Factors Influencing Purchase Intention towards International Cosmetic Products among Malay Women

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Abstract: An attractive appearance is essential for women. Women are willing to spend money for the sake of taking care of their face and skin by buying trusted cosmetic brands. The utilization of cosmetic items has emerged as a significant aspect across the lifespan, from infancy to old age, with a growing number of consumers engaging in the consumption of such products. Consumers in developing countries prefer well-known international products rather than domestic products because they have more confidence in the quality of foreign products. Hence, the researcher aims to investigate the extent to which product quality, packaging, brand name and promotion influence purchase intention toward international cosmetic products among Malay women in Putrajaya Malaysia. Therefore, a survey of 105 Malay women in Putrajaya Malaysia was conducted to analyze the factors that influence purchase intention toward international cosmetic products. Correlation analysis is used to analyze the data to identify the relationship between the variables. Furthermore, multiple regression analysis is used to assess the significant influential factors toward purchase intention. The result from the survey discovered that only product quality has a significant relationship with purchase intention towards international cosmetic products among Malay women in Putrajaya Malaysia. Packaging, brand name and promotion were not found to have a significant relationship towards purchase intention towards international cosmetic products.

Keywords: *Purchase Intention, Cosmetics Products, International Brands, Malaysian Women, Product Quality*

1. Introduction and Background

Malaysia is a developing nation experiencing monetary development. This nation is honored with a helpful worldwide area, empowering exchange with encompassing nations. With the World Wide Web, the economy has developed at a much greater rate, with exports and imports of products at economies of scale. In this kind of era, consumers in Malaysia seem to be intent on increasing the demand for the purchase of international products. Due to advances in technology and the trend towards globalization, as well as transportation, consumers have access to and are exposed to a great variety of services and products. According to Wang & Chen (2004), consumers in developing countries prefer foreign products or internationally well-known products rather than domestic products because they have more confidence in the quality of foreign products, and consuming foreign products will have an impact on impressing others as they will be associated with high social status and fashion.

An attractive appearance is essential for both women and men. Nowadays, people are willing to spend more money for the sake of taking care of their face and skin by buying trusted cosmetics. The beauty industry is not only catered to glamorous, vain, and spotlight types; the industry is built on the products and services that help us look our best. Cosmetics are much more varied because they include not just makeup, fragrance, and hair color but also toothpaste, deodorant, and other toiletries. Cosmetics can be classified as the products and services that are dedicated to helping us look and smell the way we want or the way we believe we should look for professional reasons. Cosmetics are the most important for women. The intention to use cosmetics is often implicated in wanting to look attractive, but it is also a way to support women's appearance. Body care, also known as cosmetics, is used by women to treat their bodies. The beauty care industry continues to strive to satisfy consumers with a range of innovative cosmetics products to meet their demands and needs. The research objective is to survey the influence of product quality, brand name, and packaging on consumers' purchase intentions for international cosmetic products. The cosmetics industry has been one of the world's driving ventures, and today the cosmetics and toiletries industry in Malaysia has grown quickly. In this era, cosmetics are considered a necessity rather than something that people want for

materialistic ends, especially for women. With the increasing market size and consumer demand, cosmetics firms have to search for new methods and learn to understand the consumer's needs to increase their levels of product satisfaction. Thus, the increase in consumers' satisfaction will positively affect product sales.

Due to the increasing trend of globalization and advanced technology nowadays, local cosmetics are now under pressure to compete with international brands. This is due to the existence of personal shoppers and social networks. A personal shopper is a person whose job it is to help customers select merchandise, such as in a department store or online store. Marketing tools play an important role in providing information to consumers. Nowadays, the producers usually give their products to the influencer to promote or give a review before they launch them in a physical store or online. So, consumers will seek out and gain information about those cosmetics before making purchases. International cosmetics have more exposure due to the advanced social networks of today. For instance, it could deliver its marketing through a variety of mediums; one of the most influential mediums they could use is YouTube. YouTube has more than one billion users per day. This extraordinary revolution has provided lots of opportunities for brands. YouTubers have achieved a status as one of the biggest influencers on social media, gaining a wide, loyal audience to support them. Most of them will send their product to a YouTuber, who is an influencer, to promote and influence the audience, thus gaining visibility for their products or brand. Apart from that, the international products are also well known globally due to the existence of the Sephora store, where consumers can get a variety of choices of cosmetics products, and also because they can get advice on which products are suitable for them from the beautician or consultant in the store itself before they buy the products.

2. Literature Review

Purchase Intention: Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by the consumer (Shah et al., 2012). Purchase intention usually is related to the perceptions and attitudes of consumers. According to Kala & Chaubey (2017), attitude can be explained as a learned preference to act in a consistently good or horrible way towards specific things or objects. Purchase intention may be changed under the influence of price or perceived quality and value (Gogoi, 2013). Purchase intention is a method of examining and forecasting consumer behavior regarding their attention to specific brands and willingness to make purchases (Garg & Joshi, 2018). Purchase intention also considers the scale of a consumer's estimate when making a purchase decision (Ali et al., 2020).

