

Analyzing Customer Satisfaction: Consumer Behavior towards the Selection of Beauty Products in Klang Valley

NZ. Nizam¹, N. Mansor², and SH. Supaat³

Universiti Teknikal Malaysia Melaka, Faculty of Technology Management and Technopreneurship

zarirah@utem.edu.my

Abstract—In Malaysia, the beauty and health industry is growing very rapidly. Malaysians are expected to spend about RM9.61 billion yearly on cosmetics and toiletries products by 2019. Beauty industry becomes prominent in the worldwide marketplace because of the dynamic involvement of male and female consumers who started to use beauty products more frequently. The patterns of consumer behaviours are always varying, so the marketers require to identify the users' purchase decision to attract or retain the customers. In addition, customer satisfaction is critical issues to the companies because it can have influences on customer retention. The main purpose of this study is to define the factors that can influence consumer behaviour towards the selection of beauty products. Some of the factors consist of social factor, personal factor, psychological factor, technological factor and Korean Wave influence. Besides that, this study also aimed to determine the satisfaction level of the beauty customers. The outcomes of this study would be beneficial to the marketers to identify the exact factors that can influence the Malaysian's consumer behaviours towards the beauty products. A descriptive research study was adopted in this research study to analyse research objectives. The respondents were chosen based on two sampling techniques which are convenient sampling and purposive or judgemental sampling. The questionnaire will be used to collect data from the respondents to achieve the research objectives and 213 questionnaires also distributed among the beauty consumers in Klang Valley. Based on the results, the four factors

except technological factors have a significant relationship with consumer behaviour towards the selection of beauty products. Moreover, the personal factor is the most influential factor in beauty consumer behaviour. The study also shows that majority of the respondents were satisfied with the beauty products that they purchased or used.

Keywords—*Rbeauty products; consumer behaviour; motivation; korean wave influences; technology*

I. INTRODUCTION

THE Beauty industry is The beauty industry is experienced expansion in worldwide throughout the years. In 2017, the global beauty products were estimated to be worth USD 532.43 billion and it is anticipated to attain a market value of USD 805.61 billion in 2023, recording a compound annual growth rate (CAGR) of 7.14% during the forecast period of 2018-2023 [1]. The speedy development of the beauty industry in Asia has grabbed everyone's attention in these few years. Asia is expected to contain 80% of global cosmetic sales by 2019 and China will be constituted 75% of Asia's growth. The beauty industry in Asia has always been praised by the media because it can launch the innovative beauty products which consist of the exotic ingredients and unique selling proposition to attract global customers [2].

In Malaysia, the beauty and health industry are growing very rapidly. Malaysians are expected to spend about RM9.61 billion yearly on cosmetics and toiletries products and the local health supplement market is expected

Article history: Manuscript received 22 August 2019; received in revised form 12 September 2019; Accepted 23 September 2019.

to exceed RM26 billion by 2019 [3]. According to International Trade Administration, Malaysia's total cosmetics and toiletries trade in 2015 amounted to US\$ 2.24 billion and this demand mostly met by imports [4].

Nowadays, there are various brands available on the market with several types of beauty products and customers have more choice of the right beauty products. So, marketers need to understand consumer behaviour because this can help them to reach their target segment. Consumer behaviour enables the marketers to know how the consumers select, buy and utilize the products [5]. Marketers can meet the needs to the extent that they realize the customers who are going to use the products and services they are going to offer. Marketers should include consumer knowledge in every facet of the successful marketing plan, as marketing strategy success depends on consumer response [5].

The business marketers also require focusing on customer satisfaction because the companies or firms can have a great competitive advantage if they get a high score in customer satisfaction. Customer satisfaction is the overall attitude of a customer towards a service or product after it has been bought or used. Customers are satisfied and be more likely to repurchase if the performance of the products exceed or same with the expectations, while the customers are dissatisfied when the performance lower than expectations [6]. Accomplishing customer satisfaction is the main objective of the companies or firms because the businesses can be profitable if they can retain their customers. Customer satisfaction is extremely based on the customer value concept, so the companies or firms need to deliver the value to their customers by broadening the product attributes and satisfying the other customer needs [6].

The growing demand for beauty products has, in turn, led to the growth of the beauty markets across the world. The marketers merely analyze the consumer behaviour is insufficient and understanding why people act in a particular manner is pivotal [7]. This is because the consumers of dissimilar products possess distinct traits, so it is important to comprehend

the consumers' desires and needs in different market segments by taking the related product into consideration. The companies will face a great loss if they are the failure to comprehend their consumers' behaviour and inappropriate resource allocation and coordination [8].

Due with the more dynamic and stable involvement of male and female consumers who started to use the beauty products more frequently, the beauty industry becomes prominent in the worldwide marketplace [9, 10]. Moreover, one of the reasons that make the increased access of male consumers to beauty products is because the male consumers think that the beauty products can solve their problems which is related with skin care health [11].

