

Product Attributes and User Perception Determining Purchasing Behavior for Skincare Products

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Abstract

In cosmetics and skincare product market, there are numerous brands of skin care products. Therefore, enterprises must have a comprehensive understanding of the target market, develop efficient marketing strategies for the target market, and attract consumers' attention to facial care goods. the purpose of this study is to investigate the factors that influence the purchase behavior of customers in the market for natural cosmetics. The issue that we aim to answer with this research is, "Which elements influence the behavior of customers?" To study and understand the purchase behavior of consumers and the factors influencing their purchase decisions. The factors include pricing, quality and several other things of skincare products. Moreover, this research is conducted to have a very deep understanding about the target market and to plan excellent strategies for marketing product to the target market and to persuade consumer's attention towards the face care products. The study will further help companies to understand the consumer factors and plan strategies of selling the skincare products accordingly. Moreover, the research aims to focus on solving an issue of customer's purchase decision, which gets affected during comparing customer's current situation and the ideal state. The study also targets the customer's question that necessitates a different way of answering it. The study also addresses the customer's need by figuring out an issue of factors that may affect the purchase decision which involve several factors and helping the customer to achieve a desired state of affairs.

Keywords: Quality of Product, Product Safety, Marketing Communication, Perceptions, Price, Environmental Consciousness

Introduction

Whether it is fair, medium, olive, or brown, the skin is one of the most crucial parts of our bodies. Everyone is concerned about the skin and pays close attention to its care to improve its health, radiance, and troublesome condition. It is one of the themes that not only pertains to women but also to men, who today pay a great deal of attention to their skin, and many companies are working to improve and enhance men's skin. As society becomes more aware of the sensitivity of children's skin, the child skin care division is also expanding rapidly. Diet, environmental factors (pollutants), stress, and age are the most significant variables that affect the skin and cause it to become unhealthy. Exposure to UVA and UVB rays diminishes the skin's elasticity and promotes the creation of drooping skin and wrinkles. Skin aging is correlated with vulnerability. Acne is also one of the most severe problems among adolescents.

The use of cosmetics and skin care products to improve the appearance of the skin is rising across all age groups. Typically, these items consist of a mixture of chemicals, some of which are derived from natural resources and others of which are synthetic and manufactured. On the market, there are numerous brands of skin care products. Therefore, enterprises must have a comprehensive understanding of the target market, develop efficient marketing strategies for the target market, and attract consumers' attention to facial and skincare goods.

Almost everyone in the modern world uses at least one type of cosmetic product regularly, such as toothpaste, shampoo, or soap. These goods have become necessary daily (Sahota, 2014). Microplastics and chemicals included in traditional cosmetics, on the other hand, have been shown to have potentially harmful impacts on both the natural environment and human health (Seinfeld and Pandis, 2016; Andrady, 2011). In recent decades, people have developed a way of living that is both environmentally friendly and good for their health. The adverse effects on one's health caused by chemical ingredients found in

potentially hazardous cosmetics (such as parabens, for example) were exacerbated by the presence of these chemicals (Wischhover, 2018). They had a greater awareness of the immediate or indirect effects their purchasing decisions could have on the natural environment and the well-being of society (Sahota, 2014). The introduction of genuine cosmetic goods is intended to satisfy customers' need for healthy, environmentally friendly, and ethical products and to foster sustainable growth across the cosmetics industry (Mati and Puh, 2016; Sahota, 2014). Components derived from agricultural plants are the primary ingredients in natural cosmetics (Philippe, Didillon & Gilbert, 2012).

Cosmetic companies across the industry are aggressively manufacturing natural components to create favorable circumstances for the growing natural cosmetic market. It responds to customers' desire for healthy and sustainable lives (Kerdudo et al., 2016; Philippe, , Didillon & Gilbert 2012). There is no denying that natural cosmetics have become an unavoidable trend (Nielsen, 2018). According to a recent study's findings, the global cosmetics market will expand by 9.4 percent over the next five years (Future Market Insights, 2019). Many new businesses have been introduced into the market, each of which expresses their particular health and sustainable living preferences. natural cosmetics (Sahota, 2014). Despite this, it remains to be seen if it will be enough to ensure the company's continued success in the face of increasing competition from natural beauty goods. There are a wide variety of market claims for natural cosmetics, including natural, organic, sustainable, green, and vitamin-based goods. As a consequence of this, the market for natural products accommodates a wide variety of uses. It can lead them astray throughout the process (Herich, et al, 2018). The United States of America is one of the top countries in using natural cosmetics; nevertheless, sales declined by 1.2 percent in 2017 because customers are losing faith in companies that claim to be honest but are not. The veracity of these brands' statements is that they use natural ingredients. Consumers have the right to demand that

businesses disclose which of their products are not included (Nielsen, 2018). Most importantly, consumers cannot receive adequate information on the safety and efficacy of natural cosmetics now available on the market, highlighting the shortcomings of the regulatory oversight already in place (Klaschka, 2016). Given this, the research on consumer purchasing behavior is of extraordinary advantage. It assists marketers in developing tactics that are targeted to consumers' demands and want, further minimizing consumer misunderstanding and misconceptions of natural products. This information might be helpful to marketers in understanding why customers choose or do not purchase natural cosmetics. Although a large number of studies have been conducted on the topic of sustainable consumption behavior, only a select few have been conducted on the purchasing patterns of natural cosmetics consumers (Mati and Puh, 2016; Chin et al., 2018).

Scope of the Study

To study and understand the purchase behavior of consumers and the factors influencing their purchase decisions. The factors include pricing, quality and several other things of skincare products. Moreover, this research is conducted to have a very deep understanding about the target market and to plan excellent strategies for marketing product to the target market and to persuade consumer's attention towards the face care products. The study will further help companies to understand the consumer factors and plan strategies of selling the skincare products accordingly.

Statement of the problem

To comprehend and interpret the factors affecting purchasing behavior of skincare products among consumers. Moreover, the research aims to focus on solving an issue of customer's purchase decision, which gets affected during comparing customer's current situation and the ideal state. The study also targets the customer's question that necessitates a different way of answering it. The study also addresses the customer's need by figuring out

an issue of factors that may affect the purchase decision which involve several factors and helping the customer to achieve a desired state of affairs.

