International Research Journal of Management and Commerce
ISSN: (2348-9766)
Impact Factor 5.564 Volume 4, Issue 11, November 2017
Website- www.aarf.asia, Email : editor@aarf.asia , editoraarf@gmail.com

INFLUENCE OF ATTITUDE ON CONSUMPTION OF COSMETICS BY WOMEN CONSUMERS

CHANDRIKA. A MBA, Research Scholar in Management, Bharathiar University, Coimbatore.
Dr. JOJI ALEX, M A, MBA Ph.D , , Rajagiri Centre for Business Studies, Kochi.

ABSTRACT:*Attitude expresses a consumer's feeling of like or dislike about a product or service offering and the marketing mix. Attitude can be positive or negative. Attitudes are usually stable but can be changed. Attitudes are developed out of self-experience. No direct observation is possible for attitude. Attitude is an important component of Psychographics which also include Life Style, Personal values and Personality. The objective of this Research Paper is to study the influence of Attitude on the consumption of Cosmetics among women consumers. Primary data were collected from 900 sample consumers from the study area. Various indicators of Attitudewere checked with Structural Equation Modelling and the influence of Attitude on consumption of cosmetics was measured by correlation. The result indicated that there is a high positive relationship between Attitude and cosmetics consumption*

KEY WORDS: Attitude, Consumption, Cosmetics, Marketing, Psychographics,

---

Introduction

Cosmetics are products people use to cleanse or change the look of the face or the body. The U.S. Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions.", Cosmetics have a significant and automatic effect on judgements of attractiveness. Even more importantly, makeup provides additional facial stimuli that influences more long-term, deliberative judgements on social factors such as trustworthiness. Women who wear makeup are perceived as more attractive and competent than those who do not wearing.

Psychographics refer to any form of measurement or analysis of the consumer's mind that pinpoints how one thinks, feels-and reacts (Nelson, 1969). Operationally, psychographic research can be defined as quantitative research that differs from demographics and is intended to locate consumers in a psychological dimension (Wells &Tigert, 1971). Sommers and Barnes (2004), state, "psychographics is used in marketing as a synonym for those variables that include lifestyle and values." Most specifically, psychographics seeks to describe the human characteristics of consumers that may have a bearing on their response to products, packaging, advertising, and public relations efforts. Such variables may span a spectrum from self-concept and lifestyle to attitudes, interests and opinions, as well as perceptions of product attributes"(Demby, 1974) Psychographics include life style, attitude, personal values and personality. Of these, attitude is considered in the present study.

Attitudehelps a consumer to make an effective evaluation about his purchase decision to purchase or not a product or service. A consumer has a positive attitude towards a product if he gets utility or benefits from it. If a product supports a person's ego, self image, and self concept, such a person has a positive attitude towards the product. If a product reflects the values, life style, self-image and self-concept also, a consumer will have positive attitude towards the product. Lastly, if a product provides conformance, certainty and reliability, it will structure the knowledge about the product and reaffirm it. This will develop a positive attitude.

Statement of the Problem

The problem of the present study is to know how attitude of women consumers influence the consumption of cosmetics. Attitude is a feeling of like or dislike towards a product or service. A positive attitude results in the purchase of the product. Thus attitude has a bearing on the purchase behaviour of consumers. Consumption of cosmetics include the brand, shopping and usage experiences of women consumers. The study probes into the nature, direction and degree of influence of consumer attitude on the consumption of cosmetics by women consumers.

Objectives of the Study

The objectives of the study are

1. To analyse the individual indicators to measure the Attitude of women cosmetic consumers
2. To analyse the consumption experiences of women cosmetic consumers
3. To ascertain the influence of Attitude on the consumption of cosmetics by women consumers

Hypothesis

Attitude influences the consumption of cosmetics by women consumers

Research Methodology

Type of Study : The method of study to be adopted is descriptive, where an attempt is made to define a situation as it is.

Type of Data : Both Primary and Secondary Data will be used for the study.