Moreover, customer satisfaction is the critical issues to the companies or firms because it can have the influences on customer retention, so the marketers should strive to satisfy their customers. According to Cengiz, customer satisfaction and measurement issues play important roles to pledge and keep a competitive advantage [12]. The most frequently collected indicator of market perceptions is the data that collected from customer satisfaction survey. The data deliver a message about the positive customer experience with the firms' products or services. The firm's potential to provide good satisfaction is important for their products or services differentiation and to build a strong relationship with customers [13]. Furthermore, there was a lack of researches that are related to Malaysian consumers towards the selection of beauty products. Although there are several researchers have conducted this research, but the result they obtained is inconsistent and it is different from country to country. A research study to identify the factors that can influence consumers in deciding to buy beauty products is essential.

Thus, through this research study, marketers can identify and assess the specific factors that can affect Malaysian consumer behavior and customer satisfaction with beauty products. This study provides a deep comprehension of the purchasing patterns of Malaysian consumers in beauty products.

Due with the growing interest or preference among the consumers and marketers regarding with the issues of beauty products, and yet limited research has been conducted on evaluating the consumer behaviour that associated with beauty industry, the present study was designed to contribute the deeper knowledge on addressing this issue. This study also intended to provide some useful implications to the related agencies or persons who want to start the beauty products business or expand the existing beauty products business.

II. RESULT AND FINDINGS

Table I shows demographic of respondents based on gender, race, marital status and monthly income. The majority of the respondents, 142 respondents or 66.7%, were satisfied with the overall quality of the beauty products, which is followed by the respondents who were very satisfied with the beauty products, with 41 respondents or 19.2%. Respondents who rated neutral are considered a minority, with only 30 respondents or 14.1%. Furthermore, there are no respondents who rated very unsatisfied and unsatisfied.

TABLE I. DESCRIPTIVE ANALYSIS

Demographic Profiles	Category	Frequency	Percent
Gender	Male	39.9	39.9
	Female	60.1	60.1
Race	Malay	101	47.4
	Chinese	92	43.2
	Indian	17	8.0
	Others	3	1.4
Marital Status	Single	134	62.9
	Married	79	37.1
Monthly Income	Less than RM2,000	49	23.0
	RM2,000-RM4,000	72	33.8
	RM4,001-RM6,000	57	26.8
	More than RM6,000	35	16.4

No respondents rated unsatisfied with the value of beauty products. The highest number of respondents who rated satisfied were 139 respondents or 65.3%. This was followed by the rating very satisfied, with about 39 respondents or 18.3% and for rating neutral was

34 respondents or 16.0%. The minority of the respondents rated very unsatisfied, with only 1 respondent that represent 0.5%.

Respondents who rated satisfied with the purchase experience of the beauty products are the majority, with 131 respondents (61.5%). There was a higher number of respondents who rated very satisfied if compared with the number of respondents who rated neutral. About 42 respondents (19.7%) who rated very satisfied and 39 respondents (18.3%) rated neutral. In addition, only 1 respondent (0.5%) rated very unsatisfied and there are no respondents rated unsatisfied with the purchase experience of the beauty products.

TABLE II. REUSE/REPURCHASE INTENTION OF BEAUTY PRODUCTS

Category	Frequency	Percent
Definitely not	0	0.0
Probably not	0	0.0
Might or might not	28	13.1
Probably	85	39.9
Definitely	100	46.9
Total	213	100.0

It is evident from Table II that many respondents were using or purchase again the beauty products that they currently use, with 46.9% or 100 respondents. This is followed by respondents who were probably reuse or repurchase the beauty products, with 85 respondents that represent 39.9%. About 28 respondents that represent 13.1% were might or might not use or purchase again the beauty products and there are none of the respondents who not and probably not to use or purchase again the beauty products that they currently use.

TABLE III. THE CORRELATION BETWEEN INDEPENDENT VARIABLES AND DEPENDENT VARIABLE

	1	2	3	4	5	6
1. Social Factor	1					
2. Personal Factor	.824**	1				
3. Psychological Factor	.791**	.820**	1			
4. Technological Factor	.698**	.709**	.717**	1		
5. Korean Wave Influence	.733**	.706**	.707**	.723**	1	
6. Consumer Behaviour	.799**	.806**	.795**	.692**	.722**	1

Table III displays the correlation between the independent variables which are social factor, personal factor, psychological factor, technological factor and Korean Wave influence with the dependent variable which is consumer behaviour towards the selection of beauty products in Klang Valley. All the five independent variables correlate positively with the dependent variable. Social factor had a significant relationship with consumer behaviour ($r = 0.799$, $p < 0.01$). The positive Pearson correlation coefficient of 0.799 shows that there is a positive correlation between social factor and consumer behaviour. Besides, positive correlation value demonstrates that the relationship between personal factor and consumer behaviour is positive. While correlation between psychological factor and consumer behaviour is significant with the Pearson correlation coefficient value of 0.795 and it is significant at $p < 0.01$. The positive value of the Pearson correlation coefficient indicates that the relationship between psychological factor and consumer behaviour is positively correlated. There is a strong positive relationship between the technological factor and consumer behaviour as the correlation coefficient showed a positive value ($r = 0.692$, $p < 0.01$). This result shows that the stronger the perception towards the technological factor, the more positive is consumer behaviour. Finally, Korean Wave influence had reported a significant relationship with consumer behaviour ($r = 0.722$, $p < 0.01$). The positive Pearson correlation coefficient value of 0.722 had shown a positive correlation between Korean Wave influence and consumer behaviour and the correlation strength is strong.