Objective of the study:

The objectives of the study focus on the following:

1. To determine the quality of product of skincare products on purchasing decision.
2. To comprehend the effect of product safety/health consciousness on purchasing decision.
3. To understand the relation between environmental consciousness on purchasing decision.
4. To perceive significance impact of perceptions on purchasing decision.
5. To understand the impact of effect of price on purchasing decision.
6. To analyze the impact of marketing communication on purchasing decision.

Research Questions

The research questions are stated as follow:

1. What is the impact of quality of products on purchasing decision?
2. What is the effect of product safety/health consciousness on purchasing decision?
3. What is the relation between environmental consciousness's on purchasing decision?
4. Is there a significance impact of perceptions on purchasing decision?
5. Is there a significance impact of effect of price on purchasing decision?
6. Is there is significance impact of marketing communication on purchasing decision?

Hypotheses of the Study

The research hypotheses for the study are:

- H1. Quality of products has a significant impact on purchasing decision.
- H2. Product safety/health consciousness of skincare products has a significant impact on purchasing decision.

H3.Environmental consciousness of skincare products has a significant impact on purchasing decision.

H4.Perception of skincare products has a significant impact on purchasing decision.

H5.Prices of skincare products have a significant impact on purchasing decision.

H6.Marketing communication about skincare products has a significant impact on purchasing decision.

Literature Review

Kokoi (2011) looked at how Finnish women shop for facial skin care products to do her research. The study's primary goal is to examine how young and middle-aged women buy skin care products for their faces. Women in their 20s, 35s, 40s, and 60s are all being looked into. The study examines how the results from the two different age groups affect buying habits. Researchers found that people in their 20s to 35s and 40s to 60s are more likely to smoke. When it came to why they bought the skin care products they did, all of the women were pretty much the same. Even so, during the decision-making process, for example, a few strange things were found. Researchers have found that people's opinions about using natural ingredients in facial skin care products vary a lot depending on their age, gender, and other factors. When it came to natural ingredients, mothers with young children were more open to trying them than mothers who had never had children.

Khan and Khan (2013) study found that making Madhya Pradesh women more aware of skincare products' chemicals changed how they bought them. This was done to them to change their minds about what to buy. The 250 people who participated could fill out their questionnaires if they wanted to. The Chi-square test was used for the study. Women who take care of their skin regularly are included in the sample, even if they don't have a job. The poll results show that women who use skin care products are aware of what's in them. Women who use skin care products regularly know how well they work. As part of a study

on how people act as consumers, researchers are having trouble with how subjective the sample participants are. Companies should prioritize putting time and money into finding new, safe, and valuable natural substances.

Jawahar and Tamizhjyothi, (2013) looked at how often people buy cosmetics. This line of inquiry asks, "What kinds of attitudes do people have that lead them to buy cosmetics?" As part of a "convenience sampling method," a survey was made and sent to women in Bangalore. The mean and standard deviations from the ANOVA test were used to look at the 118 completed questionnaires sent back, of which 100 were real. The results show that when people use cosmetics, their age, job, and marital status improve. On the other hand, how someone feels about beauty products can be affected by how much money they have.

Sabharwal, Maan and Kumar (2014) looked at how women use cosmetics, what makes them buy them, and what brands they own. The questions asked by women in the cities of Hisar, Bhiwani, and Fatehabad have all been answered. The main point of this study is to find out what makes women buy cosmetics. The brand a woman bought affected almost all of the things she bought. Whether or not a person buys a skin care product depends on its quality, how natural it is, and whether it works for their skin type. In the poll, people of all ages said that moisturizers were the most common skincare product they used. The older women chose the creams and toners that they wanted to use to get rid of wrinkles.

Ersoy, Yolal, and Batmaz (2015) looked at the opinions of Turkish men about cosmetics and tried to figure out which ones might affect the way men buy cosmetics. They did this by collecting data from Turkish men. The authors also investigate what men who use cosmetics think about them to see if that changes how they act. The study's results show that men's use of cosmetics is affected by many things, such as their social attitudes, self-perception, lifestyle, and shopping habits. According to more and more research, men's use of cosmetics is linked to how they see themselves and how they live their lives. To back this up,

a person's sense of self-worth and how they see themselves might be linked to their social beliefs and how they live. We end with some suggestions for marketers and a question for more research into the differences between men and women.

Here, we look at past research and discuss how it relates to important consumer purchasing principles. I'm especially interested in what makes a consumer decide to buy one product instead of another. My focus is on the things that make people decide to buy something. In the first part of this chapter, we will look at the many things that affect a consumer's buying decisions and behavior. This chapter also looks at how customers see things affect how they act. I also talk about how customers' attitudes and goals might influence their decisions when buying something. It also looks at how price, marketing, and customer interactions affect sales, among other things. Because of how the ideas and facts in this chapter were explained, I could build a theoretical framework that serves as a conclusion.

Quality of the Product

According to Kotler and Keller (2014), the quality of a product or service is the total of all of its features and attributes that match the needs. According to Goetsch and Davis (1994) and Tjiptono and Diana (2003), quality is a dynamic condition associated with a product, service, individual, or environment that meets or exceeds expectations. Additionally, quality is a condition that is perpetually in flux. For instance, what is currently regarded the highest quality may be deemed inferior in the future (Tjiptono dan Diana, 2003).

Product Safety / Health Consciousness

Any program to protect consumers must have the safety of its users as its main goal. Governments that believe in "laissez-faire" know that making sure consumer products in their economy are safe is a requirement for free market transactions in their countries. Even though some countries do not follow these policies, this still affects them. Some products on the market are obviously dangerous, so consumers should be aware of them. Recent health

disasters like BSE, E. coli, and listeria have made people more aware of the risks of using skincare products. Even though many of the bigger problems have already been found, these items are usually governed by different rules that are overseen by specialized bodies. So, a lot of research needs to be done on each industry before any conclusions can be made (Howells, 2018).

"Health consciousness" is a person's willingness to engage in healthy behaviors (Schifferstein and Oude Ophuis, 1998, p. 122). People concerned about their health may alter their purchasing habits if they believe that what they do affects their health (Schifferstein and Oude Ophuis, 1998). People are more likely to purchase ecologically friendly products because they worry about their and the environment's health (Wandel and Bugge, 1997; Padel and Foster, 2005). People frequently discuss organic food because they are concerned about food safety and their health in general. Researchers Wandel and Bugge discovered that when purchasing ecologically friendly food, older individuals care more about their health than the environment. According to Arvanitoyannis et al. (2003), many Greeks who buy organic food believe it is healthier than conventionally cultivated food. Almost half of these individuals are willing to pay extra for the organic type.

