors were found to influence cosmetic buying behavior, retailers of these products need to develop a wide variety of products that accommodate heterogeneity of markets and therefore the differences of purchasing behavior which emanate from socio-cultural influences. This concept becomes even more critical for companies operating on a global scale as they need to customize their product, pricing, promotion, and distribution strategies according to the markets being served. The findings
revealed that there should be greater focus on customer trusted brands and products that support consumer lifestyles. This can be attributed to the fact that purchase decisions are influenced by their lifestyle activities.

5.5.1.3 Personal Factors Influence on Consumer Choice

The study revealed that personal factors based on individual circumstances were also a key influence of consumer choice of cosmetic products. Firms manufacturing cosmetics must consider the personal factors of their target market during product innovation and development. This will enable firms to become more profitable by capturing the intended market. Products developed should include brand personality attributes, consumer values, ethical considerations, temperament, and appealing product appearance. For example, launching a luxury product aimed at an older demographic should have a traditional, opulent feel with richer fragrances and a thicker, fuller texture. Developing a relevant cosmetic brand personality is an essential component that would facilitate effective product positioning in the marketplace.

5.5.2 Recommendation for Further Studies

For future studies concerning this topic, it is recommended to have a larger sample and to create smaller groups when analyzing data. It could be possible then to find relationships with different correlation tests. The study could have also taken a different approach to incorporate specific cosmetic brands and identifying the different reasons consumers select specific brands. The same study can be expanded to include a comparison of natural ingredient vs chemical cosmetics and with an emphasis on culture. In this study it would have been ideal to use smaller ranges in grouping occupation and age in order to come up with more specific results. Additionally, the researcher also recommends the exploration of market environment factors such as economic market situations and its influence on consumer choice.
REFERENCES


York, USA: ACM Press. https://doi.org/10.1145/948005.948060


APPENDICES

Appendix I: NACOSTI License

[Image of NACOSTI License]

The Grant of research License is subject to the conditions specified in the Science, Technology and Innovation Act, 2013.

CONDITIONS:

1. The License is valid for the period starting on the date of issue and ending on the date specified on the face of the Grant.
2. The Licensee and any other person authorized to conduct research must comply with applicable laws and regulations.
3. The Licensee shall deliver the final report within one year of completion of the research.
4. The Licensee shall submit the final report and a self-copy of the final report within one year of completion of the research.
5. The Licensee shall not use the results of the research for any purpose not explicitly authorized by the grant.
6. The Licensee shall not assign, transfer, or license the results of the research without prior written permission.
7. The Licensee shall acknowledge the NACOSTI in any publication or presentation related to the research.
8. The Licensee shall keep accurate records of all research activities and related expenses.
Appendix II: Cover Letter

14th June 2019.
Karen Macharia
P.O Box 07xx xxx xxx – 00100,
Nairobi.

Dear Respondent,

Congratulations! You have been exclusively selected to participate in a research study evaluating the factors that influence your selection of cosmetic products. This survey should take about 15 minutes to complete.

Through your responses, the researcher hopes to inform cosmetic manufacturers to enhance their product offering, based on your needs, therefore improving your overall product experience.

Kindly, complete the attached questionnaire as honestly as possible, with accurate information that will be used entirely for this research. We guarantee that your responses will be handled with utmost confidentiality. We thank you for taking the time to participate in this survey. Your assistance is highly valued.

Thank you in advance.

Yours Faithfully,

Karen Macharia
Appendix III: Questionnaire

The purpose of this questionnaire is to furnish us with information regarding the key factors that influence consumer choice of cosmetics products by USIU – A graduate students. It shall be used to provide the researcher with insights on the factors that influence your buying decisions and is designed with FMCG companies in mind and will help them to identify what is important to you as a consumer. Your responses will help FMCG manufacturers to shape their product offering, communications and distribution decisions with you in mind. We guarantee that your responses to this questionnaire shall be treated with utmost confidentiality and anonymity and your identity kept private.

General Instructions
Please indicate with a tick inside the box/circle the appropriate response from the alternatives provided.

PART A: General Information

1. Please state your gender.
   
   Female □ 1  Male □ 2

2. Please state your age in years.

   24 – 29 □ 1  30 – 35 □ 2  36 – 41 □ 3  42 – 47 □ 4  48 – 53 □ 5  54 + □ 6

3. Please state your occupational status.

   Unemployed □ 1  Employed □ 2  Self Employed □ 3  Retired □ 4

4. Do you use cosmetic products? (Makeup, Skin Care Products, Shower Gels, Hair Care, Perfumes and shaving creams, aftershave)
   
   Yes □ 1  No □ 2

5. If Yes, please select the specific product categories that you purchase.

   Product Category  Selection (Yes Tick, (1) No Leave Blank (2))
   a) Makeup
      (Foundation, lipstick, mascara, eyeliners)
      □
   b) Face care products
      Facial Cleanser, Toners, Moisturizer, Sunscreen
      □
   c) Body care products
      □
Body Lotions, Glycerin, and Body Creams

d) Hair Care Products
Relaxers, Shampoos, Conditioners,
Deep Conditioning treatments, Hair oil, and moisturizers

e) Perfumes and fragrances
Body sprays and perfumes

f) Shaving Creams
Shaving Creams and Aftershave

g) Deodorants and Sprays
Roll on, deo sticks and deo sprays

6. How often do you purchase these products?

Once Every Month □ 1  Every 3 Months □ 2  Every 6 Months □ 3
On a Need Basis □ 4  Other (Please Specify) 5

7. In the selection of your cosmetics please indicate which one of the following do you consider most important. (Please Rank from 1-5 in order of importance for your consideration.)

