

# Impact Of Body Image on Purchase Pattern of Cosmetic Products

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## Abstract

The research is an attempt to investigate the impact of body image on the purchasing pattern of cosmetic products. body image the procedure of perception and feeling about attractiveness and characteristics of body. They are numerous factors such as brand, price, quality, advertisement and packaging which influences the purchasing pattern of customer. The study indicates that body image is one of the major factor effecting buying behaviour of consumer for cosmetic products. for the purpose of examination primary data has been used with suitable statistical tools. Findings reveals significant effect of body image on consumer purchasing of cosmetic product.

**Keywords:** Body Image, Cosmetic, Body attractiveness, Buying Behaviour

## Introduction

In present scenario, demand of customer and power of retailers is growing due to change in business condition and dynamic environment. It became essential for the producer to maintain good relationship with the customer for the survival and growth. Beauty care industry is one of the fastest growing industry around the world and providing large no. of employment for the people. Demand of cosmetic or beauty care product is increasing due to increase in consumption around 15% annually. Among all the product skin care product is in high demand due to the customer awareness about the self-appearance. Producers are also focusing on understanding the need and want of customer about the cosmetic product. They have realized the importance of consumer preferences, buying habits and needs. Perception about the self-appearance is very important element for purchasing of any product (Saren, 2007). There are many external and internal factors which influence the buying habits of the consumer. Understanding of all the factors is vital for retailers and vendor to improve the sales. Market related with fashion must offer the product which are useful to improve the body

image to maintain the no. of customer for cosmetic products. consumer always look for those kind of product which can prove them as individual and their self-identity can be created (Mittal, 2006). This study is focused to establish relationship between body image and purchase intention for cosmetic product. Male consumers are more positive for their body image than female. Perception of female is different in case of body image and actual body shape (Bakewell and Mitchell, 2003). Understanding the perception of women consumer may help the retailers and vendor to improve their product sales and brand loyalty. Use of cosmetic product has been realized more useful than clothing for the body image. Use of cosmetic can change the appearance of individual. Consumer decisions regarding purchase depend on various psychological factors such attitude, perception. Evaluation of consumer decision making is important tool to check the effectiveness of products. consumer purchase intention is variable due to quality, brand, price and value (Ghosh 1990). Body image is the combination of weight, beauty, body shape and self-esteem. Purchase intention is also influenced by various external and

internal factors. Consumer also feel risk in purchasing of product those are little known, cheap and simple packaging (Gogoi 2013).

Major objective of this study is to investigate the relationship between brand image and consumer intention towards the cosmetic products. remainder of the study include brief review of literature followed by hypothesis. Third section of the study reveals methodology adopted, fourth section show the discussion of the analysis and last part conclude the study.

### **Review of literature**

Understanding of factors influencing purchasing behaviour of consumer is very useful to retailers and vendors to improve product and sales. Various studies were conducted to examine the relationship of purchase intention with various factors. A brief of literature is as follow: shopping habits are much different in male and female, male usually buy quickly while female enjoy shopping by looking new products around the market (Falk and Campbell, 1997). Women now a days are more focused due to their presence in workforce and considered as most important element in emerging market (Rajput et al., 2012). Gender difference also plays vital role in purchasing of products. gender difference is arised due to the responsibilities, roles. Customer also respond towards any product and brand according to their gender (Fischer & Arnold, 1994). Thomson, & Locander (1994) reported that consumer act according to the culture, social and psychological factors. Cosmetic industry now growing due to it's importance in improving and creating attractiveness (Mulhern, et al., 2003). Use of cosmetic product became essential due to increase attractiveness and to gain social advantage of attractiveness (Bloch & Richins, 1992). Attractiveness of individual can be improve by showing large icon of personal features such as eye-makeup and makeup of lips which show them larger. Various other kind of skin care product are used for looking young and attractive (Mulhern et al., 2003). They also tried to investigate products which can improve facial attractiveness. Cash et al., (1989) concluded through their study that feeling about individual physical appearance depend on situation in which they exist and their mood state also. Use of cosmetic product can also improve the self-

