

Exploring the Impact of Cultural Factors on Women's Consumer Behavior Towards Cosmetic Products

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Manal Merabti*, Higher School of Management and Digital Economy, Algeria.
mmerabti@esgen.edu.dz.

Abstract:

The culture cannot be separated from the individuals, its impact appears in their whole life and behaviors especially their purchases of products or services, this impact is getting harder and has many significations when it comes to the sensitive products such as cosmetics which itself may represent different meanings to the user.

The paper contains two parts that will give theoretical and conceptual guidance of the concepts of interest. Whereas, the empirical part represents several applications of the knowledge gained from the knowledge.

Even if the research objectives were assemble; the research is undersized than examining the influential factors of culture which are getting endless by the time and by the growing knowledge of the consumers about their needs and desires.

KeyWords: consumer behavior, cultural factors, women consumers' behavior, cosmetics products.

Jel Classification Codes: M370, M310

1. Introduction

A successful organization is the one that is regularly updating with the market environmental changing even more with the

* Author correspondents

human being varieties and never ignore them, which together the environment and human being varieties shape the way the consumer behaves. This combination gathers many different factors with different impact; these factors are getting more and more complicated to understand or to put them in one single field with a known influential degree. Many studies have been studying these factors and have tried to categorize them into significant fields; some of these factors consider the consumer inner perception, personality, attitudes, education and leaning which refer to the consumer internal factors, others consider the consumer culture and subculture, social classes, references groups and family household which refer to the consumer external factors.

One of the external factors is culture; the culture is considered as one of the most important components and constitutive of any country or society which represents the individuals' way of thinking and acting as well, and its importance appears directly and indirectly when it affects their daily life beginning from the basic needs such as food, clothes and habitation right until to the perfectionism needs and desires, this role differs within the society individuals themselves; it differs from female to male, their age, marital status and educational level, it also restricts and orients their product purchase and consumptions nature and even more it orients the way they purchase these products.

Women have more specific relationship with the culture restrictions and conditions especially when it comes to their own appearance and look. Having a good look or appearance diverges from one woman to another and how the woman would satisfy this desire. Many products in the market look to

satisfy these desires even if it mostly considered as latent needs such as looking for self-satisfaction, self-confidence and just enjoyment and pleasure. Cosmetics are the most common tool women utilize in order to fulfill and satisfy their needs.

The question of the study:

In order to be specific and up to the point, the research in this thesis is guided and limited by the proceeding problematic that highlights the antecedent angles;

Is there any influence of cultural factors and dimensions on women consumers' behavior when purchasing cosmetic products? And what is its effect on their buying decisions?

Hypothesis:

Four hypotheses were proposed as an attempt to answer those questions; these hypotheses are then put into test to be accepted or rejected:

Hypothesis 1: cultural factors significantly influence women consumers' behavior when they purchasing cosmetic products.

Hypothesis 2: There is a significant difference in the impact of cultural factors between the categories of (age, marital status, educational level, selecting the cosmetic product's kind).

Hypothesis 3: There is a relationship between selecting the cosmetic product categories and marital status, educational level, age, buying frequency and selecting Venus products.

The Objectif of the study:

This research is aimed to reach three objectives. First, find out the role and the impact of culture and its components on women consumers' behavior when they purchasing cosmetics

products. Second, pick out the most influential factors of culture and try to know its impact on women consumers' behavior towards cosmetics products. Third, figure out the relationship between the cultural factors and some demographic types of women such as age, marital status and educational level.

The importance of the study:

The importance of this study is in two ways; first, is an academic importance where there is no previous researches which have been studied the field of the impact of cultural factors on women consumers' behavior towards the cosmetics products in marketing corner, this research is going to fill the deficiency of this gap, it is further would help the students whom want to continue studying this domain because it would be considered as start point they could base on it. Second, is an operational importance where it will help the firms working in the cosmetics industry to figure out the most influential cultural factors that affect their women consumers' target which in addition of that, help the firms to be always updated and alerted towards these factors.