Sampling Frame : The sampling Frame for the Study constitute all the women consumers residing in the Study area.

Sampling Unit: The Sampling Unit is the woman consumer who uses cosmetics and who resides in the study area and who is above 18 years of age.

Study Area: The Kochi Corporation , selected Municipalities out of a total of 13 and GramaPanchayaths out of a total of 84 in Ernakulam District constitute the study area from where samples were collected.

Sample Size : The Sample Size is determined at 900 Women Cosmetic Consumers although the minimum sample size will be fixed by Power Analysis. 300 Women Consumers each were taken from the Corporation, selected Municipalities and GramaPanchayaths. The details of samples are given below in Table 1.

Table 1: Table showing Selection of Samples

Nature of Administration	No.ofCorpn/ Municipality/ G. Panchayath	Number Selected	No. of Wards Selected	Households per Ward	No. of Households visited
Corporation	1	1	50	6	300
Municipality	13	10	3	10	300
GramaPanchayath	84	50	2	3	300

Sampling Method : Simple Random Sampling was adopted for selecting Municipalities, Panchayaths and wards while Non-Probability Sampling method was adopted for selecting the samples of the final Women Cosmetic consumers in the households.

Analysis and Interpretation

1. Structural Equation Model is used to identify and study the ATTITUDE of women consumers and its influence on the Consumption of Cosmetics

Table 2: Table showing Individual Factors of Attitude

A1	When I use cosmetics, I feel glamorous
A2	With cosmetics, I want to smile
A3	I always use cosmetics when I am in contact with people
A4	When I use cosmetics, I feel natural
A5	I'm not afraid to change my cosmetics process to remain faithful to myself
A6	A woman who does not use herself cosmetics, it is a pity
A7	Without cosmetics, I'm insipid
A8	A woman who does not use herself cosmetics is a woman who overratesintellectual dimension to the detriment of appearance
A9	I use cosmetics to control the image of myself
A10	When I use cosmetics , I want to allure
A11	Without cosmetics, I don't like myself
A12	When I use cosmetics, I feel sensual

The hypotheses framed for the purpose are given below :

H1:A1 has positive influence on Attitude

H2:A2 has positive influence on Attitude

H3:A3 has positive influence on Attitude

H4:A4 has positive influence on Attitude

H5:A5 has positive influence on Attitude

H6:A6 has positive influence on Attitude

H7:A7 has positive influence on Attitude

H8:A8 has positive influence on Attitude

H9:A9 has positive influence on Attitude

H10:A10 has positive influence on Attitude

H11:A11 has positive influence on Attitude

H12:A12 has positive influence on Attitude

Table 3: Table showing Model fit Indices for CFA – Attitude

	χ^2	DF	P	Normed χ2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Attitude	54.873	26	.001	2.111	.990	.971	.990	.986	.995	.063	.035

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. The regression coefficients are presented in the Table 4

Table 4: Table showing The regression Coefficients –Attitude

Path	Estimate	Critical Ratio (CR)	P	Variance explained
A1 → Attitude	0.984	50.956	<0.001	96.8
A2 → Attitude	0.987	53.167	<0.001	97.5
A3 → Attitude	0.977	47.082	<0.001	95.4
A4 → Attitude	0.976	46.627	<0.001	95.3
A5 → Attitude	0.953	39.399	<0.001	90.8
A6 → Attitude	0.966	42.891	<0.001	93.3
A7 → Attitude	0.970	44.236	<0.001	94.2
A8 → Attitude	0.957	40.360	<0.001	91.6
A9 → Attitude	0.985	51.644	<0.001	97.0
A10 → Attitude	0.984	50.956	<0.001	96.7
A11 → Attitude	0.959	40.875	<0.001	91.9
A12 → Attitude	0.983	50.310	<0.001	96.7

H_1:A1 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A1 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.984, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_1 is accepted and concludes that A1 has positive influence on Attitude.

H_2:A2 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A2 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.987, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_2 is accepted and concludes that A2 has positive influence on Attitude.

