



**THE EFFECTS OF PSYCHOLOGICAL FACTORS ON COSUMER BUYING
BEHAVIOR OF COSMETIC PRODUCTS AMONG FEMALE COSMETIC
CONSUMERS IN ADDIS ABABA BY YEABSIRA TILAHUN**

By

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fulfillment of the required for the Award of Master of Arts degree in Marketing
Management**

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**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
FACULTY OF BUSINESS**

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Abstract

This study investigated the relationships between motivation, perception, attitude, learning, and customer behavior in the context of cosmetic products. A survey was conducted with 232 female participants, and the data was analyzed using descriptive statistics and regression analysis.

The findings showed that attitude, motivation, and perception had a significant impact on customer behavior. Specifically, attitude had the strongest positive impact, followed by motivation ($r = 0.45$) and perception ($r = 0.35$). These findings suggest that marketers and companies can influence consumer behavior by focusing on these three psychological factors.

For example, marketers can emphasize the positive aspects and benefits of their products to enhance consumer attitudes. They can also address specific motivations that drive consumers to purchase cosmetic products, such as the desire to feel confident and beautiful (mean = 3.48). Finally, companies can focus on improving the perception of their cosmetic products by ensuring that they are of high quality (mean = 3.25), effective, and affordable.

Overall, the findings from this study suggest that the psychological factors of attitude, motivation, and perception play an important role in influencing consumer behavior in the context of cosmetic products. By understanding these factors, marketers and companies can develop effective strategies to attract and retain customers.

The study was conducted with a sample of female participants, so the findings may not be generalizable to male consumers. The study was also conducted in a specific cultural context, so the findings may not be generalizable to other cultures. Finally, the study only investigated the short-term effects of attitude, motivation, and perception on customer behavior. Further research is needed to investigate the long-term effects of these factors.

The findings from this study have implications for marketers and companies that sell cosmetic products. Marketers should focus on enhancing consumer attitudes, motivations, and perceptions about their products. They can do this by highlighting the positive aspects and benefits of their products, addressing specific motivations that drive consumers to purchase cosmetic products, and improving the perception of their products by ensuring that they are of high quality, effective, and affordable.

By understanding the psychological factors that influence consumer behavior, marketers and companies can develop effective strategies to attract and retain customers.

Key words: - Consumer behavior, Cosmetic industry, Psychological factors, Marketing strategy.

Chapter One

Introduction

1. 1 Background of the Study

Consumer decision-making is a complex process that involves several stages. The process can be influenced by various factors, including situational and personal factors. The five stages of the consumer decision-making process are problem recognition, information search, and evaluation of alternatives, purchasing decision, and post-purchase evaluation. However, consumers do not always follow these stages in a linear fashion. Instead, they may skip some stages or engage in limited problem-solving. Retailers can increase store loyalty by offering complete assortments, reducing stock outs, providing good customer service, and rewarding customers for frequent purchases. The available market offerings can also influence the purchase decision process. The more extensive the product and brand choices available to the consumer, the more complex the purchase decision process is likely to be. On the other hand, limited market offerings can simplify the purchase decision process. Personal factors such as individual traits and characteristics can also shape purchasing decisions. In addition to situational and personal factors, prior knowledge and decision-making style can also influence the online purchase decision-making process.

Consumer buying behavior is influenced by various factors, including personal, situational, psychological, and social factors. Among these factors, psychological factors play a significant role in shaping consumer behavior. Psychological factors refer to the internal factors that affect a person's behavior, such as motivation, perception, learning, beliefs, and attitudes. In the context of cosmetic products, psychological factors can have a significant impact on consumer buying behavior. Cosmetic products are often associated with self-esteem, self-image, and social status, which makes them highly influenced by psychological factors. For example, consumers may purchase cosmetic products to enhance their self-esteem or to conform to social norms. Understanding the psychological factors that influence consumer buying behavior of cosmetic products is essential for marketers to develop effective marketing strategies. By understanding the motivations, beliefs, and attitudes of consumers, marketers can tailor their marketing messages

and product offerings to meet the needs and desires of their target audience. Research has shown that consumer purchase behavior has been significantly impacted by the COVID-19 pandemic.

1.2 Statement of the Problem

The cosmetics industry is a multi-billion dollar industry, and female consumers are a major target market. However, despite the large number of cosmetic products available, women do not all buy the same products. This suggests that there are other factors, in addition to product availability and price, that influence a woman's decision to buy cosmetic products.

One such factor is psychology. Psychological factors, such as motivation, perception, attitude and learning can all play a role in a woman's decision to buy cosmetic products. For example, a woman who is unhappy with her appearance may be more likely to buy cosmetic products in an attempt to improve it. Similarly, a woman who is surrounded by friends and family who use cosmetic products may feel more pressure to do the same.

Additionally, some personality traits, such as neuroticism and extraversion, have been shown to be associated with a greater likelihood of using cosmetic products.

This research will be conducted using a survey of female cosmetic product users. The survey will collect data on the participants' motivation, perception, attitude, learning and cosmetic product buying behavior. The data will be analyzed using statistical methods to determine the relationships between the variables.

The findings of this research will provide valuable insights into the factors that influence a woman's decision to buy cosmetic products. This information can be used by marketers to develop more effective marketing strategies for female cosmetic products.

By understanding the psychological factors that influence women's decision to buy cosmetic products, marketers can develop more effective marketing strategies that will reach their target audience and increase sales.

In addition, there are other psychological factors that could influence a woman's decision to buy cosmetic products. For example, a woman's mood, stress level, and life experiences could all play

a role in her decision to use cosmetic products. Additionally, the way that a woman is portrayed in the media could also influence her decision to buy cosmetic products.

The research on the psychological factors that influence women's decision to buy cosmetic products is still in its early stages. However, the research that has been conducted so far suggests that these factors play an important role in women's decision-making process. By understanding these factors, marketers can develop more effective marketing strategies that will reach their target audience and increase sales.

1.3 Basic Research Questions

The research questions, which are covered in the current research, are:

- I. How is female consumers buying behavior would be affected by their motivation?
- II. How perception of female consumers influence their buying behavior?
- III. How has learning about cosmetic products affected consumers buying behavior?
- IV. What are the effect of attitude on the buying behavior of female consumers?

1.4 Objectives of the Study

1.4.1 General Objective of the Study

The general objective of this study is to assess how psychological factors affect female consumers buying behavior in purchasing cosmetics products.

1.4.2 Specific Objectives of the Study

The specific objectives of this study are:

- To assess the impact of motivation on the buying behavior of female consumers on cosmetic products
- To evaluate the influence of perception on the buying behavior of female consumers
- To get the measure of the impact of learning on the buying behavior of female consumers
- To assess the effects of attitude on the buying behavior of female consumers towards cosmetic products

1.5 Scope of the Study

The scope of this study is to offer important insights into the elements that affect a woman's decision to purchase cosmetics. The results of this study are crucial for marketers who wish to target female customers. Marketers may create more successful marketing tactics that will connect with their target audience and boost sales by understanding the psychological elements that affect women's decisions to purchase beauty items.

Additionally, other researchers who are interested in researching the psychology of consumer behavior could make use of the study's findings. The research may offer insightful information on the variables influencing people's decisions to purchase a range of goods, not simply cosmetics.

1.6 Limitation of the Study

The study may not be generalizable to all cultures. The way that beauty is defined and the role of cosmetic products can vary across cultures.

Conducting a study on this topic can be time-consuming and expensive. The researcher may not have the time or resources to collect data from a large sample of participants or to conduct a longitudinal study.

The study may not be generalizable to women of all occupations. For example, women who work in certain occupations, such as modeling or acting, may be more likely to use cosmetic products than women who work in other occupations.

The study relies on self-report measures, which can be subject to bias. For example, participants may be more likely to report using cosmetic products if they believe that it is socially desirable.

1.7 Organization of the study

This study consists of five chapters.

1. Chapter One: - Background of the study, statement of the problem, objectives of the study, significance of the study, limitation of the study.
2. Chapter Two: - A review of the related literature.
3. Chapter three: - Presents research design and methodology of the study.
4. Chapter Four:- Results and discussion will present and
5. The last chapter is about the summary of major findings, conclusions, and suggestions

Chapter Two

Review of Literature

2.1 Introduction

This chapter reviews the related literature on theoretical part of consumer behavior, psychological factors, relation between consumer buying behavior and psychological factors, types of psychological factors: motivation, perception, attitude and learning, empirical literature and conceptual frame work.

2.2 Theoretical literature

2.2.1 Theory of Reasoned Action (1975)

The Theory of Reasoned Action was proposed in 1975 by Martin Fishbone and Ice Janzen.

This approach was claimed as being superior to information integration theory. Two key modifications are noticeable. First, Reasoned Actions adds a behavioral intention as an additional component to the concept of conviction. As does Information Integration theory

(Along with numerous others), Reasoned Action is only focused on behavior rather than attempting to anticipate attitudes. Additionally, this strategy acknowledges that there are frequently circumstances (or other factors) that restrict the impact of attitude on behavior. (Howarth Plan)

The strategy is simple yet exposes a deep understanding of consumer knowledge, judgement and beliefs. This resolution building is significant to responses. This has: Inputs, perceptions, outputs, and exogenous variables. People need certain facts to make decisions. Buying behavior studies show that it's vital because people like communal and public support. These characteristics, such as objectives, beliefs, and understanding, influence consumers' decision-making. Perceptual preference occurs when a person compresses knowledge according on his needs and actions. Contentment or dissatisfaction follow shopping.

Redemption boosts brand understanding and approach. Negative attitudes emerge from unhappiness. Exogenous variables don't affect the choice technique. They indirectly impact consumers and vary by user. Character, social class, marketing, and economic standing. All four criteria stated affect decision-making.

Maslow's Hierarchy of Needs Theory (1943)

Maslow said that a person's efforts to meet five basic needs—physiological, security, social, and, Regards, self-realization—are what lead to inspiration. According to Maslow, certain wants might result in bodily weights that can affect a man's behavior. Physiological needs include those that are necessary for human survival, such as air, food, drink, shade, clothes, and rest. Security needs include those that endow an identity with a sense of wealth and security. Security requirements include private protection, healthy finances, excellent health, and insurance against errors, harm, and their negative effects. Social needs are also known as connection, having a place, the desire to perceive an emotion having a place, and recognition.

In order for people to not feel alone, friendless, or helpless, human needs are vital.

2.2.2 Theory of Consumer Buying Behavior

The core concept present in the theory of buyer behavior is that purchasing behavior is, generally speaking, reliably repetitive and prone to establishing a familiar purchasing routine to save time and simplify the decision-making process. In answer to this, the theory seeks to identify the elements of that decision process and note any changes that occur, and whether those things grew out of a commercial and social environment that any given brand could influence.

According to this consumer behavior theory, a buyer's preferred choice of brand is informed by motives; alternative choices, or courses of action; and any decision mediators that match the motives with those alternatives, such as whether the buyer thinks coffee is better in the morning or the evening. Through understanding these mediators, the alternative brands on the market, and the brands the consumer is aware of, there's room to find a gap and make something that fills that gap.

In addition, there's an opportunity when a new buyer is in the market to purchase a new type of product (product class), but lacks experience or knowledge of the product needed. The information the buyer seeks or accidentally receives from a third party is processed through the lens of what's needed and how well that product might fulfill that need.

It may also be compared to previous types of products and use a similar process in making the new decision. For example, according to the theory of buyer behavior, a buyer may generalize the experience of purchasing a refrigerator and use that experience to inform the purchase of a new dishwasher.

Regardless of the source, the one making the purchase develops the decision mediators needed to reliably choose that brand in the future based on what seems to have the best potential for satisfying the purchaser's motives.