Both qualitative and quantitative researches were used for more explaining and evaluating "the impact of cultural factors on Algerian woman consumer behavior towards cosmetics products" which next help us to get results that benefit the study. The following discussion is a description of the two researches:

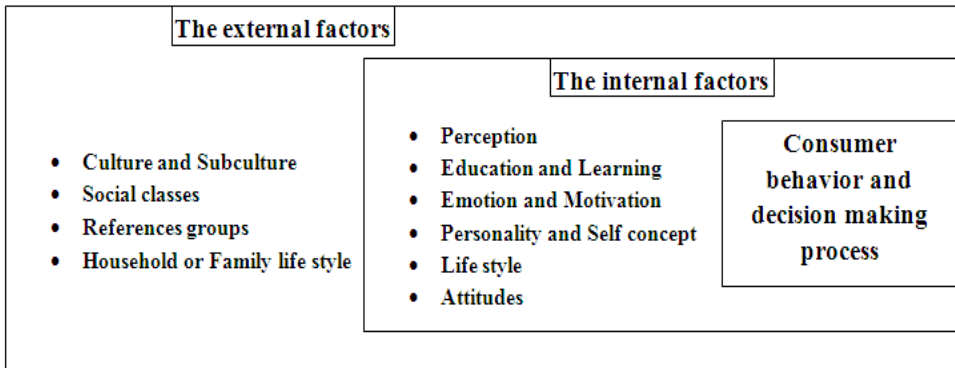
2. Literature review

2.1. factors influence the consumer behavior:

The factors that influence consumer behavior are variety and change from an individual to another, many studies have tried to understand, explain, and orient the behavior in order to help the marketers planning the marketing strategies and plans.

These factors can be classified into internal factors or (individual determinants) and, external environmental factors. The next **figure 1.1** shows a very simple framework figure to capitulate the studying of the consumer behavior and its factors influences:

Figure 1: A simplified framework for studying consumer behavior



Source: personal efforts.

2.2 Decision making process

2.2.1 Types of purchasing behavior:

Decision making process according to Michael J. Baker, (2003) is defined as « those activities directly involved in obtaining, consuming, and disposing of products and

services, including the decision processes that precede and follow these actions».

Every day we take many decisions and sometimes stopping to think how we make these decisions and what is involved in its process. Khaled Ibn Abdul-Rahman Al-jeraisy, (2008) said that it is possible to distinguish three types of purchasing behavior that correspond to three types of decision: Repeated or routine solution behavior, making a limited decision, making an extended decision. These decisions involve high levels of risk; consumers normally dedicate a great deal of time and effort in gathering information and evaluating alternatives prior to actually making a purchase.

2.2.2 The purchase process stages:

The purchase process stages according to (Hanaysha, J.R. 2018), can be summed up as follows:

1. filling a need and recognition of the product advantages;
2. data collection and evaluating of data sources;
3. identifying alternatives;
4. evaluation of available alternatives;
5. decision-making;
6. actual purchase;
7. Post-purchase feelings (satisfaction, dissatisfaction/frustration).

2.3. The cultural factors

The relationship between consumer behavior and culture is a two-way street. On the one hand, products and services that resonate with the priorities of a culture at any given time have a much better chance of being accepted by consumers. On the other hand, the study of new products and innovations in

product design successfully produced by a culture at any point in time provides a window on the dominant cultural ideals of that period.

Countless definitions of culture exist in various disciplines such as anthropology, sociology, and social psychology. The word culture, which originates from the Latin word *cultura*, has referred to two main concepts since its first use in the ancient world. Not different from its origins in the Latin language, culture was defined by Emile Littré as (Emre Basci, 2013) said, Emile Littré a French lexicographer and philosopher, as «cultivation or farming activity» in the nineteenth century. Back to as early as the eighteenth century, the Germans used the word *Kultur* to mean «civilization».

A person's beliefs, values and norms are usually acquired unconsciously mentioned (Nico H. Frijda and Antony S. R. Manstead and Sasha Bam, 2000), based on his personal experiences or observations of others' experiences as to what produces desirable or undesirable results in the environment. The three major parts of culture "beliefs, values, and norms" have distinct and powerful effects on consumers.

3. Empirical part

The empirical research is an attempt to answer the following problematic thoroughly:

Is there any influence of cultural factors and dimensions on women consumers' behavior when purchasing cosmetic products in Algerian markets? And what is its effect on their buying decisions?

