

Consumer Purchase Decision Making Styles Towards Cosmetic Products

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ABSTRACT

Cosmetics are described as products made from both plant and animal sources. These are safe for people's skin. Medicinal and herbal plants serve as the foundation for cosmetics. These cosmetics were utilized concurrently in almost every ancient nation. Chemical cosmetics eventually took their place, and modern humans eventually resumed using them. The cosmetics are less harmful to human health. The study aims to comprehend how consumers make decisions about cosmetic purchases. gathering information from 150 consumers of cosmetics in Tamilnadu's Chengalpat area using a credible and trustworthy questionnaire. The study design employed was descriptive. The primary data was gathered using a structured questionnaire. Data analysis was done using path analysis. According to the research, female instructors' happiness with their purchases is influenced by factors including price and value, brand, and quality. Additionally, the study found that customer loyalty is influenced by customer satisfaction. Therefore, it is advised that manufacturers and marketers ensure that the cost of cosmetics is not excessively high, as consumers tend to feel the same way. Manufacturing cosmetics in a fashionable way is also essential to collect consumers' fashion preferences.

Keywords: Consumer Purchase Decision Making Styles, Price & Value, Brand & Quality, Consumer Satisfaction and Consumer Loyalty.

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INTRODUCTION

The principles of sociology, psychology, ethnography, social anthropology, economics, and marketing particularly behavioural economics are combined in the interdisciplinary field of consumer purchase decision making styles. It looks at how preferences, feelings, and attitudes affect purchasing decisions. Prescribed consumer behaviour research looks at consumer characteristics like personality traits, demographics, and behavioural variables like usage occasions, usage rates, brand advocacy, loyalty, and enthusiasm to give referrals to appreciate people's wants and consumption. The study of how consumers make purchasing decisions also looks at how groups like friends, family, sports, society at large, and reference groups affect the consumer. Every aspect of purchasing behaviour, from pre-purchase activities to assessment, post-purchase consuming, and disposal actions, disrupts consumer behaviour study. Additionally, it affects all parties involved, either directly or indirectly, in purchasing choices and consuming behaviours including

opinion leaders and brand influencers. Research has shown that even experts in the field find it challenging to predict customer behaviour vetrivel.et.al (2015). However, emerging research techniques like ethnography and consumer neuroscience are shedding fresh insight on how consumers make choices.

Cosmetics are described as products made from both plant and animal sources. These are safe for people's skin. Medicinal and herbal plants serve as the foundation for cosmetics. This leads us to the conclusion that cosmetics were consumed by humans well before the fourteenth century and even beyond. These cosmetics were utilized concurrently in almost every ancient nation. Chemical cosmetics eventually took their place, and modern humans eventually resumed using them. The cosmetics are less harmful to human health.

REVIEW OF LITERATURE

According to Indra, Balaji, and Veludham (2020), social influence and safety have an impact on customers' happiness while making purchases. The investigation concludes that to increase environmental

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anxiety among cosmetic consumers, manufacturers and marketers should provide knowledge about significant environmental issues. To ensure that cosmetic items are consistently accessible in the market, extra attention should be taken.

Indian customers have a favourable opinion of cosmetic goods and services, according to Srishti Agarwal and Neeti Kasliwal (2017). Favourable customer perceptions do not translate into favourable willingness to pay. Additionally, Muhammad, et al. (2013) discovered that green buying intention is influenced by green purchase mindset.

Askadilla and Krisjanti (2017) found that the three influences on subjective norms, attitude, and perceived behavioural control will all be positively impacted by attitude. Additionally, the authors demonstrate that there was a strong association between green buy intention and perceived behavioural control. Velaudham and Baskar (2015) discovered that the age range of 31 to 45 years old has a significant direct and indirect impact on purchasing behaviour.

Neetu Singh and Manish Bansal (2017) discovered a connection between education and purchasing decisions. The terms and conditions of various life insurance plans are unknown to most people. Kamaljeet Kaur and Syuhaily Osman (2016) discovered that the subjective norm individual is the most important predictor and that the independent factors are significant.

Yi Chang Yang (2017) found a favourable correlation between perceived quality and brand information. Purchase intention and brand knowledge are correlated with perceived quality. The results showed that there was a correlation between perceived quality and purchase intention, as calculated. Premapriya, et al. (2016) advised vendors and promoters to provide joint family customers with the necessary technical details and product characteristics.

According to Vasanthi and Kavitha (2016), there is a strong correlation between the factors influencing customers' purchasing decisions for cosmetics. Velaudham and Baskar (2015) found that even though female customers are more common, their effect is stronger than that of male consumers vetrivel.et.al(2022). In several aspects of consumer purchasing behaviour, the authors find that female customers are in the lead.

