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FACTORS INFLUENCE UNIVERSITY STUDENT PURCHASE  
INTENTION TOWARD COSMETIC PRODUCT

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**Abstract:**

The purpose of this paper is to identify factor-factor influencing university student purchase intention toward cosmetic product. Thus empirical evidence from both in depth interview and survey and integrated into conceptual model. This survey using quantitative survey and a set of questionnaires was develops and distribute to the targeted respondents. The respondents are students aged 18-24 from the Marketing College of Guangzhou City Construction School. This study report provides insights into customer behaviour for cosmetics product in China among universities students helping cosmetics company develop and create new innovation product based on customer needs.

**Keywords:**

Product Knowledge, Perceived Price, Perceived Value, Purchase Intention, Cosmetic

## Introduction

China fast economic development has improved people standard of living and made it award cosmetics significant growth faster. In the new era of social media china various industries are growing potential in cosmetics industry. China's cosmetics market is marked by low market concentration and higher growth potential for high-end cosmetics as compared to mid- and low-end cosmetics.

Guangzhou City Construction School is a full-time private higher vocational college in science and engineering. It is located in Guangzhou City, Guangdong Province. It covers a total area of more than 1,300 acres, a school building area of 677,600 square meters, and a total of 1.5928 million paper book resources. There are about There are 15,000 people. The group of college students refers to young people who are receiving higher education, usually full-time students, aged between 18 and 24 years old. College students are a group full of vitality and potential in society, and their needs and consumption behaviors have an important impact on the cosmetics industry. Cosmetics refer to chemical industrial products or fine chemicals that are spread on any part of the human body surface by smearing, spraying or other similar methods for the purpose of cleaning, maintaining, beautifying, modifying and changing the appearance, or correcting the odor of the human body and maintaining good condition.

The purpose of this study is to explore the possible factors that influence purchase intention on university students on cosmetics product in China. The main purpose of this article is to study the factors that affect college students' purchase intention of cosmetics. The research will focus on the following objectives:

- To determine the relationship between product knowledge and Consumer purchase intention.
- To determine the relationship between perceived price and Consumer purchase intention.
- To determine the relationship between perceived value and Consumer purchase intention.
- To determine the relationship between product knowledge and attitude.
- To determine the relationship between perceived price and attitude.
- To determine the relationship between perceived value and attitude.
- determine the relationship between attitude and Consumer purchase intention

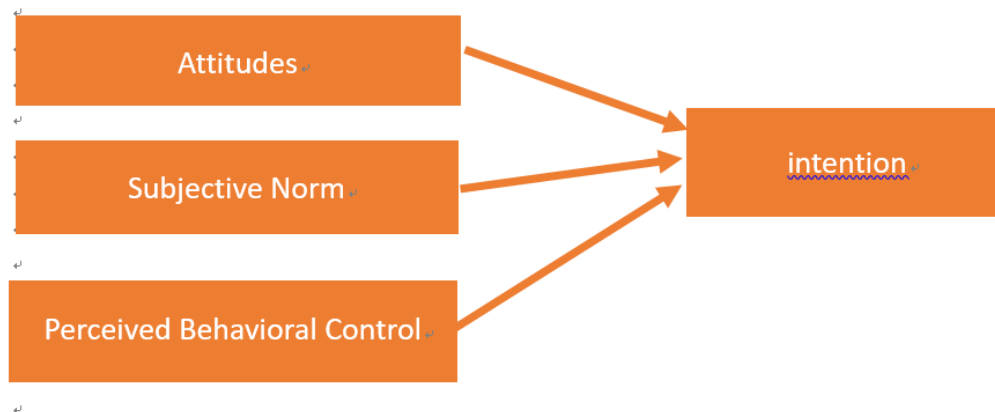
## Literature Review

There are five points will be discussed in Literature Review.

### *Theory Of Planned Behavior (TPB)*

This study will use the Theory of Planned Behavior (TPB), as shown. To truly examine consumers' consumption behavior, we must first understand their purchasing intentions. The Theory of Planned Behavior (TPB) is one of the important theories in the field of behavioral science, proposed by Ajzen and Fishbein in 1980. The theory aims to explain and predict human behavior, especially in situations involving complex decisions and subjective judgments. Human behavior is the result of a well-thought-out plan rather than an act completely controlled by individual will. This behavior is not only affected by behavioral intentions, but also by actual control conditions such as personal abilities, opportunities, and resources to implement the behavior (Ajzen & Fishbein, 1980). Specifically, TPB theory

believes that people's behavioral intention is the direct factor that determines behavior, and behavioral intention is affected by three factors: attitude, subjective norms and perceived behavioral control.



### ***Product Knowledge***

Consumer Perceptions of Cosmetics Vary Individually Individual and cultural differences need to be considered when studying attitudes toward cosmetics. (Ajzen, I. and Fishbein, M, 1980) Exploring how attitudes influence consumer purchasing decisions and behavior. Attitude is the emotion and evaluation held by consumers towards products or services. It is affected by many factors such as consumers' personal characteristics, cultural background, social environment and so on.

