AN INVESTIGATION OF FACTORS INFLUENCING CONSUMER BEHAVIOR
IN PURCHASE OF BEAUTY PRODUCTS IN NAIROBI

BY

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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: _______________________________

Jacinta Okumu (ID 626177)

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

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ABSTRACT

The main objective of this study was to investigate the factors that influence the consumer buying behavior in the purchase of beauty products in Nairobi. The study was guided by the following research objectives. To investigate whether social factors influence buying behavior; to examine whether economic factors influence buying behavior; to examine whether market factors influence buying behavior.

The descriptive research design was employed in this research. The study population involved 1,051 USIU graduate students. The respondents were sampled using the stratified random sampling method. The data was collected using structured questionnaires. Quantitative data was analyzed using SPSS and Microsoft excel and presented in table tabulations and percentages.

The study findings revealed that social factors, which included self esteem, religion and model influence did not influence the buying decisions of beauty products among consumers. Rather, consumers’ own personal attitudes, culture, social class and relationships were the factors that influenced the consumers’ behavior with regard to purchase of beauty products. However, these factors affected the consumer behavior but were not very strong in their influence.

On the other hand, the study revealed that Economic factors to a larger percentage in deed influenced buying behavior of beauty products especially among the age groups 18 - 25 years and 26 – 30 years. Family income, personal income, age and gender were among the strong factors that influence consumer purchase of beauty products. Personality and lifestyle and parental influence also influenced the purchase decisions to a good extent.

Similarly, market factors were proven to influence the consumer’s decisions in the purchase of beauty products. A large percentage of the respondents strongly agreed that pricing, promotion and advertising, product quality and product delivery very much influenced the consumer’s purchase decisions. The entire product attributes including brand name, loyalty, image and preference influenced the decision to buy the beauty product in question to a large extent.

The study concluded that indeed economic factors and market factors are the factors that carried a lot of weight in influencing the consumers purchase decision of beauty products.
Out of the six economic factors investigated, results from the respondents indicated more than seventy percent (70%) of the respondents agreeing or strongly agreeing that the factors influenced consumers’ behavior towards purchase of beauty products. Save for parental influence and family affluence, the other five including family income, personal income, personality and lifestyle, age and gender results showed between 70% and 78% respondents strongly agreeing and agreeing that these economic factors influenced consumer purchase behavior. The investigated market factors also indicated largely that pricing, product quality and product convenience influenced consumer’s behavior in purchase of beauty products with percentages of between 70% and 90%.

The study recommends that an investigation be conducted on the influence of social media on consumer preference of beauty products. The study also recommends for an examination of the emerging dynamics of individualism in buying behavior of beauty products, as opposed to social and communal influences.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Problem

According to Shaw and Jones (2005), consumer behavior has long been a subject of analysis by market researchers the world over. It is only by carefully studying patterns in consumer’s buying behavior that investors can make informed decisions on whether or not to venture in a certain market to launch a product, repackage it or even shelf it. Although many studies have been done on consumer behavior (Kotler, 2001) there still remains a gap in the amount of information available concerning global market consumer behavior. With the world now becoming one global market and consumers coming from different cultures world over, there is need for researchers to examine the key triggers of consumers to better understand the global market.

According to Kotler (2003) consumer buying behavior is the purchasing behavior of people and households who buy goods and services for personal consumption. There are many factors that can affect the process of buying as the consumer works through the purchase decision (Kotler, 2003). According to Kotler and Armstrong (2001), there are four main factors that affect consumer buying behavior: Cultural factors, social factors, personal factors and psychological factors. They further classified cultural factors as including Culture, sub-culture and social class. Cultural shift was also highlighted as a key factor influencing consumer behavior under cultural behavior. Varying tastes and preferences of different cultures does affect buyer behavior according to the two. In Taiwan for example, the market was observed to be inclined to green colored caps because this color is of greater significance within the Taiwanese culture (Kotler and Armstrong, 2001)

Kotler (2003) also states that growing children acquire sets of values, perceptions, preferences and behaviors through their family and other key institutions. Values and beliefs are mental images that affect a wide range of specific attitudes that in turn, influence the way a person is likely to respond in a specific situation. The criteria a person uses to evaluate alternative brands in a product and his or her eventual preference for one of these brands over the other, are influenced by both a person’s general values
e.g. perceptions as to what constitutes quality and the meaning of country of origin, and specific beliefs (Schiffman and Kanuk, 2010).

Each culture consists of smaller subculture that provides more specific identification and socialization for their members. Nationalities, religions, racial groups, and geographic regions form subcultures. When subcultures grow large and affluent enough, companies normally design specialized marketing programs to serve them (Kotler, 2003)

Customs on the other hand, are overt modes of behavior that constitute culturally approved or acceptable ways of behaving in specific situations. Customs consist of everyday or routine behavior which informs customers’ behavior towards products (Schiffman and Kanuk, 2010). Rapaille (2007) adds that the culture code is the unconscious meaning we apply to any given thing for example a car, a type of food, a relationship or even a country, via the culture in which we are raised.

The impact of culture is so natural and so ingrained that its influence on behavior is rarely noted and often taken for granted. However, cultural beliefs, values and customs continue to be followed as long as they yield satisfaction and when a specific standard no longer satisfies the members of a society, it is modified or replaced so that the resulting standard is more in line with current needs and desires. Thus, culture gradually but continuously evolves to meet the needs of society (Schiffman and Kanuk, 2010).

Kotler (2003) identified social and cultural factors that influence consumer behavior. The social factors include reference groups, family, social roles and statuses. The cultural factors that are particularly important in buyer behavior are culture, subculture and social class. According to Schiffman and Kanuk (2010), culture can exist and sometimes reveal itself at different perceived or subjective levels. In reference to consumer behavior, the first level can be thought of as the supranational level which reflects the underlying dimensions of culture that impact multiple cultures or different societies. The second level is concerned with national level factors such as shared core values, customs, personalities and pre-dispositional factors that tend to capture the essence of the ‘national character’ of the citizens of a particular country and finally, group level factors which are concerned with various sub divisions of a country or society. They might include subcultures’ difference, and membership and reference group differences (Schiffman and Kanuk, 2010).
According to Kotler (2003), almost all human societies exhibit social stratification. Stratification sometimes takes the form of a caste system where the members of different castes are reared for certain roles and cannot change their caste membership. Normally, it takes the form of social classes, relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests and behavior. Social classes reflect not only income, but other indicators such as occupation, education and area of residence. Social classes also differ in dress, speech patterns, recreational preferences, and many other characteristics. First, those within each class tend to behave more alike than persons from two different social classes. Second, persons are perceived as occupying inferior or superior positions according to social class. Third, social class is indicated by a cluster of variables rather than any single variable. Social classes also show distinct consumption preferences in many areas as well as language differences thus marketers must ring true to the targeted social class (Kotler, 2003).

In a study conducted by Luna and Gupta (2002) on an understanding of how culture influences consumer behavior, it is clear that globalization of markets and international competitions are requiring firms to operate in a multicultural environment. In addition, migration patterns and transnational communication media are creating multicultural populations in domestic markets and exposing consumers to alternative behaviors and wants.

Lin (2011) combined different theories and discussed many variables to construct a model for factors that affect consumer behavior intentions and post-purchasing behavior by: integrating the decomposed theory of planned behavior, technology acceptance model, and relationship quality. In identifying the difference of industries in their effect on consumer behavior; and inferring management implications from implementing empirical data analysis based on the structural equation model, it was established that differences in the management of banking and tourism industries, regarding professional brand image; the affect of subjective norm; perceived risk and gap of perceived service quality, affected consumer buying decision making process. Furthermore, it was established that Product involvement has no significant influence on consumer actual behavior. Intervening variables such as product attribute, personal character of consumers exists in the relationship of product involvement and consumer actual behavior (Lin, 2011).
The early theories concerning consumer behavior were based on economic theory on the notion that individuals act rationally to maximize their satisfactions in the purchase of goods and services. Later research discovered that consumers are just as likely to purchase impulsively and to be influenced not only by family and friends, by advertisements and role models, but also by mood, situation and emotion. All of these factors combine to form a comprehensive model of consumer behavior that reflects both the cognitive and emotional aspects of consumer decision making. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it (Schiffman and Kanuk, 2010).

According to Global Insight (2006), Europe’s market size of the cosmetic industry is almost the size of USA and Japan combined. In 2006, the total EU cosmetics market for cosmetics was valued at € 63.5 billion while that of the US was valued at € 38.2 billion. By 2016, the US market will have grown at a rate of 5% annually. The firm identified ten key players in the global cosmetics industry including: Procter and Gamble Co., L’Oreal Group, Unilever Group, Colgate-Palmolive Co., Estee Lauder Cos Inc., Avon Products Inc., Beiersdorf AG, Johnson & Johnson Inc., Shiseido Co. Ltd. And Kao Corp.. They identified cosmetic products as encompassing the following: fragrances/perfumes, decorative cosmetics, skin care, hair care and toiletries. Additionally, the key factors that determine growth within the cosmetics industry include: development of multifunctional, safe, natural products. Moreover, the market is gradually shifting and attracting more male consumers because of “men’s growing acceptance of the importance of being well groomed”. Consequently, brand loyalty among consumers is not a major factor determining sales of some cosmetic products (Global Insight, 2006).

Kim, Forsythe and Moon (2002) conducted a study in two Asian consumer markets, China and South Korea to examine the relationship of consumer values, needs and purchase behavior. Consumers in both country markets exhibited brand loyal behavior in apparel purchases, fulfilling all the three needs. The results indicated that meeting changing customer needs by providing the right products and services has been an ongoing marketing challenge for retailing in competitive global markets.
1.2 Statement of the Problem

In the cosmetics industry, many studies have been conducted to better understand consumer behavior. One such study conducted in Mexico revealed that strategic product positioning and effective retailing augment the customer perceptions and helps to build long run consumer values towards a brand. Another empirical study included 11 different stores in different parts of Mexico also revealed that advertisement and other promotional activities have a great impact on consumer buying behavior (Rajagopa, 2007). According to Oladele (2011), Social factors contribute to consumer choice on telephone handsets among Nigerians. Following the model proposed by Kotler (2003), Oladele identified three broad categories of factors that might influence consumer behavior: Social factors, Cultural factors and personal factors. By analyzing data from six focus group discussions (FDGs) across six universities in Nigeria, Oladele (2011) identified peer pressure, especially from family as being a major factor in student purchasing behavior of mobile phones. Age, occupation, income, economic situation, lifestyle and self concept were discovered as having weaker effect on consumer behavior in relation to mobile phones.

