

MARKETING MIX INFLUENCE ON CONSUMER BUYING BEHAVIOR: A CASE STUDY ON THE COSMETICS INDUSTRY

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 08 May 2023</p>	<p>Purpose: This purpose of this manuscript is to study the effect of marketing mix on consumer purchasing behaviour in the context of the Malaysian cosmetics sector.</p> <p>Theoretical framework: The conceptual model for this study was developed based on previous research in the field of consumer behaviour and marketing globally. The conceptual model has four variables that affects consumer purchasing behaviour</p> <p>Design/methodology/approach: A survey instrument in the form of a structured questionnaire was designed based on a careful review of pertinent literature. This study collected empirical data from 240 respondents of cosmetic customers. Multiple regression is used to test the significance of the research model.</p> <p>Findings: Promotion and location are significant predictors of consumer behaviour. Promotion and location have a substantial impact on customer purchase behaviour in the local cosmetics business, although goods and price have no significance effect</p> <p>Research, Practical & Social implications:The implication drawn from this study aids marketing managers to focus their resource on the key variables that consumer buying behaviour.</p> <p>Originality/value: This study contributes information to the academia and practitioners on marketing factors that can improve the sales performance and give the organization a competitive advantage in the marketplace.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i5.1499</p>
<p>Keywords:</p> <p>Marketing Mix; Consumer Buying Behavior; Cosmetics Industry.</p> <div data-bbox="172 952 480 1198" style="text-align: center;">  </div>	

INFLUÊNCIA DO MARKETING MIX NO COMPORTAMENTO DE COMPRA DO CONSUMIDOR: UM ESTUDO DE CASO NA INDÚSTRIA DE COSMÉTICOS

RESUMO

Objetivo: O objetivo deste manuscrito é estudar o efeito do mix de marketing no comportamento de compra do consumidor no contexto do setor de cosméticos da Malásia.

Referencial teórico: O modelo conceitual para este estudo foi desenvolvido com base em pesquisas anteriores na área de comportamento do consumidor e marketing globalmente. O modelo conceitual possui quatro variáveis que afetam o comportamento de compra do consumidor.

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Design/metodologia/abordagem: Um instrumento de pesquisa na forma de um questionário estruturado foi projetado com base em uma revisão cuidadosa da literatura pertinente. Este estudo coletou dados empíricos de 240 entrevistados de clientes de cosméticos. A regressão múltipla é usada para testar a significância do modelo de pesquisa.

Resultados: Promoção e localização são preditores significativos do comportamento do consumidor. A promoção e a localização têm um impacto substancial no comportamento de compra do cliente no negócio local de cosméticos, embora os produtos e o preço não tenham efeito significativo

Implicações de pesquisa, práticas e sociais: A implicação extraída deste estudo ajuda os gerentes de marketing a concentrar seus recursos nas principais variáveis do comportamento de compra do consumidor.

Originalidade/valor: Este estudo contribui com informações para a academia e profissionais sobre fatores de marketing que podem melhorar o desempenho de vendas e dar à organização uma vantagem competitiva no mercado.

Palavras-chave: Marketing Mix, Comportamento de Compra do Consumidor, Indústria de Cosméticos.

INFLUENCIA DE LA MEZCLA DE MARKETING EN EL COMPORTAMIENTO DE COMPRA DEL CONSUMIDOR: UN ESTUDIO DE CASO EN LA INDUSTRIA DE LOS COSMÉTICOS

RESUMEN

Propósito: El propósito de este manuscrito es estudiar el efecto de la combinación de marketing en el comportamiento de compra del consumidor en el contexto del sector de cosméticos de Malasia.

Marco teórico: El modelo conceptual para este estudio se desarrolló con base en investigaciones previas en el campo del comportamiento del consumidor y el marketing a nivel mundial. El modelo conceptual tiene cuatro variables que afectan el comportamiento de compra del consumidor.

Diseño/metodología/enfoque: Se diseñó un instrumento de encuesta en forma de cuestionario estructurado basado en una revisión cuidadosa de la literatura pertinente. Este estudio recopiló datos empíricos de 240 encuestados de clientes de cosméticos. La regresión múltiple se utiliza para probar la importancia del modelo de investigación.