In the marketing context, it is quite difficult to make a purchase decision as a result of so many available options. Consumer Behavior entails the study of people's needs, motivations, and thought processes used in choosing one product over another and the patterns of purchasing different goods and services (Orji et al., 2017). There are several factors in the background playing a significant role to take customers to the final decision. Therefore, it is very crucial for the marketing team to understand the factors that influence the customers purchasing process and buying decision (Khan Wale, 2015, Noel, 2017, Al-Salami & Al-Hassan, 2016).

Human behavior is very complicated and unpredictable by nature. In business researches, therefore, the area of consumer behavior has been continuously being studied. Consumers are users of the products and services, at the same time; they are the one who making the decision to choose products and services. Consumer behavior is a study about how they buy, how they pick one brand while numerous of brands are out there, how often and from where they buy, as well as, the reason why the consumer buy a product instead of another. Engel, et al., (1986, p. 5) defined consumer behavior as —those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts.

Kotler and Armstrong (2001) explained consumer's buying behavior is the behavior of consumers who actually buy the goods and services. In the original theory of planned behavior, intention was described as trying the behavioral action rather than relating to actual purchase (Ajzen, 1985), which means intention to purchase may not result real purchase. However, in another study a

correlations were found between —trying to perform a given behavior‖ and —actual performance of the behavior‖ (Ajzen & Madden, 1986)

Many purchase decisions are, most of the times, made by automatic reaction of the mind without much efforts and serious thinking, which is considered as the outcome of habitual process (Alba & Hutchinson, 1987). Gilbert (1991) pointed that consumer's decision is affected by two levels of factors. The first level is about psychological influences which are motivation, perception, personality and learning. The second level is made up of socioeconomic, cultural, reference groups and family influences. It indicates that consumer behavior includes variety of key activities that influences decision making. Consumers come with different age, characteristics, educational background, income level, and taste preference. Everything around and within them may influence their choice on product or service.

Kotler (2003) also suggested that cultural, social, personal and psychological elements are the most influential factors for consumer buying behavior

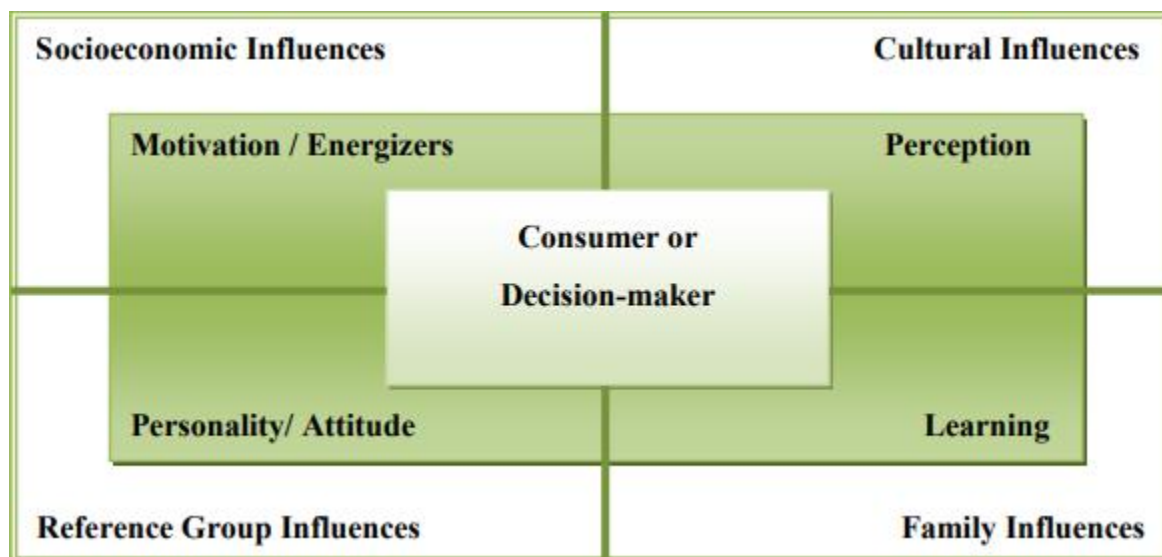


Figure 2.1 Source: Gilbert (1991)

A number of complex behavior factors lie in psychological factors including perception, motivations, attitudes and learning (Kotler, 2003). —A motive is a learned needs that sufficiently pressing to direct the person to seek satisfaction (Kotler & Keller, 2006, p. 184). In other words, it leads consumers to follow particular goals because they are socially valued (Buchanan & Huczynski, 1997). Psychographic variables are very powerful that can be used to create psychographic profiles and typologies of luxury brand consumers, distinguish their segments and significantly differentiate those segments from each other (Schewe & Calantone, 1978).

2.3 Process of consumer buying behavior

To fully understand the psychological factors affecting consumer buying behavior, managers must study the cognitive decision-making process. According to Solomon, this traditional process demonstrates that people: “Calmly and carefully integrate as much information as possible with what they already know about a product, painstakingly with the pluses and minuses of each alternative and arrive at a satisfactory decision.” (2019, p. 296). By understanding this, managers will be able to develop marketing strategies and products that are suitable for the consumers' needs, which in the long run will lead to brand loyalty and increased revenues. This approach mirrors that the customer goes through five different steps when making a decision. These steps can be described as (1) problem recognition; (2) information search; (3) evaluation of alternatives; (4) product choice; and (5) post-purchase evaluation (Solomon, 2019).

2.3.1 Problem Recognition

The first step of the cognitive decision-making process occurs when the consumers recognize that they have a problem needed to be solved. The problem at hand may be small or complex. Further, it can be noticed naturally by the consumer or through the marketer encouraging the consumer to purchase by creating a demand. When the problem recognition occurs naturally, the consumer's actual state is impacted as they notice that they have a need to be met. In contrast, the consumer can recognize that there is an opportunity, moving their ideal state upward. Here, the consumer recognizes a product or service that they do not need but want or desire. This opportunity

recognition can be discovered through marketing efforts, societal changes, social influences, or social media channels (Bruner & Pomazal, 1988).

2.3.2 Information Search

To solve the problem that has been recognized, the consumer needs to search for information. According to Solomon, “information search is the process by which the consumer surveys their environment for the appropriate data to make a reasonable decision” (2019, p. 299). Searching for information can be done internally or externally. When the consumer is searching for information internally, the individual is using existing and previous knowledge about a product or service to form a decision. In contrast, external information search entails that the consumer obtains information from other sources such as friends, social media, and other advertisement channels. Consumers who buy something expensive that is of high importance to them and have a moderate amount of knowledge about a product tend to search for more information than those with a small or a significant amount of knowledge. When a consumer has limited expertise about a product, they tend to feel like they have no competence to search for information extensively. In contrast, those consumers having a significant amount of knowledge pay more focus on being efficient. Hence, they do not put as much effort into the information search process (Gobb & Hoyer, 2006).

2.3.3 Evaluation of Alternatives

When information has been found, the consumer will most likely have some alternatives to choose from. Choosing between different alternatives is not an easy task as there are many brands to choose from and different variations of the same product for different brands. With the rise of social media and online platforms, it has become increasingly difficult to sift between alternatives. Moreover, the consumers' evaluation is highly impacted by social media, reviews, attributes of the products, and the brand's reputation (Solomon, 2019). In later years, managers have recognized the importance of understanding why consumers make certain choices and which criteria they are affected by when evaluating alternatives. These, called evaluation criteria, entail the most important factors that the consumer weighs in while differentiating between alternatives, i.e., judgments the consumers make about a brand or product. Furthermore, the determinant attributes

are the product's features that the consumer uses in the differentiation (Solomon, 2019). There are two rules upon which the evaluation criteria can be based.

Primarily, the non-compensatory decision rules mean that the flaws of a product cannot be compensated with other positive attributes. In contrast, compensation rules allow the product to make up for its shortcomings. The consumers using the approach mentioned tend to be more involved in the purchase (Solomon, 2019).

2.3.4 Product Choice

When the alternatives have been evaluated, the consumer must decide between different brands and products. Information sources, including previous experience with the product or similar products, perceptions about brands established by advertising, and information available at the moment of purchase, can all affect the consumer's decision. Apart from deciding what to buy, the consumer will have to choose where and how to buy the product. Depending on the consumer and their involvement in the purchase, they might choose to buy it in-store or online (Solomon, 2019). Moreover, some consumers may visit the store to look at the product in person and then purchase it online at a lower or better price. A tendency that can be further explained as showrooming (Johansson, 2017).

2.3.5 Post-Purchase Behavior

After the customer has made their purchase, the marketer aims to evaluate their post-purchase behavior by measuring satisfaction or dissatisfaction. Customer satisfaction has a high impact on the brand as it sets out the customers' future behavior and the general profitability of the brand. It can be recognized as the customers' use and integration of the product into their daily life, reflecting if it meets their expectations. Surveys, reviews, and word-of-mouth (WOM) can be used to measure customer satisfaction (Solomon, 2019). In contrast to the satisfied customer, some may also be dissatisfied with their product choice. The reasons why a customer may be dissatisfied are because of the product being unsafe, bad service, failed or long delivery, or lack of availability of information (European Communities, 2008). According to recent research, customers are more inclined to write negative reviews than positive ones. The psychological reasons behind this notion

are mainly our brain. Negative emotions or experiences are processed more deeply than happy emotions. Hence, it is more common for customers to express their negative emotions as they appear more dramatic and urgent (National Strategic, 2018).

Figure 2.2

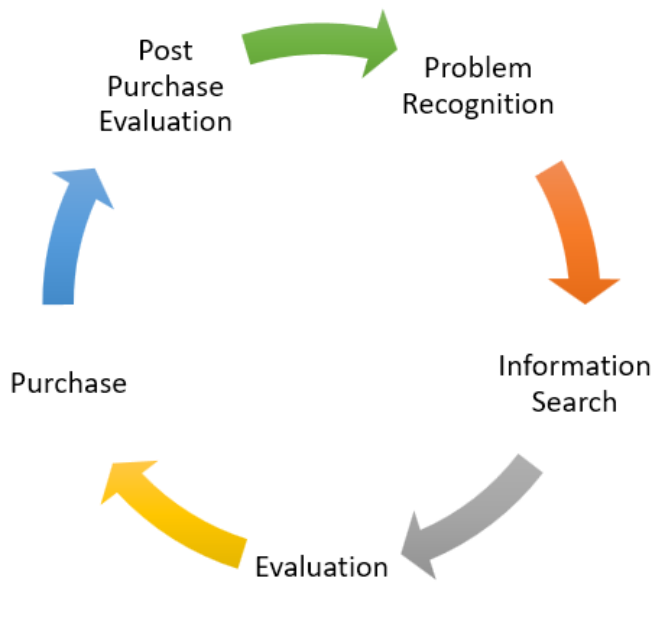


Figure 2.2: Process of consumer buying behavior:

2.4 Psychological factors

2.4.1 Motivation

Is an activated internal need state leading to goal-directed behavior to satisfy that need. Accordingly motives can be defined as relatively enduring, strong, and persistent internal stimuli that arouse and direct behavior toward certain goals (Trehan, 2009). The starting point in the buying process is recognition of need. A need may be defined as lack of something useful. A person can be motivated to buy a product for convenience, for style, for prestige, for self-pride or being at par with others (Khan, 2007). If the marketers know what creates motivation, they may be able to develop marketing tactics to influence consumers' motivation to think about, be involved with, and/or process information about their brand or ad (Smoke, 2009)



Figure 2.3: Maslow's hierarchy of needs (Jasso, 2013)

1) Physiological needs

These needs are the basic needs such as food, water, sleep, warmth.

2) Safety needs

People need to feel safe in a particular environment.

3) Social needs

Human beings want to be loved and to be accepted by others. They want to attend groups, unions and contact with others.