Age and income influence green consumer behaviour, according to Surya Rashmi Rawat (2015). Velaudham and Baskar (2015) concluded that eight

factors like people, feature, price, brand, offer, advertisement, place, and product have impacted and motivated customers while selecting an air conditioner.

According to Velaudham and Baskar (2015), customers' purchasing decisions are influenced both directly and indirectly by the sort of home they possess. According to statistics, homeowners have a direct or indirect impact on consumers' purchasing decisions.

RESEARCH METHODOLOGY

RESEARCH DESIGN

In this study, a descriptive research design was employed. The descriptive study approach aims to elucidate the instructors' actions in relation to a strict adherence to or context of meaning. The author has employed descriptive research to determine consumer buying decision-making styles on cosmetics based on the benefits of descriptive research methodology.

FRAMEWORK OF THE RESEARCH

It was utilized to determine how consumers make decisions about what to buy when it comes to cosmetics. The way that consumers make purchasing decisions is seen as an independent variable. Three categories like price and value, brand, and quality are used to categorize consumer decision-making styles. One mediator variable that was taken into consideration was customer satisfaction. One mediator variable that was taken into consideration was customer loyalty.

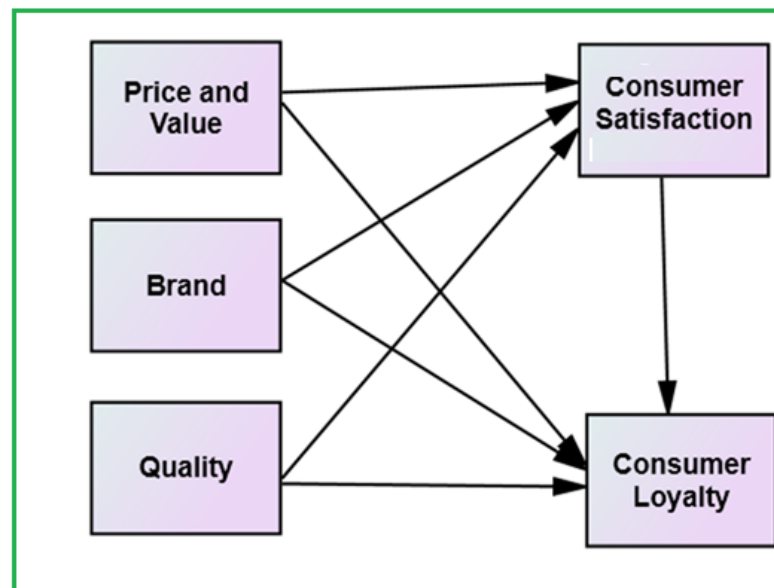


Figure 1: Conceptual

framework of the study

OBJECTIVES OF THE STUDY

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- To study the influence of consumer purchase decision making styles such as price & value, brand and quality on consumer satisfaction among female teachers.
- To know the influence of consumer satisfaction on consumer loyalty.

HYPOTHESES OF THE STUDY

- There is no influence of consumer purchase decision making styles such as price & value, brand and quality on consumer satisfaction among female teachers.
- There is no influence of consumer satisfaction on consumer loyalty.

QUESTIONNAIRE CONSTRUCTION

Table 1: Reliability of the Research

S.No.	Variable	Reliability	Author
1	Consumer purchase decision making styles Price & Value Brand Quality	0.84	Sproles and Kendall (1986)
3	Consumer satisfaction	0.94	Nai-Jen Chang and Cher-Min Fong (2010)
4	Consumers Loyalty	0.90	Self Design

The original data was collected using standard instruments. The alpha varied from 0.84 to 94 for each statement in the questionnaire. The great dependability of the questionnaire's statements is indicated by this reliability value.

AREA OF SAMPLE AND JUSTIFICATION

The district of Chengalpat has been chosen as the sampling region for this study. Therefore, it is necessary to protect and increase the number of female instructors. Understanding this allows researchers to assess consumer loyalty, contentment, and buying decision-making habits.

SAMPLING DESIGN

The 150 students from the arts and science college in Tamilnadu'sChengalpat district make up the sample.

PILOT STUDY SAMPLE SIZE

Gathering information from 150 consumers of cosmetics in Tamilnadu'sChengalpat area using a credible and trustworthy questionnaire.

SAMPLING TECHNIQUE

By assuming that only data from a subset is more likely than all likely examples or rudiments, sampling techniques offer a variety of ways to reduce the quantity of data desired to be collected. The core data for the study was gathered using a straightforward random sampling approach.

TOOL FOR DATA ANALYSIS

Data analysis was done using path analysis. It was utilized to determine how consumers make decisions about what to buy when it comes to cosmetics.