The problematic is divided into four main sub-questions that represent its variables; the ones which will be answered in the next sections. These sub-questions are:

- What elements or factors of culture have the strongest effect on women consumers' behavior?
- How do norms and values influence women consumers' behavior?
- How do reference groups can be influence for women consumers' behavior?
- How do perceived risk influence women consumers' behavior?

3.1. Hypothesis:

3.1.1 Hypothesis 1: cultural factors significantly influence women consumers' behavior when they purchasing cosmetic products.

3.1.2 Hypothesis 2: There is a significant difference in the impact of cultural factors between the categories of (age, marital status, educational level, selecting the cosmetic product's kind).

In order to answer the questions above, both qualitative and quantitative researches were used for more explaining and evaluating "the impact of cultural factors on Algerian woman consumer behavior towards cosmetics products" which next help us to get results that benefit the study. The sample of the study is represented by women differ on the age, marital status and educational level. As a first step we made the first questionnaire to test the internal validity and the sample reliability of the questionnaire, and then we have distributed it for just 22 women using an electronic questionnaire. After the confirming test, (491) questionnaires

were distributed on the study sample and we have got (491) questionnaires.

3.2. The Design of the Questionnaire:

The final questionnaire was designed, after the adjustments were made on the former questionnaire. The questionnaire includes 10 questions; each question seeks a specific purpose. The questions are varied in term of measurement scale, nominal, ordinal and scale.

- **Question number (1):** attempts to determine the most purchasing kind of the cosmetics products. Divided into the beauty products, the body cares products and both of the products.
- **Question number (2):** seeks to know the rate of repeating the purchase of cosmetic products. If is it always, sometimes or depends on the women need.
- **Question number (3):** this question determines the top of mind brand; here we put our test product as one of the choices in order to relate it with the other's variables.
- **Question number (4) :** is made to dedicate the agreement level from completely agree level to completely disagree level, these agreement includes four items about norms and values, references group, perceived risk and brand loyalty.
- **Question number (5):** this question is a complementary clarified question for the previous -**Question number (4)**; it measures the importance level of seven variables in « norms and values » item, and tries to detect the most important one among those variables. These variables are self satisfaction, self confidence, pleasure and enjoyment, attraction, covering body mistakes, female body feeling and body care.

- **Question number (6)** : it tries to detect the preference degree of eight items, this question is related with the « references group » items in the **Question number (4)**, it attempts to know the most preferred variables that have the strongest influence on women when they would purchase the cosmetic products. These variables are: the family members, the best friend, the other's recommendations, advertizing and the sales discount or promotions.

- **Question number (7)**: it contains items that linked with the items of « brand loyalty and perceived risk» in **Question number (4)**, it is made to measure the agreement degree of six items which are: use the same products, use the familiar product, used the needed products not the wanted ones, interested for the new products, looking for the new product's options and directly buy the product woman likes. factor of consumers' motivation to process information about a product or brand

- **Questions number (8) and (9) and (10)**: these questions represent the sample age, marital status and the educational level.

For the **Questions number (4), (5), (6) and (7)** we use the Likert tool to measure the answers of these questions items.

3.3 The sampling

We have transmitted and analyzed statistics of the questionnaire using the statistical package for the social sciences (SPSS) version 20; we utilize also the nonparametric tests because of the « Likert » tool which is an ordinal measure tool. The used statistical tests in the study are:

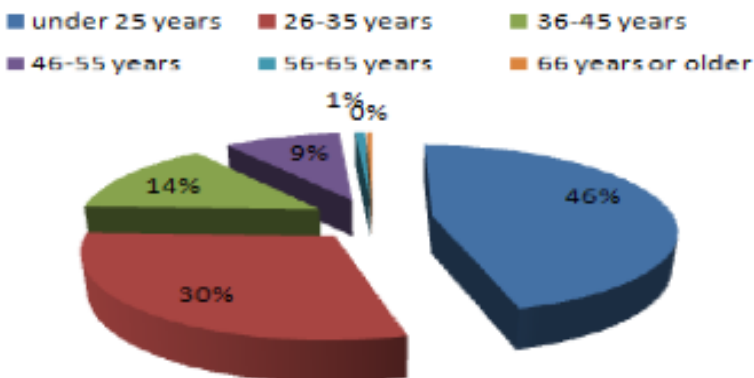
- Cronbach's Alpha test for validity and reliability of the questionnaire.