According to Schifferstein and Ophuis (1998), organic food purchasers in the Netherlands worry significantly about their health. This was one of the items they discovered. People who purchase organic food frequently state that they do it because it is healthier and better for the environment. Multiple studies, like those by Worner and Meier-Ploeger in 1999 and Chrysomohidis and Krystalli in 2005, demonstrate that when individuals purchase organic food, they are more concerned with their health than with the environmental impact. However, other variables, such as how much food people buy and their age, may confound these conclusions. According to Schifferstein and Oude Ophuis, those who accidentally purchase organic food are more concerned about their health than the environment (1998).

Health and the environment are vital to those who frequently purchase organic foods. People who buy a substantial amount of organic food are more inclined to priorities health and the environment. They claim that health and environmental concerns frequently overlap, making it difficult to discern which is more critical when purchasing organic food. Although several studies have examined the effects of buying organic food on health and the environment, none have examined the effects of using environmentally friendly cosmetics on health and the environment. People who purchase organic food and other eco-friendly products, such as green detergents and recycled paper towels, are likely to be interested in purchasing eco-friendly cosmetics for both health and environmental reasons (Chryssohoidis and Krystallis, 2005). Due to the lack of literature on the subject, this research was intended to be more exploratory than theoretical. The study's primary focus was on young women who purchase eco-friendly beauty items and how they do so. The study also examined several factors influencing young women's purchase of eco-friendly cosmetic products.

Environmental Consciousness

When it comes to marketing and sales in today's commercial sector, environmental consciousness is more than just a political concern promoted by environmental groups and activists (Arvanitoyannis et al., 2003). Concerns about the environment significantly impact how and what consumers buy, particularly when it comes to purchasing environmentally friendly products (Oude Ophuis et al., 1992; Bohlen et al., 1993). Businesses have an excellent opportunity to enter this expanding sector since consumer attitudes and behaviors are shifting toward environmentally friendly items. These modifications were made because consumers desired green products. Recently, green or eco-friendly labels have appeared on store shelves and the Internet. People are becoming more conscious of environmental concerns. Because of these markings, it is possible to distinguish between products. While consumers are more concerned about the environment, eco-friendly, green, and organic labels

do not necessarily increase sales. Even though people care more about the environment nowadays, this remains true. For some individuals, environmental consciousness has become a way of life that influences the daily items and services they consume. Concerned about the environment, some individuals may not always purchase green products (Hussain, 2000). Environmental responsibility and other benefits, such as low prices and simple accessibility, frequently conflict (Wandel and Bugge, 1997). To protect the environment, many individuals are unwilling or unable to give up traditional products' financial and other benefits. Researchers have discovered that environmental concern influences the amount of organic food individuals purchase (Kyriakopoulos and van Dijk, 1997). Women and those with higher levels of education are more interested in environmentally friendly food production than men and those with lower levels of education (Wandel and Bugge, 1997; Tiilikainen and Huddleston, 2000). Tiilikainen and Huddleston examined the environmental concerns of individuals with higher incomes and those aged 18 to 35. (2000). It was discovered that younger respondents worried most about the environment when evaluating food quality. In contrast, elderly respondents (60 or older) were concerned most about their health when purchasing ecologically produced food products (Wandel and Bugge 1997). Wandel and Bugge also discovered that older individuals emphasized being healthy when considering how foods are prepared. Even though customers' environmental concerns influence how they perceive and purchase environmentally friendly products, no research has been conducted on how environmental knowledge affects the use of eco-friendly beauty products.

Perceptions

Perception is the mental process by which people select, organize, and make sense of the information they receive. People use perception to produce a meaningful depiction of the world (Kotler and Keller 2009). First, humans must learn about and then be presented with a new concept or idea. You'll see this same cycle of exposure, attention, and perception

throughout a typical workday. Individual perceptions are more relevant when analyzing consumer behavior than allusions since individual perceptions influence customer behavior. There is no need to worry about whether the customer is aware of a need or desire to buy anything, as long as they know how they will respond to the situation. Many people can hold wildly divergent views on the same event or thing because each person's perceptions are influenced by their unique experiences. The three steps that lead to the creation of perceptions over three discrete periods are selective attention, selective distortion, and selective retention (Asch and Wolfe, 2001).

Here, the importance of focusing the mind's processing resources on specific pieces of data is emphasized. Due to the limited processing capacity of the human mind, people must actively choose which stimuli they want to pay attention to. Selective attention is a strategy that includes removing the overwhelming majority of inputs. Some of the attention is spent on a purpose, while others occur by chance. Another way of putting it is that humans are capable of conscious and unconscious attention. When a person's conscious awareness is not involved in the decision to pay attention to something, it is referred to as "unintended attention." When it comes to marketing, it's all about the numbers. When sharing meaningful and focused attention, individuals are more likely to notice stimuli that fulfill their immediate wants since these stimuli are more relevant to the individual's current circumstances. There is a greater likelihood that you will pay attention to face washing foam advertising if you consider purchasing the product. People are more open to skincare items in a cosmetics section than in the produce section of a grocery store since they are expecting them. Discounts are essential to consider while allocating processing resources between the various departments. A stimulus is more likely to be recognized as uncommon if it differs significantly from what is considered normal (Kotler et al. 2009). People will occasionally notice that they aren't receiving stimuli the way the sender intended.

Selective distortion is the tendency for people to interpret information in a way that confirms their preconceived notions. Customers' prior experience with a brand or product can influence how they interpret information. The phenomenon of "selective distortion" might cause customers to misinterpret brand information that is neutral or ambiguous to make it more favorable to their beliefs and expectations about the brand. However, a customer may believe that a wrinkle cream from their favorite company performs better than one from an unknown brand, even though there is no actual difference in performance between them. Reputable products and brands are more likely to stick in customers' minds, while competitors' products and brands are more likely to fade from their minds. Selective retention is used in the training process to keep certain attitudes and beliefs in check (Kotler & Keller, 2009). Particular attention, distortion, and preservation all impact the purchasing behavior of customers and lead to a purchase decision that is against the customer's best interests. When public relations messages are picked up accidentally and at a level below the threshold of recognition, the fourth mode of perception known as subliminal perception occurs. Accordingly, the inclusion of subliminal perceptions is unneeded in this research because the stimulus is received by consumers below the level of their conscious awareness (Kotler & Keller 2009).

