

# FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR: A STUDY ON COSMETIC PRODUCTS IN DHAKA CITY

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*Abstract: Cosmetics also known as make-up kit are care stuffs used to enhance or maintain appearance or odor of the person's body. In twenty first century the use of cosmetic is common phenomenon throughout the world. The purpose of this study is to investigate factors that have impact on consumer purchasing behavior of cosmetic products in Dhaka city, Bangladesh. In this research cosmetic means personal care products. These include, skin moisturizers, perfumes, lipsticks, shampoos, toothpastes, after shave, soap and deodorants. Independent Variables were chosen after reviewing relevant and related literature of previous studies. A random sampling survey methodology was followed and 321 completed sample responses were collected for the study. Statistical tool SPSS 20.00 was used for data analysis. Descriptive statistics was implemented in order to describe the demographic characteristics; ten independent variables have been tested to find out their influence on consumer purchase decision. Factor analysis was used to find out major factors from those variables. The research results showed that three major factors named as consumer perception, external influence and psychological motive influence purchase decision of cosmetic products in Dhaka city. This result can guide marketers to understand the purchase behavior of cosmetic product users of Bangladesh which will also help them in better segmenting this market and implementing marketing mix more effectively.*

Keywords: Cosmetics, Consumer behavior, Random Sampling, SPSS, Factor Analysis

## Introduction

Dhaka is the capital city of Bangladesh and consumers of this city are different than other cities of this country. Politically, socially and economically this city lead the country. Every local and international brand tries to capture the market share of this city first and then try to expand their business to other cities. So any research done on this city can reveal very important findings for marketing and branding products in Bangladesh. On this ground consumers of Dhaka city are chosen intentionally. Dhaka is the most crowded city of Bangladesh. Total Population of Dhaka city is more than 20 million. This research tried to find the factors influencing cosmetic purchase behavior of consumers in Dhaka city which can help marketers to understand and capture whole market of Bangladesh.

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The term 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 (Shiffman and Kanuk, 2010). Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items, That 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 it. Research in consumer behavior is a top priority for marketers both in the third world (Albaum and Peterson, 1984; Kanwar, 1993) and in Eastern Europe (Kaynak and Samli, 1986).

Understanding consumers buying behavior is one of the key to the success of business performance. To survive in the competitive world of marketing and branding employees are constantly analyzing the patterns of buying behavior and purchase intentions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy.

Al-Ashban and Burney (2001) argued that cosmetics buying behavior history in developing countries in general is insufficient and unclear. From previous researches it is found that *Theory of Reasoned Action* and *Theory of Planned Behavior*, both have considerable impact on human behavior (Ravikumar, 2012). When analyzing the influence of attitude on behavioral intention; the results specify that attitude toward product positively affects behavioral intention. Choo, chung & pysarchik, (2004) have also suggested that there is a straight causal relationship between attitudes and behavior. The expansion of cosmetics and beauty products market has become important as consumers are increasingly becoming conscious of appearance, beauty, grooming and the choice of personal care products.

The term 'cosmetics' is applied to all arrangements used externally to maintain and beautify the body, by cleaning, softening, coloring and protecting the skin, hair, teeth, nails, lips or eyes. Cosmetics are, therefore, products applied to the human body for maintaining, cleansing, decorating, increasing attractiveness or altering the appearance. In this research cosmetic means personal care products. These include, skin moisturizers, perfumes, lipsticks, shampoos, toothpastes, after shave, soap and deodorants.

Generally, it is not an easy task to analyze the factors influencing the consumer to use certain personal care and cosmetic products while assessing is multi-dimensional. Also, it is not always simple to establish the relationship between the physiological perception and response of the consumer regarding personal care or cosmetic products. It is not only concentrated on sensory properties of the product and its physical status, but it is also linked with other factors like previous knowledge and experience, as well as, consumer perceptions, attitudes and beliefs. In the present globalized world, the consumers today are much more knowledgeable in terms of quality and safety, product packaging, health standards, etc.

