

## **Determinants of Consumer Decision for the Purchase of Body Care and Cosmetic Products**

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### **Abstract**

*The primary objective of this research paper is to identify the determinants of decisions that affect consumers' decisions for the purchase of body care and cosmetic products. One of the significant variables considered in this research is the extent of marketing communication. The study encompasses several other components that shape consumers' purchasing behaviour for body care products. These factors include product quality, ingredients and product safety, consumers' own perception of the product, price, and environmental consciousness. By investigating these elements, the researchers aim to gain insights into the underlying factors that influence consumers' choices in selecting body care items. For this study, the researcher gathered data by distributing a self-administered survey questionnaire to a sample group of 500 individuals, who were selected to represent the target population. Through the survey methodology, this research was able to collect the opinions and perspectives of 437 participants about their buying habits for body care products. Additionally, the researchers utilized previous research findings related to the subject matter to enhance the comprehensiveness and validity of the analysis. By examining various factors, including marketing communication, product quality, safety, perception, price, and environmental consciousness, the researchers aim to gain insights into consumers' decision-making processes.*

**Keywords:** *Consumer purchasing behaviour, body care products, Marketing communication, Product quality, Perception, Environmental consciousness*

## **Introduction**

Body and skincare is a top priority for many people who want to maintain healthy, radiant skin and address any issues it may have. Numerous methods and products are available, such as Botox injections, fillers, surgical procedures like skin planning or dermabrasion, nutritional supplements, home remedies, and expensive body care items from global or local brands. Men are also paying more attention to their skin nowadays, resulting in companies creating products specifically for male skin. The market for children's body care is also expanding rapidly as people become more aware of the sensitivity of their skin. Environmental factors like pollutants, stress, age, and diet are the primary factors that affect the skin's condition and contribute to its poor health. Exposure to UVA and UVB rays reduces skin elasticity, promotes wrinkles, sagging skin, and speeds up aging. Aging is closely linked to skin vulnerability. Acne continues to be a significant issue among teenagers.

The use of cosmetics and body care products to improve skin appearance is rising across all ages. Typically, these products consist of a combination of natural and synthetic chemicals. The Food and Drug Administration (FDA) defines cosmetics as substances used to clean, enhance, attract, and alter appearance without affecting the body's structure or function. On the other hand, skin therapy refers to products, including drugs or healthcare equipment, designed to affect the structure or function of the skin. The market is flooded with numerous brands of body care products, requiring companies to comprehensively understand the target market, develop effective marketing strategies, and attract consumer attention to facial care products.

In the modern world, nearly everyone regularly uses at least one cosmetic and body care product, such as toothpaste, shampoo, or soap, as these products have become essential in daily life (Sahota, 2014). However, traditional cosmetics containing microplastics and chemicals have shown potential harmful impacts on the environment and human health

(Seinfeld & Pandis, 2016; Andrady, 2011). Over the years, people have adopted environmentally friendly and health-conscious lifestyles. They have become more aware of their purchasing decisions' immediate or indirect effects on the environment and society's well-being (Sahota, 2014). The demand for genuine cosmetic products that are healthy, environmentally friendly, and ethically produced has led to the growth of the natural cosmetics industry, aiming to foster sustainable development in the cosmetics sector (Sahota, 2014). Cosmetic companies actively produce natural components to cater to the growing demand for healthy and sustainable living (Kerdudo et al., 2016; Philippe, 2012). Natural cosmetics have become an undeniable trend, and the global cosmetics market is projected to expand by 9.4 percent over the next five years (Future Market Insights, 2019). New businesses have emerged in the market, each expressing their preferences for health and sustainable living through natural cosmetics (Sahota, 2014). However, the success of companies in this competitive landscape remains to be determined. The market for natural products encompasses various claims such as natural, organic, sustainable, green, and vitamin-based, which can sometimes confuse and mislead consumers during the purchasing process (Hsu et al., 2017). In the United States, sales of natural cosmetics declined by 1.2 percent in 2017 as consumers started losing faith in brands that claimed to be honest but failed to disclose non-included natural ingredients. Consumers have the right to demand transparency from businesses regarding the composition of their products. Moreover, consumers need adequate information about the safety and efficacy of natural cosmetics available in the market, highlighting the limitations of existing regulatory oversight (Klaschka, 2016). Therefore, understanding consumer purchasing behaviour through research becomes crucial. This knowledge assists marketers in developing targeted strategies that minimize consumer misconceptions and misunderstandings about natural products and align with their preferences and demands. Existing studies have extensively examined sustainable

consumption behaviour, but limited research has focused explicitly on the purchasing patterns of natural cosmetics consumers (Bosiu et al., 2018).