Product Quality: Quality products play a particular role in the analysis of the intention to purchase international cosmetics. To meet their needs and wants and reduce perception risk, consumers always prefer quality products over price. According to Zeeshan (2013), quality is a significant tool for forming a competitive advantage. In addition, quality should be improved every moment (Tariq et al., 2013). According to Chi et al. (2008), the purchasing intentions of consumers depend on product quality. The quality of the beauty care product that a female consumer becomes loyal to a brand (Priyanga & Krishnaveni, 2016). High-quality cosmetics help manufacturers build and maintain the trust and confidence of targeted customers. Consumers are concerned about the quality of cosmetic products before deciding to purchase them. To remain competitive with the cosmetic companies of the competitors, the quality of the products should be improved and concentrated more.
H1: Product quality has a significant relationship with purchase intention.

Brand Name: A brand is a term, name, sign, design, symbol, or a combination of those, that represents the identity of the seller. Brand names represent a promise that sellers give to the buyers (Kotler & Armstrong, 2010). Thus, Keller (2003) states that the brand name is the factor that can attract consumers and demonstrate the product's identity by making the brand name unique and memorable. The brand name is an extremely important decision since it takes a very condensed and reasonable approach to the central theme or key association of a product. Some organizations assign their product a brand name that has nothing to do with emotional experience but is captivating and a name that people can easily remember. According to Kotler & Keller (2018), the core basis for naming a brand is that it should be unique, easy to remember, and attractive to customers. A well-known familiar brand name associated with a positive brand image creates competitive advantages in terms of increasing consumers' interest, attention, and positive evaluation of a product (Porter & Claycomb, 1997).

H2: Brand name has a significant relationship with purchase intention.

Packaging: There are many factors influencing consumer behavior in the purchase of products, such as packaging color, packaging material, printed information, wrapper design, printed information, innovation, and convenience. According to Silayoi & Speece (2004) elements of the packaging are shape, color, symbol, graphics patterns, pictures and size. Images are important since they may serve as a diagnostic piece of information in some product purchase situations (Underwood et al., 2001). Packaging is one of the most important elements of promotion, design, and marketing. According to Mazhar et al. (2015), honest and effective packaging will attract a lot of customers and increase their intention to buy products. If the product has good quality and unique packaging, it remains in the minds of consumers for a long time, and thus consumers want to buy the product at the time of shopping, so its packaging promotes the product itself.
H3: Packaging has a significant relationship with purchase intention.

Promotion: Promotion is classified as one of the key marketing mix factors. Promotion is a part of the promotion mix in marketing activities as well as the marketing tactic of a business entering the market or retaining customers (Berjani & Strufe 2011). Chang & Tsai (2011) proposed communication tools for marketing including advertising, public relations, personal selling, sales promotions, and direct marketing to enhance consumer purchase intention. Promotion is normally made because it provides product details to the market, captures new customers, retains loyal customers, and increases sales. Influence on the intention to purchase can come from any side, one of which is a marketer's brilliant marketing strategy idea to attract consumers (Azurin Sani et al., 2022). Li et al. (2011) indicated that sales promotion is an essential marketing effort, being practiced in limited time and tending to stimulate consumer purchase.
H4: Promotion has a significant relationship with purchase intention.

3. Methodology

The study was conducted among Malay women residing in Putrajaya. Quantitative research through a questionnaire was used to identify the factors influencing purchase intention toward international cosmetic products. A total of 135 questionnaires were distributed and 105 questionnaires were meaningful for analysis purposes. Correlation coefficients were used to identify the relationship between the variables. Furthermore, multiple regressions were used to identify the significant factors that influence purchase intention towards international cosmetic products.

4. Results

Profile of Respondents: Table 1 displays a summary of the demographic information of respondents who participated in the study.

Table 1: Demographic Information Pertaining to Respondents (n=105)

Variables	Frequency	Percentage
GENDER		
Male	0	0%
Female	105	100%
Total	**105**	**100%**
AGE		
below 20 years old	5	4.76%
21–30 years old	60	57%
31–40 years old	36	34%
41 years old and above	4	3.8%
Total	**105**	**100%**
MARITAL STATUS		
Single	62	55%
Married	43	45%
Total	**105**	**100%**
INCOME LEVEL		

Below RM1000	24	22.86%
RM1000–RM2000	14	13.33%
RM2001–RM5000	46	43.81%
Above RM5000	21	20%
Total	**105**	**100%**

Reliability Analysis: Table 2 presents the reliability outcomes for both independent variables, including product quality, brand name, packaging, and promotion, as well as the dependent variable, which is purchase intention.

