

Effective Factors on Purchasing Intention of Cosmetics and Health Products in Tehran City

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DOI: 10.6007/IJARBSS/v6-i11/2416 URL: <http://dx.doi.org/10.6007/IJARBSS/v6-i11/2416>

Abstract: Marketing managers are interested to know more about consumers' purchasing intention in order to increase their new or current products or services' selling. Thus, the related information in terms of consumers' intention can be important in marketing decision makings. Several factors are effective on the consumers' intention. This study aimed to search the effective factors on consumers' intention for buying cosmetics and health products in Tehran city. In this study a descriptive-survey method is used. Accordingly, situational, psychological, personal, socio-cultural, marketing mix and many other factors were covered and the gathered data was analyzed by 22end version of SPSS software. Statistical population includes all consumers of the products in Tehran city. The applied sampling method was random and the statistical population was infinitive, so the sample size determined up to 410 people. The data was gathered via questionnaire, with five-option` likert spectrum which included 34 items (main and demographic). Validity and reliability criteria were at least in acceptable range. Among 410 questionnaires, 394 were filled and returned to researcher. Data analysis was done in two levels of descriptive as well as inferential. Results showed significant affect of all the four factors on the consumers' intention to buy cosmetics and/or health products in Tehran city.

Key Words: Marketing Mix, Psycho-personal Factors, Emotional factors, Socio-cultural Factors, Situational Factors, Cosmetics and Health Products.

Introduction

Nowadays, many companies and organizations accept the new concepts of marketing and follow its principles and requirements. In fact, they understand that focus on consumers' needs are basic in terms of marketing. Hence, study and finding the effective factors on the consumers' intention and preferences are very important for company as a whole (Behi, 2013). One of the industries with high growth in the world is cosmetics and health production. The products can be seen from two perspectives: firstly, they are one of the basic needs of the

human generally and females specifically; and the second attracts desire and intention of people which in turn leads in rapid growth in the branch (Shaikh and Deshmukh, 2014). With respect to the perspectives, the role and status of the industry in the current world can be understood more exactly. Due to high profit of the industry, smuggling is predominant in the field (Hesslli et al., 2016). The products also have daily consumption, so that, day is introduced with them and also ended with them too. In fact, the products are with human from birth to death (Ghoochni et al., 2013).

Complex changes in different fields, forces organizations in the world to conduct their purposes and methods towards understanding their consumers as much as possible. All companies devote financial sources to continue and perceive their consumers' wish, intention and loyalty. With regard to high competition in this regard and multichoices for the consumers, companies try to present their products and motivate the consumers to buy their good. As there are not many studies in this regard in Iran, the current study can help companies, managers, marketers in the field. So, in the study it is tried to answer the question of "what factor(s) effective on cosmetics and health care products' consumption in Tehran city?" The type of answer to the question can affect on the marketing strategy and being successful in the competitive world of today and grabbing larger part of the market.

Literature Review

Consumer's Purchase intention

The field is very extensive: consumer's behavior means study of habits which are related to choices, buying, consumption, or withdrawing in terms of fulfilling needs and motives (Solmon, 2013), the consumer behavior including interaction between thoughts, feelings and behavior of human and environment. Hence, marketers, need to know what the brands mean for the consumers, how they buy and what factors are effective or intervening on the buying and using the products. The behavior also includes exchange products and services between humans which means giving a valuable thing to other and taking another thing in return. This is the first type of exchange which has been complicated over time (Mooven et al., 2014).

Affect of psycho-personal factors on purchasing psychology helps marketers to understand quality and quantity of consumers. Among the psychological factors can refer to motivation, apperception, learning, personality and life styles which all are effective on the marketing. Motivation, including needs, feelings and intentions of people which drive them toward purposeful behaviors in terms of buying and consumption and of course opposite behavior of withdrawing to buy and use them (Mooven et al., 2014). Apperception is a process which through it a person makes a significant image of the world via selection, organizing, and interpretation of information. Consumers select some information among advertisements, products and messages which are congruent with their needs, intentions and attitudes (Ebrahimi, 2010).