Hallazgos: La promoción y la ubicación son predictores significativos del comportamiento del consumidor. La promoción y la ubicación tienen un impacto sustancial en el comportamiento de compra del cliente en el negocio local de cosméticos, aunque los bienes y el precio no tienen un efecto significativo.

Implicaciones de investigación, prácticas y sociales: la implicación extraída de este estudio ayuda a los directores de marketing a centrar sus recursos en las variables clave del comportamiento de compra del consumidor.

Originalidad/valor: este estudio aporta información a la academia y los profesionales sobre los factores de marketing que pueden mejorar el rendimiento de las ventas y dar a la organización una ventaja competitiva en el mercado.

Palabras clave: Marketing Mix, Comportamiento de Compra del Consumidor, Industria Cosmética.

INTRODUCTION

The goal of this study is to examine how marketing mix affects consumer purchasing behavior in the local cosmetics market in Malaysia. Product, pricing, place, and promotion will all be carefully examined in this study's examination of the marketing mix.

There has been an increase in the cosmetics industry in the last decade. According to data from the industry, the global cosmetics market grew by 5.5% in 2018 over 2017 (Ridder, 2020). In the cosmetics market, there are several categories, including skincare, hair care, makeup, fragrances, and deodorants. One of the causes for this expanding expansion is technological progress. Over the years, scientists have produced new technologies, such as

machines and other innovative elements. This leads to a growth in both the worldwide output of cosmetics and the number of customers.

Today, cosmetics are in great demand worldwide, particularly in Malaysia. According to a survey by Global Data, the toiletries-supported cosmetics market in Malaysia is expected to increase at a compound annual growth rate (CAGR) of 2.8% between 2019 and 2024. (Global Data, 2020). Cosmetics are essential for women and a minority of men with metrosexual characteristics nowadays (Ahmed et al. 2015). In 2020, Malaysia's economic performance plummeted in comparison to the preceding years. The worldwide outbreak of Covid-19 lowered the GDP growth rate to -5.6 percent in 2020 from a previous reading of 4.3 percent. (Department of Statistics Malaysia, 2021). Despite this, sales of cosmetics in the nation remained plateau all year. Eromonitor (2020) said that even after the worldwide Covid-19 outbreak struck in 2020, this industry in Malaysia continued to be quite competitive. In 2019, it is projected to "hit \$804.5 million" (Allied Market Research,2020). The cosmetics market in Malaysia might be characterized as competitive. Adopting the marketing mix idea is essential as a result.

Marketing mix is a technique that can assist organizations in directing their marketing efforts. The four key components of the marketing mix, sometimes known as the 4Ps, are goods, pricing, location, and promotion. In addition, there are expansions of the process, people, and physical 3Ps. However, the extra components emphasize management. Marketing mix is important since it helps firms differentiate themselves. Using marketing mix as a guide, businesses may develop a competitive edge. Additionally, it aids in product creation. Once a company is comfortable with its target market, it may generate more product lines and introduce new goods to the market.

However, examining customer purchasing behaviour is also essential. Businesses must understand how consumers will react to their products. Consequently, not only the marketing mix, but also the observation of consumer purchasing behaviour is essential for running a firm effectively and economically. The primary objective of researchers was to determine why people disparage one brand but not another, as this was unclear to the majority of enterprises. McCgoldrick (1990) These company owners have long been accused for being insufficiently educated to recognise their customers' desire to purchase. The purchasing behaviour of consumers also plays a significant part in determining the product's demand. Consequently, it is imperative for firms to ensure a sustained demand for their products. Customer satisfaction has been investigated in a number of research settings due to its growing importance (Faisal et

al, 2020; Haque et al., 2020; Nellikunnel et al. 2017; Nellikunnel et al., 2015; Ogiemwonyi et al., 2018; Rahman et al., 2011; Rahman et al., 2017; Rahman et al., 2018; Yi et al.,2018)

The four research objectives are as follows:

RO 1: To examine the influence of product on consumer purchasing behaviour in the Malaysian cosmetics business.

RO 2: To examine the influence of price on consumer purchasing behaviour in the Malaysian cosmetics business.

RO 3: To examine the influence of location on consumer purchasing behaviour in the Malaysian cosmetics business.