### ***Perceived Price***

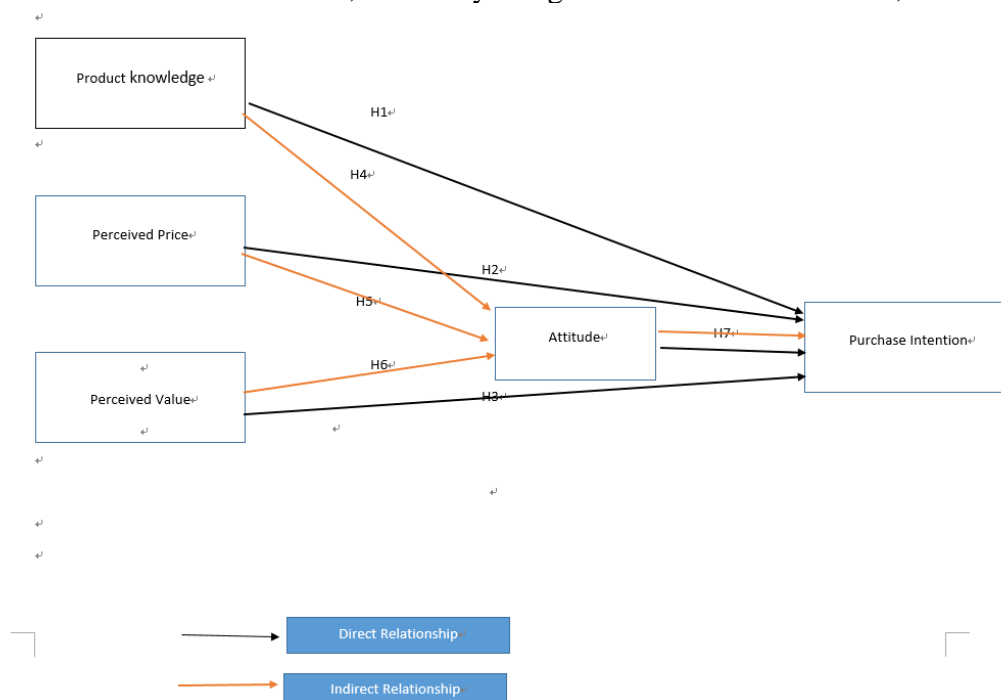
Perceived price is the consumer's subjective feeling about the relative price of the product or service, which may not be equal to the actual price of the product. It is the consumer's subjective feeling about the quality and value of the product or service. It is the consumer's subjective feeling about the quality and value of the product or service. subjective feelings of value. Reflects their overall evaluation of the product or service. Explore how price, brand, and store information influence consumers' perceived value of a product. Research results show that price significantly affects consumers' perception of product quality, which in turn affects product perceived value (Dodds, W. B., Monroe, K. B. and Grewal, D. (1991) Monroe, K. B. (1990)) In-depth research on consumers' perception of product quality Product Price Perceptions. The authors describe in detail how price affects consumers' purchasing decisions and how pricing strategies can be adjusted to increase consumer-perceived product value. The changes in consumers' perceived value of products under different price backgrounds were explored. Research results show that consumers' sensitivity to product price changes with changes in background price, which further affects consumers' evaluation of the perceived value of the product. Rao, A. R., & Monroe, K. B. (1989). Comprehensive analysis of price, brand How the name and store name work together to influence consumer perceptions of product quality and thus product perceived value. The author proposes that reasonable pricing strategies can improve consumers' perception of product quality, thereby enhancing product perceived value (Rao, A. R., & Monroe, K. B. (1989)).

### Perceived Value

Product perceived value refers to consumers' overall value perception of a product or service, which is based on consumers' comprehensive evaluation of the quality and price of the product or service. The conceptual model of consumers' perceived product value believes that consumers' perceived value of products is subjective, varies from customer to customer, and is affected by factors such as price, quality, etc. (Zeithaml, V. A. (1988)). Customer value is the customer's perceived preference and evaluation of product attributes, attribute performance, and usage results (the degree to which it is conducive to goal achievement). Customer value is a key factor in determining customer purchasing behavior and product selection (Woodruff, R. B. & Gardial, S. F. (1996)).

### Research Framework

Based on the research purpose of this article, that is, college students' purchase intention for cosmetics, there are many factors that affect college students' purchase intention, such as their attitude towards purchasing products, how others view their purchase of products, purely volitional factors; and whether they are affected by the surrounding environment. Impact, whether you have the purchasing power, whether you can obtain relevant information about the product, whether you can easily identify and purchase the product, these are all substantive issues. It also includes whether they are influenced by the surrounding environment, whether they have the purchasing power, whether they have access to information about the product, and whether they can easily identify and purchase the product. Therefore, we believe that the theory of planned behavior is also more suitable for predicting and explaining consumers' purchase intentions. Based on this, this study designed a research framework, as shown below