This study investigates the factors influencing consumer behaviour in the natural cosmetics market. Specifically, the research applies the Theory of Planned Behaviour (TPB) in Uppsala City, Sweden, which has been recognized as a global climate city and serves as a model for environmentally responsible urban development. The TPB model encompasses three significant constructs: attitude, subjective norms, and perceived behavioural control (PBC). Attitude represents an individual's evaluation of whether they enjoy engaging in a behaviour, subjective norms reflect societal opinions on how behaviour should be carried out, and PBC refers to an individual's perception of the ease or difficulty of completing a task (Ajzen, 1991). The Theory of Planned Behaviour has been extensively studied to predict and explain human behaviour, especially in purchasing decisions (Gopi & Ramayah, 2007; Lee, 2009; Hung & Chien, 2011; Tan, 2016; Liobikienė & Juknys, 2016). Furthermore, while earlier consumer literature has extensively employed quantitative research to examine factors influencing consumer purchasing behaviour, few studies have proposed comprehensive hypotheses that adequately explain this behaviour (Liobikienė & Juknys, 2016; Hsu et al., 2017).

In conclusion, the importance of body care and using cosmetics and body care products to improve skin health and appearance is evident across different demographics. The natural cosmetics market is experiencing significant growth, driven by consumers' increasing demand for healthy, environmentally friendly, and ethically produced products. However, challenges exist, including consumer confusion regarding product claims and the need for more transparency in disclosing non-included ingredients. To understand consumer behaviour in the natural cosmetics market, this study utilizes the Theory of Planned Behaviour and focuses on Uppsala City, Sweden, known for its environmentally responsible urban

development. By investigating the factors influencing consumer behaviour, this research aims to assist marketers in developing targeted strategies and minimizing consumer misconceptions and misunderstandings about natural products.

### **Scope of the Study**

The scope of this research is to examine and comprehend the purchasing behaviour of consumers and the various factors that influence their decision-making process when it comes to body care products. These factors include pricing, quality, and other relevant aspects. The study aims to understand the target market deeply and develop effective marketing strategies to attract consumer attention toward face care products. Additionally, it aims to assist companies in understanding consumer behaviour and devising appropriate strategies for selling body care products.

### **Problem Statement**

The main objective of this research is to understand and analyze the factors that impact consumers' purchasing behaviour regarding body care products. Specifically, the study focuses on addressing the issue of how customers' purchase decisions are influenced when comparing their current situation with their ideal state. Furthermore, the research addresses customers' needs by identifying the factors that may affect their purchase decisions and help them achieve their desired state.

### **Research Objectives**

To study how various product quality and safety features, environmental considerations and consumers' perceptions about product influence consumers' buying decisions. Also, to find out the impact of marketing communication through advertisements and the product's price affect consumers' purchase decisions.

### **Research Hypotheses**

The research hypotheses for this study are as follows:

- H1:** The quality of body care products significantly influences purchasing decisions.
- H2:** Product safety and health consciousness have a significant impact on purchasing decisions.
- H3:** Environmental consciousness regarding body care products significantly affects purchasing decisions.
- H4:** Perceptions of body care products significantly influence purchasing decisions.
- H5:** Pricing of body care products significantly impacts purchasing decisions.
- H6:** Marketing communication about body care products significantly affects purchasing decisions.