RO 4: To examine the influence of promotion on consumer purchasing behaviour in the Malaysian cosmetics business.

LITERATURE REVIEW

The term "marketing mix" refers to instruments that help companies carry out their marketing strategies (Bennet, 1997). According to Borden (1964), the marketing mix was invented by him. McCarthy (1964) reorganised Borden's twelve components into four: product (or service), pricing (or location), and promotion (or advertising). These are now known as "The 4Ps of Marketing Mix" (Chai, 2009). As a result, different commentators have attempted to broaden the marketing mix by include other aspects, including the 4Ps (Chai, 2009). One of the most important developments has been the 7Ps of marketing. As Booms and Bitner (1981) explained, there are three Ps to this concept: People; Process; and Physical Evidence (PPE). However, according to Buttle (1989), the three new Ps might be included into the current four Ps. There are many ways to include people into your goods and promotion, as well as procedures and concrete proof (in Rafiq and Ahmed, 1995). It was also meant for the service business, as Booms and Bitner's theoretical creation was. Using McCarthy's original 4Ps for this study is a good idea for the following reasons: Kotler (2013) has noted that the 4Ps of the marketing mix are the most significant breakthroughs in marketing mix theory to date (in Mahajan, 2013).

Marketers use a variety of strategies and tactics to influence the supply and demand of their goods and services. Marketers are well-versed in this concept, which they use to determine the product's strengths and faults. Market demand and supply are continually being re-aligned, whereas the marketing mix's goal is to influence client buying behaviour (Jain, Mehta, and Han, 2012). In conclusion, marketing is a process that promotes the flow of commodities and services

in an economy from producers to consumers while also allowing an organization to fulfill customer requirements and further its goals, according to Kotler and Keller (2009). Multinational companies must understand how to coordinate their marketing strategy and how to adapt their marketing mix to accommodate for cultural differences (Vrontis et al, 2009). Changes in factors like product, price, location, and promotion may have a significant influence on the marketing mix. One of the criteria will fail if it does not accomplish its goal and has a negative impact on the performance or profitability of the companies that produce these goods.

As previously indicated, the product variable includes three more characteristics: quality, packaging, and branding. Buyers, according to Hitt and Hoskisson (2015), want things to be of high quality. As a result, a company's competitive advantage will always be product quality. It also indicates a merchant's reputation and may impact consumer purchasing behaviour in the store (Fetscherin, Boulanger, Gonçalves, and Quiroga, 2014). Mahmood and Fatimah Hajjat (2014) investigated the impact of product quality on the commercial success of a variety of Arab firms. The discovery illustrates that a product's external value drives its outward performance, while its intrinsic worth influences its inside performance. Furthermore, it is considered that product packaging influences customer behaviour positively. Packaging not only helps customers identify things, but it also helps businesses increase sales by improving the packaging of their items (Delilampou, 218) According to Rizwan et al., product packaging has a direct impact on consumers' purchase decisions (2014). Another conclusion from a research by Saeed et al. (2013) on the influence of labeling on consumer behavior shows that "product's packaging impacts customer buying behavior." Brand loyalty is positively impacted by brand reputation, claim Sarmiento and Bellego (2017). In conclusion, product predicts consumer purchase behavior.

H1: Product has a positive effect on customer purchasing behaviour in the Malaysian cosmetics business

Price reductions, penetration pricing, and value-based pricing all have an impact on the price element of the marketing mix. Gikonyo (2020) asserts that pricing has a significant impact on consumer purchasing behavior since customers may easily switch brands by evaluating prices. Value-based pricing, according to Ingenblees et al. (2013), increases the success of novel products. Value-based pricing "may boost competitive advantage and profitability," claim Fureder et al. (2014). By selling a product at a lower price than the going rate on the market, a company enters a new market via the penetration pricing approach. According to Matan (2016),

retailers adopted the penetration pricing technique to set prices below the industry standard. This would increase the company's market share, win over more customers, and keep off potential competitors.