Today, consumers are offered with wide range of personal care products and brands. Now consumers go through more complex cosmetic alternatives evaluation process before finally purchasing the product. Consumers consider sincerely the reviews made by other users who had tried the products. Consumers search information and are being influenced by various sources such as family members, friends, colleagues, neighbors, salesperson, advertisement, online and any other sources. Psychological variables such as confidence, to attract opposite gender or to be socially acceptable also motivate people to purchase and use cosmetic products. Cosmetic marketers use broadcast media, online and print media where people spend a large share of time to promote features and benefits of cosmetic products which also help to get new customers.

The purpose of this study is to investigate the relationship between selected factors (both psychological motive and marketing efforts) with the purchase decision and using cosmetic products. This study also tried to describe cosmetic purchase behavior through descriptive analysis on demographic characteristics of consumers in Dhaka city. The findings of this research will assist cosmetic product industry to forecast consumers' behavior and to create more effective marketing and selling strategy.

### Literature Review

The history of using cosmetics spans at least 6,000 years of human civilization. In the western world, the use of cosmetics became prominent in middle ages, typically among members of the upper classes. (Khraim, H. S., 2011). Environmental consciousness and appearance consciousness positively influence attitude toward purchasing cosmetic products. (Yeon Kim, H. and Chung, J.E., 2011).

Cosmetics:

The word "cosmetics" is derived from the Greek word *kosmetikos* which means "skilled at decorating". Cosmetics also known as makeup or make-up care materials used to maintain the appearance or odor of the human body.

According to Euromonitor, the cosmetics and toiletries are divided in 11 categories which include baby care, bath and shower products, deodorants, hair care, color cosmetic, men's grooming products, oral hygiene, fragrances, skin care, depilatories and sun care.

Body shape and face appearance are important elements of the self-concept and have influenced the demand for certain products and services such as slimming, dietary, exercise and personal care items (Sturrock and Pioch, 1998).

Consumer Behavior:

Engel, Blackwell and Miniard (1995) presented the most recognized model of consumer purchase decision-making. This model divides the consumer purchase decision process into five stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior.

Variables (factors) influence purchase behavior of cosmetic products:

Anute, Deshmukh and Khandagale (2015) used nine variables to study consumer purchasing behavior of cosmetic products. The variables include price, packaging, celebrity, fashion, availability, brand, quality, Promotion, Peer/Family influence. The result showed that most of the people take quality as the most important factor to purchase cosmetic product and packaging as the least important factor for purchasing cosmetic product.

Rameshwari, Mathivanan and Jeganathan (2016) tested three factors to identify reasons for using cosmetics. The factors were good looking, fashion/trend and to show one modern. The study revealed that 75 % of the respondents use cosmetic for good looking, 20 % of the respondents use it as a fashion or trend and only 5 % of the respondents use cosmetic for any other reasons.

A study in Saudi Arab provides valuable information about factors affecting female consumers in purchasing cosmetic product. Factors namely product quality, design or features, brand name, store location, advertising & promotion, service quality and product price significantly influence the buying decision of cosmetic consumers in Saudi Arabia. Out of these factors, service quality and advertising & promotion appear to be the most important factors (alhedhaif et al., 2016)

#### **Promotion:**

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. Many psychologists help with promotion efforts of products. The idea is to make people aware, attract and induce to buy the product, in preference over others. According to Clow (2010), promotion is an important element of a firm's marketing strategy. Promotion is used to strategically communicate with customers with respect to product offerings, and it is a way to encourage purchase or sales of a product or service. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users. Celebrities, athletes, and actresses are known to promote products to attract more customers.