### **Definition of Key Terms**

#### ***Quality of Product:***

Product quality refers to the degree to which a product satisfies customer needs, meets its intended purpose, and adheres to industry standards. It encompasses how well the product performs its intended functions and meets customer expectations. (Team, I.E. June 2021)

#### ***Product Safety:***

Product safety refers to the assurance that a product is safe to use as intended, following established rules and regulations. It involves assessing potential risks associated with the product and ensuring it meets safety standards to protect consumers from harm. (RN Electronics, August 2022)

#### ***Environmental Consciousness:***

Environmental consciousness refers to a collective group of individuals who share common values and beliefs regarding the environment. It includes people who demonstrate concern for preserving natural habitats and actively adopt practices that promote using renewable resources daily. (Group M.E.T, October 2021)

Environmental consciousness focuses on individuals who prioritize nature and are willing to act in its best interest.

***Perceptions:***

Perception is the cognitive process by which individuals select, receive, organize, analyze, and evaluate information from their external environment to make it meaningful and relevant. This meaningful information contributes to better decision-making and guides individuals' actions and behaviours. (Chauhan, et al., 2021). It involves the ability to perceive and make sense of information through the senses, such as sight, hearing, and awareness.

***Price:***

Price refers to the amount of money charged in exchange for a product or service. It represents the value or worth assigned by consumers to obtain the benefits associated with using or possessing the product or service. (Kotler & Keller. 2020)

***Marketing Communication:***

Marketing communication encompasses the strategies and tactics companies employ to effectively convey unique and creative messages to existing and potential customers about their products and services. It involves various promotional activities to create awareness, generate interest, and influence consumer behaviour. (Bhasin & Ali, 2021)

**Literature Review**

Kokoi (2011) examined the purchasing behaviour of Finnish women regarding facial body care products. The research focused on young and middle-aged women, specifically those in their 20s, 35s, 40s, and 60s. The study aimed to understand how age influences buying habits and found that women in their 20s to 35s and 40s to 60s are more likely to smoke. Despite age differences, the reasons for purchasing body care products were similar among all women. However, there were some interesting findings during the decision-making process. The study revealed that opinions regarding using natural ingredients in body

care products varied significantly based on age, gender, and other factors. Mothers with young children were more open to trying natural ingredients than mothers without children.

Khan and Khan (2013) stated that women were made more aware of the chemicals in body care products to observe any changes in their purchasing decisions. The study involved 250 participants who had the option to fill out questionnaires. The Chi-square test was used for analysis. The sample included women who regularly care for their skin, regardless of their employment status. The results showed that women who use body care products know their ingredients and efficacy. However, subjective responses from the participants posed challenges for researchers in terms of generalizing the findings. The study emphasized the importance of companies investing time and resources in finding safe and valuable natural substances.

Jawahar and Tamizhjothi (2013) conducted a study in 2013 to explore the frequency of cosmetics purchases and the underlying attitudes influencing consumer behaviour. A convenience sampling method was employed, and a survey was distributed to women in Bangalore. The study analyzed 118 completed questionnaires, of which 100 were considered valid, using mean and standard deviations from the ANOVA test. The findings indicated that age, occupation, and marital status influenced individuals' attitudes toward purchasing cosmetics. Additionally, the study revealed that one's financial situation could impact their perception of beauty products.

Sabharwal, Maan, & Kumar (2014) conducted a study to investigate women's use of cosmetics, factors influencing their purchasing decisions, and their preferred brands. The study collected data from women in Hisar, Bhiwani, and Fatehabad cities. The main objective was to understand the motivations behind cosmetic purchases. The study found that the product brand significantly influenced women's choices. Factors such as quality, natural ingredients, and suitability for their skin type played important roles in purchasing decisions.



Moisturizers were identified as the most commonly used body care product across all age groups, while older women preferred creams and toners targeting wrinkle reduction.

Ersoy, Yolal, & Batmaz (2015) conducted a study to investigate the views of Turkish men on cosmetics and identify the factors that influence their cosmetic purchasing behaviour. The researchers collected data from Turkish men and also examined the thoughts of men who use cosmetics to determine if there is a correlation between their perceptions and actions. The study's findings demonstrate that men's use of cosmetics is influenced by various factors, including their social attitudes, self-perception, lifestyle, and shopping habits. Increasing research suggests a connection between men's cosmetic use, self-perception, and lifestyle choices. The study suggests a potential association between an individual's self-worth, self-perception, social beliefs, and way of life. The study concludes with recommendations for marketers and proposes further research to explore gender differences about cosmetics.