- The frequencies and percentages: they are used to describe the sample of the study.
- The Sign test ; here it is Binomial test; to know the influential items in every variable we have study; according to Mean values and Sig. values
- Kruskal Wallis test to know if there are any significant differences for two variables selected in the questionnaire. It also helps us to detect the most influential item among the items of the variable on the second variable selected.
- Cross tabulation for more clarifications of the selected variables. And how two variables inter-related.

A. The sample size:

The sample size was measured using the Mean approach. To measure the different variables used in this approach, basic information were needed.

Figure 2: The sample Age

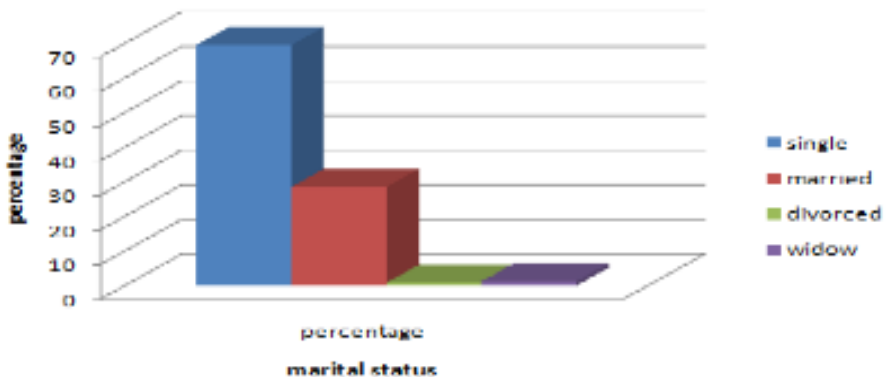


Source: Microsoft Office Excel 2007

The last table shows that 45.5% of the sample is under 25 years old, 29.9% of the sample is between 26 years and 35 years old, 14.1% are between 36 years and 45 years old and 9.2% are between 46 years and 55 years old, the last two represent 1.2% (0.8% and 0.4%) of the sample who is between 46 and 55 years old and 66 years or older respectively.

B. Measures of the Population based on the marital status:

Figure 3: The sample Marital Status



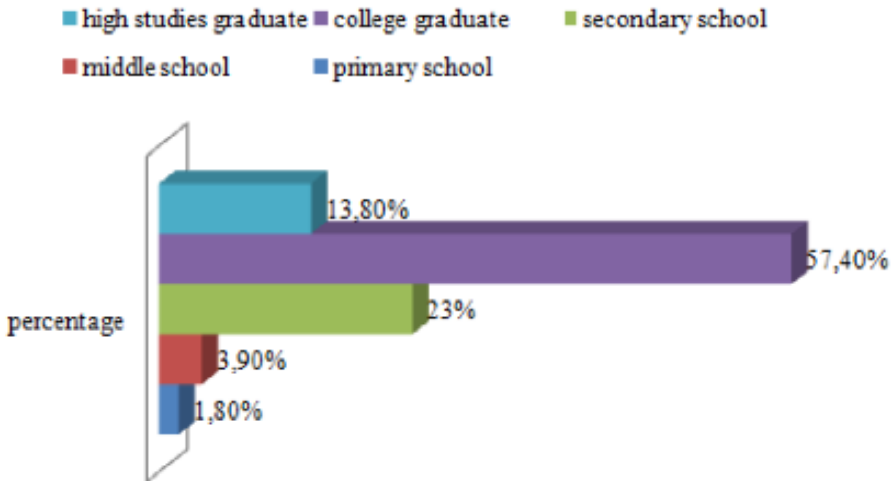
Source: Microsoft Office Excel 2007

This table shows that 69.5% of the sample are single it represents more than the half of the sample, 28.5% are married, 1.2% of the sample are widow and 0.8% of them are divorced.

C. Measures of the Population based on the educational level :

The table shows that 57.4% of the sample has college graduate level, 23% in secondary school level, 13.8% are with high studies graduate level, while 3.9% have middle school level and only 1.8% have primary school level. That means that the majority of the sample has a good educational level.

Figure 4: The sample Educational Level



Source: Microsoft Office Excel 2007

3.4. Data Analysis

The following is for analyzing the data information and testing hypothesis of the study as we have mentioned that previously.