#### **Brand:**

Consumers will have a higher purchase intention with a familiar brand (Kamins & Marks, 1991). Likewise, if a product has higher brand awareness it will have a higher market share and a better quality evaluation (Dodds, et al., 1991; Grewal, et al., 1998). A well known brand will have a higher purchase intention than a less well known brand (Hsu, 2000). Garretson and Clow (1999) suggest that perceived quality will influence consumer purchase intention, and Monore (1990) indicates that perceived quality will positively influence purchase intention through perceived value.

#### **Price:**

Pricing is determining what amount a customer is willing to pay in return for the product. One important factor that has been considered in many exchange relationships is price, which is the financial value that is given out in exchange for a product. Price satisfaction has a direct impact on consumer behavior and customer loyalty. This increased loyalty

can reduce the marketing costs by preventing the customers from switching to other brands. Price satisfaction is an important factor which influences buyer seller relationships because price is one of the most flexible elements of the mixed marketing and it varies after changing the characteristics of products and services (Dovaliene&Virvilait, 2008).

### **Product Quality:**

The quality of a product may be defined as “its ability to satisfy the customer’s needs and expectations. According to the study conducted by Dr. Vinith Kumar Nair and Dr. Prakash Pillai R male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop of their convenience. It is also observed that male consumers buy all their cosmetic items from one shop.

### **Packaging:**

The saying that “first impressions remain forever in the mind” is also applicable when it comes to buying decision making. The package of a product has a high propensity of attracting a first time buyer of a beauty product who has no prior contact of the product. In the same way, it can also turn away the first buyer too. Packaging actually serves many purposes, ranging from product protection to attracting consumer attention. It is the selling tool that should promote and sell the product by catching consumers attention, defining the product’s identity, providing information, ensuring safe use and protecting the product. Packaging has now become one of strong competing factors in the decision making process. When it comes to beauty products, it is even more intense, consumers have made it clear in this study that packaging plays a key role in informing their decision either to buy or not to buy (Adofo, A. O.,2014)

### **Features or Design:**

The product design should conform to the requirement specifications created jointly by the marketing, design, manufacturing and quality management teams. Cosmetic products may have several characteristics like chemical composition, volume, weight, color, smell, taste, expiry period, etc. that need to be specified precisely. Sproles& Kendall (1986) defined fashion consciousness as an awareness of new designs, changing fashions and attractive styling, as well as the desire to buy something exciting and trendy. They also observed that brands that supply stylish packages of features can attract consumers who are fashion conscious.

### **Looking Beautiful:**

According to Britton, A. M. (2012)women today are constantly being reminded of what is considered beautiful. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women.



**Attraction:**

Facial attractiveness has also been shown to be a fairly good indicator of overall physical attractiveness (Currie & Little, 2009; Saxton, Burris, Murray, Rowland, & Roberts, 2009). Considering this, facial attractiveness serves as a valuable tool in understanding everyday social interactions. People believe that those with attractive faces are more kind, intelligent, successful (Foos & Clark, 2011), and trustworthy than those with unattractive faces (Schmidt, Levenstein, & Ambadar, 2012).

**Socially Acceptable:**

According to Verbickaite, G. (2017) females are heavily dependent on the usage of cosmetics in order to feel confident and comfortable in social situations. Female participants of the questionnaire were less pleased about their natural appearance compared to when using cosmetics, majority of them use cosmetics always then they are in public. With the use of cosmetics females can appear more social, secure, confident or popular.

**Research Objectives:**

1. To identify the demographic characteristics of consumers who buy cosmetic products in Dhaka city.
2. To find out the factors that influence consumers buying behavior of cosmetic products in Dhaka city
3. To make some recommendations for the marketers of cosmetic products in Dhaka city.

**Research Methodology**

The study uses both explanatory and descriptive research design to get clarity of research problem. The questionnaires were given to 400 consumers who are all using cosmetics. For examining factors the research tool used is Likert Scale and the statistical tool used is Factor Analysis. Out of 400 consumers contacted, 321 questionnaires were received with required coverage and details. The instruments of this study include two parts: the first part of the instrument consisted of demographic characteristics such as gender, marital status, age, occupation. In second part, ten variables were chosen for this study in order to examine their impact on consumer buying behavior in cosmetics products. The respondents were given a list of statements that measured their extent of agreement towards the variables. The items were measured on a 5 point Likert scale with 1 representing low score (Strongly disagree) and 5 representing a high score (Strongly agree).