ANALYSIS AND INTERPRETATION

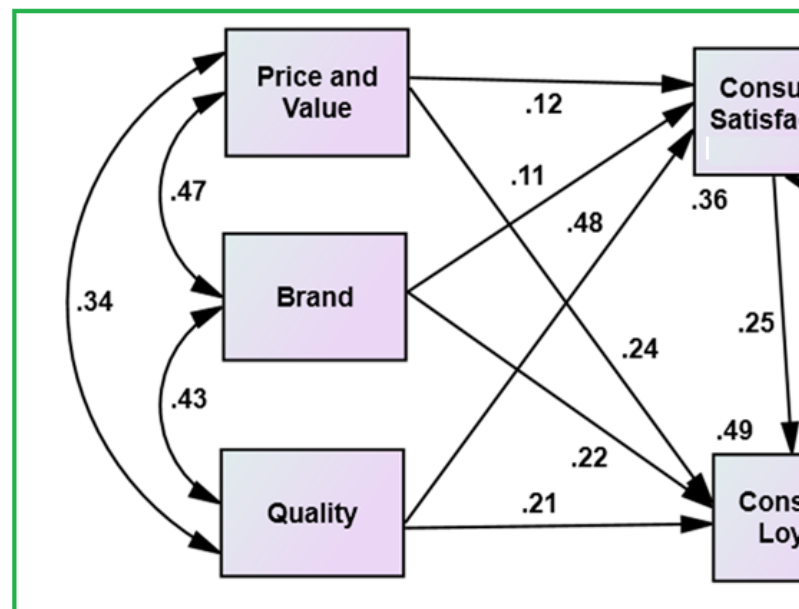


Figure 2: Path analysis of consumer purchase decision making styles towards cosmetic

Table 1: shows Model Fit Indication

Indicators	Observed Values	Recommended Values (Premapriya, et al. 2016) ¹⁴
Chi-Square	0.312	---
p	0.875	Greater than 0.050
GFI	1.000	Greater than 0.90
AGFI	0.999	Greater than 0.90
CFI	0.999	Greater than 0.90
NFI	1.000	Greater than 0.90
RMS	0.001	Less than 0.080

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RMSEA	0.001	Less than 0.080
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Source: Primary data

The chi-square value was found to be 0.312 based on the model fit table. The p-value was more than 5%, at 0.875. According to Premapriya, et al. (2016) and Victor Charles and Velaudham (2020), the GFI and AGFI scores were more than 0.90. According to Velaudham and Baskar (2015) and Deepak and Velaudham (2019), the computed CFI and NFI ratings were more than 0.90. Additionally, RMSEA and RMS values were discovered to be less than 0.08, as recommended by Deepak, et al. (2019). According to the guidelines, it was entirely appropriate (Velaudham and Baskar, 2016; Indra, et al. 2020; Hariprabhu Dhakal, et al. 2025).

Table 2: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	P
Consumer satisfaction	<--	Price and Value	0.103	0.037	2.791	0.120	0.005
Consumer satisfaction	<--	Brand	0.128	0.053	2.433	0.109	0.015
Consumer satisfaction	<--	Quality	0.436	0.038	11.509	0.485	0.001
Consumer Loyalty	<--	Price and Value	0.375	0.060	6.250	0.242	0.001
Consumer Loyalty	<--	Brand	0.474	0.085	5.560	0.224	0.001
Consumer Loyalty	<--	Quality	0.336	0.069	4.873	0.208	0.001
Consumer Loyalty	<--	Consumer satisfaction	0.457	0.075	6.091	0.254	0.001

Source: Primary data

H₀: Price and consumer decision-making methods have little bearing on how satisfied customers are with cosmetics.

Price and consumer purchasing decision-making methods have an impact on customer satisfaction; the computed value of CR is 2.791. 0.120 was the beta value. According to the beta value, price and value have a 12% impact on customer satisfaction. The p-value was 0.005. The hypothesis was rejected because the p value was less than 5%. The findings show that among the female teachers in the Chengalpat area, customer happiness with cosmetic items is influenced by the price and value of consumer purchase decision making methods.

H₀: Consumer happiness with cosmetic items is unaffected by the brand or decision-making styles of consumers.

The computed value of CR is 2.433, indicating the impact of customer brand and purchasing decision-making patterns on consumer satisfaction. 0.109 was the beta value. According to the beta value, brand impact accounts for 10.9% of customer happiness. The p-value was 0.015. The hypothesis was rejected because the p value was less than 5%. The findings show that among the female teachers in the Chengalpat area, customer happiness with cosmetics is influenced by the brand of consumer purchase decision making methods.