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Least Important (1)</th>
<th>Somewhat Unimportant (2)</th>
<th>Neutral (3)</th>
<th>Somewhat Important (4)</th>
<th>Most Important (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Brand</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>b) Price</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>c) Advertising</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>d) Product Availability</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>e) Previous Purchase Experience</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>f) Product Quality</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>g) Product Packaging</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

PART B: 1

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neutral (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I typically choose my products based on quality.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>2. Before selecting a cosmetic product, I will read and compare product information on the packaging of different brands to help me to decide</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. I prefer to purchase products that I am familiar with.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>4. I usually will buy trusted brands because I believe the quality is better.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>
5. I usually will try different brands because I like to try new things. 

6. For new brands or brands that I am unfamiliar with, I will rely on package design as an indicator of its quality.

**PART B: 2**

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neutral (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Seeing an advertisement helps me to decide which brands to select.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>2. Frequent advertising helps me to keep a cosmetic brand in mind.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. When comparing different products, I rely on the information provided on the packaging to help me to decide.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>4. For products that I am unfamiliar with I am likely to choose products endorsed on online communities.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>5. I form brand opinions on products based on the adverts I see.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

**PART B: 3**

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neutral (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. When shopping for cosmetics, I will compare different brands based on the price.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>2. I am more concerned about the quality of the product than I am of price.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. If I could afford higher quality brands, I would be willing to try them.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>4. I only use higher quality products when I am not the one paying for it.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>5. To me, better quality means higher prices.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>6. Price is not an important consideration when shopping for cosmetics.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>7. I like to get a bargain for cosmetic products</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

**PART B: 4**
<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Being able to buy my cosmetics at different places is important to me.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Eg online, supermarkets, beauty stores)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. If a product I normally use is not available, I will hold off purchasing until I can find it.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. I will only shop online if I have previous experience with the vendor.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>4. When I can’t find the brand that I usually buy I will then pick a similar familiar alternative.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>5. Purchasing convenience is a big deal to me.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>6. I prefer physical stores because I can experience and test the product before purchasing</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

**PART C: 1**

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I am likely to use products that are used by members of family or friends</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>2. Foreign brands are more likely to be of better quality than African brands.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. Within my religion/ethnicity/racial/nationality group, we prefer certain brands over others.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>4. I prefer Kenyan made cosmetic products.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>5. I believe that Kenyan cosmetic products meet international standards.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

**PART C: 2**

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I am not the person who purchases the personal care products, but I provide the resources to purchase them.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>2. I seek information from my family when trying new products.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. I am more likely to use products that my parents recommend.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>
4. I am the one who shops for my family's personal care/cosmetic products.

5. The products that I use, were introduced to me by my parents in my childhood.

**PART C: 3**

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neutral (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I tend to seek information from my peers when selecting my cosmetic products.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>2. I tend to use cosmetics used by my friends and relatives.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. I like to be seen to do the same things as my friends.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>4. My friend’s opinion regarding my choices is important to me.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>5. I feel safer when I have asked for information from my friends and relatives.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

**PART D: 1**

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neutral (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I am keen to make a saving when buying cosmetics.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>2. My status and how others perceive me influences my selection in cosmetic products.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. I do not think twice when it comes to spending on cosmetic products.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>4. If I had more disposable income, I would make different choices in the brands that I purchase.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>5. My choice of products is a symbol of my status.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

**PART D: 2**

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neutral (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I tend choose brands that resonate with me.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>2. I base my cosmetic brand choices based on personal tastes and preferences.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. My choices of cosmetics are based on my personal values.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>
4. A person of my stature should enjoy the finer things in life.  
5. Using cosmetic products increases my self-confidence.

PART D: 3

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neutral (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. My concern for living a healthy lifestyle means that I prefer to use natural products.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>2. The products that I buy are influenced by my lifestyle activities.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>3. The cosmetic products that I buy are a part of my identity and self-expression</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

PART D: 4

4. a) Please indicate your income range below.

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Below KES 50,000 (Equivalent 0–500 USD)</th>
<th>KES 50,000 – 100,000 (Equivalent 500–1,000 USD)</th>
<th>KES 100,000 – 250,000 (Equivalent 1,000–2,500 USD)</th>
<th>KES 250,000 – 300,000 (Equivalent 2,500–3,000 USD)</th>
<th>Over KES 300,000 (Equivalent 3,000 USD+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Income (1)</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KES 50,000 – 100,000</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Equivalent 500 – 1,000 USD) 3</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KES 250,000 – 300,000</td>
<td>☐</td>
<td></td>
<td>☐</td>
<td></td>
<td>☐</td>
</tr>
<tr>
<td>(Equivalent 2,500 – 3,000 USD) 5</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KES 250,000 – 300,000</td>
<td>☐</td>
<td></td>
<td>☐</td>
<td></td>
<td>☐</td>
</tr>
<tr>
<td>(Equivalent 2,500 – 3,000 USD) 5</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you for taking the time to complete this questionnaire.