### **Quality of the Product**

The quality of a product or service encompasses its features and attributes that align with consumer needs, according to Kotler et al. (2014). It is a dynamic condition that meets or exceeds expectations and can change over time (Goetsch and Davis, 1994; Tjiptono and Diana, 2003). Product safety and health consciousness are crucial aspects of consumer protection. Governments emphasizing free market transactions understand the necessity of ensuring product safety. Although some countries may not follow these policies, they are still affected. It is important for consumers to be aware of potentially dangerous products on the market, as highlighted by recent health disasters. Body care products, in particular, require extensive research due to their regulation under specialized bodies (Howells, 2018).

### **Product Safety**

"Health consciousness" refers to individuals' willingness to engage in healthy behaviours (Schifferstein and Oude Ophuis, 1998). Consumers concerned about their health

may modify their purchasing habits based on the perceived impact on their well-being. The increasing popularity of ecologically friendly products can be attributed to people's concern for personal and environmental health (Wandel and Bugge, 1997; Padel and Foster, 2005). Discussions about organic food often revolve around food safety and general health. Older individuals prioritize their own health over environmental concerns when purchasing ecologically friendly food (Wandel and Bugge, 1997). Greek consumers who buy organic food believe it to be healthier than conventionally cultivated food and are willing to pay a premium for it (Krystallis & Arvanitoyannis, 2003).

### **Environmental Consciousness**

Environmental consciousness is an important factor in marketing and sales, as it significantly influences consumer purchasing decisions, particularly when it comes to environmentally friendly products (Oude Ophuis et al., 1992; Bohlen et al., 1993). Consumers' attitudes and behaviours are shifting towards eco-friendly items, creating opportunities for businesses in this expanding sector. Green or eco-friendly labels on products have increased consumer awareness of environmental concerns and allowed product differentiation. However, it is essential to note that while consumers prioritize the environment, labels alone do not guarantee increased sales. Conflicts often arise between environmental responsibility and other benefits, such as low prices and convenience, leading some individuals to prioritize traditional products (Hussain, 2000).

Research has shown that individuals' environmental concerns influence their purchase of organic food, with women and those with higher education levels being more interested in environmentally friendly food production (Wandel and Bugge, 1997; Tiilikainen and Huddleston, 2000). Younger respondents focus more on environmental considerations when evaluating food quality, while older individuals prioritize their health when purchasing ecologically produced food products (Wandel and Bugge, 1997; Tiilikainen and Huddleston,

2000). However, there is a lack of research on how environmental knowledge affects explicitly the use of eco-friendly beauty products.

## **Perception**

Perception is the cognitive process through which individuals select, organize, and make sense of the information they receive, shaping their understanding of the world (Kotler and Keller, 2009). People's unique experiences influence their perceptions, impacting their behaviour as consumers. Selective attention, selective distortion, and selective retention are three stages that contribute to the formation of perceptions (Asch and Wolfe, 2001). Selective attention involves consciously choosing which stimuli to focus on, filtering out the overwhelming majority of inputs. People are more likely to pay attention to stimuli that align with their immediate desires and are relevant to their current circumstances. For marketers, capturing consumers' attention through stimuli that stand out from the norm is crucial, as individuals tend to notice uncommon stimuli. The alignment of perceived stimuli and desired products enhances the likelihood of attention and engagement.

Selective distortion refers to the tendency of individuals to interpret information in a way that confirms their preexisting beliefs and expectations about a brand or product. Customers' prior experiences with a brand can shape their interpretation of information, leading to a biased perception. For example, customers may perceive a wrinkle cream from their favourite brand as more effective than one from an unknown brand, even if there is no actual difference in performance. Reputable brands tend to be more memorable, while competitors' brands fade from customers' minds. Selective retention is employed in training to maintain specific attitudes and beliefs (Kotler and Keller, 2009). These aspects of perception significantly influence customers' purchasing behaviour and may lead to decisions that are not in their best interests.

It is worth noting that subliminal perception, where messages are received below the threshold of conscious awareness, does not play a role in this research (Kotler and Keller, 2009). The focus is on perceptual processes that occur at a conscious level and directly impact consumer behaviour.