H2: Price has a positive effect on customer purchasing behaviour in the Malaysian cosmetics business

Place also includes distribution when referring to the marketing mix. Marketers typically undervalue the significance of geography in their strategies (Majumdar, 2016). Locations are affected by elements including effectiveness, distribution plan, and geographic position. In his research on the impact of the marketing mix on customer preference, Mohamud (2018) found using a case study of Nairobi that the "factor of location is a significant instrument for improving consumer preference." Businesses should carefully plan their networks to ensure a smooth supply chain. Furthermore, it makes things more accessible to consumers in more convenient ways. Furthermore, the distribution channel must be physically and emotionally linked to the clients (Mena et al., 2016). The availability of commodities throughout the country, particularly in rural areas, is also critical for encouraging favourable customer behaviour. This is one of the most difficult components of market service, according to Ali and Ahmad (2016). According to Onstein et al. (2015), "marketers should be steadfast when deciding distribution location because it can lead to an increase in the number of customers". As proof, Phan et al. (2015) performed a study that found that item location effects customer purchase decisions. Furthermore, another study was carried out to identify consumer preferences in connection to the existence of retail outlets. It was discovered that the youthful generation and wages had an influence on retail shop choices (Ravilochanan & Devi, 2012). In terms of efficiency, Miriti (2016) stated that when intermediaries accept and normalise the transaction, it helps to lower distribution and manufacturing costs.

H3: Location has a positive effect on customer purchasing behaviour in the Malaysian cosmetics business.

Promotion, according to Haider and Shakib (2018), "influences customer behaviour through cognitions". Consumers will perceive any product or brand depending on the facts offered in advertising. Many promotional methods, including as public relations and advertising, have an impact on sales promotions. Sales promotions and ads, in addition to brand image, influence client purchase behaviour, according to Chukwu et al. (2018). According to Pembi et al. (2017) and Pacheco and Rahman (2015), sales promotion strategies, particularly flash sales, help manufacturers and merchants attract more consumers and encourage them to

try the product or service supplied, so achieving their goal. Delivering free samples, incentives, price promotions, premiums, and coupons as part of a sales promotion activity has an impact on customer purchasing behavior, claim Amusat and Ajiboye (2013). According to research by Azam Hussain and Fiaz (2016), "salesperson's adherence to promises, attractiveness, patience in entertaining clients, and trustworthiness had a major effect on consumer purchase choices." The buying habits of teens are the main topic of this study. Teenagers' shopping habits have been significantly impacted by personal marketing (Ghazi, 2016). Rahin (2016) "found that the impact of PR is larger and has a substantial impact on consumer loyalty."

H4: Promotion has a substantial influence on the purchasing behaviour of consumers in the Malaysian cosmetics business.

METHODOLOGY

This study takes a descriptive research technique. Descriptive study design is a scientific technique that includes observing and describing participant behaviour without seeking to influence it (Cooper & Schindler, 2014). Descriptive research was used since the study's purpose is to examine the things as-is, without any alterations. Since participants are watched in their own setting, it is also regarded the most suitable strategy. As a result, accurate data and statistics are acquired. This strategy aids in identifying how the 4Ps marketing mix aspects of goods, price, placement, and promotion influence customer buying behaviour in this study.

A survey is used in this study. A survey is the collection and analysis of data from respondents in order to predict and grasp their behaviour within a certain demographic (Creswell, 2003). This methodology enables researchers to use qualitative or quantitative methodologies to address research difficulties (Sekaran & Bougie, 2016).

This research adopted a quantitative approach. This is because the "quantitative technique analyses and explains a phenomena using numerical data" (Creswell, 2003). In lieu of conducting interviews with the respondents, data will be obtained through the distribution of questionnaires, making this method appropriate for this study.

This research employs a cross-sectional methodology and focuses on primary data. Cross-sectional and time-series methodologies are the two fundamental approaches that researchers might employ to address their research concerns (Wedawatta, Ingirige & Amaratunga, 2011). Due to time constraints, the research technique also offers an advantage in its conservative execution of acquiring vital information (Johnson, 2010). Since the cosmetics sector has been expanding at a rapid rate, this method may quickly identify shifting customer

trends and views (Johnson, 2010). This further illustrates why time series analysis is inappropriate for this topic.

To collect data for this research, questionnaires will be employed. According to Sekaran and Bougie (2016), questionnaires are collections of questions created by researchers for respondents to answer.