After reviewing several previous researches I have selected following variables for testing. The basis for selecting variable was identifying common factors and easy to understand so that it can reveal peoples authentic opinion.

$X_1$  =promotion (Advertisement)

$X_2$  =Brand Name

$X_3$ =Price

$X_4$ = Recommendation from others

$X_5$ = Product quality

$X_6$ = Packaging

$X_7$ = features and Designs

$X_8$ = looking beautiful

$X_9$ = opposite gender

$X_{10}$  = being socially acceptable

### Data analysis and Interpretation

Out of the 321 respondents, 205 were male and 126 were female consumers. Among them 252 were single and 69 were married. Further demographic characteristics of the respondents are presented below:

It may be observed that 67.6% of the respondents from the sample belong to the age group 15 to 25 years. Around 29% respondent's age was between 26 to 35 years. The cumulative percentage of these two age groups is almost 97%. This study excluded respondents who are under 15. The reason behind keeping out them is that, 1 to 14 age group is not relevant to the purpose of this study. Different research will be done in future on that age group (children).

In the occupation category it can be highlighted that 64.5% of the sample were student, 26% being in the service category, and 5% doing own business.

### Reliability Testing:

For the reliability of the research tool *Cronbach alpha test* was performed, and obtained the alpha value of 0.68, which can be considered as acceptably reliable. Cronbach's alpha is a coefficient (a number between 0 and 1) that is used to rate the internal consistency (homogeneity) or the correlation of items in a test. If the test has a strong internal consistency most measurement experts agree that it should show moderate correlation among items (0.70 to 0.90).

### Factor Analysis:

Table-5 (Appendix) shows the KMO and Bartlett's Test in which the suitability of data can be checked. The KMO measure for sampling adequacy should not be less than 0.5. If it is less than 0.5, it indicates that results from factor analysis are not useful. In the table-5 (Appendix) for all variables KMO measure for sampling adequacy is 0.691

Cosmetic product purchase behavior has been factorized using PCA (principal component analysis) with direct oblmin. In appendix Table-1 represents eigenvalues, percentage of variance, and percentage of cumulative variance. There are ten number of factors included here for analysis. Among them three factors' eigenvalue are more than one and these cumulative variance is 52.35% of the overall variance. When the factor eigenvalue is greater than 1; it explains more variance than a single variable. From here, we will consider the three factors model.

From the scree plot (Appendix), this analysis focuses the change of alb, only the components above the break for alb are the components. The below scree plot, there are three components occurred above the break for alb.

Table-8 (Appendix) is the summarized table of the factor analysis, which explains the number of factors loaded, the percentage of variance, and the factor loading to the variables. In the most right column items are categorized according to their nature (factor). From the table we can see maximum 27.21% variables can be explained by Factor 1 which has been named as 'Consumer perception'. Factor 2 and Factor 3 have explained variables by 14.34% and 10.80% respectively.

### Key Findings

Majority of the respondents of the study belonged to the age group 15 to 35 years (97%), which gives an indication about the likely segment of consumers for cosmetic market.

This research identified three factors or components that affect cosmetic product consumers purchasing behavior. Among them factor-1 which has been named as 'Consumer perception' is explained by five items:

1. Brand Name
2. Price
3. Product Quality
4. Packaging
5. Features and designs

It means that according to consumers brand, price, product quality, packaging and features of the product which has been named as a group 'Consumer perception' influence most in purchase decision of cosmetic products with variance of 27.21%.