### **Price as a Factor**

Price plays a significant role in consumers' buying decisions when it comes to cosmetics and body care products. Recent research highlights the impact of price on consumer behaviour in this industry. According to a study by Mignonac et al. (2021), price sensitivity influences consumers' willingness to purchase cosmetics. Consumers tend to consider the price of a product and evaluate its perceived value before making a buying decision. In another study, Jung et al. (2020) found that price discounts and promotions positively influence consumers' purchase intention for beauty and personal care products.

Additionally, research by Guttentag and Valck (2020) indicates that consumers perceive higher-priced cosmetics to be of higher quality. This perception can lead consumers to believe that they are getting better value for their money when purchasing products at a higher price point. Conversely, consumers may be drawn to lower-priced options as they perceive them to be more affordable and budget-friendly.

These findings highlight the significance of price as a determining factor in consumers' buying decisions for cosmetics and body care products. Marketers and businesses in this industry should carefully consider pricing strategies and promotions to effectively target and influence consumer behaviour. By offering competitive prices and showcasing the value of their products, companies can better cater to consumers' price preferences and considerations.

### **Marketing Communication**

The field of marketing communications involves businesses engaging with and communicating to their clients. It aims to change how target audiences perceive and interact with a company and its products or services (Fill, 2002). Five tools are commonly used in marketing communications: advertising, sales promotion, public affairs, direct marketing, and personal sales (Fill, 2002).

According to Fill (2002), public relations refers to actions that influence how different groups perceive an organization. Although often overlooked, public relations play a significant role in shaping consumer buying decisions. Advertising, sales promotion, direct marketing, and personal sales are considered the most effective ways to convey marketing messages (Fill, 2002). Advertising, in particular, can enhance a brand's reputation and immediate sales, while sales promotion aims to prompt immediate purchases (Kotler and Keller, 2009).

Environmental consciousness significantly impacts consumer behaviour, with consumers showing a growing preference for environmentally friendly products (Krystallis & Arvanitoyannis, 2003; Oude Ophuis et al., 1992; Bohlen et al., 1993). However, simply labelling products as eco-friendly does not guarantee increased sales, as conflicts may arise between environmental responsibility and other benefits like low prices (Hussain, 2000). Word-of-mouth, facilitated through online platforms and personal interactions, can greatly influence consumers' purchasing decisions (Fill, 2002).

Direct marketing provides channels for immediate customer responses, such as email, catalogues, telemarketing, and websites, enabling personalized and interactive communication (Dens & De Pelsmacker et al., 2010). Personal selling, involving direct interaction between salespersons and customers, plays a crucial role in building brand preferences and influencing buyer behaviour (Fill, 2002; Kotler and Keller, 2009).

In summary, marketing communications utilize various tools and strategies to communicate with customers effectively. Advertising, sales promotion, direct marketing, and personal sales are among the key methods employed to convey marketing messages. Public relations and environmental consciousness also significantly shape consumer perceptions and behaviours. Word-of-mouth and personalized interactions strongly influence consumer decision-making, while direct marketing and personal selling provide opportunities for immediate customer engagement and relationship-building.

### **Consumer Purchase Decision**

The consumer decision-making process involves different forms of consumer choice, including routine decision-making, limited problem resolution, and extended problem-solving. This process begins when a customer recognizes a need for a product or service to fulfill a specific need. The decision-making process consists of four phases: problem recognition, information collection, alternative evaluation, and the actual purchase decision. The level of effort and time a consumer puts into each step depends on the perceived importance of the problem. As explained by the expectancy hypothesis, cognitive elements tend to have a stronger influence on decision-making than physical factors. Customers are more likely to choose a product based on their expectations of it delivering better results than other options. (Kotler & Keller, 2009; Ash & Wolfe, 2001; Salomon et al., 2006).

### **Research Methodology**

#### **Geographical Distribution of the Sample:**

The study focuses on factors influencing body care product purchase behaviour in Pakistan. The scope is limited to Karachi, a metropolitan city with a population of over 14 million and a prominent hub for body care product production and distribution. The research involves a questionnaire distributed in comparably posh regions known for higher living standards and a larger customer base for body care products.