H_3:A3 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A3 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.977, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_3 is accepted and concludes that A3 has positive influence on Attitude.

H_4:A4 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A4 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.976, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_4 is accepted and concludes that A4 has positive influence on Attitude.

H_5:A5 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A5 had no significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.953, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_5 is accepted and concludes that A5 has positive influence on Attitude.

H_6:A6 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A7 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.966, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_{12} is accepted and concludes that A7 has positive influence on Attitude.

H_7:A7 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A7 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.970, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_7 is accepted and concludes that A7 has positive influence on Attitude.

H_8:A8 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A8 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.957, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_8 is accepted and concludes that A8 has positive influence on Attitude.

H_9:A9 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A9 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.985, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_9 is accepted and concludes that A9 has positive influence on Attitude.

H_{10}:A10 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A10 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.984, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_{10} is accepted and concludes that A10 has positive influence on Attitude.

H_{11}:A11 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A11 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.959, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_{11} is accepted and concludes that A11 has positive influence on Attitude.

H_{12}:A12 has positive influence on Attitude

The results exhibited in Table 4 revealed that the regulatory construct A12 had a significant influence on Attitude as the standardised direct effect of this construct on Attitude was 0.983, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H_{12} is accepted and concludes that A12 has positive influence on Attitude.

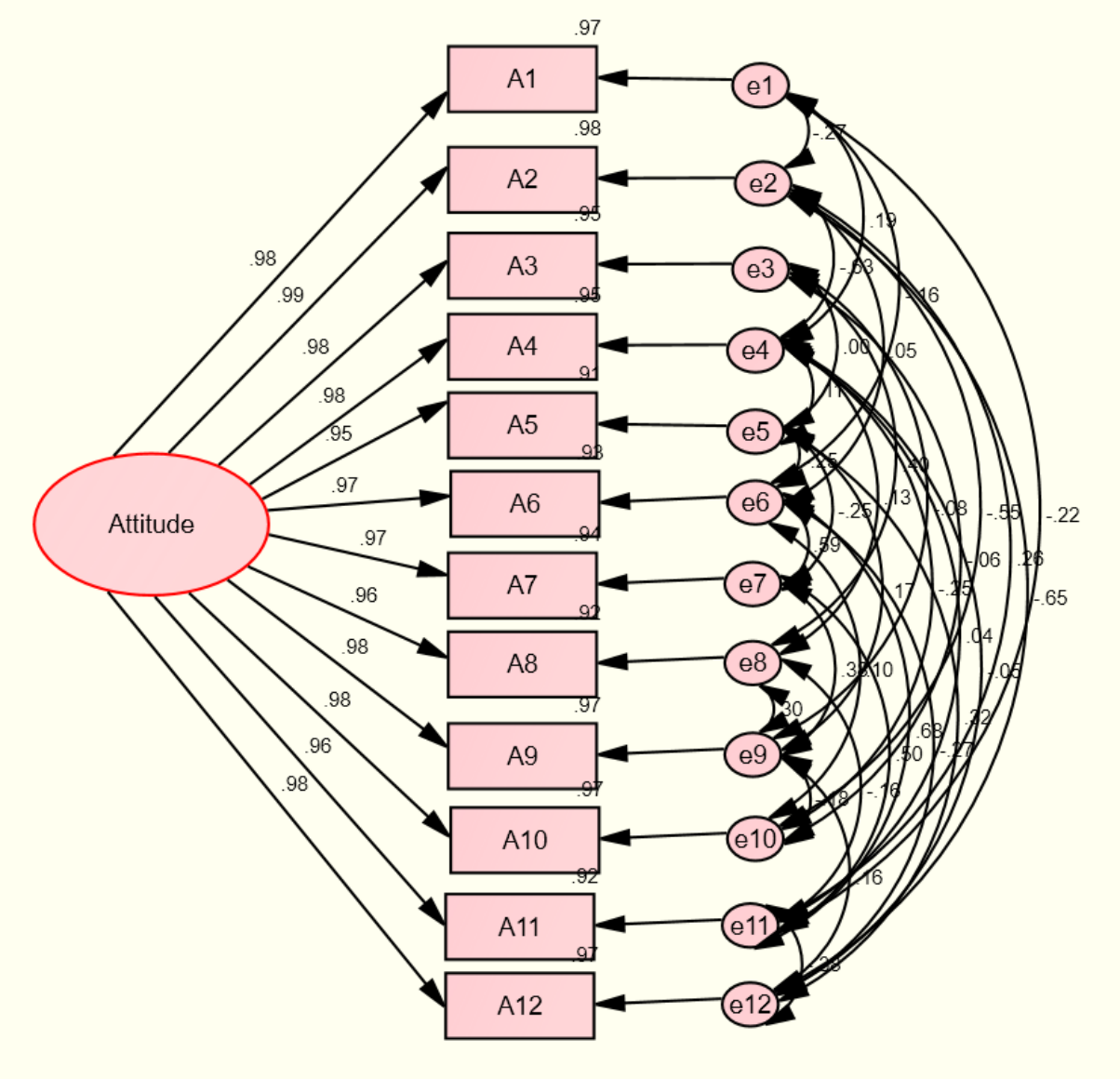

Figure 1 : Image showing Structural Equation Model of Attitude

2.Consumption experience has also 6 dimensions. Structural Equation Model is used to identify whether the Constructs Choice of brand, Place of buying, Frequency of use, Factors for selection, Amount spent and Usage experience leads to Consumption experience.