4) Esteem needs

People want to be admired and respected.

5) Self-actualization needs

People who have all other needs below the pyramid want more and more. These needs show how you regard yourself and how you are regarded

2.4.2 Perception

Is called as the energy which makes us aware of the world around us and attaches a meaning to it after a sensing process. Each human being in the world sees his/her surroundings differently. Several people have the same ideas about a specific event. No one can see or feel the 100% of all things. Ever

wonder why people buy certain products? It is all about perception. Perception is how consumers understand the world around them based on information received through their senses. In response to stimuli, consumers subconsciously evaluate their needs, values and expectations, and then they use that evaluation to select, organize and interpret the stimuli (Connolly, 2010).

The marketplace's perception of a brand or industry is extremely important, which is why big brands work so hard to ensure that the general perception surrounding them and their industry is as positive as possible. As a result, companies like Gillette, will pay David Beckham to 'model' their products. By aligning the way people feel about Beckham, with the Gillette brand, Gillette can improve the perception of their brand or reinforce what's already positive about it (Taylor, 2006)

2.4.3 Attitude

Kotler defines belief as “descriptive thought that a person holds about something” and attitude as “a person's enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea”. Individuals can have specific beliefs and attitudes about specific products and services (Sarangapani, 2009). Marketers are interested in the beliefs that people formulate about specific products and services because these beliefs make up product and brand images that affect buying behavior. If some of the beliefs are wrong and prevent purchase, the marketer has to launch a campaign to correct them. A consumer may believe that Sony's Cyber-shot camera takes the best HD video, is easiest to use, and is the most reasonably priced. These beliefs may be based on knowledge, faith, or hearsay. Consumers tend to develop a set of beliefs about a product's attributes and then, through these beliefs, form a brand image-a set of beliefs about a particular brand (Lee, 2007).

People have attitudes regarding religion, politics, clothes, music, food, etc. Attitude of consumer also influences the consumer behavior. If consumer's attitude towards a product is favorable, then it will have positive effect on consumer behavior. The marketers discover prevailing attitude towards their product and try to make it positive, and if it is already positive, then try to maintain it (Hoyer & Deborah, 2008).

2.4.4 Learning

The individual's learning depends on the skills, knowledge and intention. The skills are developed through practice while the knowledge and intention are acquired with the experience. There could be a conditional learning or a cognitive learning.

In the conditional learning, the consumer derives learning from being conditioned to particular stimuli, i.e. when he is exposed to the similar situation, again and again, he develops a particular response towards it. While in the cognitive learning the individual applies all his knowledge, skill, attitudes, values and beliefs to find the solution of a problem and derive satisfaction out of it.

It refers to the process by which consumers change their behavior after they gain information or experience. It's the reason you don't buy a bad product twice. Learning doesn't just affect what you buy; it affects how you shop. People with limited experience about a product or brand generally seek out more information than people who have used a product before.

Companies try to get consumers to learn about their products in different ways. Car dealerships offer test drives. Pharmaceutical reps leave samples and brochures at doctor's offices. Other companies give consumers free samples. To promote its new line of coffees, McDonald's offered customers free samples to try. Have you ever eaten the food samples in a grocery store? While sampling is an expensive strategy, it gets consumers to try the product and many customers buy it, especially right after trying in the store.

Another kind of learning is operant or instrumental conditioning, which is what occurs when researchers are able to get a mouse to run through a maze for a piece of cheese or a dog to salivate just by ringing a bell. In other words, learning occurs through repetitive behavior that has positive or negative consequences. Companies engage in operant conditioning by rewarding consumers, which cause consumers to want to repeat their purchasing behaviors. Prizes and toys that come in Cracker Jacks and McDonald's Happy Meals, free tans offered with gym memberships, a free sandwich after a certain number of purchases, and free car washes when you fill up your car with a tank of gas are examples.

Another learning process called classical conditioning occurs by associating a conditioned stimulus (CS) with an unconditioned stimulus (US) to get a particular response. The more frequently the CS is linked with the US, the faster learning occurs and this is what advertisers and businesses try to do. Think about a meal at a restaurant where the food was really good and you went with someone special. You like the person and want to go out again. It could be that classical

conditioning occurred. That is, the food produced a good feeling and you may associate the person with the food, thus producing a good feeling about the person.

2.5 Conceptual framework

The conceptual frameworks of the study have independent variables which are motivation, perception, attitude and learning are independent variables and the dependent variable is consumer behavior. This research aims to examine the effect of psychological factors on consumer buying behavior of cosmetic products among female cosmetic consumers.

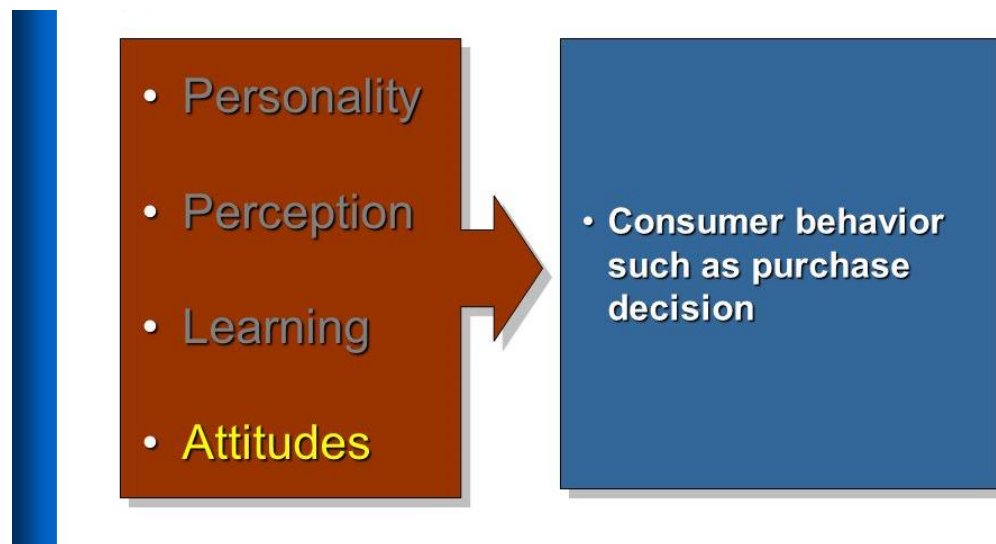


Figure: Miniard, P. W., & Engel, J. F. (2005). Consumer behavior (9th ed.)

Chapter Three

Research Design and Methodology

3.1 Research Design

Research designs are kinds of inquiry that provide proper guidance for procedures in a study within qualitative, quantitative, and mixed methods strategies. (Tsang Eric Wk, 2014) Have called research design a strategic inquiry. According to (Gluesing Julia , 2013), a research design is “a blueprint of how a researcher intends to conduct a study” and (Tsang Eric Wk, 2014) propose that research design discusses the guideline researchers follow to complete their study from beginning to end. A research design is a strategic framework for action that serves as a bridge between research questions and the execution or implementation of the research (Blanche, 2007).

The main purpose of this research is to assess the effect of psychological factors on consumer buying behavior. An explanatory research design was applied to explain the effect of independent variables, (motivation, perception, attitude, and learning) on the dependent variable (consumer behavior). Descriptive analysis was also used to describe the characteristics of the data and produce a meaningful analysis of the data and make conclusions. The data was collected by questionnaire. The study is also cross-sectional in the sense that relevant data would be collected at one point in time and would be used in both descriptive and inferential research design to summarize the sample respondent’s information and to generalize from the result of the sample to the wider population.

3.2 Research approach

For this research, a quantitative approach is used. It is an approach for testing objective theories by examining the relationship among variables. The final written report has a set structure consisting of introduction, literature and theory, methods, results, and discussion. Like quantitative researchers, those who engage in this form of inquiry have assumptions about testing theories deductively, building in protections against bias, controlling for alternative explanations, and being able to generalize and replicate the findings (Creswell, 2013).

3.3 Population, sample size and sampling procedure of the Study

3.3.1 Population

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population (Tuovila, 2020). The population of the study includes female cosmetics consumers who visit the cosmetics shops in Addis Ababa. The population of the study included cosmetic product consumer who visit 50 cosmetics shops. The participants are female cosmetics customers who visit the cosmetics shops.

3.3.2 Sample Size

The sampling technique that is going to be employed in this research is two stage sampling techniques. In the first stage, after locating the number of cosmetics selling shops ($n=50$), simple random sampling technique used in order to identify the shops to be included for data collection. In the second stage of sampling purposive non-probabilistic sampling technique utilized because of the difficulty to get sampling frame of the visiting customers into each shop.

The selection of a sample from a defined target population requires the construction of a sampling frame to draw a sample of representative. The sampling frame is commonly prepared in the form of a physical list of population elements. Unfortunately, to get the sampling frame we need to have all the list name of target population and it was difficult to know all the female cosmetics users in Addis Ababa.

3.3.3 Sampling Procedure

To achieve representativeness sufficient number of questionnaires 250 questionnaires distributed to the 20 randomly selected cosmetic shops and around with 85% rate of questionnaires was retained. In taking the samples, survey method is going to be utilized in collecting data from the customers who visit cosmetics shops in Addis Ababa using semi structured self-administered questionnaire.

3.4 Data Collection, Source and Tools

The current study used cross-sectional survey data collection method. The source of data for this study are two types namely: primary and secondary data. A semi-structured and self-administered questionnaire distributed to the cosmetic shops so that sales persons in these firms provided the questionnaires to willing customers to participate. Moreover, appropriate orientation and information provision was given to the sales persons in the cosmetic shops.

3.5 Data Analysis and Interpretation

Data analysis of this study was performed using quantitative methods to address the respective nature of the data collected and research questions available. Descriptive analysis used to locate the typical data and its variability using the measures of central tendency and dispersion respectively. Relationship measurements, which base their techniques on correlation and regression, measure the associations between or among variables depending on the number of variables involved.

The data that is going to be gathered using the self-administered questionnaire related with the demographic data consumers, the psychological factors that affect the consumers' decision making of purchasing and the influence of individual factors on customer buying behaviors will be analyzed using Statistical Package for Social Sciences (SPSS). The demographic data was analyzed descriptively to examine the location and variability of data of the participants.

Correlation analysis was employed to assess the relationship of several variables, including demographic variables, psychological factors and purchasing decision making processes.

3.6 Validity and Reliability

3.6.1 Reliability

The demographic analysis is reliable because it is based on a large sample size (232 participants). This means that the findings are unlikely to be due to chance. The data collection methods (surveys and interviews) are also standardized and consistent, which means that the same questions were asked of all participants in the same way. This reduces the likelihood of bias in the data. Finally, the data is analyzed using quantitative methods, which are objective and replicable. This means that other researchers can use the same data and analysis methods to reach the same conclusions.

3.6.2 Validity

The demographic analysis is also valid because it is relevant to the research question and objectives. The research question is "What are the demographic characteristics of the participants in this study?" and the objectives are to (1) describe the gender, academic qualification, age, and employment status of the participants and (2) explore the potential impact of these demographic factors on the participants' perspectives, experiences, and contributions to the study. The demographic analysis addresses both of these objectives.

The data collection methods are also appropriate for the research question and objectives. Surveys and interviews are both valid methods for collecting demographic data. Surveys are particularly well-suited for collecting data from a large number of participants, while interviews can provide more in-depth information about the participants' experiences and perspectives.

The data analysis methods are also appropriate for the research question and objectives. Quantitative methods are used to analyze demographic data because they are objective and replicable. The data analysis methods used in this study are consistent with the standards of the discipline.