3.4.1. Testing the hypotheses:

A nonparametric statistics such the Sign test, Kruskal Wallis test were used to test the study's hypotheses.

- Hypothesis 1: cultural factors significantly influence women consumers' behavior when they purchasing cosmetic products

We have chosen "3" as the arbitrary point of the scale (it represents the neutrality or "nothing" in our questionnaire) which is compared by the Means values of the answers.

[H0: Mean value= 3.

H1: Mean value $\neq$ 3. If the sig. (p-value) given by the SPSS is superior than $\alpha=0.05$, then we respect the H0. While, if sig. (p-value) is inferior than $\alpha=0.05$, here we reject the H0 and respect the alternative one H1.

- Hypothesis 2: There is a significant difference in the impact of cultural factors between the categories of (age, marital status, educational level, selecting the cosmetic product's kind).The Test Kruskal Wallis test was used.

A. Hypothesis 1: cultural factors significantly influence women consumers' behavior when they purchasing cosmetic products.

There is a significant relationship between the cultural factors and purchasing the cosmetic product at the level of significant $\alpha=0.05$, this hypothesis is divided into following sub- hypotheses:

• **Sub-hypothesis 1:**

There is a significant relationship between the norms and values, reference group, perceived risk, brand loyalty and purchasing the cosmetic products at the level of significant $\alpha=0.05$. Sign test was used to compare between the arbitrary points (3) and the items. This hypothesis represents the **Question number (4):** «When you're going to buy the cosmetic products, there are many different things that could be taken into consideration, give your agreement degree to these items below». The results are shown as follow:

Table 5: The Mean and sig. (p.value) of each factor from the cultural factors

	Items	Mean	Mean%	Sig.	the classification
1	I would buy the cosmetic products I need or want even it does adhere to the norms and values of the society I live	3.72	74.4	0,000*	2
2	I would buy the cosmetic products I need or want even it does adhere to the reference groups of the society I belong to	3.57	71.4	0,000*	3
3	I would buy the cosmetic products I need or want even it does caused me any type of risk	4.34	86.8	0,000*	1
4	I would buy the cosmetic products I need or want whatever the brand is	3.53	70.6	0,000*	4
	Total	3.79	75.8	0,000*	

*Mean is significant at $\alpha=0.05$

Source: SPSS version 20

From the last table we result:

- The Mean of the third item « I would buy the cosmetic products I need or want even it does caused me any type of risk » is 4,34 and its Mean percentage is 86.8%and also its (sig.) is 0,000*, (sig. $\leq \alpha=0.05$). As a result, this item is significant at $\alpha=0.05$ because its Mean of answers differentiate from the arbitrary point (3) which shows that there is an acceptance from the sample members to this item
- The Mean of the second item « I would buy the cosmetic products I need or want even it does adhere to the norms and values of the society I live » is 3.72 and its Mean percentage is 74.4% and also its (sig.) is 0,000*, (sig. $\leq \alpha=0.05$). As a result, this item is significant at $\alpha=0.05$ because its Mean of answers differentiate from the

arbitrary point (3) which shows that there is an acceptance from the sample members to this item.

In general, we can say that Mean of all the items in is 3.79, its mean percentage is 75.8% and its (sig.) is 0,000*, (sig. $\leq \alpha=0.05$). As a result, all the items are significant at $\alpha=0.05$ because its Mean of answers differentiates from the arbitrary point (3) which shows that there is an acceptance from the sample members to these items.

It is clear that the two items perceived risk, norms and values have more impact and influence on women's consumer behavior when they are purchasing the cosmetic products.

- **Sub-hypothesis 2:**

There is a significant relationship between the norms and values and purchasing the cosmetic products at the level of significant of $\alpha=0.05$. Sign test was used to compare between the arbitrary points (3) and the items. This hypothesis represents the **Question number (5)**: «How important are these sentences do you give when you're going to buy the cosmetic products? ». The results are shown as follow:

Table 6: The Mean and sig. (p.value) of each factor from the norms and values factors

number	Items	Mean	Mean%	Sig.	The Classification
5	I buy the cosmetic products for my self-satisfaction	2.72	54.4	0.000*	4
6	I buy the cosmetic products for my self-confidence	2.99	59.8	0.001*	3
7	I buy the cosmetic products for just fun and pleasure	2.52	50.4	0.000*	5
8	I buy the cosmetic products to attract the others attention	4.06	81.2	0.000*	1
9	I buy the cosmetic products to cover some body mistakes	3.01	60.2	0.000*	2
10	I buy the cosmetic products for my feeling or perception to my female body	2.14	42.28	0.000*	6
11	I buy the cosmetic products for my health and take care of my body	1.65	33	0.000*	7
Total		2.72	54.4	0.001*	

*Mean is significant at $\alpha=0.05$

Source: SPSS version 20

From the last table we result:

- The mean of "I buy cosmetic products to attract others' attention" is 4.06 (81.2%), significant at $\alpha=0.05$, indicating acceptance by respondents.
- The mean of "I buy cosmetic products to cover body imperfections" is 3.01 (60.2%), significant at $\alpha=0.05$, showing acceptance by respondents.
- Overall mean of all items is 2.72 (54.4%), significant at $\alpha=0.05$, indicating general acceptance.
- Attracting attention, covering imperfections, and boosting self-confidence are the most influential factors in women's cosmetic purchasing behavior.

Sub-hypothesis 3:

There is a significant relationship between the reference group and purchasing the cosmetic products at the level of significant of $\alpha=0.05$. Sign test was used to compare between the arbitrary points (3) and the items. This hypothesis represents the **Question number (6)**: «Give your preference degree to these items when you buy the cosmetic products».

Table 7: The Mean and sig. (p.value) of each factor from the reference groups' factors

number	Items	Mean	Mean %	Sig.	classification
12	Often when I buy cosmetic product, I go with my any family members	2.51	50.2	0.000*	5
13	Often when I buy cosmetic product, I go with my friends	2.53	50.6	0.000*	6
14	Often when I buy cosmetic product, I go with my best friend	2.18	43.6	0.000*	8
15	Often when I buy cosmetic product, I go with my any family members or with my	2.57	51.4	0.000*	4
	friends				
16	I buy the product that the others recommend	3.04	60.8	0.000*	3
17	It's important that the others like and prefer the product I purchase	3.26	65.2	0.001*	1
18	I buy the cosmetic product which has a big part of advertizing	3.05	61	0.000*	2
19	Often i buy the cosmetic product when it is sales discount promotion	2.34	46.8	0.000*	7
	Total	2.68	53.6	0.001*	

*Mean is significant at $\alpha=0.05$

Source: SPSS version 20

The results are shown as follow:

- Item 17: Mean = 3.26, Mean percentage = 65.2%, significant ($p \leq 0.05$). Indicates acceptance; others' approval influences purchases.
- Item 18: Mean = 3.05, Mean percentage = 61%, significant ($p \leq 0.05$). Indicates acceptance; advertising influences purchases.
- Overall: Mean = 2.68, Mean percentage = 53.6%, significant ($p \leq 0.05$). Acceptance of items shows influence on consumer behavior.
- Conclusion: Others' approval and advertising significantly impact women's cosmetic purchasing behavior.
- **Sub-hypothesis 4:**

There is a significant relationship between the brand loyalty, perceived risk and purchasing the cosmetic product at the level of significant of $\alpha=0.05$. Sign test was used to compare between the arbitrary points (3) and the items. This hypothesis represents the **Question number (7)**: «Give your agreement degree for these items when you buy the cosmetic products». The results are shown as follow:

Table 8: The Mean and sig. (p.value) of each factor from the perceived risk and brand loyalty factors

number	Items	Mean	Mean%	Sig.	classification
20	I always buy the product that I usually I use	1.71	34.2	0.000*	5
21	Usually I buy the product that I know	1.69	33.8	0.000*	6
22	I buy the product that I need not that I want	2.06	41.2	0.000*	4
23	I always like to try the new cosmetic products	3.14	62.8	0.000*	1
24	I always look for the new uses or options in the products that I want to buy	2.54	50.8	0.000*	3
25	If I like one product I will buy it directly	2.66	53.2	0.000*	2
	Total	2.3	46	0.000*	

*Mean is significant at $\alpha=0.05$

Source: SPSS version 20

From the last table we result:

- 23rd item ("I always like to try new cosmetic products"):
Mean = 3.14, Mean percentage = 62.8%, significant ($p = 0.000$). Indicates acceptance among sample members as it differs from the point of 3.