H_1: Choice of brand leads to Consumption Experience

H_2: Place of buying leads to Consumption Experience

H_3: Frequency of use leads to Consumption Experience

H_4: Factors for selection leads to Consumption Experience

H_5: Amount spent leads to Consumption Experience

H_6: Usage experience leads to Consumption Experience

Table 5: Table showing Model fit Indices for CFA – Consumption Experience

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Consumption experience	7.599	5	.180	1.520	.997	.988	.987	.987	.996	.407	.024

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. In Table 6 we present the regression coefficient

Table 6: Table showing The Regression Coefficients –Consumption Experience

Path	Estimate	Critical Ratio (CR)	P	Variance explained
Choice of brand→ Consumption experience	1.001	113.831	<0.001	100.30
Place of buying→ Consumption experience	0.988	76.522	<0.001	97.60
Frequency of use→ Consumption experience	0.976	66.051	<0.001	95.20
Factors for selection→ Consumption experience	0.345	10.775	<0.001	11.90
Amount spent → Consumption experience	0.910	45.749	<0.001	82.70
Usage experience→ Consumption experience	0.990	79.267	<0.001	98.00

H1: Choice of brand leads to Consumption Experience

The results exhibited in Table 6 revealed that the regulatory construct Choice of brand had a significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 1.001, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H1 is accepted and concludes that Choice of brand leads to Consumption experience.

H2: Place of buying leads to Consumption Experience

The results exhibited in Table 6 revealed that the regulatory construct Place of buying had a significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.988, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H2 is accepted and concludes that Place of buying leads to Consumption experience.

H3: Frequency of use leads to Consumption Experience

The results exhibited in Table 6 revealed that the regulatory construct Frequency of use had no significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.976, which is greater than the recommended value of 0.4 (p value was

significant). So the hypothesis H3 is accepted and concludes that that Frequency of use leads to Consumption experience.

H4: Factors for selection leads to Consumption Experience

The results exhibited in Table 6 revealed that the regulatory construct Factors for selection had no significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.345, which is less than the recommended value of 0.4. So the hypothesis H4 is rejected and concludes that Factors for selection do not lead to Consumption experience.

H5: Amount spent leads to Consumption Experience

The results exhibited in Table 6 revealed that the regulatory construct Amount spent had no significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.910, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H5 is accepted and concludes that Amount spent leads to Consumption experience.