Table 2: Reliability Analysis

Variables	Cronbach's Alpha	Reliability Analysis (Sekaran & Bougie, 2013)
Purchase Intention	.740	Good
Product Quality	.664	Moderate
Brand Name	.779	Good
Packaging	.792	Good
Promotion	.766	Good

The Cronbach's Alpha value for purchase intention is 0.740, signifying a strong and reliable result. In addition, Cronbach's Alpha for product quality is 0.664, suggesting a moderately reliable outcome that remains within an acceptable range. The Cronbach's Alpha for the brand name is 0.779, indicating a good and dependable result. Furthermore, Cronbach's Alpha for packaging is 0.792, showcasing a solid and reliable outcome. Lastly, Cronbach's Alpha for promotion is 0.766, which also points to a dependable and acceptable result.

Correlation Analysis: Table 3 displays correlation analysis to demonstrate the strength of a linear relationship between dependent variables and independent variables. The correlation coefficient is used to measure the correlation. The correlation coefficient indicates the level of two variables is related. Scores vary from 1 to -1. A perfect positive correlation is represented by a value of one, whereas a perfect negative correlation is represented by a value of one. Closer to zero indicates a weak association.

Table 3: Correlation Analysis

Dependent Variables	Independent Variables			
	Product Quality	Brand Name	Packaging	Promotion
Purchase Intention	.633**	.467**	.437**	.081

(*$p<0.05$; **$p<0.001$)

The result found a moderate correlation between purchase intention and factors that are product quality ($r = 0.633$, $p < 0.01$), brand name ($r = 0.467$, $p < 0.01$) and packaging ($r = 0.437$, $p < 0.01$). There was a weak relationship between purchase intention and promotion ($r = 0.081$).

Regression Analysis: To further investigate the significant relationship between dependent variables and independent variables, multiple regression equations were conducted. Table 4 provides the results of multiple regression.

Table 4: Multiple Regression Analysis

Independent Variable	Dependent Variable: Purchase Intention
Product Quality	.535**
Brand Name	.095
Packaging	.093
Promotion	-.069
R^2	0.418
F	17.932**

(*$p<0.05$; **$p<0.001$)

Using multiple regression procedures, product quality was found significantly related to purchase intention (B = 0.535, p < 0.01). In contrast, other factors, brand name (B = 0.095), packaging (B = 0.093) and promotion (B = -0.069) were found not significantly related to purchase intention. Using multiple regression procedures, the model consisting of product quality, brand name, packaging and promotion was found to be significant where the R^2 = 0.418 explaining 41.8% of the variance in purchase intention (F = 17.932, p < 0.01).

Discussion: This research aims to gain a better understanding of the relationship between factors (i.e., product quality, brand name, packaging, and promotion) and purchase intention towards international cosmetic products. The results of this research were obtained through various statistical analyses, correlation analysis, Cronbach's Alpha, and regression analysis. These analyses provided valuable insights into the factors influencing consumers' decisions to purchase international cosmetics products. Based on correlation analysis, only promotion showed a non-significant and negative correlation with purchase intention. In contrast, the remaining three variables namely product quality, brand name, and packaging were found to be significantly and positively correlated with purchase intention. Regression analysis showed that only product quality has a significant relationship with purchase intention. The result is in line with empirical studies including Tsiotsou, (2006). In contrast, the three remaining factors, packaging, brand name and promotion were found not significantly related to purchase intention. These results provide valuable insights for marketers and businesses aiming to enhance their strategies and decision-making in the international cosmetics industry. The study's rigorous statistical analyses and reliability tests lend credibility to the conclusions drawn, making them applicable and useful for both academic research and practical business applications.

Managerial Implications and Recommendations: Given that product quality showed the highest level of significance in influencing purchase intentions, companies should prioritize the quality of their products. This implies maintaining high-quality standards and continuous improvement in product development. To leverage the correlation between product quality and purchase intention, companies should invest in consumer education and awareness campaigns. Providing comprehensive information about their products can help consumers make informed decisions. Since brand image, packaging, and promotion did not demonstrate significant effects, companies may need to reevaluate and refine their promotional and marketing strategies. This could involve adopting more effective approaches or exploring new channels to attract a larger client base. The study suggests that there might be other factors influencing purchase intention that were not considered in the research. Companies should conduct additional research to identify and understand these factors to further enhance their marketing strategies.

5. Conclusion

In conclusion, the researcher determined that the variable with the highest level of significance was product quality, whereas brand image, packaging, and promotion did not demonstrate significant effects. Therefore, it may be inferred that a correlation exists between the quality of a product and the intention to make a purchase. Therefore, the company needs to enhance consumer awareness and understanding of its product through the provision of comprehensive information. In addition, the firm should use effective promotional and marketing strategies to attract a larger client base and stimulate product purchases. To enhance the scope of future investigations, the researcher needs to take into account additional variables that were not encompassed in the present study. This study was limited to the examination of four variables that impact the purchasing behavior of Malay women in relation to international cosmetics. However, it is important to acknowledge the potential existence of other factors that could influence the dependent variable of purchase intention. For the purpose to enhance the study's independent variable, it is recommended that the researcher includes additional aspects in future investigations, such as the examination of customer behavior within the context of Malaysia. On the other hand, by optimizing the methodology for the research, it is believed that the outcomes of the research can be enhanced.

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