3.7 Research Ethical Issues

This study like other academic researches abides by ethical issues, moral conducts and service confidentiality to the dairy's data and for the privacy of respondents. The questionnaire was designed out in such a way that respondents are not required to write the names and reveal their personal information on the questionnaire and the confidentiality of data being collected is handled with due care and used for academic purpose only. Every person involved in the study was entitled to the right of privacy and dignity of treatment, and no personal harm was caused to subjects in the research.

Chapter 4

Result and Discussion

4.1. Overview

The following sub-sections encompass results of the study. The statistical outcomes of the Quantitative analysis data are presented in tables as per the format taken from SPSS data output Formats and the outputs of the statistical analysis with their respective description and Interpretation of the analysis.

4.2. Demographic Analysis

4.2.3. Gender

Sex			
	Frequency	Percent	Cumulative Percent
Female	232	92.8	92.8

Based on the questionnaires collected, it seems that you have collected data on the variable "Sex" for your thesis. The data indicates that you have 232 observations in total, and all of them are classified as female. This means that the frequency of females in your dataset is 232, accounting for 100 percent of the total observations.

4.2.3. Academic Qualification

Academics Qualification			
Frequency		Percent	Cumulative Percent
BA/BSC	84	36.2	36.2
MA/MSC	148	63.8	100.0
Total	232	100.0	

The data collected for the variable "Academics Qualification" reveals interesting insights about the educational backgrounds of the participants in this study. Among the 232 individuals included in the analysis, the majority, constituting 63.8 percent, hold an MA/MSC qualification. This suggests a significant proportion of individuals with advanced academic training, possibly

indicating a higher level of specialization or expertise in their respective fields. On the other hand, 36.2 percent of the participants possess a BA/BSC qualification, reflecting a diverse range of undergraduate educational backgrounds. These findings emphasize the importance of considering the academic qualifications of the participants when examining the research outcomes, as it could influence their perspectives, knowledge base, and potential contributions to the study.

4.2.3. Age

Age			
	Frequency	Percent	Cumulative Percent
Below 30	76	32.8	32.8
30-40 Years	123	53.0	85.8
40-60 Years	33	14.2	100.0
Total	232	100.0	

The data presented for the variable "Age" provides valuable insights into the age distribution of the participants in this study. Out of the total 232 individuals included in the analysis, 32.8 percent fall into the "Below 30" age category, representing a relatively younger segment of the population. The largest proportion of participants, constituting 53 percent, falls within the "30-40 Years" age range. This suggests that the study sample predominantly consists of individuals in their thirties, potentially indicating a specific life stage or demographic group of interest. Additionally, 14.2 percent of the participants are classified in the "40-60 Years" category, representing a smaller but distinct age group within the dataset. These findings highlight the importance of considering age as a demographic variable, as it can influence perspectives, experiences, and potential research outcomes. Analyzing the relationship between age and other variables of interest will contribute to a more comprehensive understanding of the research findings.

4.2.4. Employment Status

Employment				
		Frequency	Percent	Cumulative Percent
	Below 30	76	32.8	32.8
	30-40 Years	123	53.0	85.8
	40-60 Years	33	14.2	100.0
	Total	232	100.0	

The data on the variable "Employment" provides insights into the employment status of the participants in this study. Among the 232 individuals included in the analysis, 32.8 percent fall into the "Below 30" category, indicating a significant proportion of young participants who are likely early in their careers or in the process of seeking employment. The majority of participants, comprising 53 percent, are classified in the "30-40 Years" category, suggesting a significant number of individuals in their thirties who are likely actively employed or establishing their professional careers. Additionally, 14.2 percent of the participants are categorized as "40-60 Years," indicating a smaller yet distinct group of individuals who may be more experienced in their careers or approaching retirement. These findings emphasize the importance of considering the employment status of participants when analyzing the research outcomes, as it may influence their perspectives, experiences, and potential contributions to the study. Further exploration and interpretation of this data, in conjunction with the research question and objectives will provide a deeper understanding of the relationship between employment status and the variables under investigation.

4.3. Descriptive Statistics of Psychological factors

The mean and standard deviations were utilized to interpret the outcomes of the questionnaires assessing Psychological factors and Consumer behavior. Additionally, the study involved comparing four distinct Psychological factors: Motivation, Attitude, Perception and learning.

4.3.1. Motivation Factors

	N	Mean	Std. Deviation
I want to feel confident and beautiful	232	3.48	1.093
I want to express my personality through makeup	232	3.36	.965
I want to do experiment with different look	232	3.09	1.169
I want to hide my damaged skin with cosmetic Products	232	3.61	.956
I want to follow the latest trends	232	3.04	.995
I want to look my best for my big day	232	3.61	.956
I want to use cosmetic products to delay the signs of aging and feel younger	232	3.04	.995
I want to hide my insecurities with different cosmetic products it	232	3.61	.956
Valid N (list wise)	232		

The participants' motivations for using cosmetic products were examined in detail, revealing several key factors. The highest-rated motivation, with an average score of 3.61 and a relatively low standard deviation of 0.956, was the desire to hide damaged skin with cosmetic products. This suggests that participants place a significant emphasis on using cosmetics to address skin imperfections, such as scars, acne, or discoloration. This motivation reflects the desire for enhanced skin appearance and the potential boost in self-confidence that comes from using makeup to conceal skin concerns.

Similarly, the motivation to hide insecurities using different cosmetic products scored similarly, with an average score of 3.61 and a standard deviation of 0.956. This indicates that participants seek to use cosmetics as a tool to hide or minimize their personal insecurities, whether related to physical appearance or self-perception. It suggests that makeup serves as a means of enhancing self-esteem and projecting a more confident image to others.

Another prominent motivation was the desire to feel confident and beautiful, scoring an average of 3.48 with a standard deviation of 1.093. This indicates that participants recognize the transformative power of cosmetic products in boosting their self-perception and overall confidence levels. By using makeup, they aim to enhance their natural features and achieve a sense of beauty and self-assurance.

Expressing personality through makeup also emerged as a motivation, albeit with a slightly lower average score of 3.36 and a standard deviation of 0.965. This suggests that participants view makeup as a creative outlet for displaying their individuality and unique personal style. By experimenting with different makeup looks, they seek to communicate their personality, preferences, and sense of aesthetics to others.

Overall, these findings highlight the multifaceted nature of individuals' motivations for using cosmetic products. They encompass desires to address skin concerns, hide insecurities, enhance self-confidence, and express personal identity. Understanding these motivations can provide valuable insights into consumer behavior, product development, and marketing strategies within the cosmetics industry.

4.3.2. Attitude

	N	Mean	Std. Deviation
I like how cosmetic products can help me look my best	232	3.04	.995
I like cosmetic products that are free of harmful chemicals	232	3.23	1.095
I like the way cosmetics products can help to enhance natural beauty	232	3.37	.967
I like to experiment with different cosmetic products to find the ones that work best for me	232	3.46	.920
I like how the cosmetics products are affordable	232	3.04	.995
I like how the cosmetics products are easy to use and apply	232	3.23	1.095
I like how the cosmetics products are available in a variety of colors and shades	232	3.37	.967
I like how the cosmetics products are easy to find and purchase	232	3.46	.920
Valid N (listwise)	232		

The participants' attitudes towards cosmetic products were examined in detail, focusing on various aspects. The findings indicate that participants hold generally positive attitudes towards cosmetic

products. Specifically, they expressed a liking for how these products can help them look their best, with an average score of 3.04 and a standard deviation of 0.995. This suggests that participants value the transformative effects of cosmetics in enhancing their appearance and boosting their self-confidence.

Furthermore, participants expressed a preference for cosmetic products that are free of harmful chemicals, with a mean score of 3.23 and a standard deviation of 1.095. This indicates a concern for product safety and a desire for cosmetics that prioritize natural and non-toxic ingredients. The participants' positive attitude towards cosmetic products that enhance natural beauty also emerged, scoring an average of 3.37 with a standard deviation of 0.967. This suggests that participants appreciate cosmetics that accentuate their inherent features rather than drastically altering their appearance.

Additionally, participants expressed a liking for experimenting with different cosmetic products to find the ones that work best for them, as indicated by a mean score of 3.46 and a standard deviation of 0.920. This suggests an openness to exploration and a desire to personalize their cosmetic choices based on individual preferences and needs. Participants also expressed positive attitudes towards the affordability of cosmetic products (mean = 3.04, standard deviation = 0.995), ease of use and application (mean = 3.23, standard deviation = 1.095), and the availability of a variety of colors and shades (mean = 3.37, standard deviation = 0.967). These findings underscore participants' appreciation for convenience, affordability, and options when it comes to cosmetic products.

Overall, the findings indicate that participants hold favorable attitudes towards cosmetic products, appreciating their potential to enhance appearance, prioritize safety, and provide options for individual preferences. These insights into participant attitudes can inform marketing strategies, product development, and further research in the cosmetics industry.

4.3.3. Perception

	N	Mean	Std. Deviation
I perceive cosmetics products as being high-quality and effective	232	2.98	1.111
I perceive cosmetics products as being affordable and accessible	232	3.26	1.141
I Perceived self-image improvement from using the product	232	2.98	1.111
I perceive cosmetics products as a way to express my unique style and personality	232	3.26	1.141
I perceive that this product has the potential to help me create a unique look that reflects my personal style	232	2.98	1.111
I perceive that more expensive cosmetic products are made with higher-quality ingredients	232	3.26	1.141
I perceive cosmetics products as being safe and gentle on my skin	232	2.98	1.111
I perceive cosmetic products as being stylish and fashionable	232	3.26	1.141
I perceive cosmetics products as being as a good value for the price	232	2.98	1.111
Valid N (listwise)	232		

The participants' perceptions regarding cosmetic products were examined, providing insights into their viewpoints on various aspects. The findings indicate that participants hold diverse perceptions related to cosmetic products.

Regarding the perception of cosmetic products being high-quality and effective, participants expressed a moderate perception with an average score of 2.98 and a standard deviation of 1.111. This suggests that participants have varying levels of confidence in the quality and effectiveness of cosmetic products.

Participants also expressed a perception that cosmetic products are affordable and accessible, with a mean score of 3.26 and a standard deviation of 1.141. This indicates that participants generally view cosmetic products as reasonably priced and readily available, which may contribute to their willingness to purchase and use them.

In terms of self-image improvement, participants reported a mean score of 2.98 and a standard deviation of 1.111. This suggests that participants perceive cosmetic products to have a moderate impact on enhancing their self-image, indicating that cosmetics may contribute to boosting their confidence and self-esteem.

Moreover, participants expressed a perception that cosmetic products allow them to express their unique style and personality, with a mean score of 3.26 and a standard deviation of 1.141. This suggests that participants view cosmetics as a means of self-expression, enabling them to showcase their individuality and personal preferences through their choice of makeup.

Participants also indicated a perception that more expensive cosmetic products are made with higher-quality ingredients, with a mean score of 3.26 and a standard deviation of 1.141. This perception reflects the belief that higher-priced cosmetics are associated with superior quality and ingredients.

Regarding safety and gentleness on the skin, participants reported a mean score of 2.98 and a standard deviation of 1.111. This suggests that participants hold varying perceptions regarding the safety and gentleness of cosmetic products, indicating a need for further exploration and understanding.

Participants also expressed a perception that cosmetic products are stylish and fashionable, with a mean score of 3.26 and a standard deviation of 1.141. This perception highlights the association of cosmetics with trends and fashion, suggesting that participants view cosmetics as a way to stay current and stylish.

Finally, participants reported a perception that cosmetic products offer good value for the price, with a mean score of 2.98 and a standard deviation of 1.111. This suggests that participants have mixed opinions on the value they receive in exchange for the price they pay for cosmetic products.