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

In Africa, Alfred (2012) uncovered the importance of relationships on consumer behavior. However, the importance of relationships differs significantly between the beauty industry and telecommunications industry and this has not yet been addressed. In this light, there is need to establish, in Kenya, whether social factors, economic factors and market factors in other countries that influence consumer purchase behavior with relation to other products can be mirrored to influence consumer behavior in purchase of beauty products in Kenya. Such a study has not been done, thus the need for this study.
1.3 General Objective

The general objective of this study was to investigate the factors that influence consumer buying behavior of beauty products in Nairobi.

1.4 Specific Objectives

The study was guided by the following research objectives:

1.4.1 To investigate whether social factors influence buying behavior.

1.4.2 To examine whether economic factors influence buying behavior.

1.4.3 To examine whether market factors influence buying behavior.

1.5 Significance of the Study

The significance of this study not only confirmed the recent previous studies in the subject, but also provided some implications and guidelines for investors intending to expand their beauty products businesses or start manufacturing businesses by making the right choices of beauty products.

1.5.1 Cosmetic Firms

Manufacturers of cosmetic products such as Procter and Gamble Co., L’Oreal Group, Unilever Group, Colgate-Palmolive Co.. These firms stand to benefit from the results of this study by identifying the dynamics of the Kenyan beauty industry and especially Nairobi. These firms could translate key triggers into potential market segments. For instance, if males were more inclined towards certain triggers, these firms may redesign their products to fit their individual needs and thus expand their market share into unchartered territories.

1.5.2 Current Entrepreneurs and Retailers

The study is useful to current entrepreneurs and retailers dealing with beauty products to explore further marketing options. The information will help them in making decisions on what they should be sensitive to when introducing or launching their products to new
regions. The information could also be used for stocking and shelving decisions. It will help retailers to re-strategize and refocus their marketing efforts including stocking, shelving and advertising. For example, if social class is identified as a major influencer to consumer buying behavior, entrepreneurs could differentiate their product presentation to target and satisfy a particular social class.

The information from the study will also inform the current entrepreneurs on new beauty products which was able to satisfy different consumers in the region. New product development normally requires good research in order to know what consumers require to fit in specified markets. By assessing the patterns in consumer buying behavior, new products could be designed with specific preferences in mind. This effectively means reduced costs and improved products for manufacturers targeting the market.

1.5.3 Advertising Agencies

The study will provide information to all beauty products advertising agencies because it will allow marketers to better understand the consumer’s crucial triggers and preferences while purchasing products in the market. The advertising agencies will then be informed and design promotional material that was in line with the needs and wants of the consumer. Advertisements that better reflect the needs of the consumer will then result to higher demands of products in the market. Furthermore, by prioritizing factors that influence consumer’s buying behavior, advertisers was able to reduce costs and capitalize on the most effective and efficient advertising medium to drive the message home.

1.5.4 The Government

The research study will provide information on where the government can target for its taxation. When businessmen engage in trade, the government benefits from taxation charged on imports. Import taxes increases the government’s receipts.

The government also benefits from foreign trade since it earns foreign currency from exports from the country. This enhances the nation’s balance of payment and increases national income which is crucial to the government in the measuring of the Gross Domestic Product. Information from this research study will therefore help in the government’s estimations of level of forex in the country.
1.5.5 Academicians and Researchers

The research study will provide information to other academicians and future researchers in their works. Future research will further extend the knowledge about the other variables that can be considered to influence consumer behavior in the market and the techniques used. Researchers will also benefit from the findings to add more knowledge to the area of consumer behavior.

1.6 Scope of the Study

This study was conducted in Nairobi and was limited to the population in United States International University, and specifically the graduate students. The population size was 1,051 graduate students. This population is quite educated and comes from different social and cultural backgrounds. The population is also conversant with beauty products due to different lifestyles which was ideal for the study. The study was based on data available from published books and journals and responses from the sampled population. The population sample was derived from the USIU graduate students. The research was conducted over a period of two weeks between January 26\textsuperscript{th} and February 14\textsuperscript{th}, 2015. The population included USIU graduate students. This population provided maximum chances of collecting data because they have daily contact with the researcher.

The anticipated limitation of the study was non cooperation from respondents and dishonesty by the respondents. The researcher mitigated the anticipated challenges, by use of persuasive language to get back the questionnaires from the respondents. The researcher also guided the respondents on how to go about the questionnaires where she felt that she might not get honest feedback from the respondents.
1.7 Definition of Terms

1.7.1 Consumer behavior

Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk, 2010).

1.7.2 Cognitive Dissonance

A psychological phenomenon that occurs when a discrepancy exists between what a person believes and information that calls this into question (Festinger, 1957).

1.7.3 Social Class

Schiffman and Kanuk (2010) define social class as the division of members of a society into hierarchy of distinct status classes, so that members of each class have either higher or lower status than members of other classes.

1.7.4 Culture

Schiffman and Kanuk (2010) define culture as the sum total of learned beliefs, values and customs that serve to direct the consumer behavior of members of a particular society. Belief and value are the accumulated feelings and priorities that individuals have about “things” and possessions.

1.8 Chapter Summary

Chapter one presented the main objective of the study which was to investigate the factors that influence consumer behavior in the purchase of beauty products in Nairobi. The chapter talked about the background of the study, the statement of the problem, the general objective and the specific objectives of the study. Furthermore, the significance of the study was also outlined with stakeholders of the study duly identified. The scope on which the study was based was also identified in this chapter. Finally, the terms used in the study were also defined and cited.
The next chapter, chapter two, will be the literature review which will provide an outline of the respective literature that already exists in the field of consumer behavior and the influences thereof in order to build basis for the study. Chapter three will examine the research methodology that was used in the research. Chapter four will discuss the results and findings and chapter five the discussion, conclusions and recommendations.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter looks at the relevant literature on the factors that influence consumer behavior in the purchase of beauty products. Most of the literature on consumer behavior concentrates on explaining the factors that influence purchase of different products and services, the relationship between consumers and products in the market. The purpose of this study was to investigate the factors that influence consumer buying behavior in the purchase of beauty products in Nairobi. Consequently, the research conducted focused on the key factors that influence consumer buying behavior in beauty products with three objectives: To investigate whether social factors influence buying behavior; To examine whether economic factors influence buying behavior; and To examine whether market factors influence buying behavior.

2.2 Social Factors Influencing Buying Behavior

Kim and Paramita, (2013) described beauty products as preparations externally applied to change or enhance the beauty of skin, hair, nails, lips, and eyes. Ointments, balms, powders, and hair dyes have also been used from ancient times. Many cosmetics originated in Asia, but their ingredients and use are first recorded in Egypt. Many cosmetics survived the middle Ages, and Crusaders brought back rare Eastern oils and perfumes. In the Renaissance, cosmetics were used extravagantly. However, the use of cosmetics virtually disappeared with the advent of the French Revolution (Kim and Paramita, 2013). The year 1900 saw a revival of their use, accompanied by the manufacture of beauty aids on a scientific basis in France. Since then the industry has grown to tremendous proportions with products manufactured for every conceivable use. By the beginning of the 21st century the cosmetics industry was mostly run by large corporations and had become a multibillion dollar enterprise (Kim and Paramita, 2013).

Tournois (2014) while describing the rationale behind and analyzing the results of a strategy in regards to changing conditions and market share dominance of beauty product
varieties in Africa, discovered that for more than 20 years, with the growth in available product varieties, beauty products and brand proliferation have become increasingly evident in many African consumer markets. They examined how marketers managed proliferation activities between 1988 and 2012 on their domestic market, and found out that when opportunities are lacking, demand is declining, and competition is fierce – the situation that marks most mature markets. They also discovered that demand of beauty products increased as brand dominance increased.

In a study conducted by Martin and Peters (2005) to explore adolescent girls' knowledge about the types of beauty valued in contemporary African popular and commercial culture, eighty girls ranging from seven to thirteen years old participated in a card sorting and collage construction exercise using 47 advertisements that featured models. Findings indicated that adolescent girls preferred complex beauty products with age. Furthermore, older girls made more product and brand associations. The findings indicate that the beauty match-up hypothesis holds among young girls. In Kenya today advertisers may be overlooking the audience of young women by neglecting to use models who represent their desired type(s) of beauty products (Martin and Peters, 2005).

Barnham (2008), in his research on making meaning in consumer research, indicated that the consumer is understood to take part in deciding on what brands he will purchase. He stated that, “What is ignored is the specific contribution that the consumer makes in the process of making meaning for brands. This is a surprising, and in some ways telling, omission and one that has an interesting history” (Barnham, 2008).

2.2.1 Self Esteem

Meng and Pan (2012) conducted an investigation to establish the effects of cosmeceutical product advertising and purchase in beauty care products and established that young female consumers' confidence in cosmeceuticals increased in products that they knew and understood. Even though the findings suggested that the perceived information utility of cosmeceutical product advertising is the most significant factor in engaging young female consumers' interests and desire to try cosmeceuticals, it was also ascertained that, young female consumers' self-evaluation on body esteem, their perceived effectiveness of product claims, their interests in reading such advertising, and their attitudes toward advertising jointly affect their likelihood to purchase cosmeceutical products. Not
surprisingly, self-evaluation on body esteem predicted a higher influence on product purchase intention. As their self-evaluation on body esteem increases, the likelihood to purchase cosmeceuticals increases.

2.2.2 Attitude

Kim and Chung (2011) used the theory of planned behavior (TPB) to examine the effects of consumer values, past experiences and attitude on consumer purchase intention of organic personal care products to undertake a study aiming to consider the moderating effect of perceived behavioral control on the attitude-intention relationship. The results indicated that environmental consciousness and appearance consciousness positively influence attitude toward buying organic personal care products. The addition of past experiences as a predictor of purchase intention and perceived behavioral control as a moderator of the attitude-purchase intention relationship yielded an improvement on the TPB model. The study suggests that retailers can develop effective marketing strategies emphasizing ecological beauty, product safety, and affordable prices to increase consumers’ intentions to buy organic personal care products (Kim and Chung, 2011).