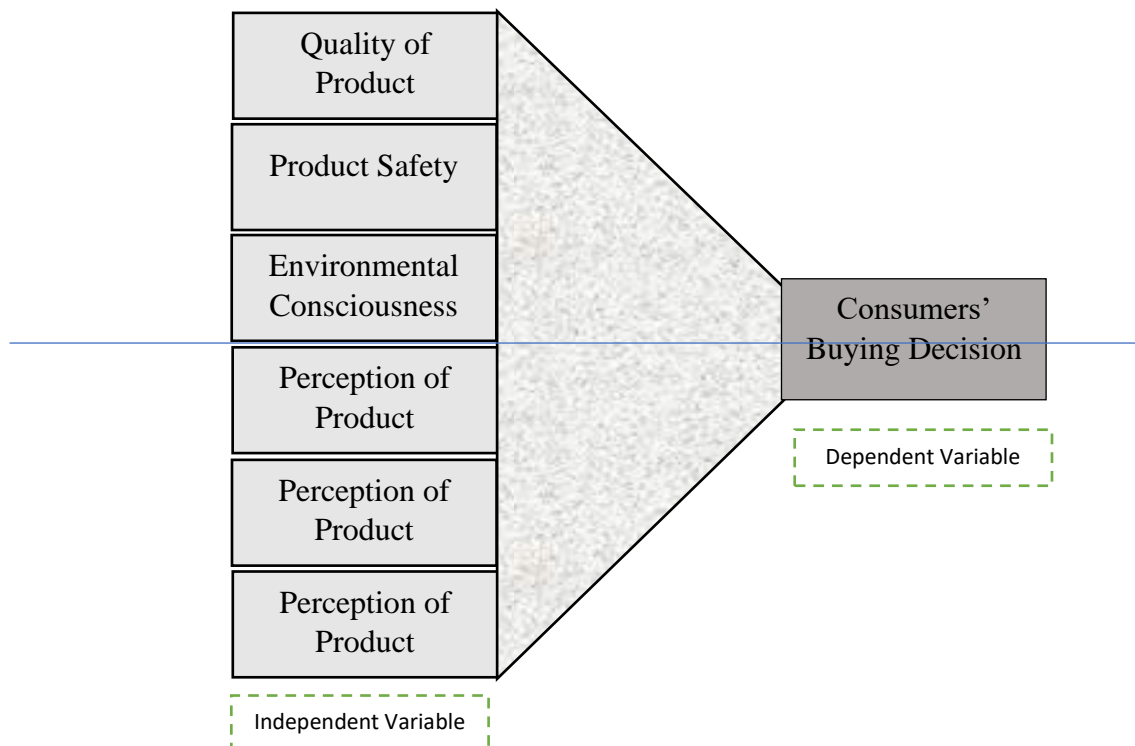
### Demographic Distribution of the Sample:

The study recognizes the growth of the male body care industry and includes both male and female participants as the target demographic. The sample encompasses individuals with different educational backgrounds and income levels to capture diverse perspectives.

### Population, Sample, and Sampling Technique:

A non-probability convenience sampling approach is used to collect data from 437 individuals. The sample was gathered through personal contact and social media platforms, targeting individuals with experience purchasing body care products. Participant data will remain anonymous and confidential. A Google Form survey link was provided to selected individuals, ensuring transparency and briefly explaining the questionnaire's purpose.

### Conceptual Framework



### Research Instrument

The method used in this research is the quantitative method. The instrument used in this research and the data is collected in the form of questionnaires; A questionnaire

effectively consists of a set of questions presented to respondents efficiently. Because of its efficient flexibility, it is the most commonly used instrument which is used to collect primary data.

## **Data Analysis and Results**

### **Reliability and Validity**

The reliability analysis's findings are displayed in Table 1, which shows that reliability lies between 0.694 and 0.955, which is acceptable for further processing.