H6: Usage experience leads to Consumption Experience

The results exhibited in Table 6 revealed that the regulatory construct Usage experience had a significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.990, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H6 is accepted and concludes that Usage experience leads to Consumption experience

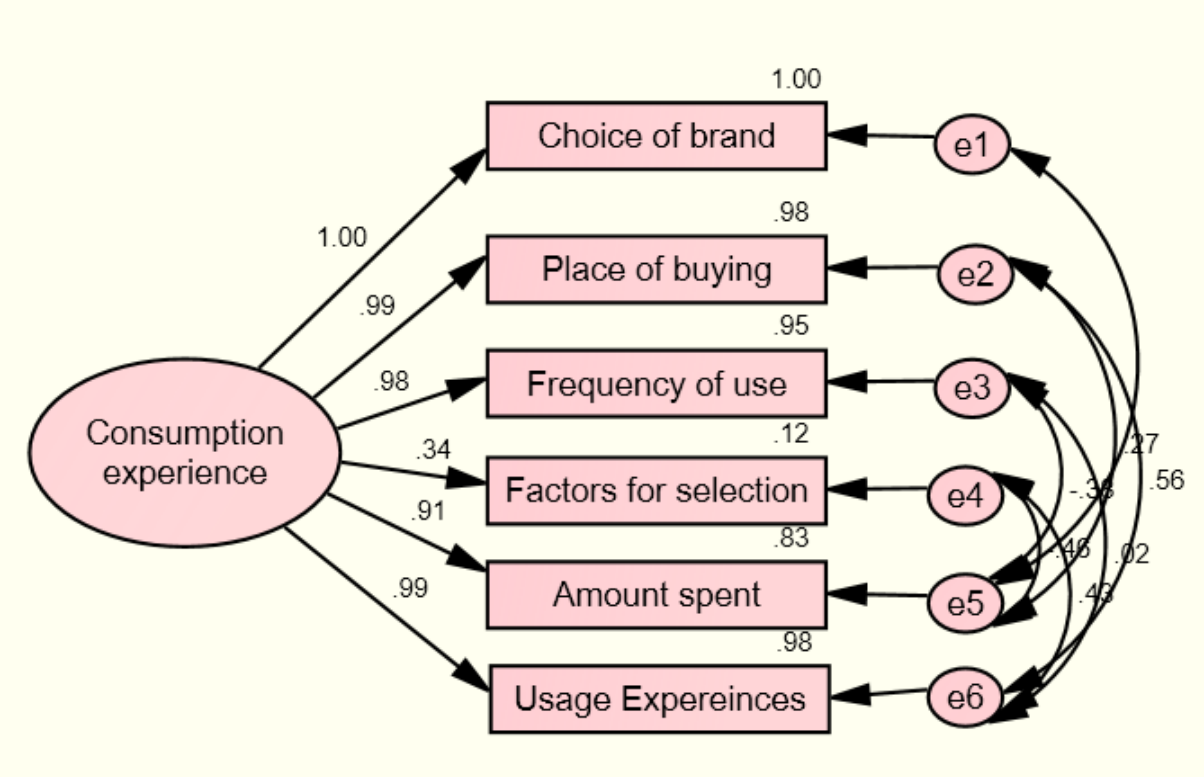

Figure 2 : Image showing Structural Equation Model of Consumption Experience

3Finally it is necessary to test the major hypothesis of the influence of Attitude on the consumption of cosmetics by women consumers. Correlation is seen as appropriate to analyze the relationship between the two variables which were interval-scaled and ratio-scaled. Furthermore, correlation coefficients reveal magnitude and direction of relationships which are suitable for hypothesis testing. Pearson Correlation is used to identify the relationship between Attitude and consumption experience. In other words Pearson Correlation is used to test the hypothesises given above and the result is exhibited in the Table 7 below.