2.2.3 Culture

A consumer’s buying behavior is influenced by cultural, social, personal, and psychological factors. Cultural factors exert the broadest and deepest pressure in individuals and societies (Kotler, 2003). Teimourpour and Hanzae (2011) stated that “consumer behavior was more heterogeneous because of cultural differences”, when they conducted a study to review cultural factors with a focus on religious factors that influence the Iranian consumers’ behavior during evaluation of luxury value dimensions. The findings of their study supported the notion that there are cultural differences between consumers in evaluating luxury value dimensions. The findings of the study are thus useful to domestic and international marketers toward a better understanding of Iranian consumers’ luxury value perception based on cultural aspects (Teimourpour and Hanzae, 2011).

According to Roy (2010), Zara, one of the largest fashion retailers faces difficulty in achieving success in India market. The main problem is where Zara used to have a set of
fashion design that only involves a certain type of color such as black, grey or white. However, Indian traditional dress involves lots of different color mix and match. So, Zara faces difficulty to change the market preferences but to come out with all new set of fashion style for the Indian market because of their cultural and traditional dressing style (Roy, 2010).

2.2.4 Religion

According to Worthington et al. (2003), religion is an abstract concept. Religion represents a unified system of beliefs and practices relative to the sacred things, while religiosity is viewed as the degree to which beliefs in specific religious values and ideal are held and practiced by an individual. Schiffman and Kanuk (2010) add that the members of all religious groups at times are likely to make purchase decisions that are influenced by their religious identity. Commonly, consumer behavior is directly affected by religion in terms of products that are symbolically and ritualistically associated with the celebration of various religious holidays. For example, Christmas has become the major gift purchasing season for the year (Schiffman and Kanuk, 2010).

According to Bareham (2005), Human beings are not born with a set of behaviour, they have to learn it. What they learn is dictated by the culture into which they are born or within which they grow up. Worthington et al. (2003) add that, it is the degree to which a person adheres to his or her religious values, beliefs and practices and uses them in daily living. The supposition is that a highly religious person will evaluate the world through religious schemas and thus will integrate his or her religion into much of his or her life (Worthington et al., 2003).

While Engel (2006) investigated the influence of religious affiliation on consumer behavior and noted sharp differences in the psychographic profiles between Lutheran Church and Assembly of God denominations in Brazil. He noted that the Lutheran Church members are more secular and show relatively minimal interest in spiritual growth (Engel, 2006). Hirschman (2004) did a series of studies on religious affiliation and its effects on consumer behavior. Her studies mainly focused on the similarities and differences in consumption-related activities among consumers affiliated with Catholicism, Protestantism and Judaism religions. Her studies showed that: Jewish
consumers tend to be more innovative and less brand and store loyal than non-Jewish consumers (Hirschman, 2004); Catholic consumers are more influenced by price, location, transportation, and mood in making entertainment related choices than are Protestant consumers (Hirschman, 2004); and thirdly Jewish, Catholic, and Protestant consumers use different evaluation criteria in making entertainment, residential, transportation, and pet choices (Hirschman, 2004). Christianity has a considerable influence on the lifestyle of the Assembly of God members. Though the implications of Engel’s findings are specific to the Brazilian consumer market, the study has empirically demonstrated that religious affiliation and denomination can serve as important variables for consumer segmentation.

In a constantly changing and increasingly globalised world, religions still play a significant role in influencing social and consumer behavior (Al-Hyari et al, 2012). While Hofstede’s model of national culture and research papers to religious influence on consumer behavior are applied to understand consumers’ behavior toward luxury consumption in Iran as an Islamic country (Teimourpour and Hanzae, 2011), Khraim’s (2010) seven factor dimensions shed some light on measuring religiosity from Islamic perspective. The findings of the study indicated that the combination of three dimensions namely, current Islamic issues, religious education, and sensitive products, produced the best results among other dimensions (Khraim, 2010). These findings confirm Hofstede’s model of religious influence on consumer behavior. The findings are also in congruent with the findings obtained in the study conducted by Teimourpour and Hanzae (2011) on the role of religion in consumer behavior where it was debated and the findings reflected the effects of religion on consumer buying behavior.

Hoyer et al. (2012) asserted that Religious values provide the individual not only with a certain form of acts and spiritual rituals but also with standards of behavior and a general world view. Thus religion can form the basis of how an individual chooses to lead his/her life. Almost all religions have sets of laws that affect everyday purchases and habits that have an impact on the consumer behavior (Hoyer et al., 2012).

Esoo (2001) in his research on the religious influences on purchasing behavior in Mauritius ascertains that significant differences exist in the purchasing behavior of Muslims, Hindus, and Catholics. Devout consumers, those whom religion is a central focus in life, also differed significantly in their purchasing behavior from casually
religious consumers, those for whom religion is expedient across all three religious groups. On the other hand, Religiosity and religious affiliation were found to be predictors of consumer behavior in the presence of lifestyle and demographic variables, implying that the influence of religion on the value systems of the society and the effect of these value systems on consumer behavior cannot be underestimated (Esoo, 2001).

Research by Kim et al. (2002) found out that Islamic followers are much more offensive towards sex related and addictive product. Alam, Mohd and Hisham (2011) carried out a study to examine the effect of religiosity on Muslim consumer behavior and on purchasing decision in Shah Alam and Bangi in the Selangor state of Malaysia using a sample of 232 Muslims from middle and upper income groups. The findings indicated that religious Muslims in Shah Alam and Bangi area consider Islam as their source of reference and they spend moderately, as commanded by Allah in the Quran. The study confirms that religiosity acts as a full mediating role in the relationship between relative and contextual variables, and purchase behavior of Muslim consumers (Alam, Mohd and Hisham, 2011).

According to Bareham (2005), religiosity, degree to which individuals are committed to a specific religious group, is one of the most cultural force and key influence in buying behavior. The extent to which religion affects one’s beliefs and behavior depends on the individual’s level of religiosity and the importance one places on the religion itself (Bareham, 2005).

2.2.5 Peer Influence

As a major social factor, peer pressure is a key consideration when analyzing consumer behavior especially among the youth (Harris, 1995). In a research conducted to analyze the causes of impulse buying, susceptibility of persons to interpersonal influence, peer pressure had a relationship with tendencies of people to consume (Silvera et al., 2008). The relationship of peer pressure is better underscored in Beaudoin (1998) where the fashion leaders’ tastes and preferences (i.e. their attitude that imported apparels are superior) were shared by the followers in the same market. However, this result was not consistent with that reported by Yeh (2008) indicating that self-efficacy was the most important predictor of the use of beauty products.
Roberts and Roberts (2012) conducted a study with the purpose of investigating the role that peer influence plays in shaping young adult male consumers' products purchase decisions in Saudi Arabia. To measure peer influence in the study, a survey of around 200 university students aged between 16 and 30 was conducted using a structured questionnaire. Constructs were measured using well-established scales. Hypotheses were tested by investigating and comparing mean levels of the susceptibility of these young adults to peer influence across four product categories, which included beauty products. The findings indicated that the levels of influence were greater in normative influence than in informational situations. The results further provided a sense of the degree to which peer influence on purchase decision could be dictated by culture.

2.2.6 Social Class

According to Dominguez and Page (2001), Class centers on the individual and his/her occupation, while status revolves around the family and its position in the community based on home type, location and value, interactions, and memberships as well as education, family, background, and occupation. Therefore class is best suited to those consumer decisions that are predominantly individually, rather than jointly, made or delegated to the family. Class is also best suited to those values, lifestyles, and communication patterns that are centered on work, leisure (because of the impact of occupational role on availability, use of and spending for leisure time), investment, saving, and attitudes toward and perceptions of financial outlook (Dominguez and Page, 2001).

Kotler (2003) asserts that Social class has a profound effect on consumer spending habits. The most obvious effect is the level of disposable income of each social class. The rich have the ability to purchase more consumer goods than those with less income, and those goods are of higher quality. There is also a distinction in the type of goods purchased. For example, the upper class tends to be the primary buyers of fine jewelry and often shop at exclusive retailers. The lower classes, in contrast, are much more concerned with simply getting by; they focus more on necessities (Kotler, 2003).

Schiffman and Kanuk (2010) on the other hand indicated that social classes show distinct product and brand preferences, especially for goods considered as luxuries such as cars, furnishings and leisure activities like golf. For instance, wealth, power and prestige are
popular factors frequently used in the estimation of social class. Social class influence can be used as a basis for segmenting markets, and may reflect the aspirations of consumers (Schiffman and Kanuk, 2010). Members within a social class share similar values, interests and behaviors. This is important because they tend to share the same purchasing and consumption patterns. Almost every society has some form of social class structure. Social classes are rather permanent and structured divisions in a society whose members share similar values, interests, and behaviors. There are many factors which determine social class it is measured as a combination of occupation, income, education, wealth, and other variables. Marketers are interested in social class because people within a given social class tend to exhibit similar behavior, including buying behavior (Schiffman and Kanuk, 2010). Nearly, all human societies exhibit social stratification which takes the form of social classes which are relatively homogenous and enduring divisions in a society which are hierarchically ordered and whose members share similar values, interest and behavior (Kotler, 2003).

Weber and Villebonne (2002) investigated the effect of three major categories of consumer behavior including psychological variables, social influence and purchase situation in the cosmetic industry in the US and France. The study measured four psychological variables that influence behavior which include motivation, perception, learning and attributes. Social influences included family, social class reference groups and culture. Time, personality and surroundings constituted the purchase situation category. The findings indicated that all the factors influenced consumer behavior and provided support for the theoretical underpinnings. The product, promotions and distribution strategies should be aligned to these findings accordingly (Weber and Villebonne, 2002)

2.2.7 Relationships

In Ghana, Alfred (2012) probed consumer relationship management in the telecommunications company Airtel (Ghana). According to findings, aggressive marketing campaigns led to substantial proportion of lost business. In his research, Alfred (2012) discovered the importance of managing consumer relationships. Results showed that the consumer relationship network is growing within the industry and thus, special attention should be given to differentiated marketing strategies that will build long term relationships with not only consumers but all stakeholders of the business.
2.2.8 Role Model Influence

Craig and Alan (2000) conducted a study to determine which individual, or group of individuals, has the strongest influence on adolescent consumer purchase intentions and purchase behavior. By introducing the concepts of direct (fathers and mothers) and vicarious (favorite entertainers and favorite athletes) role models into the consumer behavior literature, the study allows greater understanding of the socialization patterns of young adult consumers. Results from this study provided significant contributions for marketing and advertising managers seeking to improve their understanding of the ever-growing adolescent consumer market. The findings indicated that young adults relied on what their role models purchased and used to make a purchase decision especially fashionable items and products (Craig and Alan, 2000).