The sample size was calculated using the sample size chart created by Krejcie and Morgan in 1970. According to the chart, 240 participants constitute an appropriate sample size for this investigation. The sample used in this study is determined by a number of socioeconomic factors, including gender, age, ethnicity, education, and use of cosmetics. This study successfully collected 240 responses.

This study will adopt convenience sampling, “which means that the people chosen from the target population meet the goals and criteria for the specific study aim” (Etikan, Musa & Alkassim, 2015). Examples of prerequisites include geographical proximity, accessibility, desire to join, and availability of time, among others. This sample technique is utilised because of its adaptability, simplicity, and cost. The disadvantage of the sampling approach is that it is difficult to discover participant biases (Archarya et al, 2013). Even though probability sampling is considered the approach with the highest quality, it is more time-consuming, costly, and impractical for our project.

RESULTS AND DISCUSSION

Gender, age group, education level, and frequency of cosmetic product purchases are among the demographic data collected. Respondents are categorised as either male or female. The age distribution groups are as per Table . Meanwhile, education levels are divided into secondary, bachelor's, and master's. The frequency with which cosmetic things are purchased is graded on a scale of once per week, twice per week, once per month, and twice every two months. The demographic data is shown as below.

Table 1.0 Demographic Data

Variable	Frequency	Percentage
Gender		
Male	42	17.5
Female	198	82.5
Age		
Below 20	24	10.0
21 – 30	201	83.8
31 – 40	6	2.5
41 – 50	5	2.1
Above 50	4	1.7
Education level		
Secondary	66	27.5
Bachelor’s Degree	163	67.9
Masters	11	4.6
Shopping frequency		
Once a week	2	0.8
Once in two weeks	25	10.4
Once a month	102	42.5
Once in two months	111	46.3

Source: Proposed by authors (2023)

In normality assessment, skewness and kurtosis are the two variables that need to be examined. “Skewness should be between -3 and +3, and Kurtosis between -10 and +10”. (Griffin & Steinbrecher, 2013). In this investigation, both skewness and kurtosis values are within the acceptable range. Consequently, it may be argued that the data have a normal distribution.

Using Cronbach's alpha, the reliability test entails watching each item in the variable and interpreting it hypothetically. Cronbach alpha values more than 0.7 indicate a moderate degree of dependability, but values less than 0.6 are seen to be poor. According to Garson (2006), Cronbach alpha values greater than 0.8 are regarded as robust (Chew et al, 2011). According to this study, the Cronbach alpha for goods is 0.803. Cronbach alpha value for the variable Price is 0.822, for location is 0.856, promotion is 0.899.

The “adjusted R square is used in regression analysis to indicate the extent to which the independent variable explains the variation of the dependent variable” (Cooper and Schindler, 2014). Ghazali (2013) said that “using the adjusted R2 rather than the R2 is preferred since the adjusted R2 value is always less than the R2 value, which grows as the number of independent variables increases. Furthermore, modified R2 assesses the optimum regression model. The closer the adjusted R2 for this test is to one, the more the independent variable may explain the variation of the dependent variable”. In contrast, “the closer to zero the value, the less the independent variable explains the variation in the dependent variable” (Gurajati, 2003).

Table 2.0 Regression Model

R	R Square	Adjusted R Square	Std. Error of the Estimate
.721^a	.520	.512	.46766

a. Predictors: (Constant), Product, Price, Place, Promotion

Source: Proposed by authors (2023)

According to Table 2.0, the R value of 0.721 shows that the dependent variables can explain 72.1 percent of the variance in consumer purchasing behaviour. The adjusted R2 for this study is 0.512, which implies that the independent factors for this study, which are items, price, location, and promotion, contribute to 51.2 percent of the variation in the dependent variable, which is consumer purchasing behaviour, with a standard error of 0.468. Furthermore, 48.8 percent of consumer purchasing behaviour is neither inferred or determined by any of the independent variables studied in this study. The rule of thumb, however, specified that R2 must be more than 0.6 to be regarded acceptable.