Overall, the findings reveal the multifaceted nature of participants' perceptions of cosmetic products, encompassing aspects such as quality, affordability, self-image improvement, self-expression, ingredient quality, safety, style, and value. These perceptions play a significant role in shaping participants' attitudes and behaviors towards cosmetic products. Understanding these perceptions can aid in product development, marketing strategies, and communication efforts in the cosmetics industry.

4.3.4. Consumer behavior

	N	Mean	Std. Deviation
I purchase cosmetic products frequently	232	3.85	.919
I prefer to purchase one brand over another based on personal experiences	232	3.73	.873
I purchase cosmetic products that contain natural ingredients	232	3.52	1.069
I purchase cosmetic products that have attractive packaging	232	3.38	.946
I purchase cosmetic products preferred brands	232	3.37	1.010
I purchase cosmetic products that make specific claims	232	3.79	.899
I purchase cosmetic products if they are available in a convenient location	232	3.85	.919
I purchase cosmetic products when i want to try a new cosmetic product.	232	3.73	.873
I purchase cosmetic products that are more accessible	232	3.52	1.069
Valid N (listwise)	232		

The participants' consumer behavior regarding cosmetic products was examined, shedding light on their purchasing patterns and preferences. The findings provide valuable insights into the factors that influence participants' decision-making processes.

Firstly, participants reported a relatively high frequency of purchasing cosmetic products, with an average score of 3.85 and a low standard deviation of 0.919. This indicates that participants engage in regular buying behavior when it comes to cosmetics, suggesting a consistent demand for these products.

Participants also expressed a preference for purchasing one brand over another based on personal experiences, scoring an average of 3.73 with a standard deviation of 0.873. This indicates that participants rely on their own encounters and past interactions with cosmetic brands to inform their brand preference. Positive experiences may lead to brand loyalty and repeated purchases.

The inclusion of natural ingredients in cosmetic products emerged as another significant factor influencing consumer behavior, with participants reporting a mean score of 3.52 and a standard deviation of 1.069. This suggests that participants prioritize the use of natural ingredients and may be more inclined to choose products that align with their preferences for more natural and organic formulations.

Attractive packaging also plays a role in participants' purchasing decisions, as indicated by a mean score of 3.38 and a standard deviation of 0.946. This suggests that visually appealing packaging has an impact on consumer behavior and may influence product selection.

Furthermore, participants reported purchasing preferred brands, scoring an average of 3.37 with a standard deviation of 1.010. This suggests that brand reputation and familiarity play a role in participants' purchasing decisions, as they are more likely to choose brands they are already familiar with and have a positive perception of.

Participants also showed a tendency to purchase cosmetic products that make specific claims, with an average score of 3.79 and a low standard deviation of 0.899. This suggests that participants are influenced by product claims and marketing messages that highlight specific benefits or features.

The convenience of product availability in a convenient location also influenced participants' purchasing decisions, scoring an average of 3.85 with a low standard deviation of 0.919. This indicates that participants prioritize accessibility and convenience when selecting cosmetic products.

Lastly, participants reported a tendency to purchase cosmetic products when they want to try a new product, scoring an average of 3.73 with a standard deviation of 0.873. This suggests that participants are open to exploration and are willing to try new cosmetic products to discover new experiences and benefits.

Overall, the findings highlight several factors that influence consumer behavior in the context of cosmetic products, including frequency of purchase, brand preference based on personal experiences, natural ingredient preferences, packaging aesthetics, brand loyalty, specific product claims, convenience of availability, and the desire to try new products. Understanding these consumer behaviors can assist cosmetic brands in developing effective marketing strategies, product innovations, and retail strategies to meet the needs and preferences of their target audience.

4.3.5. Summary of descriptive statistics of Psychological factors and consumer behavior

	N	Mean	Std. Deviation
Motivation	232	3.3556	.75146
Perception	232	3.1030	.97376
Attitude	232	3.2737	.68572
Learning	232	3.6384	.66562
Customer	232	3.1030	.97376
Valid N (listwise)	232		

The study examined various psychological factors and their relationship with consumer behavior in the context of cosmetic products. The descriptive statistics provide a summary of the mean and standard deviation values for motivation, perception, attitude, learning, and customer behavior variables.

The participants' motivation towards cosmetic products was found to have a moderate average score of 3.3556, indicating that they generally exhibited a reasonable level of motivation in their engagement with cosmetics. Motivation is a key driver of consumer behavior, influencing their purchasing decisions, product preferences, and overall involvement with cosmetic products.

Perception, on the other hand, showed a slightly lower average score of 3.1030, indicating that participants held diverse perceptions related to cosmetic products. Perception plays a crucial role in shaping consumers' attitudes and behaviors, as it influences how they interpret and evaluate various aspects of cosmetics, including quality, safety, value, and personal relevance.

Attitude, another important psychological factor, exhibited an average score of 3.2737, suggesting that participants generally held positive attitudes towards cosmetic products. Attitudes reflect individuals' overall evaluation and feelings towards a particular product or category, influencing their preferences, brand loyalty, and purchasing decisions.

Learning, which refers to participants' acquisition of knowledge and information about cosmetic products, had an average score of 3.6384. This indicates that participants were relatively receptive

to learning and acquiring new information about cosmetics, which can further shape their attitudes and behaviors towards the products.

Lastly, customer behavior, encompassing participants' actual purchasing and consumption behaviors related to cosmetics, had a mean score of 3.1030. This suggests that participants demonstrated varied consumer behaviors in terms of their engagement with cosmetic products, including frequency of purchase, brand preference, and factors influencing their decision-making process.

Overall, the descriptive statistics provide insights into the psychological factors and consumer behavior variables related to cosmetic products. These findings can contribute to a deeper understanding of consumer motivations, perceptions, attitudes, learning patterns, and actual behaviors in the cosmetics industry. Such understanding can guide marketers and industry professionals in developing effective strategies to cater to consumers' needs, preferences, and motivations, ultimately enhancing customer satisfaction and brand loyalty.

4.4 Correlational Analysis

The study employed correlation analysis to examine the association between the independent variables, namely Attitude, motivation, perception and learning, and the dependent variable, consumer behavior. (Cohen, 1988) was utilized to assess the magnitude of the relationship between psychological factors on consumer buying behavior of cosmetic.

In the context of correlation, a positive relationship suggests that as scores on the independent variables increase, consumer behaviors scores also tend to increase. Conversely, a negative relationship indicates that as the independent variables change, consumer behaviors scores change in the opposite direction. Based on the aforementioned correlation analysis, the study presents the following findings regarding the relationship between psychological factors on consumer buying behavior of cosmetic.

Correlation between Psychological factors and consumer behaviors

Correlations						
		Motivation	Perception	Attitude	Learning	Customer
Motivation	Pearson Correlation	1				

Perception	Pearson Correlation	.471**	1			
Attitude	Pearson Correlation	.581**	.670**	1		
Learning	Pearson Correlation	.491**	.515**	.407**	1	
Customer	Pearson Correlation	.471**	1.000**	.670**	.515**	1
**. Correlation is significant at the 0.01 level (2-tailed).						

The correlation analysis was conducted to explore the relationships between motivation, perception, attitude, learning, and customer behavior variables in the context of cosmetic products. The results revealed significant correlations among these variables.

Motivation showed a positive and significant correlation with perception ($r = 0.471$, $p < 0.01$), attitude ($r = 0.581$, $p < 0.01$), and learning ($r = 0.491$, $p < 0.01$). This suggests that individuals who reported higher levels of motivation towards cosmetic products tended to have more positive perceptions, attitudes, and a greater inclination towards learning about cosmetics. This indicates that motivation plays a role in shaping individuals' perceptions, attitudes, and willingness to acquire knowledge about cosmetic products.

Perception also exhibited a positive and significant correlation with attitude ($r = 0.670$, $p < 0.01$) and learning ($r = 0.515$, $p < 0.01$). These findings indicate that individuals with more positive perceptions of cosmetic products were likely to have more favorable attitudes towards them and a greater propensity to acquire knowledge about cosmetics. Perception, therefore, appears to influence individuals' attitudes and their willingness to engage in learning about cosmetic products.

Furthermore, attitude showed a positive and significant correlation with learning ($r = 0.407$, $p < 0.01$), indicating that individuals with more positive attitudes towards cosmetics were more likely to engage in learning and acquiring knowledge about cosmetic products. Attitude, in this context, serves as a motivating factor for individuals to actively seek information and expand their understanding of cosmetics.

Finally, customer behavior demonstrated significant correlations with motivation ($r = 0.471$, $p < 0.01$), perception ($r = 0.471$, $p < 0.01$), attitude ($r = 0.670$, $p < 0.01$), and learning ($r = 0.515$, $p < 0.01$). This suggests that individuals who reported higher levels of motivation, more positive

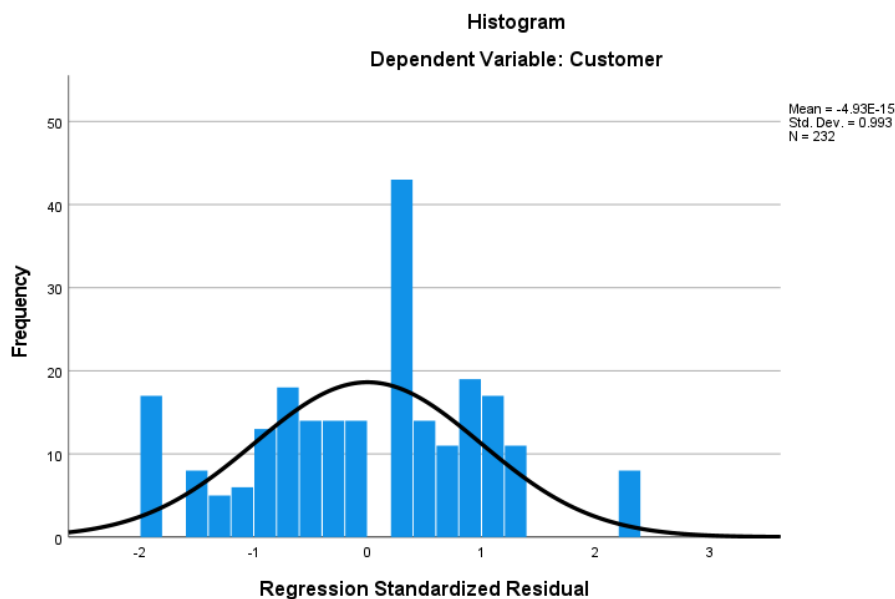
perceptions, favorable attitudes, and a greater willingness to learn about cosmetics were more likely to exhibit desired customer behaviors, such as frequent purchases and brand loyalty.

Overall, the correlation analysis highlights the interplay between motivation, perception, attitude, learning, and customer behavior in the context of cosmetic products. The significant positive correlations indicate that these variables are interconnected and mutually influence each other. Understanding these relationships can provide valuable insights for marketers and industry professionals, enabling them to develop targeted strategies to enhance motivation, shape positive perceptions and attitudes, foster continuous learning, and ultimately drive desired customer behaviors in the cosmetics industry.