Learning means behavioral changes of individuals due to observations and experiences. learning is achieved via two ways: the experience's repetition and thinking. Five basic factors in

learning are stimulus, signs, reaction, reinforcement and punishment (Roosta et al., 2010). Life style is type of living which shows how people consume their sources as well as time, what are important for them, and how they think about themselves and their world. Life style also shows the people's self-concept (Roosta et al., 2011). Personality is a set of unique characteristics which leads to permanent reactions towards the environment. The concept of personality can be helpful in analyzing the marketing and related variables (Ebrahimi et al., 2011). Sanayei Nasab et al. (2012) say self-concept, need to being unique, interesting in car, perceptual quality, the trade brand, after buying service and the price, all affect on the decision to purchase a product. Fathali et al. (2013) reported that psychological characteristics affect on the consumers' attitude toward luxury products and quality of the products. Sanmartin and colleagues (2012) found psychological factors affect on online purchasing significantly. Quintial et al. (2016) also insist that psychological factors affect on purchasing typical goods.

Effect of the related factors on the purchase intention

Thoughts, behaviors and believes, are mainly affected by socio-cultural and group factors, and the purchasing process and decision making also affect by the factors. Culture is a set of symbols, institutions and methods in a society which is transferred from a generation to another and determine the human's behaviors. Marketers should prepare their products according to intention, value, customs and specifics of any culture and subculture (Roosta et al., 2011). Social classification includes grouping in a community according to difference between the people with respect to several factors which among them can refer to wealth, income, literacy, status, and family ties (Ebrahimi et al., 2010). Reference group can be a cultural character, a person or group who affect on the consumer's behavior which is very important in terms of consumption (Seydjavadin et al., 2014). Usually, the reference groups affect on the behavior of person (people) directly or indirectly. Ebrahimi et al. (2011) reported that factors such as personal fulfillment, knowledge of worth, conception of price-quality, social affect, ethical issues, mental norm, conceptual risk and knowledge of brand affect on the purchasing intention significantly. Bay et al. (2015) studied social factors like social support, distrust towards promoter, and distrust towards the product, and confirm the effect of the factors on the purchasing intention. Evan et al. (2015) also showed that religion and religiosity affect on the intention significantly, a phenomenon which shows its effect via cultural factors.

Effect of situational factors on purchasing intention including social and physical surrounding factors and also effect of time, status and situation of consumer. The role of purchasing is the first factor to make decision in this regard. The rate of information searching and assessment of choices depends on the intention of the buying are different. Surrounding factors include a set of people who lives or works beside the consumer and can affect on the decision of buyer. Decoration and music in some shops are physical surroundings. Time factors refer to effect of time in a special part of day or special time on the intention (for example in case of buying food or order it in a restaurant). The situation of buyer like mental status and quantity of money also affect on the intention. Knowledge of cultural factors is effective on markets especially for exporting, as they help to make and improve advertisement and distribution systems optimistically (Roosta et al., 2011). Ghafari et al. (2012) reported that the shop situation

engagement in the purchasing process and being enjoyed of purchasing have positive effect on the impulsive buying. Nguven et al. (2015) say comfortable and clean space of shop also affect on the intention.