2.3 Economic Factors Influencing Buying Behavior

2.3.1 Family Income

Sarpila and Räsänen, (2011) conducted a study on personal care consumption in Finland to examine changes concerning spending on personal care products and services, and socio-demographic variations between households. The main analysis of personal care consumption was conducted by examining the purchasing costs of personal care products and appliances, and the amount of spending on personal care services. The differences in expenditure patterns were analyzed according to the respondents' gender and age, level of education and income, and type of household. The results indicated that household spending on personal care products and services had generally increased. However, the share of total consumption had not changed dramatically. The gender of the highest earner of the household along with household income is the key predictor of this type of consumption expenditure across all household types. In the study, it was noted that the effects of these two variables have become stronger.

2.3.2 Personal Income

According to Coleman (2009), the consumer behavior within a society reflects one’s financial status, for example a family with limited financial resources may recognize that
certain high-priced luxuries are beyond its means; however, that same family may find that it does have the resources required to engage in various forms of social or cultural consumption which provide important, alternative sources of satisfaction and status. Many similar scenarios are possible; time and effort can frequently be substituted for money, and money can be spent in a manner intended to compensate for limited access to highly restricted social circles (Coleman, 2009).

In a research study “Predicting online purchase intentions for beauty products” conducted by Kim and Kim (2004), it was established that the transaction cost factor along with demographic variables (gender, income and number of children), were important predictors in determining the intention to purchase clothing, jewelry or accessories via the Internet.

2.3.3 Personality and Lifestyle

According to González and Bello (2002), the swift and wide-ranging changes that present-day society is undergoing, are leading to an increasing personalization in consumer behavior patterns. This effect seems to be particularly well reflected in tourism. As one of the chief characteristics of this market is its heterogeneity, there is a need to include other variables, such as lifestyle, in order to segment it more adequately (Gonzalez and Bello, 2002). This would permit a greater depth of knowledge of the variables influencing tourist behaviors, rendering them accessible to businesses, which could thus better satisfy tourists’ needs and wants by matching the services they offer more efficiently to them. This defines the construct “lifestyle” based on the activities, interests and opinions approach. The changes, offers in addition certain innovations of scholarly interest, but also of practical use for business. Although lifestyle, as a variable, is not a brand-new concept, it is still being actively researched (González and Bello, 2002).

Lifestyles and the consumption patterns which support them can take on the character and function of exclusion mechanisms and thus serve to prevent mobility and to institutionalize privileges. While it is certainly obvious that the absence of adequate economic resources can effectively prevent one from practicing a certain lifestyle, it is perhaps less obvious that the various values, skills, and aesthetic standards embodied in a particular lifestyle may also resist easy acquisition or imitation and therefore they can just
as effectively limit one's economic and social opportunities. Even for status groups not at the top, social closure accomplished by lifestyle can insulate and protect such groups from outside influence and thereby afford them a measure of autonomy (Boskof, 2006).

Hoyer et al (2012) declared that people coming from the same subculture, social class, and even occupation may have quite different lifestyles. Life style is a person’s model or example way of living as expressed in their own activities, interests, and opinions. Life style captures something more than the person’s social class or personality. The life-style concept, when used carefully, can help the marketer gain an understanding of changing consumer values and how they affect buying behavior (Hoyer et al, 2012).

While studying how consumer lifestyles affect purchasing behavior, Ahmad, Omar and Ramayah (2010) discovered that consumers whose lifestyles are more innovative perceive more risk to purchasing. The study involved 1,111 Japanese online consumers and revealed a contradiction to findings of prior studies purporting that having a high innovative or high net oriented lifestyle does not make Japanese consumers purchase through the internet. Similarly, the trio conducted another study to discuss the issues involved in understanding the buying behavior of Malaysian consumers, and particularly in the online shopping context in relation to their lifestyles. The study provided a general review of the literature regarding the influence of lifestyles on consumer intentions to purchase online and the findings provided marketers with insights into how knowledge about lifestyle factors could be integrated into marketing and advertising strategies (Ahmad, Omar and Ramayah, 2010).

In a study to determine what relationship exists between consumers’ lifestyle and their behavioral intention to eat healthily when dining out, Choi and Zhao (2014) ran multiple regression analysis to determine the relationship between lifestyle and restaurant attributes and intention to order healthy food at a restaurant. The results of the multiple regressions suggested that lifestyle, offering variety of healthy food, and services were significant predictors for the ordering of healthy food.

2.3.4 Age

Ana, Isabel, Tim and Miguel (2014) conducted a study with the aim of identifying perceptions, attitudes and behavior of young adults concerning wine consumption, Using the “theory of planned behavior” as a theoretical framework. The findings indicated that;
attitudes and subjective norms are, apparently, the components with most influence on behavior of young people in relation to wine consumption. For the consumers group, attitudes seem to be the most crucial component, especially the “interest in alcohol”. They drink it in special occasions for sociability and to dis-inhibit. The results of the study can contribute to the development of targeted advertising and publicity of the wine industry, in order to promote moderate wine consumption among young adults (Ana, Isabel, Tim and Miguel, 2014).

Additionally, James and Chyon-Hwa (1997) explored the consumer behavior patterns of urban Chinese children as a primary and an influence market to examine, as primary consumers, their income, spending and saving patterns. The duo found out that Chinese children have two different types of income, save over half of it, and spend the rest on snack items, play items, and the largest portion on school-related items. When they analyzed their influence on the spending behavior of their parents and grandparents among 25 product categories the results revealed that the children influence around two-thirds of parents' purchases. The study also considered the role of age and gender on children’s consumer behavior and results indicated that these had implications on their spending patterns (James and Chyon-Hwa, 1997).

Wolff and Dansinger’s (2008) study revealed that there was lower consumption of fruits and higher use of beauty products among older people. The change from childhood to adolescence signifies increasing autonomy over food choices and beauty products, with increasing opportunities for teenagers to select and purchase their own beauty products outside the home. Developmentally, young people were ready to accept information from outside their families, with larger amounts of money spend; teenagers tend to buy trend-setting rather than traditional beauty products (Wolff and Dansinger, 2008). The duo concluded that beauty products have become increasingly prevalent in recent years among the youth and young adults below 38 years (Wolff and Dansinger, 2008).

In another study examining the purchase behavior of 228 undergraduates in the USA, the relationship of the purchases with age was highlighted more strongly. The findings indicated that younger women had tendency of buying impulsively when it came to fashion related products (Johnson and Attmann, 2009).
2.3.5 Gender

In a study conducted by Carpenter (2008), it was discovered that numerous demographic factors in relation to shopping frequency in supercenters within the United States affected purchasers’ behavior. With respect to gender, it was discovered that female shoppers engaged in shopping for health and beauty products while male shoppers engaged in shopping for electronics more frequently. The study collected shopping data from an online panel of consumers each month, focusing on shopping behavior in a variety of retail formats and product categories. A total of four million United States shoppers contributed to the study which adapted a regression model to measure shopping frequency across four product categories including; apparel, health and beauty, home furnishings, and consumer electronics. The study concluded that younger, lower income consumers with large households are more likely to shop in supercenters. Age was seen to be the most influential factor in three of the four product categories (Carpenter, 2008).

Kolyesnikova (2009) further explored consumer behavior in both male and females in Texas. The sample consisted of 191 women and 166 male respondents all majority of whom had a high level of education. The results showed that male consumers were inclined to feelings of gratitude and this impacted on future purchasing behavior. More so, female consumers in the USA seemed to have feelings of obligation towards sales personnel and this impacted on their future purchasing behavior. Marketing strategies should be properly employed with these differences in mind because in addition to objective product characteristics, customers purchasing decisions may be driven by less obvious factors (Kolyesnikova, 2009).

In another research conducted by Dana, Harold and Robert (1997) in a bid to examine the relationship between gender and consumer investment preferences and practices, the study revealed that male had different investment preferences compared to female investors. The primary goal of the study was to explore the influence of consumers’ gender on their investment behavior. Male and female investment behaviors are completely different (Dana, Harold and Robert, 1997).

When Nizar and Mariam (2009) investigated the attitude of males toward the consumption and purchase of men's cosmetic products, the findings showed that French and Canadian men had different motivations and drives when considering the
consumption and purchase of men's grooming products. The research intended to clarify the impact of personal variables (i.e. self-image consciousness, ageing effects, physical attractiveness, state of health), socio-cultural variables (i.e. beliefs, lifestyle), and marketing variables (i.e. advertising, purchase situation) on the attitude of Canadian and French males toward the purchase and consumption of men's cosmetics. Despite the fact that the cosmetic market is traditionally associated with women, the study contributed to shedding light on the importance of the men's grooming segment, revealing the major variables that affect men's behavior and attitude toward the consumption of cosmetic products and pointing out that consumers' motivations and attitudes differ among markets when the product is at different stages of the life cycle (Nizar and Mariam, 2009).

2.3.6 Parental Influence and Family Affluence

Vareecken et al. (2005) investigated on the relative influence of individual contextual socio-economic status on use of beauty products in the Europe. Vareecken et al. (2005) findings established that there are socio-economic disparities in the use of beauty products among adolescents in Europe. However, differences in use of beauty products are apparent between countries in relation to parental occupation and family affluence scale. Family affluence scale represents a measure of material wealth and parental occupation more directly denotes education, social position and culture. The study revealed that there was a clear relationship between socio-economic status and daily use of beauty products. Parental occupation and family affluence scale were both independent predictors of use of beauty products with higher use among the more affluent and among those whose parents have higher parental occupation.

2.4 Market Factors Influencing Buying Behavior

2.4.1 Pricing

According to a research conducted by Rob, Raul, Jerry and Bert (2010) where a review of introductory pricing patterns across a number of industries was done, results shows that there are some common patterns in customer evaluation of new products and services and their pricing. The study aimed to describe best practice in pricing strategy for new products and services being introduced to a market and examined customer behaviors.
towards product or service adoption: it was discovered that there are numerous phases in new products and services and consumers had different perceptions on the price of the products and services; a “learning” phase, where the customer or potential customer (in trial) learns about the products, its attributes, features, utility and value; a “use” phase where the customer has learned how to use the service or product, and is appreciating the value of the product, and using a lot; and a “reassessment” phase. Now the customer is very familiar with the product, the novelty and mystery has worn off, and they wonder if there is an equivalent substitute available for a lower cost (Rob, Raul, Jerry and Bert, 2010). While, Hyun-Hwa and Yoon (2012) randomly collected data from 1,930 US online consumers using an online survey to examine consumer perceptions of online consumer reviews and effects on consumer attitudes and usage behaviors in relation to individual characteristics. The duo found that consumers perceived benefits and costs from online consumer reviews and that both benefits and costs influenced consumer attitudes toward, and usage behaviors of, online consumer reviews (Hyun-Hwa and Yoon, 2012). Joan, Vicki and Nathan (2012) conducted another study to determine consumers’ willingness to pay for organic versus conventionally produced cotton apparel; and to explore the role of purchase behaviors, apparel attributes and consumer beliefs about organics in purchase decisions. The findings showed that on average, participants were willing to pay a 25 percent premium for an organic cotton T-shirt over the visibly similar t-shirt made from conventionally produced cotton. Participants who pay for their own clothing or make purchase decisions alone were not willing to pay a premium. Previous history of purchasing organic foods, perceived product quality, fit and the participant's race were also significant predictors of willingness to pay (Joan, Vicki and Nathan, 2012).