Senses

In addition to the senses or channels via which we get information, this study also considers additional perceptual factors. Vision, smell, hearing, taste, and touch are all examples of the five senses. In this study, we'll discuss how vision, smell, and touch all work together. Taste and hearing are not considered additional criteria in this thesis because of the makeup of the facial skin care products studied.

Vision

People can gather information from a wide range of sources using their eyesight, one of the five senses. Aesthetic aspects in product design play a significant role in attracting customers because of the substantial impact on customers' perceptions of a product. A product's design significantly impacts consumer perceptions of the product. Examples of visual qualities include the product's proportions, design, and color (Noel, 2009). Colors have the potential to influence customers' emotions, attitudes, and viewpoints in a variety of ways. Blue promotes thoughts of tranquility and calm, whereas red evokes feelings of excitement and euphoria, according to both sides (Solomon, 2007). A sense of optimism is associated with the color blue, whereas hunger is aroused by red. Women are more sensitive to subtle patterns and tones than men are, and as a result, they prefer brighter colors. People's reactions to different colors are influenced by various factors, including their age and gender. People's eyesight and sensitivity to color change with age, so they gravitate toward white and other bright colors. Colors can profoundly affect people's emotions; thus, incorporating them into packaging design is critical (Solomon 2007). Color isn't often employed by businesses to distinguish themselves, but because it's the first thing customers see, it has a massive impact on their purchasing decisions (Noel, 2009).

Smell

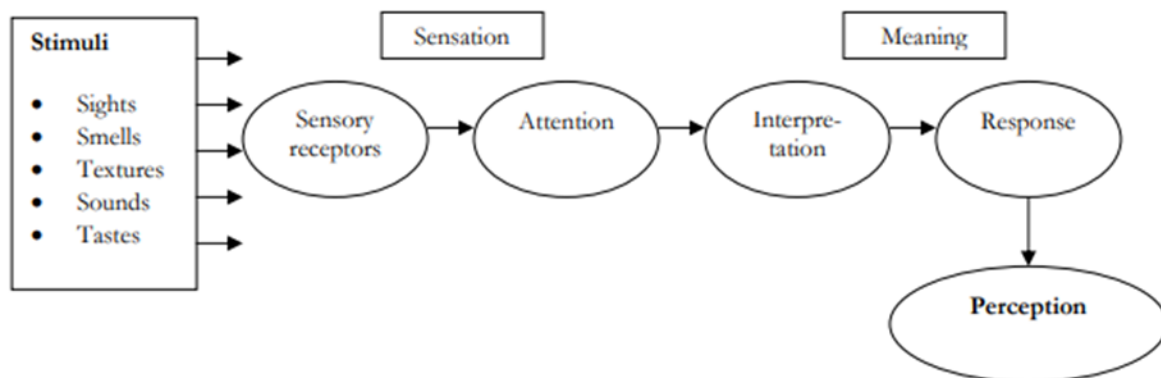
Smells and odors are processed by the limbic system, located in the brain's oldest and most developed part. Every emotion is felt immediately (Solomon, 2007). Consumer behavior might be positively or negatively affected by how a setting makes them feel. Facial skin care products entice customers by appealing to their senses of smell. Olfactory cues can elicit good or negative feelings associated with memories. Smells also have the ability to reduce stress. While watching an ad for the same product, the consumer is more likely to absorb product information and consider other products in the same category if they are exposed simultaneously to a particular smell. Why? Because they will be reminded of the scent, they just encountered (Solomon, 2007).

Touch

Touch is one of the five senses influencing a customer's purchase decision in light of this investigation's focus on skin care products. In the case of face cream, for example, many ladies want to test out the product before purchasing it. Skin sensations have the power to elicit strong emotions or elicit a more subdued response. Men prefer fabrics with a rough surface, but women prefer materials with a smooth surface. Tactile stimulation has not been thoroughly studied, but even observations reveal that touch sensation plays a significant role in decision-making. The following is an example of a situation where this may be relevant: Those who have used the product in some form are more inclined to buy it than those who haven't. Makeup swatches in the shape of miniatures, which many cosmetics companies give away for free in women's magazines, are an excellent example of this. The final phase is for customers to test the items and discover how they interact with their skin.

Figure 1

Overview of perceptual process



Source: sololon et al., 2006

The reception of stimuli by one or more of the five senses—sight, smell, touch, hearing, or taste—marks the beginning of the entire process of perception, comprised of five stages. This research focuses solely on the three senses of sight, smell, and touch because these are the most significant to the investigated topic. After the stimulus has been presented

and the location of the sensory receptors has been identified, the sensation will be the focus of attention. When certain stimuli pique a customer's interest, that customer will form their interpretation of the information presented to them. The performance is conditional on the acoustic factors, and different people can have various interpretations of the same stimulus. At this moment, a response and a meaning are ascribed to the data, indicating that the stimulus was observed.

The Effect of Price

Customers' emotions may significantly influence their purchasing decisions. A complete and exhaustive appraisal of the objects of attitude constitutes an attitude (Noel, 2009). A client's object of attitude may be a person, an item, a PR item, or a subject about which they have strong feelings. A persistent liking or hate for an object, surface, evaluation or behavior is an attitude. There are positive and negative attitudes. Due to the extensive and emotional character of the attitudes, it may be exceedingly challenging to change them. Consumer emotions may significantly influence their shopping decisions (Evan et al., 1996). Noel's (2009) attitudes are described as a comprehensive, long-term review of the purposes of the attitudes. An object of a person's attitude could be a person, an object, a commercial, a topic that evokes strong emotions, or the attitude itself. According to Kotler and Keller (2009), an attitude is a pervasive emotion, perception, evaluation, or disposition to act toward a particular issue. Due to these opinions' emotional and widespread nature, it may be challenging to alter these attitudes. The cognitive, affective, and conative components are the three components of an attitude. The mental aspect refers to a customer's knowledge and beliefs about a particular subject (Evan et al., 1996). Noel (2009) agrees that the mental component is concerned with a customer's views and perceptions, particularly what consumers perceive to be a particular problem.