The variable refers to a set of marketing instruments which a company tries fulfill their purposes in the market. Mccarthy defines four factors in this regard as the products decision design, quality, characteristics, trademark and the packaging. Price is the most sensitive part of marketing and includes transfer some many and take a product or service in return. Distribution includes all activities to giving a production to a customer and promotion is done to motive costumers to buy products (Roosta et al., 2011). Marketing mix shows basic activities of marketing managers. After choosing a market target, the managers should formulate a systematic plan to sell goods or services to customers and making long-term relationships. Marketing plan includes a set of decisions about production, price and promotion. These are the most important part of a plan to achieve purposes in terms of selling and making profit. Marketing insists on fulfilling the customer`s needs beside the company`s purpose. Marketing is accompanied with knowledge of the customers' needs, production of goods to fulfill the needs, determining price and efficiency of the goods and services and other related variables in terms of the customers' trust (Suipheng et al., 1997). Gravand and colleagues (2010) reported that the customers' satisfaction is a function of variables such as quality, price, advertisement and distribution which act as intervening variables and drive people to buy from the companies. Jalilian et al. (2011) showed that electronic mouth to mouth advertisements affect on the customers intention special value of a brand. Ebrahimi et al. (2011) confirmed quality-price conception affects on the intention significantly. Kusumawti et al. (2014) found that price is the most important variable in buying musical instruments and online shopping of the music instruments is the most effective factor in this regard. Avan et al. (2015) said customers are more affected by Halal marketing as the most famous brand. Nuguvin et al. (2015) in a study about determining the relative importance of the market factors showed that the product factor is the most effective in purchasing and after that the shops space, price, advertisement and staff are important for purchasing intention respectively. The variable is a reflection of predictable behavior of the people to buy products in the future and also a pattern to formation of future purchasing. The intention to buy a special good depends on thinking and trust toward a production (Heydarzadeh et al., 2011). Intention refers to a try to buy goods or services. The intention to buy a good from a retailer depends on the production, trademark, and so on. Sometimes, purchasing is an enjoyment experience and unplanned activity and in some cases a rational activity (Das, 2014). With regard to the mentioned facts the below hypotheses have been formulated:

1.1 Marketing mix has a significant impact on intention to buy cosmetics products.

1.2 Marketing mix has a significant impact on intention to buy health care products.

2.1 Socio-cultural factors have a significant impact on the intention to buy cosmetic products.

2.2 Socio-cultural factors have a significant impact on the intention to buy health care products.

- 3.1 Situational factors have a significant effect on the intention to buy cosmetic products
- 3.2 Situational factors have a significant effect on the intention to buy health care products
- 4.1 psycho-Individual factors have a significant effect on the intention to buy cosmetic products.
- 4.2 Individual-psychological factors have a significant effect on the intention to buy health care products

Methodology

Statistical Population and sampling method

Statistical population includes all consumers of cosmetics and health productions in Tehran city. To determine the sample size, the Morgan's table was applied. Finally, 384 people were selected as the sample size which chose via random method. As the attrition rate is a problem, an attrition rate of 10% was predicted. So, 40 people were added to the sample.

Instrumentation

Totally, 424 questionnaires were distributed as the predicted attrition rate was added to the sample. Among the questionnaires, 385 filled and returned to the researchers. The test includes 4 items to cover personal characteristics and 30 items to cover cosmetics and health choices. The items had 5 choice-option in Likert spectrum, from absolutely disagree (1 value), to completely agree (5 value). Validity and reliability of the test are determined. Validity indexes for the test were .85 and .87 which is very good in terms of qualitative assessment (the values are for cosmetics and health productions respectively). To determine the reliability of the test, the Cronbach Alpha was used and the results are included in the table 1.

Table 1. Reliability coefficients of the test (Cronbach Alpha)

Cosmetics	Variables	Health
.835	Marketing mix	.810
.873	Socio-cultural	.878
.800	Situational	.790
.743	Psychological	.819
.934	Total	.878

As it can be seen in the table 1, all the values are in range of acceptable to very good. In terms of validity, all the items were analyzed with applying the factorial analysis which showed good factorial loading (means more than .5) in this regard. Finally, two items were deleted from the test.

The applied research design is descriptive survey to achieve the related information in terms of the variables. The research is done in Tehran city during 2016. The results can be used to improve the commercial activities and financial protocols.

Data analysis

Descriptive and inferential methods were used to analysis data. Demographic analysis showed many of the participants were in 45- 54 age level, and most of the group had bachelor degree; another finding showed majority of the group had not personal income (many of them were house-hold and students) and they were dependent in this regard.

Table 2. Results of single t.test for cosmetics (N=369)

Variables	Mean	SD	T	Df	Range		P value
					Low	High	
Marketing mixed	3.59	.854	13.27	368	.502	.677	.0001
Socio-cultural	3.16	1.07	3.02	368	.059	.28	.003
Situational	3.5	.85	11.38	368	.42	.595	.0001
Psychological	3.24	1.002	4.72	368	.144	.349	.0001

As it can be seen in the table 2, all the *t* statistics in terms of cosmetics productions are significant. The values and the achieved results can be interpreted as sign of the hypotheses' confirmation. In fact all the related hypotheses have been confirmed.