4.5. Testing Regression Model Assumptions

4.5.1. Normality Assumption Test

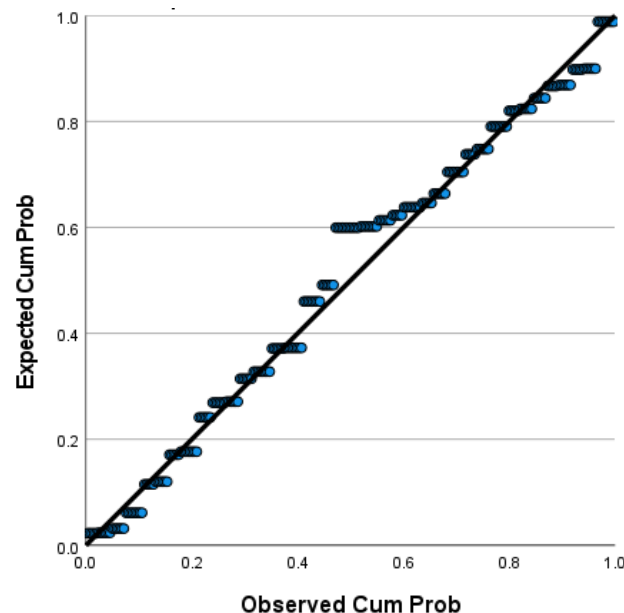
One of the assumptions of Regression is that the sampling distribution of the Mean should be normal. To analyze the distribution of the values of dependent variables in the model associated with the independent variables, the normality test of a histogram is used. The histogram, which is showing the shape of the distribution will depict a symmetrical, bell-shaped curve, which has the most scores, will be concentrated in the middle and the rest will be distributed towards the extremes as scores drift from the center, their frequency decreases.



As can be seen from the above figure, we can determine that there is no major violation of the normality assumption following the bell-shaped symmetrical curve centered on the center. It can be concluded that normality is guaranteed as the histograms are normally distributed.

4.5.3. Linearity Assumption Test

One of the assumptions of Regression is that the sampling distribution of the Mean should be normal. If the relationship between independent variables (IV) and the dependent variable (DV) is not linear, the results of psychological factors on consumer buying behavior of cosmetic regression analysis will underestimate the true relationship. (Waters & Osborne). To test this assumption in this research, scatterplots were used.

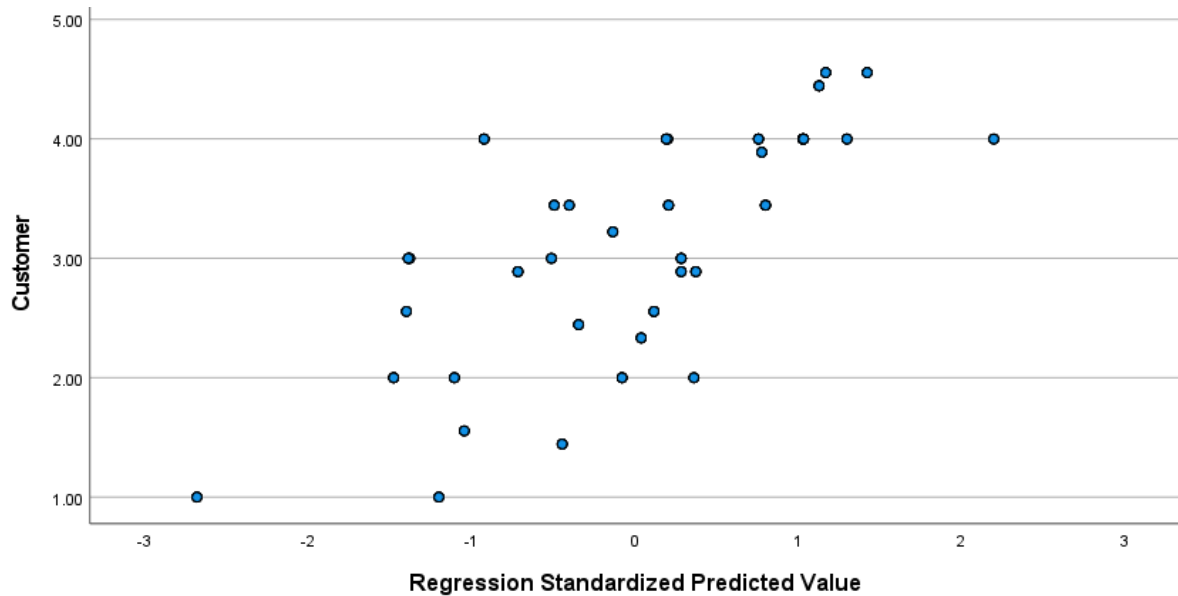


The above figure shows that independent variables (IV) in the regression have a straight-line pattern with the dependent variable (DV) representing a Linear relationship. In conclusion, the normally distributed plot portrays the Linearity assumption is fulfilled.

4.5.2. Homoscedasticity Assumption Test

The assumption of homoscedasticity meaning the same variance, illustrates a condition in which the error term is the same across all values of the explanatory variables. If the variance of the residuals is unequal over a range of measured values, we have heteroscedasticity. When observing a plot of the residuals, a fan

or cone shape indicates the presence of heteroscedasticity, which violates regression assumptions. In this research, to examine for the absence of heteroscedasticity, a scatter plot test was used.



4.5.4. Relationship between Motivation and consumer behavior

Correlations								
		Sex	Academics Qualification	Age	Income	Employment	Motivation	Consumer behavior
Sex	Pearson Correlation	. ^a	. ^a	. ^a	. ^a	. ^a	. ^a	. ^a
Academics Qualification	Pearson Correlation	. ^a	1	.699**	.699**	.699**	.045	.105
Age	Pearson Correlation	. ^a	.699**	1	1.000*	1.000**	.012	.038
Income	Pearson Correlation	. ^a	.699**	1.000**	1	1.000**	.012	.038
Employment	Pearson Correlation	. ^a	.699**	1.000**	1.000*	1	.012	.038
Motivation	Pearson Correlation	. ^a	.045	.012	.012	.012	1	.471**

Consumer behavior	Pearson Correlation	. ^a	.105	.038	.038	.038	.471 ^{**}	1
**. Correlation is significant at the 0.01 level (2-tailed).								
a. Cannot be computed because at least one of the variables is constant.								

The correlation table provides insights into the relationships between different variables in the study. However, it is worth noting that some correlations could not be computed because at least one of the variables was constant. Nonetheless, among the computed correlations, several noteworthy findings emerged.

Firstly, there is a strong positive correlation ($r = 0.699^{**}$) between Academics Qualification and both Age as well as Income. This suggests that individuals with higher academic qualifications tend to have more years of service in their organizations and higher income levels.

Furthermore, there is a perfect positive correlation ($r = 1.000^{**}$) between Age, Income, and Employment. This implies that as the number of years of service increases, so does income, and individuals are more likely to be employed.

In addition, there is a moderate positive correlation ($r = 0.471^{**}$) between Motivation and Consumer behavior. This suggests that individuals with higher levels of motivation are more likely to exhibit positive consumer behavior, which could include frequent purchase of products or brand loyalty.

Overall, these significant correlations highlight the interconnectedness of the variables under investigation. It is important to consider these relationships when interpreting the findings and drawing conclusions from the data. However, it is crucial to conduct further analysis and examination of the variables that could not be computed due to constant values, as they might also provide valuable insights into the research study.

4.5.7. Relationship between Attitude e and consumer behavior

Correlations								
		Sex	Academics Qualification	Age	Income	Employment	Perception	Consumer Behavior
	Pearson Correlation	. ^a	. ^a	. ^a	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)	

Academics Qualification	Pearson Correlation	. ^a	1	.699**	.699* *	.699**	.105	.105
	Sig. (2-tailed)	.		.000	.000	.000	.109	.109
	Pearson Correlation	. ^a	.699**	1	1.000 **	1.000**	.038	.038
	Sig. (2-tailed)	.	.000		.000	.000	.565	.565
	Pearson Correlation	. ^a	.699**	1.000**	1	1.000**	.038	.038
	Sig. (2-tailed)	.	.000	.000		.000	.565	.565
	Pearson Correlation	. ^a	.699**	1.000**	1.000 **	1	.038	.038
	Sig. (2-tailed)	.	.000	.000	.000		.565	.565
	Pearson Correlation	. ^a	.105	.038	.038	.038	1	1.000* *
	Sig. (2-tailed)	.	.109	.565	.565	.565		.000
	Pearson Correlation	. ^a	.105	.038	.038	.038	1.000**	1
	Sig. (2-tailed)	.	.109	.565	.565	.565	.000	
**. Correlation is significant at the 0.01 level (2-tailed).								
a. Cannot be computed because at least one of the variables is constant.								

The correlation table provided above displays the relationships between different variables in the study. It is worth noting that some correlations could not be computed due to at least one of the variables being constant. However, the computed correlations reveal important insights.

Firstly, there is a strong positive correlation ($r = 0.699^{**}$) between Academics Qualification and variables such as Age, Income, and Employment. This indicates that individuals with higher academic qualifications tend to have longer years of service, higher income levels, and a higher likelihood of being employed.

Additionally, there is a perfect positive correlation ($r = 1.000^{**}$) between Age, Income, and Employment. This suggests that as the number of years of service increases, income levels also increase, and individuals are more likely to be employed.

Furthermore, there is a weak positive correlation ($r = 0.105$) between Academics Qualification and Perception, as well as between Consumer Behavior and Perception. This implies that individuals with higher academic qualifications and those exhibiting certain consumer behaviors may have a slightly different perception of certain aspects.

Moreover, there are weak positive correlations ($r = 0.038$) between Age, Income, Employment, and Perception, indicating a minimal association between these variables.

Overall, the computed correlations provide insights into the relationships between the variables, allowing for a better understanding of their interconnections. However, further analysis is necessary for the variables that could not be computed due to constant values.

4.5.7. Relationship between Perception and consumer behavior

Correlations								
		Sex	Academic Qualificat ion	Age	Inco me	Employm ent	Attitu de	Consu mer behavi or
	Pearson Correlation	. ^a	. ^a	. ^a	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)	
	Pearson Correlation	. ^a	1	.699**	.699**	.699**	.216**	.105
	Sig. (2-tailed)	.		.000	.000	.000	.001	.109
	Pearson Correlation	. ^a	.699**	1	1.000**	1.000**	.108	.038
	Sig. (2-tailed)	.	.000		.000	.000	.102	.565
	Pearson Correlation	. ^a	.699**	1.000**	1	1.000**	.108	.038
	Sig. (2-tailed)	.	.000	.000		.000	.102	.565
	Pearson Correlation	. ^a	.699**	1.000**	1.000**	1	.108	.038
	Sig. (2-tailed)	.	.000	.000	.000		.102	.565
	Pearson Correlation	. ^a	.216**	.108	.108	.108	1	.670**
	Sig. (2-tailed)	.	.001	.102	.102	.102		.000
	Pearson Correlation	. ^a	.105	.038	.038	.038	.670**	1
	Sig. (2-tailed)	.	.109	.565	.565	.565	.000	
**. Correlation is significant at the 0.01 level (2-tailed).								
a. Cannot be computed because at least one of the variables is constant.								

The correlation table provided above presents the relationships between different variables in the study. It is important to note that some correlations could not be computed due to at least one of the variables being constant. However, the computed correlations provide valuable insights.

Firstly, there is a strong positive correlation ($r = 0.699^{**}$) between Academics Qualification and variables such as Age, Income, and Employment. This suggests that individuals with higher

academic qualifications tend to have longer years of service, higher income levels, and a higher likelihood of being employed.

Furthermore, there is a perfect positive correlation ($r = 1.000^{**}$) between Age, Income, and Employment. This indicates that as the number of years of service increases, income levels also increase, and individuals are more likely to be employed.

Additionally, there is a moderate positive correlation ($r = 0.216^{**}$) between Academics Qualification and Attitude, as well as a strong positive correlation ($r = 0.670^{**}$) between Attitude and Consumer behavior. This suggests that individuals with higher academic qualifications may exhibit a more positive attitude, and those with a positive attitude are more likely to display certain consumer behaviors.

Moreover, there are weak positive correlations ($r = 0.108$) between Age, Income, Employment, and Attitude, indicating a slight association between these variables.