concept of female and thereby purchase intention for various products. Wright, Martin, Flynn, and Gunter (1970) conducted study to measure the self-concept. A group of female provided instructions regarding the makeup for eight weeks and after the eight-week impact was found significant. Body image is the combination of weight, beauty, attractiveness, self-esteem. It is also influenced by the cognitive, emotional and various behavioural factors (Haimovitz, Lansky, & O'Reilly, 1993). They have also suggested that body image include stable and dynamic components. Study of Cash and Green (1986) concluded that those women feel unattractive and dissatisfied with own body believe they are over weighted and react accordingly towards the product. Perception of others about the attractiveness may increase the level of dissatisfaction and thereby the level of depression (Noles, Cash, & Windstead, 1985). Self-concept of consumer can also be improved by using or purchasing attractive goods and services (MacPherson, 2005). Consumer decision are differently defined by various authors. Sproles and Kendall (1996) defined as "a mental orientation characterizing a consumer's approach to making choices". Understanding of consumer personality traits helps retailer and producer to survive and grow in market (Reddy and Reddy, 2010). Purchase of consumer regarding cosmetic brands depends on preconceived information, if option according to preconceived information is not available then consumer would like to have more relevant information for purchase (Belleau et al., 2007).

Based on the above discussion of previous studies it can be concluded that body image is very important factor which influences the decision of consumer regarding the purchase of any product and services. This study aimed to study the effect of body image in purchasing of cosmetic product. Authors said that the cosmetic product are useful for improving attractiveness, self-esteem, personality traits and thereby body image. All these factors are also responsible for the satisfaction of consumer related with their body by using cosmetic product for themselves.

### **Hypothesis**

H1: Body image perception influences body image satisfaction.

H2: Body image satisfaction influences purchase intent regarding cosmetic products.

## Research Methods

### Research design

This study is based on primary data collected through online survey. The study also utilized a quantitative approach for examination of women living in India, age group of 20 to 35 at the time of survey conducted. Nonprobability sampling was done to explore the data.

### Survey instruments

Survey method was used to complete in approx. 10 minutes. Few questions were used to know the demographic characteristics of respondents. In next part of questionnaire few question were asked about their body image satisfaction and other question were asked about the purchase intent about the cosmetic products. five point Likert scale were used to collect the data.

### Tools for analysis

Various tools were applied with the help of SPSS. Linear multiple regression, testing of reliability and computation of mean was also done.

## Results and discussion

Total no. of respondents was 498 out of which 304 were usable for study. 204 were female and 100 were male respondent. All the respondents were from India. Majority of respondents were graduates. All the respondents belong to Hindu and Muslim religion. 60% respondents was married and rest was unmarried. 54% were full time employed while rest were part time employed.

### Hypothesis testing

H1: proposed that Body image perception influences body image satisfaction. Regression analysis was used to check this hypothesis. Perception of body image taken into consideration as independent variable and results revealed that H1 is not significant ( $R^2 = 0.02$ ,  $p > 0.05$ ). (table 1.)

**Table 1 Body image perception and satisfaction**

DV/ IDV	df	R-Sq	f	Beta	Sign.
Body Image Satisfaction	220	0.02	217		
Body image perception				-0.12	0.17

(source: Author's Computation)

H2: proposed that Body image satisfaction influences purchase intent regarding cosmetic products. again regression analysis was used to check the level of significance. Body image satisfaction was used as independent variable.

Results indicated positive and significant effect of body image satisfaction on purchase intention of female consumer ( $R^2 = 0.13$ ,  $p < .002$ ). (table 2)

**Table 2. Body image satisfaction and purchase intention**

DV/IDV	df	R-Sq	f	Beta	Sign.
Purchase intention	210	0.13	1.25		
Body image satisfaction				0.07	0.002

(source: Author's Computation)

## Conclusion

This is very important to retailer and producer to know the factor influencing purchase intention of the consumer. Our study aimed to study the factors influencing purchasing

intention of consumer towards cosmetic products. body image is one of the factors which influences the need and intention of purchase. Body image is referred to as the self-thinking about self-attractiveness or

personality. Body shape, beauty, weight, self-esteem are major components of body image. Results indicated that body image significantly influences the purchase intention of consumer towards cosmetic products. cosmetic products are usually used by the consumer to improve their attractiveness and social image and thereby to improve the satisfaction for themselves.

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