The emotional attitudes of a consumer toward a specific product are connected to the buyer's feelings about that item. Cognitive knowledge (i.e., the cognitive aspect) can influence a person's ideas and emotions regarding a subject (Evans et al., 1996). The emotional component of emotions shows both the consumer's favorable and unfavorable attitudes toward a problem. According to Noel (2009) and Evans et al. (1996), the conative component consists of the client's actions and behaviors. Evans et al. (1996) found that the conative element directly results from the cognitive and emotional components that precede it. Experience and training contribute to attitudes, which impact purchasing behavior. Potential purchasers can read reviews of products that pique their interests and then discuss them with their peers.

Additionally, emotions can shape attitudes.

The consumer may seek an evaluation of the product. According to Noel (2009), Evans et al. (1996), and Evans et al. (1996), there are three components: cognitive, emotional, and conative (2006). Evans et al. (1996) argue that a user's mental part includes factual knowledge and judgments on any given topic. According to Noel (2009), the cognitive component refers to the consumer's opinions and viewpoints, or what the consumer believes about a particular issue. There is a correlation between a consumer's affective attitudes regarding a product and their sentiments about that thing. The cognitive component, which consists of knowledge about a subject, is the source of feelings, and these feelings constitute the emotional component (Evans et al., 1996). The most powerful feature of attitudes is the emotional component, which influences whether a client will have a positive or negative overall evaluation of a particular circumstance. This component of the total consists of customer actions and reactions. Evans et al. (1996) observed that the cognitive and affective components precede the conative part, which is the consequence of the mental and affective components. Consumers' attitudes are formed through a process of learning and experience

(Kotler and Keller, 2009), and these attitudes impact their purchasing behavior. Noel (2009) comments on the possibility of developing attitudes based on research. A buyer may, for instance, study reviews and speak with friends about an intriguing product before forming an opinion. Additionally, emotions can shape attitudes. The consumer may seek an evaluation of the product.

Marketing Communication

Fill (2002) says that "marketing communications" is how businesses start talking to and working with clients. Organizations make, send, and evaluate messages meant for specific stakeholder groups to reach this goal. Marketing communications aim to change how a target audience thinks about, understands, and acts toward a company and its products or services. In marketing communications, five tools can be used to reach the right people. The five ways are advertising, sales promotion, public affairs, direct marketing, and personal sales. (Fill, 2002). Fill (2002) says public relations are "actions that change how different groups of people feel and think about an organization." Most of the time, interactions between groups affect the whole group. This part of marketing is considered useless because public relations are often too common for consumers to notice that they have a big effect on their buying decisions. This survey shows that advertising, sales promotion, direct marketing, and personal sales are the four best ways to spread marketing messages. This is because each of the four areas of marketing in the skin care business can be named, and each of the 21 ways to market can have a direct and measurable effect on how customers to act. In the next few paragraphs, we'll look at these four main groups more closely. The constant stream of consumer marketing messages will always affect what they buy (Solomon et al., 2006). Cosmetics companies use big marketing campaigns with well-known models and speakers to get people to buy their products. Solomon et al. say that L'Oréal can get millions of women worldwide to buy their products by making them feel like they are in Paris and putting them

in touch with a seductive voice person (2006). To put it another way, businesses that sell cosmetics try to promote not just a brand but also an image that is linked to certain qualities or traits. Fill (2002) says that a company's customers can be affected by how well it advertises or recalls its products, services or services. Advertising, which helps to persuade customers, can also set customers in a certain market apart from their competitors. Kotler and Keller's (2009) research shows that advertising can build a brand's reputation over time or boost sales immediately. A brand's mere presence in advertising can boost sales because people think a well-promoted brand must be good. You have seen that this is true. Füll (2002) agrees with Kotler and Keller that highly advertised products are of higher quality and that customers are more likely to buy advertised brands. Fill (2002) says that a lot of advertising is based on a powerful advertising theory that can change what people know, how they act, what they think, and what they believe. Advertising can get people to buy things they have never used before. On the other hand, the weak promotional hypothesis says that buyers' buying behavior and shopping habits are more affected by habit than by marketing. The idea of "weak publicity" says that people pay attention to ads for products they already know about, such as ones they are using or have heard of. Putting a product to the test can start with advertising, but it can also start by making it available in stores or through word of mouth. Publicity and sales promotion are two types of marketing communication that could affect what people buy. The marketing goal for sales is to give customers twenty-two more reasons to buy so they can shop more quickly. (2002) (2002) When advertising materials are sent out, they always push or encourage people to buy a product right away, not the next day or week (Fill, 2002). The higher value of the product is meant to get the buyer to buy it now instead of later. This question will be about sales promotion, also called "buzz." Buzz is a word for something interesting between consumers and content providers (Lewis & Bridger 2001, 104). Word-of-mouth is often spread through social media sites like MySpace and Facebook,

but sharing information with people you know in person is possible. Every day, customers talk about hundreds of businesses (Kotler and Keller, 2009). (Kotler and Keller, 2009). Along with other goods, many businesses have been put on the list. This includes media and entertainment products like movies and TV shows. As was already said, reference groups like family and friends can greatly affect the decisions people make about what to buy in general or about certain products. Customers are more likely to buy products that other customers have praised than products that haven't been checked out (Fill, 2002). They say that word-of-mouth is usually pretty reliable because it tells the truth about a product or business, whether good or bad. Customers no longer have to talk to each other in person to say what they think about a product or service. (Noel, 2009). Glossy. fi is an example of a website that lets people talk to each other about their thoughts on different beauty products (Glossy. fi 2010). Direct marketing includes a wide range of commercial channels, such as e-mail, catalog marketing, telemarketing, interactive television, websites, and other commercial channels that give customers immediate responses. Direct marketing also lets you connect with customers in a more personal and interesting way (De Pelsmacker et al., 2010). Catalogs, used to sell things directly to customers, are a good example of a direct marketing strategy (Pelsmacker et al., 2010). Catalogs are also the most important type of direct marketing because many cosmetic companies use them to advertise and sell their products. For example, Oriflame (Oriflame 2010) grew significantly because of direct sales through catalogs. Independent stores worldwide use catalogs for advertising and selling cosmetics and skincare items to end-users. These shops market and sell these items directly to those who buy them. Along with advertising, sales promotion, and direct marketing, personal selling is a fourth way to communicate about a product or service. As a form of marketing communication, personal interaction is significant for sales success. In addition to word-of-mouth, the sales staff's prospects may also affect how customers behave (Fill, 2002). (Fill, 2002). When a