Table 7: Table showing Correlation

Variable	**Correlation**	**Lower bound**	**Upper bound**	**Z**	**p**
Consumption Experience-Attitude	0.967	0.966	0.968	113.738	<0.001

From the table 7 it can be observed that the correlation between the Attitude and consumption experience is 0.967 which is greater than 0.5 and the p value is significant. Hence it is concluded that there exists a positive relationship between the Attitude and consumption experience. Since there exist a positive relationship between Attitude and consumption experience,Structural Equation Model is used to evaluate the mathematical relationship between Attitude and consumption experience.

Table 8: Table showing Model fit Indices for CFA – Attitude - Consumption Experience

	χ^2	DF	P	Normed $\chi 2$	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Attitude - Consumption Experience	106.065	61	.000	1.739	.987	.965	.985	.984	.994	.000	.029

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. In table 9 the Regression coefficients are presented

Table 9: Table showing The Regression Coefficients - Attitude - Consumption Experience

Path	Estimate	Critical Ratio (CR)	P	Variance explained
Attitude → Consumption Experience	0.613	15.090	<0.001	79.6
A1 → Attitude	0.964	59.888	<0.001	96.8
A2 → Attitude	0.989	77.832	<0.001	97.5
A3 → Attitude	0.983	71.268	<0.001	95.4
A4 → Attitude	0.973	64.265	<0.001	95.3
A5 → Attitude	0.971	63.179	<0.001	90.8
A6 → Attitude	0.944	53.119	<0.001	93.3
A7 → Attitude	0.980	68.812	<0.001	94.2
A8 → Attitude	0.962	59.063	<0.001	91.6
A9 → Attitude	0.978	67.369	<0.001	97.0
A10 → Attitude	0.990	79.267	<0.001	96.7
A11 → Attitude	0.957	57.174	<0.001	91.9
A12 → Attitude	0.970	62.664	<0.001	96.7
Choice of brand→ Consumption experience	0.170	5.141	<0.001	0.3
Place of buying→ Consumption experience	0.540	18.094	<0.001	29.2
Frequency of use→ Consumption experience	0.780	31.309	<0.001	61.4
Factors for selection→ Consumption experience	0.710	26.571	<0.001	50.4
Amount spent → Consumption experience	0.970	62.664	<0.001	94.0
Usage experience→ Consumption experience	0.498	16.372	<0.001	24.8