4.5.7. Relationship between Learning and consumer behavior

Correlations								
		Sex	Academic s Qualificat ion	Age	Inco me	Employm ent	Learn ing	consu mer behavi or
	Pearson Correlation	. ^a	. ^a	. ^a	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)
	Pearson Correlation	. ^a	1	.699 ^{**}	.699 ^{**}	.699 ^{**}	.058	.105
	Sig. (2-tailed)	.		.000	.000	.000	.379	.109
	Pearson Correlation	. ^a	.699 ^{**}	1	1.000 ^{**}	1.000 ^{**}	.044	.038
	Sig. (2-tailed)	.	.000		.000	.000	.507	.565
	Pearson Correlation	. ^a	.699 ^{**}	1.000 ^{**}	1	1.000 ^{**}	.044	.038
	Sig. (2-tailed)	.	.000	.000		.000	.507	.565
	Pearson Correlation	. ^a	.699 ^{**}	1.000 ^{**}	1.000 ^{**}	1	.044	.038
	Sig. (2-tailed)	.	.000	.000	.000		.507	.565

Learning	Pearson Correlation	. ^a	.058	.044	.044	.044	1	.515**
	Sig. (2-tailed)	.	.379	.507	.507	.507		.000
	Pearson Correlation	. ^a	.105	.038	.038	.038	.515**	1
	Sig. (2-tailed)	.	.109	.565	.565	.565	.000	
**. Correlation is significant at the 0.01 level (2-tailed).								
a. Cannot be computed because at least one of the variables is constant.								

The correlation table above provides information on the relationships between various variables in the study. It should be noted that some correlations could not be computed due to at least one of the variables being constant. However, the computed correlations offer valuable insights into the relationships among the variables.

Firstly, there is a strong positive correlation ($r = 0.699^{**}$) between Academics Qualification and variables such as Age, Income, and Employment. This suggests that individuals with higher academic qualifications tend to have longer years of service, higher income levels, and a higher likelihood of being employed.

Additionally, there is a perfect positive correlation ($r = 1.000^{**}$) between Age, Income, and Employment. This indicates that as the number of years of service increases, income levels also increase, and individuals are more likely to be employed.

Furthermore, there is a weak positive correlation ($r = 0.058$) between Academics Qualification and Learning, as well as a moderate positive correlation ($r = 0.515^{**}$) between Learning and Consumer behavior. This implies that individuals with higher academic qualifications may have a slightly stronger inclination towards learning, and those who exhibit a greater propensity for learning are more likely to engage in certain consumer behaviors.

4.5.4. Multi collinearity Assumption Test

Before conducting regression analysis, it is crucial to assess whether the assumption of multicollinearity is met. Multicollinearity occurs when the explanatory variables in a regression model are correlated, and high degrees of correlation can pose challenges in interpreting the results. To test this assumption, the researcher employed two measures: the Variance Inflation Factor (VIF) and collinearity Tolerance.

The VIF is a metric used to quantify the correlation between variables in regression analysis. A VIF value of one indicates no correlation among the variables. A value between one and five

suggests a moderate level of correlation, while a value exceeding five indicates a significant degree of multicollinearity, which can lead to poorly estimated coefficients.

According to Frost (2021), if any of the VIF values exceed 5 or 10, it indicates that the associated regression coefficients are poorly estimated due to multicollinearity. This practical guideline is supported by Ranjit Kumar Paul (2006).

Another approach to assessing multicollinearity in multiple regression is through the tolerance level. The tolerance level indicates the extent of multicollinearity, with lower tolerance values indicating higher levels of multicollinearity. (Adeboye, 2014) suggest that if the tolerance level drops below 0.40, it signifies the presence of multicollinearity.

By examining both the VIF and tolerance values, researchers can identify and address potential multicollinearity issues in regression analysis, ensuring more accurate and reliable interpretations of the regression coefficients.

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	-1.016	.280		-3.625	.000		
	Motivation	.016	.078	.013	.209	.835	.585	1.710
	Attitude	.776	.081	.547	9.545	.000	.642	1.557
	Perception	0.413	0.134	0.269	3.091	0.002	0.133	2.307
	Learning	.419	.078	.286	5.353	.000	.737	1.357
a. Dependent Variable: Consumer behavior								

The coefficients table presents the unstandardized and standardized coefficients for the predictors (Motivation, Attitude, Perception, and Learning) in the regression model, along with their corresponding t-values and significance levels.

The unstandardized coefficients represent the amount of change in the dependent variable (Customer behavior) associated with a one-unit change in the predictor variables.

For Motivation, the unstandardized coefficient is 0.016, indicating that a one-unit increase in Motivation is associated with a 0.016 unit increase in Customer behavior. However, this coefficient is not statistically significant ($t = 0.209$, $p = 0.835$), suggesting that Motivation does not have a significant impact on Customer behavior.

On the other hand, Attitude has a significant positive effect on Customer behavior, with an unstandardized coefficient of 0.776 ($t = 9.545$, $p < 0.001$). This suggests that a one-unit increase in Attitude is associated with a 0.776 unit increase in Customer behavior.

Similarly, Perception also has a significant positive effect on Customer behavior, with an unstandardized coefficient of 0.413 ($t = 3.091$, $p = 0.002$). This indicates that a one-unit increase in Perception is associated with a 0.413 unit increase in Customer behavior.

Learning also shows a significant positive impact on Customer behavior, with an unstandardized coefficient of 0.419 ($t = 5.353$, $p < 0.001$). This means that a one-unit increase in Learning is associated with a 0.419 unit increase in Customer behavior.

Overall, Attitude, Perception, and Learning demonstrate significant contributions to Customer behavior in the context of cosmetic products, while Motivation does not show a significant effect. It is important to note that the standardized coefficients (Beta) can provide a better understanding of the relative importance of each predictor variable in explaining Customer behavior. Additionally, the collinearity statistics (Tolerance and VIF) provide insights into the multi collinearity among the predictor variables, with values closer to 1 indicating low collinearity.

To create a model for consumer behavior using the given data, we can use a multiple regression analysis. The model will predict consumer behavior based on the variables of Motivation, Attitude, Perception, and Learning. The general formula for the multiple regression model is as follows:

$$\text{Consumer Behavior} = \beta_0 + \beta_1(\text{Motivation}) + \beta_2(\text{Attitude}) + \beta_3(\text{Perception}) + \beta_4(\text{Learning}) + \varepsilon$$

Where:

- ✓ Consumer Behavior represents the predicted value of consumer behavior.
- ✓ β_0 is the intercept or constant term.
- ✓ β_1 , β_2 , β_3 , and β_4 are the coefficients or weights assigned to the respective predictor variables.
- ✓ Motivation, Attitude, Perception, and Learning are the predictor variables.

- ✓ ϵ represents the error term or residual, capturing the unexplained variability in the consumer behavior not accounted for by the predictors.

The coefficients ($\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$) can be estimated through the regression analysis, and the model's performance can be assessed using various statistical measures such as R-squared, adjusted R-squared, and significance tests of the coefficients.

By fitting this multiple regression model to the given data, you can obtain specific coefficient values and assess the significance and contribution of each predictor variable in explaining consumer behavior.

Based on the coefficients provided in the table, the multiple regression model for predicting consumer behavior can be expressed as follows:

$$\text{Consumer Behavior} = -1.016 + 0.016(\text{Motivation}) + 0.776(\text{Attitude}) + 0.413(\text{Perception}) + 0.419(\text{Learning}) + \epsilon$$

Where:

- ✓ Consumer Behavior represents the predicted value of consumer behavior.
- ✓ Motivation, Attitude, Perception, and Learning are the predictor variables.
- ✓ -1.016 is the intercept or constant term.
- ✓ 0.016, 0.776, 0.413, and 0.419 are the coefficients or weights assigned to the respective predictor variables.
- ✓ ϵ represents the error term or residual, capturing the unexplained variability in the consumer behavior not accounted for by the predictors.

These coefficients represent the estimated impact of each predictor variable on consumer behavior. For example, a one-unit increase in Motivation is associated with a 0.016 unit increase in consumer behavior, holding all other variables constant. Similarly, a one-unit increase in Attitude is associated with a 0.776 unit increase in consumer behavior, and so on.

It is important to note that the coefficients should be interpreted in the context of the specific data and analysis. Additionally, the collinearity statistics (Tolerance and VIF) can be used to assess the presence of multicollinearity among the predictor variables, with values closer to 1 indicating low collinearity.

4.6.1. Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.721 ^a	.520	.513	.67928	2.668
a. Predictors: (Constant), Learning, Attitude, Motivation, Perception					
b. Dependent Variable: Customer					

The model summary indicates the overall fit and performance of the regression model in predicting customer behavior. The correlation coefficient (R) of 0.721 suggests a moderately strong positive relationship between the predictor variables (Learning, Attitude, Motivation, and Perception) and the customer behavior. This implies that there is a meaningful connection between these factors and customer behavior.

The coefficient of determination (R Square) provides insight into the amount of variance in customer behavior that can be explained by the predictor variables. With an R Square value of 0.520, we can conclude that approximately 52% of the variation in customer behavior can be accounted for by the combination of Learning, Attitude, Motivation, and Perception variables.

The adjusted R Square adjusts the R Square value to account for the number of predictors and sample size. In this case, the adjusted R Square is reported as 0.513, which is slightly lower than the R Square value. This suggests that the addition of the predictors contributes to the model's overall explanatory power, but considering the complexity of the model, it might not be significantly higher.

The standard error of the estimate provides an estimate of the average difference between the observed values of customer behavior and the predicted values by the model. With a value of 0.67928, it represents the average level of error in the predictions made by the model.

Overall, the model demonstrates a moderate level of predictive capability, with the combination of Learning, Attitude, Motivation, and Perception variables explaining a considerable portion of

the variation in customer behavior. However, further analysis and evaluation of the model's significance and reliability are required to make more robust conclusions.

4.6.2. ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	219.034	4	54.759	.	. ^b
	Residual	.000	227	.000		
	Total	219.034	231			
a. Dependent Variable: Consumer behavior						
b. Predictors: (Constant), Learning, Attitude, Motivation, Perception						

The ANOVA table provided shows the results of the analysis of variance for the regression model with Consumer behavior as the dependent variable. The model includes four predictors: Learning, Attitude, Motivation, and Perception.

The table presents the sum of squares, degrees of freedom (df), mean square, F-statistic, and the associated significance level (Sig.).

In this case, the regression model yields a sum of squares for the regression of 219.034 and 227 degrees of freedom for the residual. The total sum of squares is 219.034 with a total of 231 degrees of freedom.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Introduction

This chapter presents the general findings of the research. It presents the conclusions made and the recommendation by the researcher. It was performed based on the objectives defined on the relationships between motivation, perception, attitude, learning, and customer n by using different parameters that well explain the working environment.

5.2. Major Findings

The demographic analysis of the research data collected for the thesis reveals several key findings. Firstly, all 232 participants in the study identify as female, indicating a homogeneous gender composition within the sample. Secondly, the majority of participants (63.8 percent) hold an MA/MSc qualification, suggesting a significant presence of individuals with advanced academic training. Conversely, 36.2 percent possess a BA/BSc qualification, indicating a diverse range of undergraduate educational backgrounds.

Regarding age distribution, 32.8 percent of the participants are below the age of 30, while the largest proportion (53 percent) falls within the 30-40 years range. This suggests that the sample predominantly consists of individuals in their thirties, possibly representing a specific life stage or demographic group of interest. A smaller proportion (14.2 percent) of participants are categorized as being between 40-60 years old, representing a distinct age group within the dataset.

In terms of employment status, 32.8 percent of the participants are below 30 years old, indicating a significant presence of young individuals early in their careers or actively seeking employment. The majority (53 percent) fall within the 30-40 years range, suggesting a substantial number of participants in their thirties who are likely employed or establishing their professional careers. Additionally, 14.2 percent of the participants are between 40-60 years old, potentially indicating a more experienced group nearing retirement.