➤ *Research Framework develop for the studies (2023)*

### Research Methods

The main purpose of this paper is to find out what factors that influence universities student purchase intention towards cosmetics product. This study use quantitative research methods. Quantitative research methodology, also known as quantitative research, refers to the systematic empirical examination of social phenomena using statistical, mathematical or

computational techniques. The goal of this type of research is to develop and apply mathematical models, theories, or hypotheses related to social phenomena. Quantitative thinking stems from the empiricist tradition established by such authorities as Compt, Mill, Turgon, Newton, and Locke (Smith, 1983). Creswell (1994, 2014) defines quantitative research as the investigation of social or human problems based on testing a theory consisting of variables that are numerically measured and analyzed using statistical procedures to determine whether the predicted generalizations of the theory established. This approach is known as the traditional, positivist, experimental, or also known as the empiricist paradigm. Sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying a sample, our results can be fairly generalized back to the population from which it was selected (Trochim, 2006). The sample used in this study is students who use cosmetics, using random sampling method. The respondents are students aged 18-24 from the Marketing College of Guangzhou City Construction School. There were approximately 1000 respondents in the overall population of this study. Therefore, in (Krejcie & Morgan, 1970), the table shows that the researcher has a maximum of 278 respondents, which is sufficient to represent the overall population.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3200	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Sources: Krejcie & Morgan, (1970)

In the survey, the respondents will be instructed to answer each statement in accordance with the provided questionnaire that is consistent with the objectives of the study. All variables will be measured using a 5-point scale ranging from 1 (strongly disagree) to 5 (strongly agree) based on previous work.

**Part 1 Product Knowledge**

There are 5 questions in this part, adapted from Farah Syazana Binti Mohmad Bohari (2018)

**Table 1 Product Knowledge**

No.	Questions	Scale				
Q1	The ingredient of Colorkey cosmetic products is safe.	1	2	3	4	5
Q2	I understand more about the quality of Colorkey cosmetic products.	1	2	3	4	5
Q3	I think it's worth paying more for a quality Colorkey cosmetic product.	1	2	3	4	5
Q4	The existence of a recognized brand affects me to buy Colorkey cosmetic product.	1	2	3	4	5
Q5	The complete product functions affect the image of Colorkey cosmetic products and makes me interested to buy	1	2	3	4	5

**Part 2 Perceived Value**

There are 5 questions in this part, adapted from Farah Syazana Binti Mohmad Bohari (2018)

**Table 2 Perceived Value**

No.	Questions	Scale				
Q1	The value of Colorkey cosmetic products is reliable.	1	2	3	4	5
Q2	I understand more about the value of Colorkey cosmetic products.	1	2	3	4	5
Q3	I think it's worth paying more for Colorkey cosmetic product.	1	2	3	4	5
Q4	I think using Colorkey cosmetics has made me more confident	1	2	3	4	5
Q5	I think it is very valuable to buy Colorkey cosmetics	1	2	3	4	5

**Part 3 Perceived Price**

There are 5 questions in this part, adapted from Farah Syazana Binti Mohmad Bohari (2018)

**Table 3 Perceived Price**

No.	Questions	Scale				
Q1	A low price of Colorkey cosmetic products influences me to purchase.	1	2	3	4	5
Q2	Free gifts offered by retailer influence me to buy Colorkey cosmetic product.	1	2	3	4	5
Q3	Income factors affect the type of Colorkey cosmetic product that someone wants to buy.	1	2	3	4	5
Q4	I think price of Colorkey cosmetic product is affordable nowadays	1	2	3	4	5

Q5	I think that price of Colorkey cosmetic products affect my purchasing decisions.	1	2	3	4	5
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#### Part 4 Attitude

There are 5 questions in this part, adapted from Dewi Binti Binius (2016).

**Table 4 Attitude**

No.	Questions	Scale				
Q1	Using cosmetics is an attractive idea.	1	2	3	4	5
Q2	I believe Colorkey cosmetics is trustworthy.	1	2	3	4	5
Q3	By using cosmetics will provide the benefits I want.	1	2	3	4	5
Q4	I like the idea of using cosmetics	1	2	3	4	5
Q5	I like the idea of buying cosmetics	1	2	3	4	5

#### Part 5 Purchase Intention

There are 5 questions in this part, adapted from Dewi Binti Binius (2016)

**Table5 Purchase Intention**

No.	Questions	Scale				
Q1	After searching for Colorkey cosmetics I decided to purchase my cosmetics.	1	2	3	4	5
Q2	Information that a product has been proven to be effective would influence me to purchase that particular product.	1	2	3	4	5
Q3	The price of the product influenced me to purchase it.	1	2	3	4	5
Q4	The visual, color and shape of the packaging influence my purchase of cosmetics.	1	2	3	4	5
Q5	I plan to use Colorkey cosmetics in the future.	1	2	3	4	5

#### Conclusion

Product purchase Intention, perceived value, and perceived price all have a very important impact on college students' willingness to purchase cosmetics. The higher the college students' awareness of the product, the stronger their purchase intention for the cosmetics; the higher the college students' perceived value of the cosmetics. , the stronger the purchase intention; the perceived price of the cosmetic by college students is higher than the actual price, the lower the purchase intention. This paper examines the factors that influence universities student purchase intention towards cosmetics in China, based on earlier research. We believe that future researchers might develop more suitable conceptual frameworks to investigate this topic. Further study is needed in order to determine if these outcomes apply across cultural contexts.

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