- 25th item ("I always like to try new cosmetic products"):
Mean = 2.66, Mean percentage = 53.2%, significant ($p = 0.000$). Indicates acceptance among sample members as it differs from the point of 3.

- Overall: Mean of all items = 2.3, Mean percentage = 46%, significant ($p = 0.000$). All items show acceptance as they differ from the point of 3.

- Conclusion: Items on perceived risk (trying new products) have a greater impact on women's consumer behavior in cosmetics than brand loyalty (using the same products).

Hypothesis 2: There is a significant difference in the impact of cultural factors between the categories of (age, marital status, educational level, selecting the cosmetic product's kind).

There is a statistically significant differences at the level of significant of $\alpha=0.05$ in the impact of cultural factors between the categories of (age, marital status, educational level, selecting the cosmetic product's kind). The Test Kruskal Wallis test was used for this hypothesis, it assesses for significant differences on a continuous dependent variable by a grouping independent variable (with three or more groups). This hypothesis is divided into following sub-hypotheses:

- **Sub-hypothesis 1:**

There is a statistically significant differences in the impact of cultural factors (on women's consumers behavior when they purchasing cosmetic products) between the age categories. This hypothesis links the **Question number (4), (5), (6) and (7)** with **Question number (9)**. The results are shown as follow:

Table 9: Kruskal Wallis Test of Sub-hypothesis 1

items	Kruskal Wallis Test		
	Chi-Square	Degree of freedom	sig.(p.value)
The impact of cultural factors			
1	22,405	5	<u>0,000*</u>
2	33,393	5	<u>0,000*</u>
3	19,017	5	<u>0,002*</u>
4	10,474	5	0,063
The impact of norms and values factors			
5	29,989	5	<u>0,000*</u>
6	40,730	5	<u>0,000*</u>
7	4,608	5	<u>0,000*</u>
8	9,348	5	0,096
9	5,432	5	0,366
10	7,672	5	0,175
11	16,665	5	<u>0,005*</u>
The impact of reference group factors			
12	8,208	5	0,145
13	8,549	5	0,128
14	19,649	5	<u>0,001*</u>
15	7,502	5	0,186

16	17,023	5	<u>0,004*</u>
17	11,033	5	0,051
18	15,545	5	<u>0,008*</u>
19	35,562	5	<u>0,000*</u>
The impact of received risk and brand loyalty factors			
20	12,071	5	<u>0,034*</u>
21	28,514	5	<u>0,000*</u>
22	13,736	5	<u>0,017*</u>
23	9,108	5	0,105
24	26,177	5	<u>0,000*</u>
25	2,413	5	0,790

*Mean is significant at $\alpha=0.05$

Source: SPSS version 20

- Cultural factor: Significant age-related differences in norms, values, reference group, and perceived risk ($p < 0.05$).
- Norms and values: Significant age-related differences in self-satisfaction, self-confidence, fun, pleasure, and body health ($p < 0.05$).
- Reference group: Significant age-related differences in best friend influence, references, recommendations, advertising, and promotions ($p < 0.05$).
- Perceived risk and brand loyalty: Significant age-related differences in exploring new options and product familiarity ($p < 0.05$).
- Rank Mean Age results:
 - Women 66+ have higher ranks for norms, values, perceived risk, and brand loyalty.
 - Women 36-45 have higher ranks for reference groups.- For the norms and values factors :
 - Women under 25: High self-satisfaction, attraction, body feeling.
 - Women 46-55: Focus on covering body flaws and health.

- Women 56-65: Emphasis on fun and pleasure.
- Women 66+: High self-confidence and influence from family, friends, ads, and promotions.
- Women 46-55: Value others' recommendations.
- Women under 25: Loyalty to buying the same product.
- Women 56-65: Preference for exploring new products.
- Women 66+: Consistent use of familiar products.