The regression equation between Attitude and Consumption Experience is

Consumption Experience = 0.613 Attitude

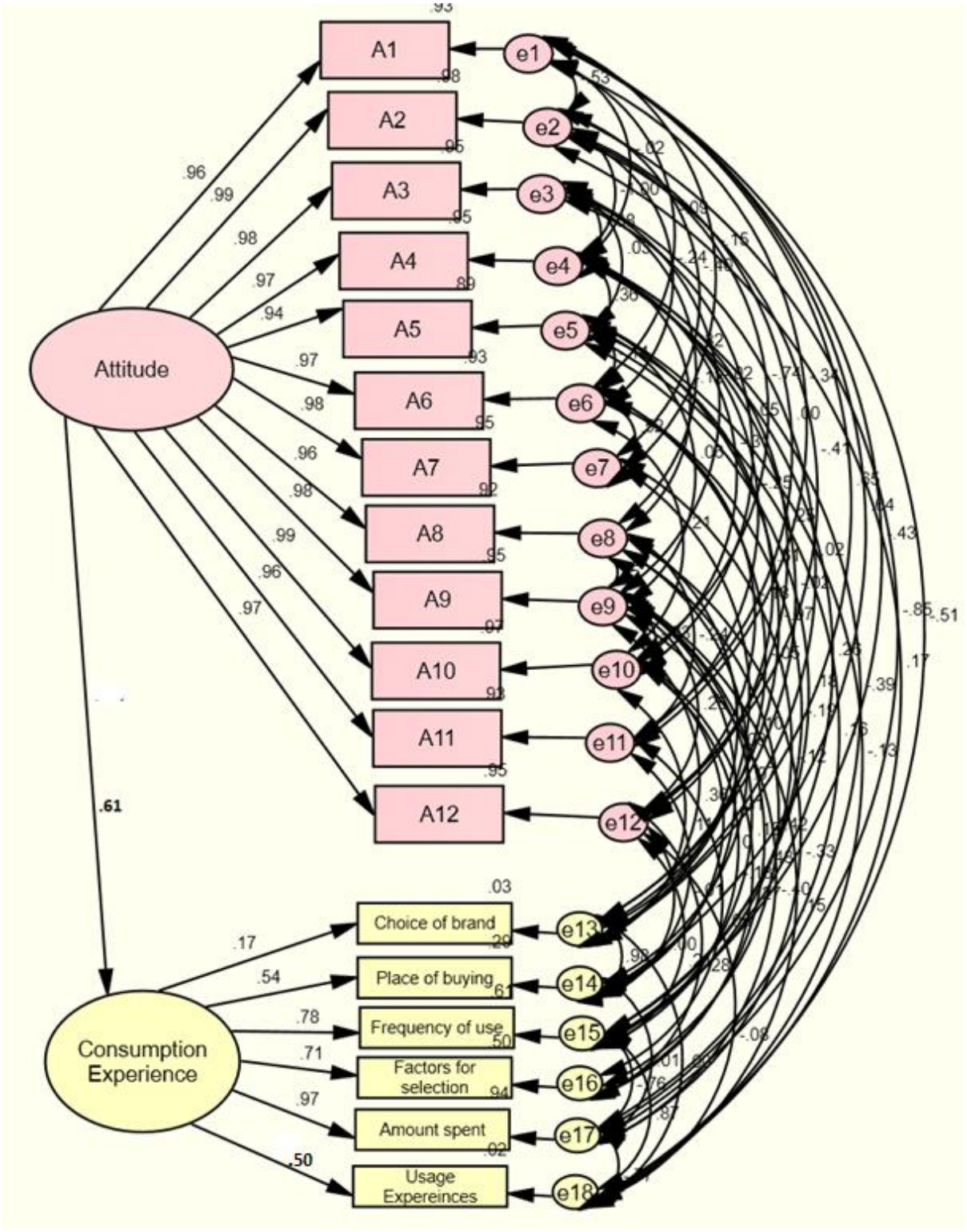

Figure 3 : Image showing Structural Equation Model of Relationship between Attitude and Consumption Experience

Findings of the Study

1. The individual indicators have positive influence on Attitude
2. The dimensions of regulatory constructs have significant influence on Consumption experience of women cosmetic consumers
3. Attitude has a high positive influence on the Consumption of cosmetics by women consumers and there exists a strong relationship between Attitude and Consumption of Cosmetics by women consumers

Implications of the Study

1. Attitude has a good connection with behavior. Hence the attitude measurement will enable the marketers to predict the buying behavior of consumers
2. This study will help the marketers to design appropriate marketing strategy for cosmetic consumers
3. The negative attitude, if any, of consumers towards cosmetics can be analysed into its causes and remedial measures shall be taken to have a positive attitude towards cosmetics

Conclusion

Attitude plays a prominent role in framing the purchase behaviour of consumers. Hence measurement of attitude and its influence on the consumption of products is an important marketing technique to achieve the desired marketing objectives. Both psychological and sociological environments of consumers need to be scanned to make suitable marketing decisions. This becomes possible when the relationship between Attitude and Consumption is studied.

References

Demby, E. (1974). Psychographics and whence it came. In W. D. Wells (Ed.) Lifestyle and Psycho graphics (p.9-30)., II: American Marketing Association,Chicago

Nelson, Alan R (1969) " A National study of Psychographics ", unpublished working paper delivered at the International Marketing Congress, American Marketing Association, New York

Sommers, M. & Barnes, J. G. (2004). Marketing Tenth edition. ON: McGraw-Hill Ryerson,Toronto,

U.S. Food and Drug Administration (FDA), Report on Cosmetics, 1995

Wells, W. D. and Tigert, D. J. (1971) Attitudes, Interests and Opinions, Journal of Advertising Research, 11, 27-35