Table 3.0 ANOVA

	Model	Sum of Squares	df	Mean Square	F.	Sig.
1	Regression	55.607	4	13.902	63.564	.000 ^b
	Residual	51.395	235	.219		
	Total	107.002	239			

a. Dependent Variable: Consumer Buying Behaviour

b. Predictors: (Constant), PRODUCT, PRICE, PLACE, PROMOTION

Source: Proposed by authors (2023)

The relevance of finding the coefficient of this research is shown by the Anova test results presented in Table 3.0. According to this study's findings, the significant value is 0.00 and the F statistic is 63.56. The significance value is smaller than 0.05, which was originally assumed by = 5%. This indicates that it is essential to anticipate the 4Ps of the marketing mix, which are independent variables, in order to predict customer purchasing behaviour.

This test determines if each independent variable has a substantial effect on the dependent variable. As per rule of thumb, assuming p= 5%, the data is decided by analysing the significant value, which must be less than 0.05 to be considered significant, and if more

than 0.05 will be deemed inconsequential (Hair et al, 2010). The beta value reflects whether the independent factors affect the dependent variable positively or negatively. Negative influence is represented by a value less than 0, whereas positive influence is represented by a value greater than 0. This coefficient test will assess if the research's hypotheses are accepted or denied.

Table 4.0 Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.255	.118		2.152	.032
	PRODUCT	.132	.072	.127	1.836	.068
	PRICE	-.019	.077	-.018	-.253	.801
	PLACE	.241	.071	.223	3.402	.001
	PROMOTION	.506	.077	.471	6.539	.000

a. Dependent Variable: Consumer Buying Behaviour

Source: Proposed by authors (2023)

Product has a p-value more than 0.05, thus confirming that product has a no effect on customer purchasing behaviour. The product's beta rating of 0.127 suggests that it influences customer purchasing behaviour favourably. Therefore, the product has a favourable and negligible impact on the purchasing habits of Malaysian cosmetics consumers. (H1: Not Supported)

The p-value for Price is 0.801 indicating price has a negligible effect on customer purchasing behaviour. Price's beta value of -0.018 shows a negative effect on customer purchasing behaviour indicating that price has a inverse and weak impact on client purchasing behaviour in the Malaysian cosmetics business. (H2: Not Supported).

Place has a p-value less than 0.05, confirming that place has a significant on customer purchasing behaviour. The beta value is 0.223, indicating a favourable effect on consumer purchasing behaviour. Thus, location has a favourable and substantial influence on the purchasing behaviour of cosmetics consumers in Malaysia. (H3: Accepted)

The p-value for promotion is 0.001 indicating that advertising has a substantial impact on customer purchasing behaviour. The beta value of 0.471 shows that it influences customer purchasing behaviour positively. Therefore, advertising has a favourable and substantial impact on the purchasing behaviour of Malaysian cosmetics sector customers. (H4: Accepted)

CONCLUSION

This study has addressed all the four research objectives and hypothesis. Product has an influence on Malaysian cosmetics customers' purchase behaviour. However, it has a marginal effect on customer buying behaviour, as shown by its positive estimate value of 0.127 and its p-value of 0.065, both of which are higher than the p-value threshold of 0.05. As such, the hypothesis is rejected. An increase in consumer buying behaviour is seen, but not enough to have a substantial influence on consumer purchasing behaviour. Previous findings by Nugroho and Irene (2017), Tjan (2015), and Sulaiman and Masri (2015) are contradicted (2017). This is owing, in part, to the fact that this study focuses on Malaysia's highly competitive cosmetics business. As a result, it is reasonable that purchasers prefer to dismiss a product's quality, brand, and packaging. Quality and packaging are assumed to be identical because there are various cosmetic goods on the market. In truth, as indicated in the beginning, the majority of customers, particularly women, regard cosmetic goods as necessities (Ahmed et al. 2015). As a result, brand, packaging, and quality have little effect on client purchase behaviour. Based on the EKB Model of decision making, it is clear that purchasers of cosmetics are more interested in promotion information than product information.