The Factor-2 'External Influence' is explained by two items:

1. Promotion(Advertise)
2. Recommendation From Others



The above two items, promotional activities and recommendation from others which has been categorized by external influence or input from external environment (factor-2) also influence consumers purchase behavior of cosmetic products with variance of 14.34%

3<sup>rd</sup> Factor 'Psychological motive' is explained by three items:

1. To Look Beautiful
2. To Attract Opposite Gender
3. To be Socially Acceptable

These variables are psychological or Psychological motive of the consumers which influence least in purchase behavior of cosmetic products with variance of 10.80%.

### **Conclusion:**

This study has been able to provide significant insight into the buying behavior of consumers in Dhaka city for cosmetic products. First, (15 to 35) age group is the largest segment of cosmetic products in Dhaka City. It is observed that consumers' purchase behavior for cosmetic products depends on several factors. After data reduction test we can conclude that there are three major factors that have impact on consumers purchase behavior for cosmetic products in Dhaka. First factor (consumer perception) indicates that before purchasing cosmetic products customers take into consideration variables such as brand, price, product quality, packaging, features and designs of the product. The second factor (external influence) includes recommendations from others and advertisements both influence in case of purchasing and using personal care products. The third and final factor is psychological motive includes looking beautiful, attractive and being socially acceptable are the major motivations play role for purchasing and using cosmetic products. Therefore cosmetic companies should try to enhance consumer perception through creating strong brand, balancing between price and quality, attractive packaging and innovative features. External influence also can be accelerated through creating appealing advertisement and positive word of mouth. Marketers should do more research on social influence and psychological motives of consumers to better understand and predict future behavior of the consumers.

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## Appendix

### Descriptive Statistics:

**Tab-1: Gender**

|        | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-----------|---------|---------------|--------------------|
| Male   | 205       | 63.9    | 63.9          | 63.9               |
| Female | 116       | 36.1    | 36.1          | 100.0              |
| Total  | 321       | 100.0   | 100.0         |                    |

**Tab-2: Marital Status**

|              | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-----------|---------|---------------|--------------------|
| Valid Single | 252       | 78.5    | 78.5          | 78.5               |
| Married      | 69        | 21.5    | 21.5          | 100.0              |
| Total        | 321       | 100.0   | 100.0         |                    |

**Tab-3: Age**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 15-25 | 217       | 67.6    | 67.6          | 67.6               |
| 26-35 | 93        | 29.0    | 29.0          | 96.6               |
| 36-45 | 7         | 2.2     | 2.2           | 98.8               |
| 46-55 | 4         | 1.2     | 1.2           | 100.0              |
| Total | 321       | 100.0   | 100.0         |                    |

**Tab-4: Occupation**

|               | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Student       | 207       | 64.5    | 64.5          | 64.5               |
| Service       | 83        | 25.9    | 25.9          | 90.3               |
| Own Business  | 16        | 5.0     | 5.0           | 95.3               |
| Self-Employed | 8         | 2.5     | 2.5           | 97.8               |
| Unemployed    | 7         | 2.2     | 2.2           | 100.0              |
| Total         | 321       | 100.0   | 100.0         |                    |