**Table 1**

#### *Reliability*

<b>Variable</b>	<b>Cronbach Alpha</b>
Quality of Product	0.891
Product Safety / Health	0.855
Environmental Consciousness	0.694
Perceptions	0.724
Price	0.878
Marketing Communications	0.862
Intent to Purchase	0.955

### **Correlation Analysis**

Table 2 shows the co-relationships of all independent variables with the independent variable. Here Purchasing intent was the dependent variable, whereas the independent variables were the quality of the product, product safety/health consciousness, environmental consciousness, perceptions, price, and marketing communications. The results indicated a positive connection between product quality and purchase intent with a significance level of 95% (p 0.01) and a value of  $R = 0.693$ . With a 95 percent significance level (p 0.05) and a value of  $R = 0.316$ , we also demonstrated a positive link between product safety and purchase intent. With a 95 percent significance level (p 0.05) and a value of  $R = 0.209$ , environmental consciousness control and purchase intention likewise had a positive connection. Perceptions also had a positive relationship with purchase intention, with a 95% significance level (p



0.05) and a value of  $R = 0.235$ . Finally, price and marketing communications also had a positive relationship with purchase intention, with a 95% significance level ( $p < 0.05$ ) and a value of  $R = 0.223$  and  $0.311$ , respectively.

**Table 2**

*Correlation*

		Intention to Purchase
Product Quality	Pearson Correlation	.693*
	Sig. (2-tailed)	0.016
	N	437
Product Safety	Pearson Correlation	.316**
	Sig. (2-tailed)	0.000
	N	437
Environmental Consciousness	Person Correlation	.209***
	Sig. (2-tailed)	0.004
	N	437
Perceptions	Pearson Correlation	.235****
	Sig. (2-tailed)	0.016
	N	437
Price	Pearson Correlation	.0.223*****
	Sig. (2-tailed)	0.016
	N	437
Marketing Communications	Pearson Correlation	.311*****
	Sig. (2-tailed)	0.016
	N	437

\* Correlation is significant at the 0.01 level (2-tailed).  
 \*\* Correlation is significant at the 0.05 level (2-tailed).  
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 \*\*\*\* Correlation is significant at the 0.05 level (2-tailed).  
 \*\*\*\*\* Correlation is significant at the 0.05 level (2-tailed).

**Regression Analysis**

The regression analysis was done to determine the individual influence of each independent variables on purchase intention. Regression analysis consists of three tables i.e., model summary, ANOVA table and Coefficient table. Regression analysis shows that product quality ( $0.693$ ,  $p < 0.01$ ); product safety ( $0.316$ ,  $p < 0.05$ ); environmental consciousness ( $0.209$ ,  $p < 0.05$ ); perceptions ( $0.235$ ,  $p < 0.05$ ); price ( $0.223$ ,  $p < 0.223$ ); and marketing communications ( $0.311$ ,  $p < 0.05$ ) were all significant.

**Table 3**

*Model Summary*

Model Summary									
Change Statistics									
Model	R	R Square	Adjusted R Square	R Square Change	Std error of estimate	F Change	Df1	Df2	Sig. F
1	.693 <sup>a</sup>	.100	.084	6.65691	.100	6.198	1	437	.016

**Table 4**

*Anova*

Anova						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	91.612	6	15.268	10.071	.06
	Residual	113.275	93	1.218		
	Total	204.887	96			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Product Quality

**Table 5**

*Coefficients*

<b>Coefficients</b>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.274	.364		.755	.452
Product Quality	.538	.114	.488	4.664	.028
Product Safety	.255	.115	.232	3.239	.000
Environmental Consciousness	.041	.091	.035	2.447	.046
Perceptions	.168	.078	.123	2.05	.023
Price	.253	.107	.244	2.180	.034
Marketing Communications	.078	.083	.068	3.766	.042

a. *Dependent Variable: Purchase Intention.*

For a model to be decently fit, the value of F should be above 2 and the sig value should be 0.05 or below. The value of sig in the table above is less than 0.05. It shows how important the research model is. F must be greater than 2 to be considered acceptable, and sig must be less than 0.05. The above table shows that consumers are aware enough about beauty items to buy them due to all the independent factors given as motivators.