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

2.4.2 Promotion and Advertising

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

2.4.3 Product Delivery

Meera and Ruby (1997) posits that companies offering services that directly compete with products are particularly interested in whether the form of the offering, service or product, affects the behavior of consumers. The study compared two tightly designed and rigorously implemented experiments, consumers’ information search behavior for services that compete with products. The duo discovered that; the critical difference between services and products is not that personal sources are used more for services but that impersonal sources are used less; thus their deliveries are very different. Further they indicated that there are similarities between products and services in search patterns; and with greater knowledge about the service, product and service search does not look very different. Findings concluded that product delivery is more physical while service delivery is more personalized and gives more satisfaction (Meera and Ruby, 1997).
2.4.4 Product Quality

“When firms offer consumers a choice of price-quality levels, the “good-better-best” choice becomes a challenge for managers as well as consumers. For managers, it is how to set price differentials; for consumers, it is how to differentiate quality from price” (Joseph, 2000). Joseph (2000) examined how consumer preferences across such price tiers are influenced by non-price cues about quality. The results suggested that the pattern of preferences observed across price-tiers can be influenced by: how quality cues (as well as price levels) are framed; the distribution of various price-quality tradeoff strategies across potential buyers; and the degree of perceived quality variability within the product category. Specifically, the use of ratio-scaled cues is most likely to impact “trading-up” behavior when there are a large number of consumers who exhibit “best value-seeking” behavior in a market (Joseph, 2000).

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

2.4.5 Product Attributes

2.4.5.1 Product Brand Name

Suki (2013) conducted a study to examine structural relationships of product features, brand name, product price and social influence with demand for Smart phones among
Malaysian students’. He collected data from 320 valid pre-screened university students studying at the public higher learning institution in Federal Territory of Labuan, Malaysia who have experience in using and owning Smart phones. His findings divulged that brand name and social influence have an effect on the increasing demand for Smart phones among Malaysian students. Brand name is confirmed as the most influential factor, followed by social influence (Suki, 2013).

2.4.5.2 Brand Loyalty

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

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

In an industry where billions of dollars are spent to place branded products within entertainment media, it is critical to understand if this form of promotional communication actually results in the preference of the branded product (Deborah and Alisha, 2013). The duo administered three research questions related to brand preference and choice. Their findings suggest that branded product placement may not affect attitudes or behavior of pre-teenaged consumers but affected most youth. Moreover, according to Pinya and Mark (2004) the importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged food products. The duo conducted a study utilizing a focus group methodology to understand consumer behavior toward such products and how packaging elements can affect buying decisions. They discovered that visual package elements play a major role, representing the product for many consumers, especially in low involvement, and when they are rushed. They observed that most focus group participants said they used label information, but they would like it if simplified (Pinya and Mark, 2004).

2.4.5.4 Product Preferences

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

Another study was done by Madhurima and Himadri (2014) to study the impact of firm's reputation and ethnocentrism on young consumer's attitude toward products with foreign origin. The study findings revealed that reputation of the firm is found to have a significant impact on young consumers as it minimizes animosity and develops positive attitude toward products with foreign origin.
2.4.6 Product Convenience

Findings of a study conducted by Wai-Ching (2008) on "Users' adoption of e-banking services", to explore the determinants of users' adoption momentum of e-banking in Malaysia, indicate that all elements for ten identified factors are significant with respect to the users' adoption of e-banking services. Privacy and security are the major sources of dissatisfaction, which have momentously impacted users' satisfaction. Meanwhile, accessibility, convenience, design and content are sources of satisfaction. Besides, the speed, product features availability, and reasonable service fees and charges, as well as the bank's operations management factor are critical to the success of the e-banks. It was generally observed that WAP, GPRS and 3G features from mobile devices are of no significance or influence in the adoption of e-banking services in the study. Results also revealed that privacy, security and convenience factors play an important role in determining the users' acceptance of e-banking services with respect to different segmentation of age group, education level and income level (Wai-Ching, 2008).

2.5 Chapter Summary

This chapter provided an introduction which highlighted the factors that influence consumer buying behavior in purchase of beauty products. The objective of this study was to investigate factors that influence consumer buying behavior in the purchase of beauty products in Nairobi. The factors examined were separated into three classes of factors, starting with social factors; which included self esteem, attitudes, culture and religion among others. The second class of factors discussed was the economic factors; which included family income, personal income, age, gender, parental influence and family affluence. Lastly, market factors influencing consumer buying behavior were discussed. These factors included; pricing, promotion and advertising, product delivery, product quality, product attributes and convenience of using a product. Chapter three will examine the research methodology that was used in the research.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology that was used in the study. It comprises the research design, population and sampling design, data collection methods, research procedures and data analysis methods used in the study. The chapter ends with a summary.

3.2 Research Design

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

The research design that was used in this study was the descriptive research design. The descriptive research design was used to explain the factors affecting consumer behavior on beauty products. According to Uma (2003), descriptive studies are often designed to collect data that describe the characteristics of persons, events or situation. Descriptive research design can be quantitative or qualitative. Descriptive was chosen because it helped the researcher to know more about the characteristics of the population and to understand the aspects in the field of study and draw accurate conclusions and make recommendations.
A survey in form of questionnaires was conducted on the selected population. The dependent variable of the study is the consumer buying behavior while the independent variables are the factors affecting the consumer buying behavior which are social factors, economical factors and market factors. The study was guided by the three sets of variables.

3.3 Population and Sampling Design

3.3.1 Population

Fraenkel and Wallen (2006) defined the population of interest as typically a group of persons who possess a certain characteristic. Cooper and Schindler (2008) declared that the population is the total compilation of elements about which we wish to make inferences.

The target populations for the study were the United States International University (USIU) graduate students. The USIU graduate students were targeted because they have similar characteristics and are in the age group of persons who use beauty products in their day to day lives. Moreover, they are more likely to be better informed on beauty products and purchase behaviors. The target population of the study was 1,051 respondents.

The table below summarizes the study population.

<table>
<thead>
<tr>
<th>Table 3.1</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>USIU Graduate Students Population</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>411</td>
</tr>
<tr>
<td>Female</td>
<td>640</td>
</tr>
<tr>
<td>Total Population</td>
<td>1,051</td>
</tr>
</tbody>
</table>
3.3.2 Sampling Design

3.3.2.1 Sampling Frame

A sampling frame is the listing of elements from which the sample is really drawn (Cooper and Schindler, 2008). Frey (2010) on the other hand described a sample as a sub-group of a population. The target population for this study had two categories. These are the male graduate students and female graduate students. The researcher obtained the list of informants from the three unit classes being undertaken during the semester. These included the IBA 6010, legal environment and IBA 6030, international economics and trade.

3.3.2.2 Sampling Technique

According to Churchill and Brown (2007) sampling technique is a method used to obtain the sample. There are various different types of sampling techniques and they include: convenience, judgment, simple random, stratified and cluster sampling. The sampling technique that was used in this study was stratified random sampling. Stratified random sampling gives every stratum a chance of being selected to ensure a proportionate representation of population in the sample.

3.3.2.3 Sample Size

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

There are two methods to determine sample size for variables that are continuous. One method is to combine responses into two categories and then use a sample size based on proportion (Fraenkel and Wallen (2006). The other method is to use the formula recommended by Mugenda and Mugenda (2003) as well as the margin of error which is 10% as recommended by the duo.
Sample size formula $n = \frac{N}{1+N(e)^2}$, where

N=The population, \hspace{1cm} n=Sample size and \hspace{1cm} e=margin of error, 10%

\[ n = \frac{1,051}{1 + (1,051 \times 0.1^2)} \]

\[ = \frac{1,051}{11.51} \]

\[ = 91 \]

For this study, the researcher used the proportion method by Fraenkel and Wallen (2006). Records from the Registrar’s office at United States International University, indicated that there are a total of 1,051 graduate students. From this population, 411 are male and 640 are female.

The sample size therefore consisted of 105 respondents distributed among the two categories using the percentage proportions as calculated in the table below:

<table>
<thead>
<tr>
<th>Table 3.2 Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stratum</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

3.4 Data Collection Method

Structured questionnaires developed by the researcher were used to collect data. The questionnaires were self-administered. The researcher gave the questionnaires to the respondents through hand delivery and asked them to complete the questionnaires themselves. The questionnaires had closed ended and open ended questions. The respondents rated the various factors using a likert scale (a method of ascribing quantitative value to qualitative data, to make it amenable to statistical analysis. A numerical value is assigned to each potential choice and a mean figure for all
the responses are computed at the end of the evaluation or survey). The questionnaires were divided into four parts. The first section, part a, was for general information about the respondent. This part included the informant’s gender, residences, age, marital status, source of income and level of income. The second part dealt with the social factors influencing consumer behavior. These included self esteem, attitude, culture, religion, peer influence social class and relationships. The third part looked at the economic factors influencing consumer behavior which included family income, personal income, personality and lifestyle, age and parental influence, while the fourth part checked on the market factors that influence consumer behavior which included pricing, promotion, product quality product convenience and product attributes.

3.5 Research Procedures

The questionnaires were pre tested to ascertain the effectiveness and accuracy before extensive survey is conducted. The researcher pretested the questionnaire to 10 respondents who were selected randomly. This allowed the researcher to fine tune the questionnaire for independence and competence of the process. The sampling was divided into three days for a period of two weeks. The pretesting provided crucial information on the design and feel of the questionnaire.

