

## Exploratory study on Factors motivating Female Consumers to Buy Cosmetic Products

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### **Abstract**

**Purpose:** The main aim of the study is to identify the factors that affect the online buying intentions of female consumers. It tries to identify which factors of social media produce positive effects on female consumers purchase intention. **Design approach:** The analysis was carried out using the data collected through structured questionnaire for female consumers using cosmetics. The responses to a structured questionnaire from a sample of 270 female consumers indicated that campaigns endorsed by social media influencer, ease of shopping and attitude of the influencer are the factors that have a positive impact on buying intentions. Data were recorded in SPSS 23 and analyzed by using descriptive statistics. **Findings:** The analysis suggests that to survive in today's competitive market it's the need of an hour for cosmetics companies to prioritize their marketing through social media which will enable them to sustain in this booming industry. **Practical implications:** During pandemic where we had not stepped out of our home for months together most of our time was spent on social media. We all become more comfortable with online shopping during this new normal. Now, it has become crucial for beauty companies to understand the impact of social media marketing on buying intentions of female consumers. This study may help the companies as well as female consumers to know the factors that affect purchasing decision of female consumers.

**Keywords:** Cosmetic Products, Female Consumers, Social Media Marketing (SMM)

**JEL Classification:** M31, M37

### **Introduction**

Digital Media has redefined the consumer's behavior for shopping across the globe. Online shopping is categorized as E-Commerce wherein consumer can purchase the products or services at its ease by just a click. As per the recent study, 81% of consumers' buying intentions are influenced with the social media posts uploaded by their friends' or influencers. The present study intends to identify what factors affect the online shopping behavior of female consumers. The data using e-questionnaire was collected from 300 females. Out of the total responses only 270 responses were retained. To analyse the collected data, exploratory factor analysis was adopted using SPSS 23 version. The study revealed that ease of shopping, friend's posts and influencers recommendation are the factors that's motivates female online consumers shopping behavior of consumers.

### **Objective of the Study**

The main aim of the study is to identify the factors of Social Media Marketing that affects the buying intentions of female consumers.

### Development of Instrument

Questionnaire consisted of total 34 questions. Collected data was bifurcated into four sub parts as shown in the table. The questionnaire included questions/variable extracted from the literature review.

Number of demographic questions	<b>05</b>
Number of questions related to usage of social media	09
Number of questions related to Social media & its factors influencing buying intentions	10
Number of questions related to Social media influencers & buying intentions	10
<b>Total Item</b>	<b>34</b>

### Reliability Test

To gauge the internal consistency of the questionnaire Cronbach's Alpha in SPSS 23 was applied. A universal accepted rule is that an alpha between 0.6-0.7 is considered as an acceptable level of reliability, and an alpha greater than or equal to 0.8 indicates as a very good level. Table shows the value of Cronbach's alpha which is greater than 0.6 i.e. 0.872 and therefore acceptable.

Cronbach's Alpha	N of Items
0.93	10
0.941	10

### Data Analysis & Interpretation

**Table 1: Demographic profile of the respondents (N=270)**

Profile	f	%
<b>Age</b>		
Between 20-30yrs	28	10.77
<b>31-40yrs</b>	<b>128</b>	<b>49.23</b>
41-50yrs	85	32.69
Above 50	19	7.31
<b>Marital Status</b>		
<b>Married</b>	<b>210</b>	<b>80.77</b>
Unmarried	50	19.23

<b>Educational Attainment</b>		
<b>Bachelor's Degree</b>	<b>137</b>	<b>52.69</b>
Master's Degree	104	40.00
Others	19	7.31
<b>Professional Status</b>		
<b>Employed</b>	<b>161</b>	<b>61.92</b>
Unemployed	99	38.08
<b>Average Monthly Income</b>		
10k-30k	54	20.77
<b>30-50k</b>	<b>126</b>	<b>48.46</b>
More than 50k	80	30.77

### Social Media Usage

All the respondents use some or the other social media platform. 89% of the respondents have account on both Facebook & Instagram. On an average 62.31% of the respondents spend 1-2 hours on social media per day. 56.14% of the respondents use social media to search for discounts and remaining use it to get general information about the products or contests. 91.07% of the respondents believe that Social media advertising attracts them & urges them to buy the product. Only 4.12% don't follow any beauty influencer. More than 93% of the respondents follow at least one influencer.