Sub-hypothesis 2:

There is a statistically significant differences in the impact of cultural factors (on women's consumers behavior when they purchasing cosmetic products) between the marital status categories. This hypothesis links the **Question number (4), (5), (6) and (7)** with **Question number (8)**. The results are shown as follow:

Table 3.12: Kruskal Wallis Test and Ranks Mean Marital Status for Sub-hypothesis 2

From the table above and basing on sig. (p.values) given by the Kruskal Wallis Test we result:

- Cultural factor impact: Significant differences in norms, values, reference groups, and perceived risk based on marital status ($p < 0.05$).
- Generalization: All factors with significant p-values ($p < 0.05$) indicate statistically significant differences in cultural items between marital status categories.
- Rank Mean Marital Status:
 - Widow women have higher ranks in cultural factors compared to other marital statuses, indicating strong accordance within this group.
- General Conclusion: Higher Rank Mean Marital Status values indicate accordance within respective marital status

categories for cultural factors.**2.5 The Results of testing hypotheses:**

A. Hypothesis 1: The cultural factors significantly influence women consumers' behavior when they purchasing cosmetic products.

- Cultural factors impact: All cultural factors influence women's consumer behavior when purchasing cosmetics, with perceived risk and norms and values being the most influential.
- Norms and values factors:
 - Most impactful: Attracting attention (81.2%).
- Factors ranked: Attracting attention, covering body mistakes, self-confidence, self-satisfaction, fun and pleasure, female body feeling, and body health.
- Reference group factors:
 - Most impactful: Others' preferences (65.2%).
- Factors ranked: Others' preferences, advertising, others' recommendations, family/friends, family members, friends, sales discounts, and with the best friend.
- Perceived risk and brand loyalty factors:
 - Most impactful: Trying new products (62.8%).
- Factors ranked: Trying new products, looking for new options, buying needed products, buying usual products, and buying known products.
- Conclusion: There is a statistically significant relationship between cultural factors and women's consumer behavior towards cosmetic products.

Hypothesis 2: There is a significant difference in the impact of cultural factors between the categories of (age, marital status, educational level, selecting the cosmetic product's kind).

Table 9: Hypothesis 2 interpretaion of results

Category	Subcategory	Influence
Age Categories	Women aged 36-45	Most influenced by reference groups
	Women aged 66+	Most influenced by norms, values, perceived risk, and brand loyalty
	Women under 25	Focus on self-satisfaction, attracting attention, and body feeling
	Women aged 46-55	Emphasize covering body mistakes and body care
	Women aged 56-65	Seek enjoyment and pleasure
	Women aged 66+	Prioritize self-confidence
	Women aged 46-55	Influenced by others' recommendations
	Women aged 66+	Prefer shopping with friends/family and value others' preferences
Marital Status Categories	Women under 25	Focus on buying what they need
	Women aged 56-65 and 66+	Interested in trying new products and exploring options
	Widows	Most influenced by norms, reference groups, perceived risk, and brand loyalty
	Divorced women	Most influenced by self-satisfaction, confidence, pleasure, attention, body perception, and health
	Divorced women	Influenced by recommendations and advertising
	Widows	Prefer shopping with family/friends and value discounts/promotions
Educational Level	Single women	Interested in buying new and needed products
	Secondary school level	Influenced by norms and reference groups

	College graduates	Influenced by perceived risk
	High studies graduates	Influenced by brand loyalty
Cosmetic Product Kind	Body care products	Stronger cultural influence
	Beauty products	Associated with self-satisfaction, confidence, fun, attraction, and body perception
	Beauty products	Strong influence from others' preferences, recommendations, advertising, and social shopping

Source: own efforts

4. Conclusion

The firms should take it into account the impact of culture on their consumers' target when introducing new products and services, and construct its marketing mix strategies in order to satisfy their wishes.

The extracted information from the survey analysis provides and gives the following results:

R1: All the cultural factors have an impact on women consumer behavior when they are purchasing cosmetic products

R2: There is a significant difference in the impact of cultural factors between the categories of (age, marital status, educational level, selecting the cosmetic product's kind).

Based on the evidence from both theoretical and empirical researches; firms produce the cosmetics where Venus Laboratories Company in one of them should think about the following suggestions:

- All the cultural factors have an impact on women consumers' behavior with different levels of

influence, this impact depends on the kind of cosmetic products if it is beauty products or personal and body care products.

- The women when they are purchasing any kind of cosmetic products they do not go directly to Venus products which means that Venus products do not take the selected cultural factors into consideration.
- The impact of cultural factors depends also on the women age, marital status and educational level, more than that it differs within the kinds of cosmetics products. So, the firms have to orient its advertizing messages strategies in a way which considering these differences.

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