**Tab-5: Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .680             | 10         |

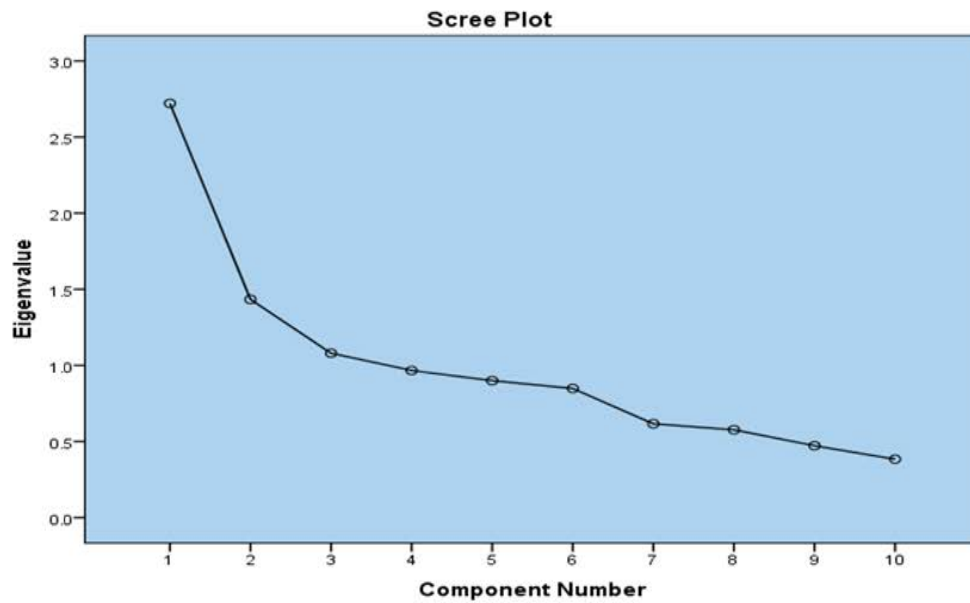
**Data Reduction (Factor Analysis):**

**Tab- 6: KMO and Bartlett's Test**

|  |                    |         |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .691    |
|  | Approx. Chi-Square | 507.248 |
| Bartlett's Test of Sphericity                    | df                 | 45      |
|  | Sig.               | .000    |

**Tab- 7: Total Variance Explained**

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % |
| 1         | 2.721               | 27.214        | 27.214       | 2.721                               | 27.214        | 27.214       |
| 2         | 1.434               | 14.337        | 41.551       | 1.434                               | 14.337        | 41.551       |
| 3         | 1.080               | 10.801        | 52.352       | 1.080                               | 10.801        | 52.352       |
| 4         | .967                | 9.667         | 62.019       |                                     |               |              |
| 5         | .900                | 9.001         | 71.020       |                                     |               |              |
| 6         | .848                | 8.483         | 79.503       |                                     |               |              |
| 7         | .616                | 6.162         | 85.665       |                                     |               |              |
| 8         | .577                | 5.770         | 91.435       |                                     |               |              |
| 9         | .472                | 4.725         | 96.160       |                                     |               |              |
| 10        | .384                | 3.840         | 100.000      |                                     |               |              |



**Tab- 8: Rotated Component Matrix<sup>a</sup>**

|                            | Component |      |      |
|----------------------------|-----------|------|------|
|                            | 1         | 2    | 3    |
| Promotion(Advertise)       |           | .772 |      |
| Brand Name                 | .760      |      |      |
| Price                      | .415      |      |      |
| Recommendation From Others |           | .538 |      |
| Product Quality            | .795      |      |      |
| Packaging                  | .547      | .354 |      |
| Features & Designs         | .536      | .389 |      |
| To Look Beautiful          |           | .436 | .586 |
| To Attract Opposite Gender |           |      | .776 |
| To be Socially Acceptable  | .305      |      | .745 |

**Tab- 9: Consolidated factor analysis for cosmetic product purchase behavior**

| Factor                           | Factor interpretation (% of variance explained) | Loading | Variables included in the factors |
|----------------------------------|---|---------|-----------------------------------|
| Factor 1<br>Consumer perception  | This factor explains 27.21%                     | .760    | Brand Name                        |
|                                  |   | .415    | Price                             |
|                                  |   | .795    | Product Quality                   |
|                                  |   | .547    | Packaging                         |
|                                  |   | .536    | Features & Designs                |
| Factor 2<br>External Influence   | This factor explains 14.34%                     | .772    | Promotion(Advertise)              |
|                                  |   | .538    | Recommendation From Others        |
| Factor 3<br>Psychological motive | This factor explains 10.80%                     | .586    | To Look Beautiful                 |
|                                  |   | .776    | To Attract Opposite Gender        |
|                                  |   | .745    | To be Socially Acceptable         |