### Kaiser-Meyer-Olkin(KMO) and Bartlett's Test

For confirming the adequacy and sphericity of the data set, Kaiser-Meyer-Olkin(KMO) and Bartlett's Test was applied. The value of Kaiser-Meyer- Olkin(KMO) and Bartlett's Test obtained is 0.784 and any value above 0.5 is acceptable. Therefore, factor analysis was adopted.

<b>KMO and Bartlett's Test</b>	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.811
Approx. Chi-Square	6189.978
Bartlett's Test of Sphericity df	190
Sig.	.000

Exploratory factor analysis (EFA) was done to evaluate the questionnaire for identifying the factors behind Buying Intentions of Social Media Users with Respect to Cosmetic Products. All the items were having factor loading above 0.5 and were retained. These 20 items were categorised into three factors as Ease of Shopping, Attitude of Social Media Influencer & Influencer Recommendation.

**Table 2: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.616	53.079	53.079	10.616	53.079	53.079	6.110	30.548	30.548
2	3.070	15.351	68.430	3.070	15.351	68.430	5.900	29.499	60.047
3	1.335	6.677	75.107	1.335	6.677	75.107	3.012	15.059	75.107
4	.855	4.275	79.382						
5	.728	3.642	83.024						
6	.642	3.212	86.236						
7	.475	2.374	88.610						
8	.399	1.993	90.603						
9	.318	1.589	92.193						
10	.284	1.422	93.615						
11	.247	1.233	94.848						
12	.211	1.056	95.904						
13	.167	.836	96.739						
14	.162	.811	97.550						
15	.139	.697	98.248						
16	.119	.596	98.843						
17	.102	.511	99.355						
18	.056	.281	99.636						
19	.041	.205	99.841						
20	.032	.159	100.000						

Extraction Method: Principal Component Analysis.

Table 2 displays the percentage of variation of the three factors identified under the study. Factor I labelled as Ease of Shopping shows a total variance of 30.548%, Factor II labelled as Attitude of the Social Media Influencer shows a total variance of 29.499% and last Factor III Influencer Recommendation shows a total variance of 15.059%. The total variance of all the 20 items is 75.107% which indicates remaining factors of 24.893% also have impact on buying decisions.

**Table 3 :Rotated Component Matrix**

Statement Retained	Initial	Component		
		Factor 1 Ease of Shopping	Factor 2 Attitude of Social Media Influencer	Factor 3 Influencer Recommendation
Social media encourages me to voice my opinion and review of cosmetic products after purchasing	1	.000		
Social media reviews influence my buying decisions about a product/brand	1	.890		
Social media allows me to compare cosmetic products easily before purchasing any	1	.813		
The more the content shared on social media the easier is to evaluate the credibility of the product/brand	1	.807		
Social media enables me to search for information on cosmetic products actively	1	.744		
I can easily purchase cosmetic products on social media	1	.728		
The information shared on social media about the product/brand is convincing	1	.687		
If many people comment on the social media content , it affects my perspective on the given information	1	.647		
Social media helps to reveal the need for cosmetic products	1	.626		
If the social media content is liked by many people, it affects my view on the given information	1	.624		
The information shared by the influencer I follow is convincing	1		.846	
The social media influencer I follow is reliable	1		.843	
The social media influencer I follow is experienced	1		.840	
The social media influencer I follow is an expert	1		.821	
The social media influencer I follow is knowledgeable	1		.797	
The social media influencer I follow is approachable	1		.781	
The social media influencer I follow is trustworthy	1		.765	
I generally buy a cosmetic product that is promoted by the influencers I follow	1			.829
I buy cosmetic product that is sponsored & recommended by the influencer I follow	1			.806
The information shared by the influencer I follow is genuine	1			.712

Extraction Method: Principal Component Analysis.

**Component Transformation Matrix**

Component	1	2	3
1	.635	.656	.408
2	.770	-.575	-.275
3	-.054	-.489	.871

Extraction Method: Principal Component Analysis.

### Conclusion

From the above study it can be concluded that three factors namely Ease of Shopping, Attitude of Social Media Influencer & Influencer Recommendation plays a positive role on buying intentions of the female consumers with respect to cosmetic products. Majority of the female consumers consider these factors in mind before making their product choice. In accordance with the factors identified cosmetic companies should plan their marketing strategies accordingly.

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