salesperson meets with a potential customer, asks questions, and takes orders, this is called a "personal sale" (Kotler and Keller, 2009). (Kotler and Keller, 2009). According to the results of this study, getting orders is less important to the industry than how items are shown and how people react to them. This is because products are more closely connected to the industry. "Personal sales" in this thesis means the interaction between a salesperson and a customer in a store while the customer is ready to buy. Personal selling is a perfect way to build brand preferences, attitudes, and behaviors that can be used in the last stages of the buying process. There are three ways to sell on a personal level: through a personal connection, cultivation, and response. On the one hand, Personal engagement means that two or more people can talk to each other in real-time, keep an eye on what's going on, and act right away. On the other hand, participants' ability to build personal sales relationships is linked to their culture. When a sale is made, the customer and salesperson should have a formal relationship. Third, the reaction is a feature of personal sales. This is when the customer may feel like they have to do something after hearing the talk. (Columbia, 2009).

Consumer Purchasing Decision

Chapter 2.7 explains how customers make their decisions. The consumers' decision-making process is first described in detail, followed by an example of how the process works in action. Because of this, three separate forms of consumer choice exist: routine decision-making, limited problem resolution, and extended problem-solving. Ending this chapter, a table lists the differences between fixed and extended issue resolution for making decisions. To understand consumer behavior, it is essential to know how customers make purchasing decisions. It all begins when a customer realizes they need a product or service to fulfill a specific need. The consumer decision-making process starts with this realization. The decision-making process, therefore, begins with the recognition of the problem and proceeds in four phases: the collection of information, alternative evaluation, the actual procurement

option, and behavior following the purchase (Kotler & Keller, 2009). (Kotler & Keller, 2009). Ash and Wolfe (2001) define the same five steps in the purchasing selection process as Kotler and Keller (2001). (2009). According to Salomon et al. (2006), the amount of time and effort the customer is willing to put into addressing specific demands depends heavily on the perceived gravity of the problem. There are instances when making a decision comes naturally and does not need to be discussed at every stage. Clients put a substantial amount of effort into each step of the process. How much effort a customer will put into making a decision correlates directly with how much they care about the subject. According to the expectancy hypothesis, cognitive elements are typically more influential than physical ones. According to the idea of expectations, a buyer will purchase a specific product because they believe it will produce better results than any other option. This is according to Solon et al. (2006). Solon and colleagues (2006)

Research Methodology

Geographical Distribution of the Sample

The project revolves around factors, which affects the purchase behavior of skincare products in Karachi. As such, to limit the scope and gain reliable data, we will be focusing on the city of Karachi. As the metropolitan capital of Pakistan, Karachi is the largest city of Pakistan, home to over 14 million citizens. It is also a corporate hub for organizations involved with the production and distribution of skincare products. Thus, this project involves a designed questionnaire to be shared and collected from the population of Karachi. Combined with the accessibility of the researcher, we believe the region of Defense and Clifton will be suitable to most accurately describe the results. This is due to the higher living standards in the area, leading to an increase in skincare products customers.

Demographic Distribution of the Sample:

As part of our earlier chapters, we discussed the increasingly commercialized industry of skincare products. This includes not just women, but men as well. As such, our demographic will be both men and women customers of skincare products. This is important, since the male skincare industry has grown exponentially in the last decade. The inclusion of male participants, thus, is very important. The sample will include individuals with varying levels of educational backgrounds and income.

Population, Sample and Sampling Technique:

Using non-probability, convenience sampling, our sample consisted of 437 individuals, with a mix of both females and males. The sample collected was through a mix of personal contact and social media. The researchers sought to collect individuals who had experience of purchasing skincare products. Combined with limited resources, the decision to use convenience sampling was taken. After the sample is collected, chosen individuals will be sent a google form link to the survey. The participant's data will be anonymous and all of their private information will be kept safe. The questionnaire's purpose will be made clear to the participants, who will receive full disclosure and a brief explanation in the form.

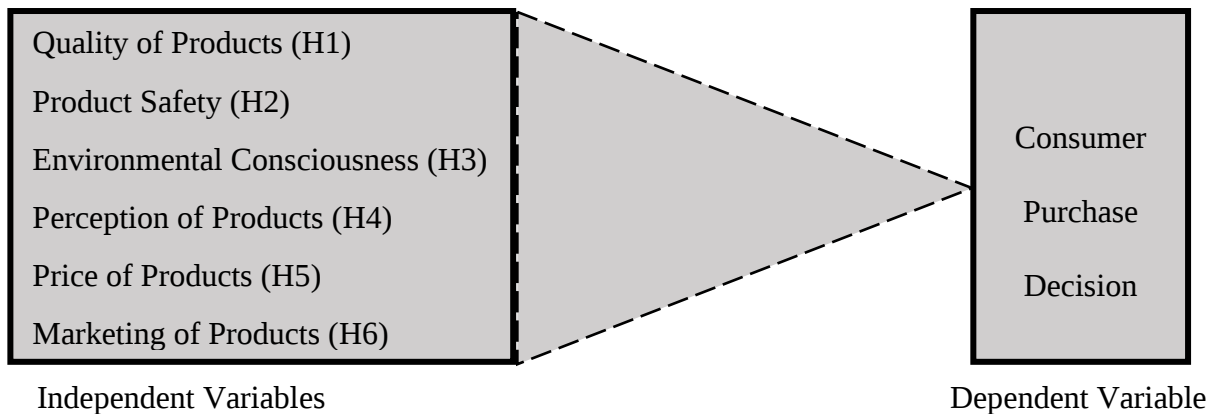
Research Design:

Our research design encompasses all aspects of this project. In terms of research approach, the project will stay under the confines of quantitative methodology. This stems from positivist methodology, which focuses on the advantages of observable data, using which an analysis could be conducted. Because of its nature and origin in scientific study, the use of quantitative methodology has better objectivity and, thus, better reliability. Moreover, primary data collection is of the utmost importance under positivist methodology. Due to this, the researchers will focus on collecting survey results, which can then be used to indicate a higher level of accuracy obtained. To compliment primary findings, the project also made use of secondary data sources, in order to guide the research. This was in the form of literature

review collected above. Finally, the hypotheses were established, against which the data collected will be compared.