The researcher gave the questionnaires to the male and female colleagues in the different course classes that the researcher is also enrolled in which added up to the total number required for each category. The questionnaires were dully numbered before distribution to respondents. The researcher had estimated that the questionnaire would take between five to ten minutes to complete. Some questionnaires were filled in the presence of the researcher while others were take home. After the respondents had completed the questionnaires, they were collected and the numbers confirmed. Verification of the data presented was also checked to ensure that all questions had been filled in correctly. The total number of the questionnaires desired from the study was 105.

3.6 Data Analysis Methods

After collecting the completed questionnaires, the researcher went through them to check completeness and consistency. The data was then coded to enable the responses to be
grouped into various categories. Content analysis technique was employed. Quantitative data analysis was done by descriptive statistics where SPSS and Microsoft excel was used to obtain percentages and tabulations. All quantitative data was measured in real values by normalizing to generate percentages and frequencies. Tables and other graphical presentations as appropriate were used to present the data collected for ease of understanding and analysis. Reports were generated through tabulations, percentages, and frequencies.

3.7 Chapter Summary

This chapter presented the research methodology used in the study covering the research design, population, sampling design, sample size, data collection methods, research procedures and data analysis methods. The study used descriptive research design with a questionnaire as the primary data collection method. The next chapter, chapter four, will discuss the results and findings of the data collected.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results and findings of the study on the research objectives with regards to the data collected from the respondents. The first section provides the background information with regards to the respondents; consequently the remaining sections provide the summary of findings with regards to specific objectives. A total of 105 questionnaires were issued, however 100 persons responded, indicating 95% percent response rate.

4.2 Background Information

This section represents a summary of the findings with respect to the background information of the respondents involved in the study.

4.2.1 Gender

As shown in figure 4.1 below, 40% of the respondents were male, while 60% were female. The findings given are a representation of the use of beauty products by both genders in the study. From these results, it is evident that beauty products are used more by female than male.

Figure 4.1 Gender Representation
4.2.2 Residence

As shown in Table 4.1 below all the respondents (100%) were from Nairobi.

Table 4.1 Area of Residence

<table>
<thead>
<tr>
<th>Area of Residence</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nairobi</td>
<td>100</td>
<td>100%</td>
</tr>
<tr>
<td>Outside Nairobi</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

4.2.3 Age bracket

As shown in Table 4.2 below, Respondents aged between 18 and 25 years constituted 32% of the respondents, 26 to 30 years were 39%, 31 to 35 years were 14%, 36 to 50 years were 13% while respondents above 50 constituted 2%. The majority of the respondents were aged between 26 years and 30 years. This indeed affirms the findings on the age bracket indicating the ages that use beauty products.

Table 4.2 Age Bracket

<table>
<thead>
<tr>
<th>Age Bracket</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 25 Years</td>
<td>32</td>
<td>32%</td>
</tr>
<tr>
<td>26 – 30 Years</td>
<td>39</td>
<td>39%</td>
</tr>
<tr>
<td>31 – 35 Years</td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td>36 – 50 Years</td>
<td>13</td>
<td>13%</td>
</tr>
<tr>
<td>Above 50 Years</td>
<td>2</td>
<td>2%</td>
</tr>
</tbody>
</table>
4.2.4 Marital Status

As indicated in Table 4.3, 47% of the respondents were single, 50% were married, 2% were divorced and only 1% was ‘separated’.

Table 4.3 Marital Status

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>47</td>
<td>47%</td>
</tr>
<tr>
<td>Married</td>
<td>50</td>
<td>50%</td>
</tr>
<tr>
<td>Divorced</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Separated</td>
<td>1</td>
<td>1%</td>
</tr>
</tbody>
</table>

4.2.5 Level of Income

From table 4.4 below, the largest percentage of respondents, 38% earn a monthly income between KES 100,001 and 150,000/=. This group is more likely to use beauty products in their day to day lives.

Table 4.4 Level of Income

<table>
<thead>
<tr>
<th>Level of Income</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below KES 20,000/=</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>KES 20,001 – 50,000/=</td>
<td>11</td>
<td>11%</td>
</tr>
<tr>
<td>KES 50,001 – 100,000/=</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>KES 100,001 – 150,000/=</td>
<td>38</td>
<td>38%</td>
</tr>
<tr>
<td>KES 150,001 – 200,000/=</td>
<td>25</td>
<td>25%</td>
</tr>
<tr>
<td>Above KES 200,001/=</td>
<td>6</td>
<td>6%</td>
</tr>
</tbody>
</table>
4.3 Social Factors Influencing Buying Behavior

The first objective of the study was to investigate whether social factors influence buying behavior of beauty products. The following section outlines a summary of the findings with regards to how respondents regarded the various social factors that lead them to buy beauty products.

4.3.1 Self Esteem

First, Respondents were asked whether their self esteem affected their buying decisions on beauty products. Table 4.5 represents a summary of the findings with regard to whether self esteem affects consumers’ buying decisions. As indicated, cumulatively 58% of the respondents disagreed or strongly disagreed with the statement that self esteem affects their buying decisions. 11% of the respondents neither agreed nor disagreed, while 22% agreeing and 9% strongly agreeing that self esteem affected their buying decisions of beauty products. It is evident that indeed self esteem does not strongly affect the consumers’ buying decisions of beauty products.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neither Agree nor Disagree (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>28</td>
<td>30</td>
<td>11</td>
<td>22</td>
<td>9</td>
</tr>
<tr>
<td>Percentage</td>
<td>28%</td>
<td>30%</td>
<td>11%</td>
<td>22%</td>
<td>9%</td>
</tr>
</tbody>
</table>

4.3.2 Attitudes

Secondly, respondents were asked to state whether they buy beauty products according to their attitudes towards those products. From Table 4.6 overleaf, 41% of the respondents agreed with 37% of the respondents strongly agreeing that they buy beauty products according to their attitude towards the products. 6% of the respondents neither agreed nor disagreed while 7% disagreed and 9% strongly disagreeing that their attitudes affect their
buying decisions. From the analysis, it is evident that attitudes affect the consumers buying decisions of beauty products.

Table 4.6 Attitudes affecting buying behavior

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neither Agree nor Disagree (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>9</td>
<td>7</td>
<td>6</td>
<td>41</td>
<td>37</td>
</tr>
<tr>
<td>Percentage</td>
<td>9%</td>
<td>7%</td>
<td>6%</td>
<td>41%</td>
<td>37%</td>
</tr>
</tbody>
</table>

4.3.3 Culture

Further, respondents were asked whether their culture prohibits them from buying certain beauty products. As indicated in Table 4.7 30% of the respondents strongly agreed that their culture affect their purchasing decisions. 35% agreed that their culture affect their purchasing decisions while 18% disagreeing with 10% strongly disagreeing that their culture affect their purchasing decisions. 7% of the respondents were neutral to the question. They neither agreed nor disagreed.

Table 4.7 Culture affecting buying behavior

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neither Agree nor Disagree (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>10</td>
<td>18</td>
<td>7</td>
<td>35</td>
<td>30</td>
</tr>
<tr>
<td>Percentage</td>
<td>10%</td>
<td>18%</td>
<td>7%</td>
<td>35%</td>
<td>30%</td>
</tr>
</tbody>
</table>
4.3.4 Religion

Respondents were also asked whether their religion plays a role in determining what beauty products to buy. As shown in Table 4.8, 42% strongly disagreed with the statement that religion played a role in determining the beauty products they buy. 23% disagreed, while 12% neither agreed nor disagreed. 13% agreed with the statement that religion played a role in determining the beauty products they buy. 10% strongly agreed with the statement that religion played a role in determining the beauty products they buy.

Table 4.8 Religion affecting buying behavior

<table>
<thead>
<tr>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neither Agree nor Disagree (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>23</td>
<td>12</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Percentage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42%</td>
<td>23%</td>
<td>12%</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>

4.3.5 Peer Influence

From Table 4.9, 32% of the respondents agreed and 16% strongly agreed that they usually look to their peers and social friends to buy beauty products. 20% disagreed with 20% strongly disagreeing that they usually look to their peers to buy beauty products. 12% of the respondents neither agreed nor disagreed with the statement.

Table 4.9 Peer Influence affecting buying behavior

<table>
<thead>
<tr>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neither Agree nor Disagree (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>20</td>
<td>12</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Percentage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20%</td>
<td>20%</td>
<td>12%</td>
<td>32%</td>
<td>16%</td>
</tr>
</tbody>
</table>
4.3.6 Social Class

The respondents were also asked whether they bought beauty products which are of their social standing. As seen in figure 4.2 more than half of the respondents (68%) agreed that they buy beauty products of their social standing. Specifically, 49% agreed with 19% strongly agreeing with the statement. 12% of the respondents strongly disagreed with the statement and an equal 12% also disagreed. Only 8% of the respondents were not certain whether they agree or disagree.

![Social Class Affecting Buying Behavior](image)

**Figure 4.2 Social Class Affecting Buying Behavior**

4.3.7 Relationships

Figure 4.3, overleaf, presents a summary of the findings with regards to whether relationships affect the types of beauty products the respondents purchase. As seen in the figure, 22% strongly disagree while 26% disagree that relationships affect the type of beauty products they purchase. 10% of the respondents were uncertainty to the statement. They neither agreed nor disagreed. 20% of the respondents agreed and 21% strongly agreed that their relationships have a role to play in their purchase decisions of beauty products.
4.3.8 Role Model Influence:

Finally, Respondents were also to state if they buy beauty products which their role models use. As seen in figure 4.4, 43% strongly disagreed with 41% disagreeing that their role models influenced their purchase decisions of beauty products. only 6% of the respondents strongly agreed, 8% agreed, while 2% were neutral on whether role models affected their purchase decisions or not. This implies that indeed role models have very little role to play in the customers’ choice and purchase of beauty products.

---

**Figure 4.3** Relationships Influence on Buying Decisions

**Figure 4.4** Role Model Influence on Buying Behavior
4.4 Economic Factors Influencing Buying Behavior

The second objective of the study was to examine whether economic factors influence buying behavior of beauty products. The following subsection deals with the various economic factors that may influence the consumers’ beauty products purchase decisions. Among the factors considered in this section include: Family income, personal income, personality and lifestyle, age, gender, parental influence and family affluence.

4.4.1 Family Income

Respondents were asked whether their family income affected their buying decisions on beauty products. As seen in figure 4.5, 34% of the respondents strongly agreed and 36% agreed that their family income affected their buying decisions on beauty products. 18% were uncertain. On the other hand, only 8% disagreed, while 4% strongly disagreed that, their family income affects their purchase decisions on beauty products.