Table3. Results of single t.test for health products (N= 394)

Variables	Mean	SD	t	Df	Range		P value
					Low	High	
Marketing mix	3.43	.72	11.911	393	.361	.503	.0001
Socio-cultural	3.24	1.14	4.153	393	.126	.354	.0001
Situational	3.53	.86	12.31	393	.452	.624	.0001
Psychological	3.29	1.03	5.61	393	.189	.394	.0001

According to findings of the table 3, it can be seen all the *t* statistics are significant in terms of health care productions (*P*-value ≤ 0.05). In fact, the operational hypotheses have been confirmed absolutely.

Table4. Results of Fridman test and variable's preference cosmetics (N=369)

Variables	Mean	SD	Ordinal mean	Qui square	Df	P value
Marketing mix	3.59	.854	2.85	85.176	3	.0001
Socio-cultural	3.16	1.07	2.07			
Situational	3.5	.857	2.72			
Psychological	3.24	1.002	2.37			

The statistics was used to know which one of the factors have more important role in determining and shaping to the purchasing intention in terms of the cosmetics products(P-value ≤ 0.05).

Table5. Results of Fridman test and variable's preference health products (N=369)

Variables	Mean	SD	Ordinal mean	Qui square	Df	P value
Marketing mix	3.43	.72	2.59	27.732	3	.0001
Socio-cultural	3.24	1.14	2.25			
Situational	3.53	.86	2.7			
Psychological	1.03	1.03	2.46			

The statistical method was applied to show which one of the factors have more important role in determining and shaping to the purchasing intention in terms of the health care products(P-value ≤ 0.05).

Results of this study covered analysis effect of sectional variables like age, literacy level gender and income rate. With applying Kruskal-wallis statistics it was found age, literacy and income level do not significantly affect on cosmetics usage. It was also reported a non-significant affect for gender. In fact, it can be expected that gender, age and income significantly on the consumers' intention to sonsumpt; however, in the study no significant effect or sign was found in this regard.

Conclusion

Findings of this study are congruent with some previous studies. For example, Wang and colleagues (2012) reported significant relationship between purchase intention and situational factors which are in line with the current study. In the same line, Tan (2016) reported the effect of personal and emotional factors on interaction to purchase. The most negotiable finding in this study was lack of significant relationship between gender and purchase intention. While,

common sense and findings support of the relationship, in the study the effect was not found. For example, Hartman and Aplaz- Ibanez reported a significant relationship in this regard, a finding which is confirmed by Stokburger and Teichman (2013). As most of the people in the study were dependent in terms of income having a competitive market can be attractive for the consumers.

As the mixed factors of marketing play critical role in purchase intention, it is suggested that the companies produce goods which are adapted with the country's whether. An important factor to absorb the trust of consumers is being honest in advertisement. In other word, they should withdraw of pretend to high quality and the best efficacy when no sign of the fact can be seen. Another important factor in terms of advertisement is being purposeful in this regard. Pricing is another important factor in a competitive and growing market. Situotioanl factors as it was found in the study and some others (Coomb, 2015) also play important role. For instance, the place of shop, decoration, air-conditioning situation, and seasonal factors in this regard, can be effective on the consumers' intention. Socio-cultural factors and pay attention to subculture are very important to guarantee a company's success. The other factors in terms of purchasing intention are variables like personality and psychological characteristics which have been confirmed are determining for a phenomenon which is called impulsive shopping (Weichenmeier and Raab, 2015). It should be cited that in cosmetics and health care market and especially in advertising part, no products in this field can be advertised and women can not show the using and effect of the products on beauty of the users. In fact, the only part which can be advertised in the country is health and prevention of medical problems.

Limitations

Findings of this study are limited to Tehran city and should be careful of overgeneralization. Another limitation is lack of including subculture people as an independent variable.

Acknowledgement

Researchers of this study wish to thanks a lot of the management department of University of Hormozgan for their supports.

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