In the Malaysian cosmetics industry, pricing is a predictor of client purchase behaviour. The hypothesis is rejected since the price variable's beta value is -0.018 and the p-value is 0.801, both of which above the arbitrary threshold of 0.05. This implies that in the Malaysian cosmetics industry, price has a negative and minimal influence on client purchase behaviour. Pricing has no impact on client purchase behaviour, as evidenced by this study. This finding is similar with prior study by Nugroho and Irena (2017), which found that "price had no influence on customers' propensity to buy the largest Halal cosmetic brand in Asia Pacific, Brand W." The proposed explanation for this problem is that modern women do not pay attention to cosmetics cost. They are more concerned about using products that are gentle on their skin, hair, and body (Das, 2013). People do not prioritise money while purchasing cosmetics as a result of these variables, which explains the price's insignificance. Pricing has little effect on client loyalty, according to another study conducted by Tjan (2015). Furthermore, Sulaiman and Masri (2017) found that "price had a negative but little influence on customer purchase behaviour for supplemental products", with a beta value of -0.033 and a p-value of 0.547, which defies the rule of thumb.

In the Malaysian cosmetics industry, location has a significant influence on customer purchase behaviour.

Since the location variable's beta value is 0.223 and the p-value is 0.001, both of which are less than 0.05, this hypothesis is accepted. This suggests that, in the Malaysian cosmetics business, location has a positive and significant influence on consumer purchasing behavior. The hypothesis states that location has a positive effect and is a significant element in influencing the purchasing decisions of consumers of cosmetic products. This finding is consistent with prior study by Tjan, Gikonyo, Sulaiman, and Masri (2017). This suggests that the location of product distribution, safety, and convenience have a direct impact on client purchase behaviour. In terms of distribution methods, it is clear that Malaysian customers value the convenience with which they may obtain cosmetic items. According to Grace, Osmand, and Yin (2020), location has a substantial influence on consumer grocery shopping behaviour, notably in terms of proximity, convenience, and safety.

H4: Promotion has a positive influence on Malaysian cosmetics customers' purchase behaviour.

This hypothesis is accepted since the location variable's beta value is 0.471 and the p-value is 0.001, both of which are less than 0.05. This implies that the advertising significantly and favorably affects consumer purchasing behavior in the Malaysian cosmetics sector. The idea is that advertising has a favorable effect and is crucial in influencing consumers' buying habits when it comes to beauty products. The majority of earlier investigations by Tjan (2015), Gikonyo (2020), Sulaiman and Masri (2017), Nugroho and Irene (2017), and Osmand and Yin are in agreement with these findings. Customers were considerably drawn when strategic platforms were used to channel promotional approaches such as sales promotions and marketing campaigns. According to the Marshallian Economic Model's third postulate, promotional expenditure has a direct influence on sales growth. Furthermore, the EKB Model supports this view, as the promotional part is critical in informing customers. The promotion component includes the use of physical and online media to convey product and promotional campaign information. Furthermore, because buyers do not value the quality or brand of a product, promotional activities like as package deals, discounts, and free gifts will have a stronger influence on their buying preferences.

This study is limited to Malaysia's scenario. It excludes studies undertaken in other countries. As a result, the results are not directly applicable to other countries because their outcomes may differ. Furthermore, it is confined to the cosmetics industry, thus affecting the generalization to other industries. However, the study's drawback is the accuracy of the data. Because each respondent may be influenced by numerous external situations when answering

the survey questions, the survey replies may not be completely accurate. The accuracy and sincerity of the replies could not be confirmed. Furthermore, the time limitation and the number of respondents limit the scope of this study. Furthermore, because this survey can only be provided randomly online and does not precisely target cosmetic shop customers in actual places, the Covid-19 epidemic exacerbates the limitation. Because there have been few studies undertaken in the Malaysian environment, much alone the cosmetics industry, past research on this issue is also limited. Furthermore, a lack of available information is a constraint. Some study data and material are not freely available online or to the general public.

Future research should study other factors that influence the purchase decision in the cosmetic industry in Malaysia. They also can do research on specific cosmetic products to get a better vision and information about the issue. Furthermore, as the cosmetic industry keeps growing at a high pace, more studies should be conducted in order to determine the influence of marketing mix on consumer buying behaviour specifically in different contexts such as other countries or smaller regions in Malaysia. Besides other context, future researchers can also study on specific age group and income levels. It might give different findings and explanation. Future researchers can also study on different industries or specify the markets. For instance, this study generalised on the cosmetic industry which include bodycare, skincare, haircare, fragrances and makeups, future researchers can focus on one specific market such as fragrances only. The smaller scope of study would help to get a better understanding and more accurate figure and explanation.

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