![Family Income Affecting Buying Behavior](image)

Figure 4.5 Family Income Affecting Buying Behavior
4.4.2 Personal Income

Respondents were also asked if their personal income determined the beauty products they buy. As seen in figure 4.6, 34% of the respondents strongly agreed, 36% agreed that their personal income determined the beauty products they buy. 18% were neutral, 8% disagreed while 4% strongly disagreed that their personal income determined the beauty products they buy.

![Personal Income influence on Buyer Behavior](chart.png)

**Figure 4.6** Personal Income Influence on Buyer Behavior

4.4.3 Personality and Lifestyle

Respondents were asked to state their thoughts on whether their personalities and lifestyles affect their buying decisions of beauty products. As seen in figure 4.7 overleaf, 39% agreed and 33% strongly agreed that personality and lifestyle have impacts on their beauty products buying decisions. On the other hand 13% disagreed as 8% strongly disagreed. Only 7% neither agreed nor disagreed that personality and lifestyle have impacts on their beauty products buying decisions. This implies that indeed people’s personalities and lifestyles influence the beauty products they buy.
4.4.4 Age

The study also sought respondent’s opinions on the influence of age on beauty products purchase. As seen in figure 4.8 below, majority of the respondents agreed (78%) that age influences beauty products purchase behavior. Specifically 33% of the respondents strongly agreed, 45% agreed, 5% were uncertain. On the other hand 9% disagreed, while 8% strongly disagreed that age determines beauty products purchase decisions.
4.4.5 Gender

The study further sought respondent’s opinions on the influence of gender on buying behavior of beauty products. As shown in figure 4.9 majority of the respondents agreed (72%) that gender influences buying decisions on beauty products. Specifically 35% of the respondents strongly agreed, 37% agreed, 6% were neutral. On the other hand 12% disagreed, while 10% strongly disagreed that male customers have different buying behavior as compared to female customers.

![Gender Influencing Buying Behavior](image)

**Figure 4.9** Gender Influencing Buying Behavior

4.4.6 Parental Influence and Family Affluence:

The study also sought respondent’s opinions on the influence of parents on purchase of beauty products. As shown in Table 4.11 overleaf, the respondents opinions are almost spread across the board. 16% of the respondents strongly agreed, 21% agreed, 14% were neutral while 26% disagreed and 23% strongly disagreed that parents influence their buying decision of beauty products. This implies that parents and family members have no influence or have minimal influence in buying decisions of beauty products.
<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neither Agree nor Disagree (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>23</td>
<td>26</td>
<td>14</td>
<td>21</td>
<td>16</td>
</tr>
<tr>
<td>Percentage</td>
<td>23%</td>
<td>26%</td>
<td>14%</td>
<td>21%</td>
<td>16%</td>
</tr>
</tbody>
</table>

4.5 Market Factors Influencing Buying Behavior

The third objective of the study was to examine whether market factors affect buying behavior of beauty products. The following section examines the various market factors that might influence consumer buying decisions. The factors comprise: pricing, promotion and advertising, product delivery, product quality, product attributes and convenience.

4.5.1 Pricing

Respondents were asked whether they considered the price of beauty products before buying. As shown in figure 4.10 overleaf, 39% strongly agreed and 48% agreed that price influences the purchase of a beauty product. 8% of the respondents were uncertain. On the other hand only 1% disagreed, while 4% strongly disagreed that the price of the product is important when considering which product to purchase. This implies that price is a major factor when it comes to beauty products purchasing.

A second level analysis also revealed that respondents who earned a monthly income of above KES 100,000/= also looked at the quality of the product together with the pricing.
4.5.2 Promotion & Advertising

The study also sought to find out if promotion and advertising of products mattered to customers. As shown in figure 4.11 below, 9% of the respondents strongly agreed with 41% agreeing that promotion and advertising influences purchase decision of beauty products. 11% of the respondents strongly disagreed with the statement and 22% agreed with the statement. 17% were certain whether promotions and advertising influenced their purchase decisions on beauty products. This implies that either way, customers will purchase beauty products whether there are promotions and advertisements or not.
4.5.3 Product Delivery

When asked whether they would buy products which could be delivered to their doorsteps, most respondents disagreed with the statement. Figure 4.12 below shows that 36% of the respondents strongly disagreed and 34% disagreed. 13% agreed while 6% strongly disagreed with the statement. Only 11% neither agreed nor disagreed.

![Product Delivery Influence on Buyer Behavior](chart.png)

Figure 4.12  Product Delivery Influence on Buyer Behavior

4.5.4 Product Quality

The study also sought to establish whether product quality influenced purchase decisions of customers. As shown in figure 4.13, overleaf, it is evident that almost all the respondents agreed that quality is important to consider when purchasing beauty products. 50% strongly agreed and 40% agreed. Only 2% strongly disagreed and 6% disagreed. 2% were neutral. On the other hand 40 percent agreed while 50 percent strongly agreed. This implies that good quality beauty products were purchased by most customers.
4.5.5 Product Attributes

The study further sought respondents’ feedback on the various product attributes factors influencing purchase behavior on beauty products. As shown in the Table 4.11 overleaf, majority of the respondents agreed that product attributes influence the buyer’s decisions, with preference being the highest at 83%, followed by brand name at 73%, brand image coming third at 66%, and finally product loyalty at 63%. This is an indication that indeed customers look at the product attributes when making decisions on which beauty products to purchase.
Table 4.11  Product Attributes Influence on Buyer Behavior

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Uncertain</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Name</td>
<td>7%</td>
<td>12%</td>
<td>8%</td>
<td>38%</td>
<td>35%</td>
</tr>
<tr>
<td>Loyalty</td>
<td>4%</td>
<td>12%</td>
<td>21%</td>
<td>34%</td>
<td>29%</td>
</tr>
<tr>
<td>Image</td>
<td>8%</td>
<td>15%</td>
<td>10%</td>
<td>45%</td>
<td>21%</td>
</tr>
<tr>
<td>Preference</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
<td>42%</td>
<td>41%</td>
</tr>
</tbody>
</table>

4.5.6  Product Convenience

Respondents were also to state if product convenience impacts on their choice of beauty products. As shown in figure 4.14, 34% of the respondents strongly agreed, 36% agreed, with 18% being neutral to convenience of getting and using the beauty product. 8% disagreed while 4% strongly disagreed. This implies that indeed if a product is easy to get and easy to use, it was purchased by customers.
4.6 Chapter Summary

In this chapter, results and findings based on the specific objectives have been presented in form of pie-charts, tables and figures as well as graphs. From the analysis, the results showed that beauty products are used more by female than male. It was also established that all age groups studied, ages between eighteen years and above fifty years used beauty products. It was also established that 50% of the respondents were married, 47% single, 2% divorced and only 1% separated. From the analysis of the social factors influencing consumer behavior on beauty products, self esteem, attitude, culture, religion and social class were not regarded highly as influencing consumer behavior. For these factors respondents strongly disagreed and disagreed that these factors affected their purchase decisions of beauty products.

The economic factors and market factors were highly regarded as influencers of purchase decisions. Out of the six economic factors investigated, only parental influence and family affluence had 37% of the respondents agreeing that it influenced buying decisions. The other five were rated by more than 70% of the respondents as factors that influenced purchase decisions of beauty products. The same type of response was noted for market factors. The next chapter provides detailed discussion of the results and findings. Conclusions as well as recommendations are made. Recommendations for improvement on each specific objective are also provided.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter consists of four sections, which presents a summary of findings based on the objectives of the study. The sections are; summary, discussion, conclusions and recommendations in that order. The first section provides a summary of important elements of the study which includes the study objectives, methodology and findings. The second section discusses the major findings of the study with regards to the specific objectives. The third section sets forward the conclusions of the researcher based on the finding while the last section gives recommendations using the findings and results which were obtained from the survey.

5.2 Summary of Findings

The general objective of the study was to investigate the factors that influence consumer buying behavior of beauty products in Nairobi. The specific objectives of this research study were to investigate whether social factors influence buying behavior of beauty products, to examine whether economic factors influence buying behavior of beauty products and to examine whether market factors affect buying behavior of beauty products.

The research methodology that was used to analyze the three specific objectives was descriptive type of research design. Descriptive research design was chosen because it enabled the researcher to simplify the findings to a larger population.

The population of this study comprised of 1,051 USIU graduate students. A sample of 105 graduate students was targeted to represent the population of significance. Descriptive research design was utilized and the stratified random sampling was the sampling technique used. The questionnaire wanted to obtain information about perceptions, attitudes, facts and opinions on the subject matter. Data was presented in form of tables and figures to clarify and enable easy understanding.
From the analysis, the results showed that beauty products are used more by female than male. It was also established that all age groups studied, ages between eighteen years and above fifty years used beauty products. It was also established that 50% of the respondents were married, 47% single, 2% divorced and only 1% separated. From the analysis of the social factors influencing consumer behavior on beauty products, self esteem, attitude, culture, religion and social class were not regarded highly as influencing consumer behavior. For these factors respondents strongly disagreed and disagreed that these factors affected their purchase decisions of beauty products.

The economic factors and market factors were highly regarded as influencers of purchase decisions. Out of the six economic factors investigated, i.e family income, personal income, personality and lifestyle, age and gender, parental influence and family affluence, only the later had 37% of the respondents agreeing that it influenced buying decisions. The other five were rated by more than 70% of the respondents as factors that influenced purchase decisions of beauty products. From the market factors which included pricing, promotion, product quality, product convenience and product attributes, product delivery is the only factor which was not considered as an important factor in purchase decisions of beauty products. 70% of the respondents disagreed and strongly disagreed that it influenced buying decision. For the rest of the market factors, more than 70% of respondents agreed and strongly agreed that they influenced purchase decisions of beauty products.

5.3 Discussion

5.3.1 Social factors influencing buying behavior of beauty products

According to the research findings, self esteem, religion and role model influence do not influence the buying decisions of beauty products to a high percentage; 28% of the respondents strongly disagreed and 30% of the respondents disagreed that their self esteem affected their buying decisions on beauty product. Respondents also reacted similarly when asked whether religion played a role in their purchase decisions of beauty products. 42% of the respondents strongly disagreed and 23% of the respondents disagreed that their religion affected the beauty products they purchased. Role model influence was also not supported by most respondents as a factor that influenced purchase
decision of beauty products. 43% strongly disagreed and 41% disagreed with the statement.