H₀: Customer pleasure with cosmetic items is unaffected by the caliber of their decision-making processes.

The computed value of CR is 6.250, indicating the impact of consumer purchasing decision-making methods on customer satisfaction. 0.242 was the beta value. According to the beta value, quality has a 24.2% impact on customer satisfaction. The p-value was 0.001. The hypothesis was rejected because the p value was less than 5%. The results show that among the female teachers in the Chengalpat area, customer happiness with cosmetic items is influenced by the quality of consumer purchase decision making methods.

H₀: Price and value have little bearing on consumers' commitment to cosmetic items.

Price and the value of consumer decision-making styles have an impact on customer loyalty; the determined value of CR is 6.250. 0.242 was the beta value. According to the beta value, price and value have a 24.2% impact on customer loyalty. The p-value was 0.001. The hypothesis was rejected because the p value was less than 5%. The results show that among the female

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teachers in the Chengalpat area, consumer loyalty to cosmetic items is influenced by the price and value of consumer purchase decision making patterns.

H₀: Consumer loyalty to cosmetic items is unaffected by the brand or decision-making styles of consumers.

The computed value of CR is 5.560, indicating the impact of consumer buying decision-making styles and brand on customer loyalty. 0.224 was the beta value. According to the beta value, brand impact accounts for 22.4% of customer loyalty. The p-value was 0.001. The hypothesis was rejected because the p value was less than 5%. The results show that among the female teachers in the Chengalpat area, consumer loyalty to cosmetic items is influenced by the brand of consumer purchase decision making patterns.

H₀: Customer loyalty to cosmetic items is unaffected by the caliber of their decision-making processes.

The computed value of CR is 4.873, indicating that consumer loyalty is influenced by the quality of their purchasing decision-making patterns. 0.208 was the beta value. The beta value indicates that 20.8 percent of influence is through quality towards consumer loyalty. The p-value was 0.001. The hypothesis was rejected because the p value was less than 5%. The outcome shows that among the female teachers in the Chengalpat area, customer loyalty to cosmetic items is influenced by the quality of consumer decision-making processes.

H₀: Customer loyalty to cosmetic items is unaffected by customer pleasure.

The computed value of CR for the impact of customer satisfaction on customer loyalty is 6.091. 0.254 was the beta value. According to the beta value, quality has a 25.4% impact on customer loyalty. The p-value was 0.001. The hypothesis was rejected because the p value was less than 5%. The findings indicate that among female teachers in the Chengalpat area, customer satisfaction affects their loyalty to cosmetic items.

FINDINGS

Price and consumer decision-making methods have an impact on how satisfied customers are with cosmetic items. Consumer satisfaction with cosmetic items is influenced by the brand and decision-making styles of consumers. Consumer satisfaction with cosmetic items is influenced by the quality of their purchasing decision-making styles. Customers' loyalty to cosmetic items is influenced by the cost and value of their purchasing decisions. Consumer loyalty to cosmetic

items is influenced by the brand and decision-making styles of consumers. Consumer loyalty to cosmetic items is influenced by the quality of their purchasing decision-making styles. Customer loyalty to cosmetic items is influenced by customer pleasure.

RECOMMENDATIONS

According to the research, manufacturers and marketers should ensure that the cost of cosmetic items is not excessively expensive, since consumers tend to feel the same way.

Manufacturing cosmetics in a fashionable way is crucial to collect consumers' fashion preferences.

Promoters and manufacturers are advised to emphasize the health and environmental advantages of cosmetics to attract consumers who are motivated by these factors.

Customers are advised to exercise additional caution when selecting products and cosmetic brands, and they should not assume that all advertised cosmetics are of high quality.

CONCLUSION

Cosmetics are described as products made from both plant and animal sources. These are safe for people's skin. Medicinal and herbal plants serve as the foundation for cosmetics. These cosmetics were utilized concurrently in almost every ancient nation. Chemical cosmetics eventually took their place, and modern humans eventually resumed using them. The cosmetics are less harmful to human health. The study aims to comprehend how consumers make decisions about cosmetic purchases. gathering information from 150 consumers of cosmetics in Tamilnadu's Chengalpat area using a credible and trustworthy questionnaire. The study design employed was descriptive. The primary data was gathered using a structured questionnaire. Data analysis was done using path analysis. According to the research, female instructors' happiness with their purchases is influenced by factors including price and value, brand, and quality. Additionally, the study found that customer loyalty is influenced by customer satisfaction. Therefore, it is advised that manufacturers and marketers ensure that the cost of cosmetics is not excessively high, as consumers tend to feel the same way. Manufacturing cosmetics in a fashionable way is also essential to collect consumers' fashion preferences.

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