These demographic findings highlight the importance of considering gender, academic qualification, age, and employment status when analyzing the research outcomes. The variations in these demographic factors may influence participants' perspectives, experiences, and contributions to the study. Further exploration of these variables in relation to the research question and objectives will provide a more comprehensive understanding of their impact on the study's outcomes.

✓ **Descriptive Statistics of Psychological Factors**

The study analyzed the psychological factors related to consumer behavior in the context of cosmetic products. Descriptive statistics, including mean and standard deviation values, were used to interpret the questionnaire outcomes for motivation, attitude, perception, and learning.

The participants' motivations for using cosmetic products were examined. The highest-rated motivation was the desire to hide damaged skin with cosmetic products, with an average score of 3.61 and a standard deviation of 0.956. Participants also expressed a motivation to hide insecurities using different cosmetic products, scoring similarly. The desire to feel confident and beautiful scored 3.48, while expressing personality through makeup scored 3.36.

These findings highlight participants' motivations to address skin concerns, hide insecurities, enhance self-confidence, and express personal identity through cosmetic products.

Participants' attitudes towards cosmetic products were generally positive. They expressed a liking for how these products can help them look their best, with an average score of 3.04. They also preferred products that are free of harmful chemicals and enhance natural beauty. Participants liked to experiment with different cosmetic products and appreciated affordability, ease of use, and availability of various colors and shades.

These findings indicate participants' positive attitudes towards cosmetic products and their appreciation for different aspects such as effectiveness, safety, and convenience.

Participants' perceptions of cosmetic products varied. They perceived cosmetic products as being of moderate quality and effectiveness, and they viewed them as affordable and accessible. Participants also reported a moderate perception of self-image improvement and the opportunity to express their unique style and personality through cosmetic products these findings suggest that

participants have diverse perceptions regarding the quality, affordability, self-image improvement, and self-expression associated with cosmetic products.

Participants exhibited regular purchasing behavior when it came to cosmetic products. They preferred specific brands based on personal experiences and showed a preference for products containing natural ingredients. Attractive packaging influenced their purchasing decisions, and they considered claims made by cosmetic products. Participants valued the convenience of product availability and were open to trying new products.

These findings provide insights into participants' purchasing patterns, brand preferences, ingredient preferences, packaging influences, and openness to exploration when it comes to cosmetic products.

The summary of descriptive statistics indicates the mean and standard deviation values for motivation, perception, attitude, learning, and customer behavior variables. On average, participants showed moderate levels of motivation, perception, attitude, and learning. The descriptive statistics provide an overview of participants' psychological factors and their relationship with consumer behavior in the context of cosmetic products.

5.3. Recommendation

Based on the findings from the regression analysis and the data provided, the following recommendations can be made:

- ✓ **Emphasize the role of Attitude:** The variable "Attitude" has a significant and strong positive impact on customer behavior. This suggests that cultivating a positive attitude towards cosmetic products and their benefits can be an effective strategy to influence consumer behavior. Marketers and companies should focus on highlighting the positive aspects and benefits of their products to enhance consumer attitudes and drive purchasing behavior.
- ✓ **Address customer motivations:** The variable "Motivation" showed a positive but weak relationship with customer behavior. To further enhance customer behavior, it is important to understand the underlying motivations that drive consumers to purchase cosmetic products. Marketers can emphasize specific motivations such as the desire to feel confident and beautiful, to experiment with different looks, or to hide insecurities. Tailoring marketing messages and product offerings to align with these motivations can help attract and retain customers.

- ✓ Enhance perception of cosmetic products: The variable "Perception" had a moderate positive impact on customer behavior. To leverage this influence, companies should focus on improving the perception of their cosmetic products. This can be achieved by emphasizing qualities such as high-quality and effectiveness, safety and gentleness on the skin, and stylish and fashionable attributes. Highlighting these aspects through marketing campaigns, product packaging, and customer testimonials can strengthen the perception and desirability of the products.
- ✓ Invest in learning and education: The variable "Learning" demonstrated a significant positive impact on customer behavior. This suggests that providing consumers with information, knowledge, and educational resources about cosmetic products can be beneficial. Companies can invest in educating consumers about product ingredients, usage instructions, and benefits through various channels such as websites, social media, and in-store demonstrations. By empowering consumers with knowledge, they can make informed purchasing decisions and feel more confident in their choices.
- ✓ Continuously assess and adapt: Consumer behavior is dynamic, and it is essential to continuously monitor and analyze the factors influencing it. Regularly collecting customer feedback, conducting market research, and staying updated with industry trends will enable companies to adapt their strategies accordingly. By keeping a pulse on changing consumer preferences, companies can stay ahead of the curve and ensure their products and marketing efforts remain relevant and appealing.

Overall, the recommendations focus on understanding and addressing consumer motivations, shaping positive attitudes, improving product perception, providing educational resources, and maintaining a flexible approach. By implementing these recommendations, companies can enhance their understanding of consumer behavior and develop effective strategies to attract, engage, and retain customers in the competitive cosmetic products market.

5.4. Conclusion

In conclusion, this research investigated various factors influencing consumer behavior in the context of cosmetic products. The findings shed light on the relationships between motivation, perception, attitude, learning, and customer behavior.

The analysis revealed that attitude and perception have significant positive impacts on customer behavior. This suggests that cultivating positive attitudes towards cosmetic products and enhancing the perception of their quality, effectiveness, and desirability can influence consumer-purchasing decisions.

Additionally, motivation and learning were found to have moderate influences on customer behavior. Understanding and addressing consumer motivations, such as the desire for confidence, beauty, and self-expression, can be leveraged to attract and retain customers. Furthermore, providing educational resources and information about cosmetic products can empower consumers and influence their purchasing decisions.

The regression model developed for this research demonstrated moderate predictive capability, with the combination of learning, attitude, motivation, and perception variables explaining a considerable portion of the variation in customer behavior. However, it is important to note that there may be other factors not considered in this study that also contribute to consumer behavior.

Based on these findings, several recommendations have been proposed, including emphasizing attitude, addressing motivations, enhancing perception, investing in learning and education, and continuously assessing and adapting strategies.

Overall, this research contributes to the understanding of consumer behavior in the cosmetic products industry and provides valuable insights for marketers and companies seeking to better understand their target audience and develop effective marketing strategies. Further research can explore additional factors and variables that may influence consumer behavior and delve deeper into specific subgroups or segments within the cosmetic products market.

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APPENDIX
SAINT MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**EFFECTS OF PSYCHOLOGICAL FACTORS ON CONSUMER BUYING BEHAVIOR OF
COSMETIC PRODUCTS AMONG FEMALE COSMETIC PRODUCTS IN A.A.**

Dear Respondent

Thank you for taking the time to participate in this survey. Your responses will help me to better understand the psychological factors that influence the buying behavior of female cosmetic products.

The survey is divided into four sections: motivation, perception, learning, and attitude. Each section will ask you a variety of questions about your motivations for using cosmetic products, your perceptions of cosmetic products, how you learn about cosmetic products, and your attitudes towards cosmetic products.

Your responses are confidential and will only be used for research purposes. Please take your time to complete the survey and feel free to skip any questions that you do not feel comfortable answering.

Thank you again for your participation.

For any information

Email: - yabsiratilahun@gmail.com

Part I. Personal Information

Note: - Please mark [X] in the appropriate box to indicate your choice

- | | | | | |
|----------------|---|---|--|-----------------------------------|
| 1. Sex | Female <input type="checkbox"/> | Male <input type="checkbox"/> | | |
| 2. Age (years) | below 30 <input type="checkbox"/> | 30 – 4 <input type="checkbox"/> | 46 – 60 <input type="checkbox"/> | > 60 <input type="checkbox"/> |
| 3. Education | Degree <input type="checkbox"/> | Masters <input type="checkbox"/> | Ph.D. <input type="checkbox"/> | |
| | Other, please specify _____ <input type="checkbox"/> | | | |
| 4. Income | below 25,000 <input type="checkbox"/> | 25,000 – 50,000 <input type="checkbox"/> | 50,001 – 75,000 <input type="checkbox"/> | > 75,000 <input type="checkbox"/> |
| 5. Employment | Employed <input type="checkbox"/> | Unemployed <input type="checkbox"/> | Self-employed <input type="checkbox"/> | |
| | Others, please specify..... <input type="checkbox"/> | | | |
| 6. Origin | Ethiopian <input type="checkbox"/> | Diaspora (Ethiopian) <input type="checkbox"/> | | |
| | Other nationality, please specify..... <input type="checkbox"/> | | | |

Part II. Study Variables –Psychological factors and Consumer buying behaviour

As part of my MA research thesis at ST. MARY’S UNIVERSITY, I am conducting survey that investigates ‘EFFECTS OF PSYCHOLOGICAL FACTORS ON CNSUMER BUYING BEHAVIOR OF COSMETIC PRODUCTS, AMONG FEMALE COSMETIC PRODUCTS IN A.A’. I will appreciate if you could complete the following table. Any information obtained in connection with study that can be identified with you will remain confidential. What is expected from you is to select the best choice among given alternatives in order to show your perceptions about the preceding variables.

Score Level - Strongly Agreed (SA) =5, Agreed (A)=4, Neither agreed or disagreed (N)=3, Disagreed (DA)=2, and Strongly disagreed (SDA)=1

Description	Scale				
	SD A	D	N	A	S A
Motivation	1	2	3	4	5
I want to feel confident and beautiful					
I want to express my personality through makeup					
I want to do experiment with different looks					
I want to hide my damaged skin with cosmetic products					
I want to follow the latest trends					
I want to look my best for my big day					
I want to use cosmetic products to delay the signs of aging and feel younger					
I want to hide my insecurities with different cosmetic products					
Attitude	1	2	3	4	5
I like how cosmetic products can help me look my best					
I like cosmetic products that are free of harmful chemicals					
I like the way cosmetics products can help to enhance natural beauty					
I like to experiment with different cosmetic products to find the ones that work best for me					
I like how the cosmetics products are affordable					
I like how the cosmetics products are easy to use and apply					
I like how the cosmetics products are available in a variety of colours and shades					
I like how the cosmetics products are easy to find and purchase					
Perception	1	2	3	4	5
I perceive cosmetics products as being high-quality and effective					
I perceive cosmetics products as being affordable and accessible					
I Perceived self-image improvement from using the product					
I perceive cosmetics products as a way to express my unique style and personality					
I perceive that this product has the potential to help me create a unique look that reflects my personal style					
I perceive that more expensive cosmetic products are made with higher-quality ingredients					

I perceive cosmetics products as being safe and gentle on my skin					
I perceive cosmetics products as being stylish and fashionable					
I perceive cosmetics products as being a good value for the price					
Learning	1	2	3	4	5
I like to learn about new cosmetic products and how to use them					
I'm always looking for ways to learn more about cosmetic products and their benefits					
I find it fascinating to learn about the science behind cosmetic products					
I enjoy learning about the different types of cosmetic products					
I'm always up for learning a new beauty trick or technique					
I'm always up for learning a new way to apply makeup					
I'm always interested in learning about the latest trends in cosmetics					
I like to learn about the different ingredients in cosmetic products and how they work					
I'm always eager to learn about the science of skincare					
Consumer behaviour					
I purchase cosmetic products frequently					
I prefer to purchase one brand over another based on personal experiences					
I purchase cosmetic products that contain natural ingredients					
I purchase cosmetic products that have attractive packaging					
I purchase cosmetic products preferred brands					
I purchase cosmetic products that make specific claims					
I purchase cosmetic products if they are available in a convenient location					
I purchase cosmetic products when i want to try a new cosmetic product.					
I purchase cosmetic products that are more accessible					

Many thanks for your valued time!!!