Figure 2

Conceptual Framework



Description of Instruments:

It has been said that a research tool is useful if it can demonstrate its dependability and when it has been appropriately validated. It should be suitable in that it makes it simple to gather data in accordance with the posed study questions. The research instrument, which in this instance is a questionnaire, should be able to address various research aims, objectives, and queries as well as be able to disapprove of or approve of the study's hypotheses. The most economical method to consider in order to locate and collect quantitative data is recognized to be the use of questionnaires. After doing a quantitative research analysis, SPSS software would be used to examine all of the data. There are numerous ways to use data in quantitative research, such as numerical and statistical data. It aids in comprehending the connection, assessing trend data, and confirming measurements (Watson, 2015). Since the data is more in mathematical when doing quantitative analysis, it would be simple to compare and contrast the differences. For the research to produce accurate results, a sample size of over 400 participants would be reasonable. Additionally, the data will be run via the SPSS

program to identify the correlation analysis, reliability analysis, and factor analysis. Consequently, a greater understanding might result. The SPSS will provide statistical findings that are easier to read, grasp, and are more practical. MS Excel is used for its efficiency in helping clean the data. The cleaned data will then be run on the SPSS software, for further quantitative analysis. The analyses mentioned above – correlation, reliability, and factor – will be collected through the SPSS program. To check the reliability of the data, Cronbach's Alpha test is used, which shows whether a variable has an acceptable reliability value. The cutoff for each variable's reliability value is 0.6. Furthermore, regression analysis is conducted to check the relationship between the study's dependent and independent variables. Finally, the correlation analysis is conducted to test this relationship between two variables.

Procedure of Study & Data Collection:

The questionnaire methodology will be used as a part of this quantitative study. The questionnaire, which will be sent to selected participants through online links, will contain questions regarding variables. The questionnaire consists of a 5-point Likert scale, for each question under each variable section. These were based on the hypotheses established at the start of the research. Secondary data was collected through online research, focusing on scholarly articles and prior research, in order to guide our study. This data is presented under the 'Literature Review' section of this research.

Reliability and Validity:

Because of the nature of quantitative research, the data collected has higher reliability rates. This is due to the objective nature of statistical data collection. Based on this study's variables, the researchers used Cronbach's Alpha test to check its reliability. The use of objective SPSS and data collection method, questionnaire without the direct involvement of the researchers, also further raises the reliability of the data.

Data Analysis and Results of the Study

Reliability Analysis

We got every element of the theoretical model as anticipated; therefore, we conducted a reliability study to ensure that the measure was a reliable indicator of the setting we were measuring. The reliability analysis's findings are displayed in the following manner:

Table 1

Reliability

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

The dependability of the three configurations may be determined by the Cronbach's alpha values, which are all more than 0.8 and almost 0.7 for one configuration, respectively. This suggests that the quality of product, alongside price, had the most significant impact on purchasing of beauty products.

Correlation Analysis

We carried out a correlation study to look at the link between variables after establishing reliability. Purchasing intent was the dependent variable, whereas the independent variables were quality of product, product safety/health consciousness, environmental consciousness, perceptions, price, and marketing communications. We made six total hypotheses because, as

stated in the paper above, we were interested in learning more about the impacts of these variables on the final decision to purchase beauty products.

Table 2

Correlations

		Intention to Purchase	Gender	Age
Product Quality	Pearson Correlation	.693*	.156	.134
	Sig. (2-tailed)	0.016	0.012	0.008
	N	437	437	437
Product Safety	Pearson Correlation	.316**	.258	.167
	Sig. (2-tailed)	0.000	0.000	0.000
	N	437	437	437
Environmental Consciousness	Person Correlation	.209***	.076	.121
	Sig. (2-tailed)	0.004	0.0009	0.0006
	N	437	437	437
Perceptions	Pearson Correlation	.235****	.122	.107
	Sig. (2-tailed)	0.016	0.012	0.008
	N	437	437	437
Price	Pearson Correlation	.0223*****	.162	.154
	Sig. (2-tailed)	0.016	0.012	0.008
	N	437	437	437
Marketing Communications	Pearson Correlation	.311*****	.133	.120
	Sig. (2-tailed)	0.016	0.012	0.008
	N	437	437	437

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

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

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

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

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

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

The hypothesis was tested using correlation analysis, and 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, both price and marketing communications also had a positive relationship with purchase intention, with both having a 95% significance level ($p < 0.05$) and a value of $R = 0.223$ and 0.311 respectively.

Regression Analysis

The regression analysis of our study aimed to determine the individual influence of all independent variables on purchase intention. Regression analysis consists of three tables i.e., model summary, ANOVA table and Coefficient table.

Table 3

Model Summary

Mod	R	R	Adjusted	Change Statistics					
				R	Std error	F	Df1	Df2	Sig. F
1	.693 ^a	.100	.084	6.65691	.100	6.198	1	437	.016

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 influencing the intention to purchase and fit for future testing.

Table 4

Anova

Model		Sum of	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

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 as a result of all the independent factors given as motivators.

Table 5

Coefficients

Model	Unstandardized Coefficients		Standardized	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	.041	.091	.035	2.447	.046
Perceptions	.168	.078	.123	2.05	.023
Price	.253	.107	.244	2.180	.034
Marketing	.078	.083	.068	3.766	.042

a. Dependent Variable: Purchase Intention.

Table 6

Summary of Hypotheses Testing

Hypothesis	Result
H1. Quality of products has a significant impact on purchasing decision.	True
H2. Product safety/health consciousness of skincare products has a significant impact on purchasing decision.	True
H3. Environmental consciousness of skincare products has a significant impact on purchasing decision.	True
H4: Perception of skincare products has a significant impact on purchasing decision.	True
H5: Prices of skincare products have a significant impact on purchasing decision.	True
H6: Marketing communication about skincare 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's analysis. We may add that our results compare favorably 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 findings of the research included in the literature review. As a consequence, we can state that the research's findings are consistent with the one that was done on the literature.