## Hypothesis Testing

**Table 6**

*Summary of Hypotheses Testing*

<b>Hypothesis</b>	<b>Result</b>
H1. Quality of products has a significant impact on purchasing decision.	True
H2. Product safety/health consciousness of body care products has a significant impact on purchasing decision.	True
H3. Environmental consciousness of body care products has a significant impact on purchasing decision.	True

H4: Perception of body care products has a significant impact on purchasing decision.	True
H5: Prices of body care products have a significant impact on purchasing decision.	True
H6: Marketing communication about body care products has a significant impact on purchasing decision.	True

Quality, safety, environmental awareness, attitudes, pricing, and marketing messages all affect purchase intentions, according to our questionnaire analysis. Our results compare favourably to earlier research based on the literature we identified. All six constructs have a positive association with their impact on purchase intention, correlating with the research findings included in the literature review. Consequently, we can state that the research's findings are consistent with the one done on the literature.

### **Findings**

This research is on the body care industry, in order to find out which factors influence in the decision to purchase body care products. As such, the researchers' main goal was to find insights into consumer behaviour and suggest relevant recommendations. To achieve this, various independent variables were shortlisted and chosen to be used as part of this study. The main analysis software used was SPSS, on which different analyses were run. The regression analysis sought to show the connection between differing variables chosen in this study. Furthermore, the correlation analysis was also run to see whether any established relationship between variables is positive or negative in nature. The association between all independent variables was found to be positive, with each having the following results; product quality had coefficient value of 0.693 and p-value of 0.01, product safety had coefficient value of 0.316 and p-value of 0.05, environmental consciousness had coefficient value of 0.209 and p-value of 0.05, perceptions had coefficient value of 0.235 and p-value of 0.05, price had coefficient value of 0.223 and p-value of 0.05, and marketing communications

had coefficient value of 0.311 and p-value of 0.05; all these indicate a significant positive relationship with purchase intention.

Regression analysis was further conducted to see the relationship between independent and dependent variables. Product quality had 0.538 as a regression coefficient with purchase intention, with a t-value of 4.664 and a p-value of 0.00. Product safety had 0.255 as regression coefficient with purchase intention, with a t-value of 3.239 and p-value of 0.00. Environmental consciousness had 0.041 as regression coefficient, with a t-value of 2.447 and p-value of 0.046. Perceptions had 0.168 as regression coefficient, with 2.05 as t-value and p-value of 0.023. Price had 0.253 as regression coefficient, with 2.180 as t-value and p-value of 0.034. Marketing communications had 0.078 as regression coefficient, with 3.766 as t-value and p-value of 0.042. All this, again, indicates a positive relationship between each independent variable with purchase intention, though with varying degrees. Based on the results gathered, the researchers were able to prove the positive relationship between all independent variables with the dependent variable, thus proving all hypotheses to be true.

### **Discussion**

Developing and maintaining long-term relationships with consumers is crucial for the success and sustainability of businesses in today's competitive and ever-changing market. While price is an important factor, previous studies have shown that other factors, such as product and service quality, also play a significant role in consumers' decision-making. Mass media heavily influences customers by appealing to their emotions, needs wants, and demands. Extensive consumer research has been conducted to identify key variables influencing consumer decisions, requiring substantial investments by industry firms and researchers. Understanding consumer behaviour is essential for determining the direction of consumer preferences. Consumers voluntarily share their opinions on products through

various methods, including word-of-mouth (WOM) and electronic word-of-mouth (e-WOM) when it happens online. Word-of-mouth refers to customers spreading information about goods and services to one another, while e-WOM is considered effective because it relies on the trustworthiness of sources other than the brand itself. The credibility of influencers is crucial in establishing trust, and e-WOM is deemed more reliable as it involves freely shared knowledge from other individuals. Companies should be mindful of the factors that can influence electronic word-of-mouth to leverage this form of communication effectively.

### **Conclusion**

In this study, the researchers aimed to examine the influence of various factors, including product quality, product safety, environmental consciousness, perceptions, price, and marketing communications, on consumers' intention to purchase body care products. The objective was to contribute to the existing literature by gaining insights into consumer behaviour and intentions, specifically in Karachi, Pakistan. The dependent variable was purchase intention, and each independent variable was individually tested to determine its relationship with purchase intention. The findings revealed significant insights and confirmed all the hypotheses that were formulated. This indicates that the independent variables examined have a conclusive impact on consumer's intention to purchase beauty products.

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