Based on the Table IV, social factor has a positive influence on consumer behaviour towards the selection of beauty products in Klang Valley ($t = 3.545$, $p = 0.000$, $B = 0.237$). The constant is held at 0.416. According to the above equation, it can be interpreted as every single unit increase in social factor will contribute 0.237 units increased in consumer behaviour towards the selection of beauty products among the beauty consumers in Klang Valley. Personal factors have a significant positive impact on the behaviour of beauty consumers ($t = 3.613$, $p =$

0.000, $B = 0.267$). It can be interpreted as every single unit increase in personal factor will bring about 0.267 units increased in consumer behaviour towards the selection of beauty products among the beauty consumers in Klang Valley.

TABLE IV. SUMMARY OF REGRESSION COEFFICIENTS

	B	t	Sig.
(Constant)	.416	2.687	.008
Social Factor	.237	3.545	.000
Personal Factor	.267	3.613	.000
Psychological Factor	.231	3.543	.000
Technological Factor	.049	.957	.340
Korean Wave Influence	.124	2.466	.014

Analysis from the table above also shows that Korean Wave influence has been found to have a significant positive impact on the behaviour of beauty consumers ($t = 2.466$, $p = 0.014$, $B = 0.124$). Hence, it can be explained as every single unit increase in Korean Wave influence will lead to 0.124 units increased in consumer behaviour towards the selection of beauty products among the beauty consumers in Klang Valley.

III. CONCLUSION

As a conclusion, the data analysis was presented in this chapter. For analyzing the different types of data collected, a number of analysis techniques were employed. The chapter began with the descriptive analysis and then followed by the normality test and reliability analysis. To determine the strength of the co-association between the independent variable and dependent variable, Pearson correlation analysis was employed in this study. All five independent variables are correlated positively with the dependent variable. Multiple regression analysis also conducted in this study in order to find out which variable is the most significant and can act as the best predictor to predict the outcome. According to the results, only four independent variables have significance on consumer behaviour towards the selection of beauty products in Klang Valley. Furthermore,

the majority of the beauty consumers in Klang Valley were satisfied with the beauty products that they purchase or use.

REFERENCES

- [1] Orbis Research. (2018, February 8). Global Cosmetics Products Market-Analysis of Growth, Trends and Forecasts (2018-2023). Retrieved from <http://orbisresearch.com/reports/index/global-cosmetics-products-market-analysis-of-growth-trends-and-forecasts-2018-2023>.
- [2] Mudde, J. (2018, July 9). The beauty market: How Asia is taking over the world. Mogul News. Retrieved from https://mogul.news/beauty-market-asia/?utm_source=tmm&utm_medium=article&utm_campaign=beauty-market-asia&utm_content=20
- [3] Beh, B. (2017, August 4). Unscrupulous practices in health and beauty sector. Focus Malaysia. Retrieved from <http://www.focusmalaysia.my/Mainstream/unscrupulous-practices-in-health-and-beauty-sector>.
- [4] International Trade Administration. (2016). Asia Personal Care & Cosmetic Market Guide 2016. Retrieved from <https://www.trade.gov/industry/materials/AsiaCosmeticsMarketGuide.pdf>.
- [5] Solomon, M. R. (2011). Consumer behavior: Buying, having, and being. London: Prentice Hall.
- [6] Kaur, G. (2016). A Study Of Customer Satisfaction Towards Selected Herbal Cosmetic Products. International Journal Of Business Management And Scientific Research, 19, 51-57.
- [7] Infante, V. H. P., Calixto, L. S., & Campos, P. M. B. G. M. (2016). Cosmetics consumption behaviour among men and women and the importance in products indication and treatment adherence. Surgical & Cosmetic Dermatology, 8(2), 134-141.
- [8] Kumar, A. H. H., John, S. F., & Senith, S. (2014). A Study on factors influencing consumer buying behavior in cosmetic Products. International Journal of Scientific and Research Publications, 4(9), 1-6.
- [9] Gordon, L. (2017, May 5). Reimagining Growth in the Global Beauty Industry. Retrieved from <https://blog.euromonitor.com/reimagining-growth-in-the-global-beauty-industry/>.
- [10] Reuters. (2018, March 13). Global Cosmetics Products Market expected to reach USD 805.61 billion by 2023 – Industry Size & Share Analysis. Retrieved from <https://www.reuters.com/brandfeatures/venture-capital/article?id=30351>.
- [11] Segran, E. (2014, November 11). The Secret Psychology Behind Selling Beauty Products to Men. RACKED. Retrieved from <https://www.racked.com/2014/11/11/7569603/beauty-products-for-men-dove-lab-series>.
- [12] Cengiz, E. (2010). Measuring customer satisfaction: must or not?. Journal of Naval Science and Engineering. 6(2), 76-88.
- [13] Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. International Journal of Information Management, 30(4), 289-300.