For many respondents, the online survey also helped to clarify things. We were able to identify which component impacts which responses by segmenting it. Peer pressure to buy was discovered since many respondents indicated that some of their friends were buying cosmetics.

As a consequence, in light of all the result measuring methods and methodologies used, the findings for hypotheses 1 to 6 are acceptable, according to the results of the survey that was done.

Summary, Discussion, Conclusion, Findings and Recommendations

Summary:

For this study, our main focus was on the skincare industry. As such, this paper deals with the various reasons which affect purchase intention of beauty and skincare products. The researchers sought to find which factors affect the purchase of these products, which were further researched and used to conjure hypotheses. These led to the establishment of both dependent and independent variables, which were used to study our objective. The independent variables, gained through prior studies and literature on the topic, were shortlisted to product quality, product safety, environmental consciousness, perception, prices, and marketing communications. After these were shortlisted, the researchers sought to establish the relationship between these factors and purchase intention. More specifically, the researchers sought to answer whether any of these had any impact on the decision-making of purchasing skincare products. The methodology used was quantitative, taking influence from prior studies having adopted the same methods. As such, in a bid to replicate the studies in a new location, the researchers used questionnaires as the primary method of data collection. A

total sample of 437, generally believed to be a representable figure, was chosen. These participants were sent an online survey, through which responses were gathered. These responses were, in turn, used to run analysis and gather insights for our research. Using SPSS, the researchers sought to test our established hypotheses. In doing so, the results garnered revealed that all the independent variables had a positive relationship with purchase intention, to varying degrees. As such, we could reasonably conclude that purchasing of skincare products is directly influenced by the independent variables used as a part of this study.

Discussion:

Extending long-term relationships with consumers is essential and required for the success and sustainability of producers in today's cutthroat and dynamic business climate where the influence of retailers and the amount of customer demand is continually rising. Price is a significant factor, as previous studies have shown, but other factors, such as the quality of the product and the service, are as crucial in the decision-making process for consumers. Mass media nowadays targets customers and alters their way of thinking by appealing to their emotions, needs, wants, and demands. In order to pinpoint the key variables that affect consumers' decisions, industry firms and researchers invested billions of dollars in consumer research. Customer behavior analysis is useful for identifying the direction of consumer behavior. Through a variety of methods, consumers might voluntarily exchange opinions on the goods under discussion. These can be for a variety of reasons. Chief among these could be product quality, its safety, its environmental impact, among others. While this technique can be called to as word-of-mouth (WOM), when it occurs online it is referred to as electronic word-of-mouth (e-WOM). Word of Mouth is a concept that describes how customers spread knowledge about goods and services to one another. Electronic work of mouth is seen as successful since those who do not receive their approval are the source of

trust. If credibility is the basis for trusting influencers, e-WOM is more reliable because the knowledge is freely offered by other people and is not reliant on any one brand. Companies must thus be aware of the variables that may impact electronic word of mouth.

Conclusion:

As part of this study's objectives, the researchers sought to find the influence of a variety of factors, namely product quality, product safety, environmental consciousness, perceptions, price, and marketing communications, have on the overall intention of purchasing skincare products. As such, this paper sought to compliment prior literature, taking inspiration in a bid to provide insights into consumer intention and behavior in Karachi, Pakistan. Using purchase intention as the dependent variable, all independent variables were independently tested to see their relationship with purchase intention. Through this, the researchers were able to find relevant insights and prove all established hypotheses true. This would suggest that the independent variables tested and decided have a conclusive impact on the intention of purchasing beauty products.

Findings:

This research is on the skincare industry, in order to find out which factors influence in the decision to purchase skincare products. As such, the researchers' main goal was to find insights into consumer behavior 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 in 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 regression coefficient with purchase intention, with a t-value of 4.664 and p-value of 0.28. 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.

Recommendations

Based on the results gathered through various analyses, the researchers were able to find insights into purchasing intention of skincare products. As such, the study provides recommendations based on these.

Using Influencers: In order to thoroughly describe their products and provide customers a great visual experience, beauty product companies should work with social media influencers as part of their marketing campaigns. In order to enhance the quantity of revenue of the branded product, this marketing approach has the influencer assume the position of a

consumer or user of beauty goods who may represent the favorable attributes held by the brand. Influencers must be evaluated based on the source credibility criterion, which includes truthfulness in information delivery, clarity and detail in information delivery, regular video uploads, expertise with using skincare products, physical compatibility with beauty products to be used, and appropriate information delivery.

Improving Perceived Quality of Products

The factor that has the biggest impact on buyers' intentions is perceived quality. Companies that make cosmetics must influence how consumers view their own quality. As customers start to get information from numerous sources, perceived quality will start to take shape. For businesses to enhance the products they offer and maintain a commitment to product excellence, it is crucial to gather information about what consumers will be seeing and get. For customers to develop purchasing intents, this will be advantageous. It is advised that beauty firms raise the caliber of their products and be picky when selecting influencers to promote them. Mapping the industry that will be encountered while advertising beauty items is very crucial. Competitive Marketing Strategies: It should be emphasized that excellent brand marketing is becoming a crucial step in gaining a significant market share in the present, fiercely competitive skincare business. Firms are therefore able to recognize the impact of the four parts of brand equity on customers' purchase intention based on the findings of this study. The current study gives businesses more insight into customer preferences and market trends. In order to create successful and successful marketing strategies that satisfy customers' requirements and wishes, businesses operating in the highly competitive and fast-paced skincare sector must keep up with consumer preferences and current trends. Green Marketing: In order to take advantage of an ever-evolving focus on sustainability, marketers can employ marketing communication through a variety of media, including television, broadcasting, magazines, pamphlets, or the Internet, to disseminate

product messaging and further arouse consumers' favorable attitudes about the green skincare goods. Researchers have established time and time again that customers' attitudes considerably and favorably influence their desire to make purchases. Additionally, marketers might use spokespeople, such as renowned public personalities or opinion leaders, to talk about the advantages of eco-friendly skincare products for the environment and skin. In order to successfully assist customers', purchasing intentions for green skincare products, this strategy will make sure that key data reaches users who are not familiar with them.

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