On the other hand people’s own personal attitudes, culture, social class and relationships were the factors which were considered to influence consumer behavior on purchase of beauty products to a slightly higher percentage of respondents. 41% and 37% of the respondents agreed and strongly agreed respectively that their attitudes towards the products affected their purchase decisions. For culture, 35% and 30% of the respondents agreed and strongly agreed that their culture prohibited them from purchasing certain beauty products. Social class and relationships also turned out to be supported by a majority of respondents as factors that influenced purchase decisions of beauty products. 49% agreed and 19% strongly agreed that social class affected their purchase decisions. Similarly, 21% strongly agreed and 20% agreed that relationships affected what beauty products they purchased.

5.3.2 Economic factors influencing buying behavior of beauty products

The findings indicate that a large percentage of economic factors actually influence buying behavior of beauty products. 36% and 34% of the respondents agreed and strongly agreed respectively that both family income and personal income affect buying behavior. Similarly, 39% and 33% of the respondents also agreed and strongly agreed respectively that personality and lifestyle affected their purchase decisions of beauty products. For age, 45% and 33% of the respondents agreed and strongly agreed respectively that age influenced the beauty products purchased. Similarly, 37% and 35% of the respondents agreed and strongly agreed respectively that gender influenced buying behavior of beauty products. However, for parental influence and affluence, the respondents had differing opinions on whether it influenced buying behavior. Only 21% and 16% of the respondents agreed and strongly agreed respectively that parental influence and affluence affected their buying decisions of beauty products. From the findings, five factors out of the six factors considered in this study indicate that economic factors have higher influence on purchase behavior. This therefore means that economic factors largely affect purchase of beauty products. This is consistent with the earlier studies done as discussed
in the literature review where we see that family income, personal income, age and gender influence greatly consumers’ behavior towards buying behavior.

5.3.3 Market factors affect buying behavior of beauty products.

According to the study findings, an overwhelming number of respondents were of the opinion that the pricing, product attributes and convenience of beauty products influenced whether they would buy the products or not. It is interesting that the respondents also majorly prefer to buy beauty product of “good quality”, however whether demand of these products remain “inelastic” as prices increase disproportionally was not evident. 48% and 39% of the respondents agreed and strongly agreed respectively that pricing of the product influenced the purchase decision. 36% and 34% of the respondents also agreed and strongly agreed respectively that product convenience influenced their purchase decisions. These findings confirm the literature review from previous studies on the factors affecting buying behavior of consumers.

The findings also indicated that the respondents prefer to buy beauty products which are branded, which have a good image, which they prefer and are loyal to. More than 50% of the respondents agreed and strongly agreed that product attributes are important in purchase decisions. Interesting to note also is the fact that majority of the respondents who earned above KES 100,000/= as monthly income, considered product quality as a vital factor to consider when purchasing beauty products. 50% and 40% of the respondents strongly agreed and agreed respectively that product quality influenced purchase decisions. From the literature review, Joseph (2000) examined how consumer preferences across such price tiers are influenced by quality. The results suggested that the pattern of preferences observed across price tiers can be influenced by price quality. The findings in this study therefore confirm earlier studies conducted with regard to market factors and specifically product pricing, level of income and product quality.
5.4 Conclusions

5.4.1 Social factors influencing buying behavior

The study findings with regard to social factors influencing buying behavior indicate that self esteem, religion and role model influence do not influence buying behavior to higher percentage. The social factors that have influence with a higher percentage of respondents include personal attitude, culture, social class and relationships.

5.4.2 Economic factors influencing buying behavior

The findings indicate that economic factors including family income, personal income, age and gender influence the buying behavior of beauty products with more than 70% of the respondents agreeing or strongly agreeing with the statements. However with parental influence and family affluence, only 37% of the respondents agree or strongly agree with the statement.

5.4.3 Market factors influencing buying behavior

Similarly, the study findings indicate that market factors including pricing, quality, product attributes and convenience of the products influences the consumer’s buying behavior. Pricing, quality and product convenience are the top rated factors with respondents being 87%, 90% and 70% agreeing or strongly agreeing respectively that the three influence purchase decisions. The findings also indicate that product promotion and product attributes also influence purchase decisions with 50% of the respondents agreeing or strongly agreeing and an average of 71% of the respondents supporting product attributes as a factor that influence purchase decisions.

5.5 Recommendations

5.5.1 Recommendations for improvement

5.5.1.1 Social factors influencing buying behavior

The study findings suggest that consumers seem to be aware of “harmful” beauty products, with side effects, in the market. As such there is need for increased consumer
protection initiatives. Kenya Bureau of Standard (KEBS) should be more vigilant. Consumer Federation of Kenya (COFEK) should also sensitize the consumers on the dangers of such products, and also on their rights as consumers.

The findings suggest that consumers are alert when buying beauty products. This is a good indication in curbing “harmful” products, however regulatory strategies should be put in place to ensure that only beauty products that meet market standards are in the market.

5.5.1.2 Economic factors influencing buying behavior

Gender and Age are key determinants of the choice and preference for beauty products. As such, dealers in beauty product should provide age and gender tailored products. In the same way, marketing and advertisement of such products need to be audience specific, i.e. gender and age, to increase consumer reception.

5.5.1.3 Market factors influencing buying behavior

Since consumers prefer beauty products which are of “good quality”, firms and companies should invest in ensuring their products are of good quality, in order to attract and maintain consumers. Similarly, accessibility/availability of the beauty products is a major factor which influences the buying behavior. Dealers in beauty products should therefore diversify their market presence, especially outside Nairobi.

5.5.2 Recommendations for Further Studies

The researcher recommends that an investigation be conducted on the influence of social media on consumer preference of beauty products, and further establish the knowledge, and practices of the consumers on beauty products.

The researcher also recommends an examination of the emerging dynamics of individualism in buying behavior of beauty products, as opposed to social and communal influences.
REFERENCES


Bareham, J. R. (2005). Can consumers be predicted or are they unmanageable?. International Journal of Contemporary Hospitality Management. 16(3) 159 - 165


Registrar’s office at United States International University. 2015


APPENDICES

APPENDIX I: Cover Letter

JACINTA A. OKUMU

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA (USIU-A)

P.O. BOX 14634, 00800.

NAIROBI

Dear Respondent,

I am carrying out research on the factors influencing consumer behavior in the purchase of beauty products in Nairobi. This is in partial fulfillment of the requirement of the Master in Business Administration degree program at United States International University.

The purpose of this study is to determine the relationship between consumer related factors and buying behavior, to examine how socio-economic factors influence buying behavior and to examine how market related factors affect consumer behavior in the purchase of beauty products in Nairobi. The results of this study will contribute to the broad understanding of how the above factors affect consumer behaviour in the purchase of beauty products in Nairobi.

This is an academic research and confidentiality is strictly emphasized, your name will not appear anywhere in the report. Kindly spare some time to complete the questionnaire attached.

Thank you for your cooperation.

Yours sincerely,

Jacinta Okumu
APPENDIX II: Questionnaire

Beauty products include: Deodorants, perfumes, body lotions, creams, make-ups e.t.c.

Data is collected to investigate the factors that influence purchasing behavior of these products. All your responses and information will be treated with confidentiality and will only be used for analytical purposes of the study.

INSTRUCTIONS: Please circle (0) or mark (x) any one of the choices for each of the following questions:

PART A (General Section)

1. Gender: [ ] Male [ ] Female

2. Where do you reside? [ ] Nairobi [ ] Outside Nairobi

3. How old are you? [ ] Below 18 Years [ ] 31 – 35 Years [ ] 18 – 25 Years [ ] 36 – 50 Years [ ] 26 – 30 Years [ ] Above 50 Years

4. Marital Status

[ ] Single [ ] Married [ ] Divorced [ ] Separated

5. Source of Income

[ ] Employment [ ] Pocket Allowance (Pocket Money)

[ ] Self - Employment [ ] Other (Specify) _____________________________

6. Level of monthly income

[ ] Below KES 20,000/= [ ] KES 20,001/= - 50,000/= [ ] KES 50,001/= - 100,000/= [ ] KES 100,001/= - 150,000/= [ ] KES 150,001/= - 200,000/= [ ] Above 200,001/=
PART B: The following section will evaluate social factors

Indicate the extent to which you agree with the following statements by using scale of 1 to 5 where 1 = Strongly disagree and 5 = Strongly Agree. Circle (O) which best describes your opinion of the statement.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Self Esteem: My self esteem affects my buying decision on beauty products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>Attitude: I buy beauty products according to my attitude towards the beauty product</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>Culture: My culture prohibits me from buying certain beauty products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td>Religion: My religion plays a role in determining what beauty products I purchase.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>Peer Influence: I usually look to my peers advice when buying beauty products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6.</td>
<td>Social Class: I buy beauty products which are of my social class.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7.</td>
<td>Relationships: My Spouse /boyfriend /girlfriend usually affect the types of beauty products I purchase</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8.</td>
<td>Role Model Influence: I buy beauty products which my role models use.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
PART C: The following section will evaluate Economic factors

Indicate the extent to which you agree with the following statements by using scale of 1 to 5 where 1 = Strongly disagree and 5 = Strongly Agree. Circle (O) which best describes your opinion of the statement.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Family Income: My family income affects my buying decision on beauty products.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>Personal Income: My personal income determines the beauty products I buy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>Personality and Lifestyle: My personality and lifestyle affects my purchase of beauty products.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td>Age: My age influences the beauty products I purchase</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>Gender: My gender affects my buying behavior of beauty products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6.</td>
<td>Parental Influence &amp; Family Affluence: I usually look to my parents and family for the best beauty products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
**PART D:** The following section will evaluate market factors

Indicate the extent to which you agree with the following statements by using scale of 1 to 5 where 1 = Strongly disagree and 5 = Strongly Agree. Circle (O) which best describes your opinion of the statement.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pricing: I always consider the price of beauty products before I buy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2. Promotion &amp; Advertising: Promotion and advertising of beauty products affects my buying decisions.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3. Product Delivery: I buy beauty products which can be delivered to my doorstep.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4. Product Quality: I only buy beauty products which I consider are of good/high quality.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5. Product Brand Name: I only buy beauty products which have a branded name</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6. Product Loyalty: I only buy beauty products which are of my social standing.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7. Product Image: I only buy beauty products with a good image/image that I like.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8. Product Preference: I prefer certain beauty products to others.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9. Product Convenience: I buy beauty products which are easy to get and easy to use.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
What are the other factors not mentioned above contribute to your purchase of beauty products?

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

THANK YOU