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### FACTORS AFFECTING LEVEL OF IMPULSE BUYING: COSMETIC INDUSTRY IN K.S.A

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**Keywords:** Cosmetic industry, impulse purchasing, Saudi women

#### **Abstract**

Impulse purchasing is buying unneeded products. The factors affect the level of impulse buying are Impulse purchase, factors influencing impulse purchase, visual merchandising, personal factors, and culturally factor. Different studies have proven that the Saudi women are the top buying for cosmetics worldwide. This study demonstrates the factors influencing the level of impulse buying behaviour in the cosmetic industry among Saudis. The study questionnaire focused on the importance of cosmetic among Saudi females and their purchasing habit of cosmetic and analysing the correlation between customers' behaviour and demographic factors, and investigating the factors affect the level of impulse buying in Saudi cosmetic industry. The descriptive quantitative method is used in this study and the data are collected through the online survey. The questionnaires consist of three sections, demographic, cosmetics purchasing behaviour, and marketing factors affecting the level of impulse buying. There are 87 candidates participated in the survey and most of them are college students aging 13 years old or higher. The outcomes had surprisingly presented that not all Saudi female are impulse buyers and manage their purchasing for cosmetics.

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#### **INTRODUCTION**

Impulsive buying defined by Yang, Huang, & Feng that: "a consumer's tendency to buy spontaneously, unreflectively, immediately and kinetically", which also represents the impulsive buying, is "weakness of will" (Yang, Huang, & Feng, 2011). Marketing is an influence affecting unplanned obtaining, as illustrated by that "the mass distribution in supermarket/hypermarket and self- services outlet with mass sales promotion and point of sales materials, display, and store location" should be considered as factor impulse purchasing (Rahman, 2015).

Indeed, when people buy items that they don't need, think they might need it, or even go for unplanned shopping, or because the store has coupons or sale; they usually buy without consciousness or make an impulse purchasing. As mentioned by Nooshbadi (2012) that "Impulse buy is unplanned buying and it is the purchase of an item that the consumer did not plan to get before entering the shop" (Nooshbadi, 2012). Through marketing, it analyses how people react to these advertisements, motivates them, and causes them to impulse buy. It may seem obvious that women tend to buy cosmetic because they care about their beauty, skin, and their appearance; but all of this doesn't supposed to impulse buy. It should be planned, measured, and purchased based on their needs.

Cosmetic plays a major part for women in a way they are looking to others, perceived, and feel attractive. Indeed, there are many workplaces select women based on their personal appearance. "Cosmetics matter because they are a means of self-investigation" as said Patil & Bakkappa (2012). The cosmetic industry has various factors affecting the level of impulse buying. All over the world, people become addicted to purchasing; even men concern about their looks and style. This may due to social changes such as people's perception and how they were seen or own become an obsession. It could because of the development of the technology; in particular, social media such as Snapchat, Instagram, Path, and other applications.

Men and women are shopping with different motives, perspectives, rationales and considerations. (Aswegen, 2015). Particularly, Saudi females have the highest level of purchasing for cosmetic, regardless of their needs and their income. However, in marketing there, is human or buyer behaviour and these behaviours should be identified to understand what motivate people and what effect their purchasing decision. Therefore, this study determining the factors affects the level of impulse buying makeup product among Saudi women. These factors help marketing in different ways such as increasing the sales and spreading awareness among females. This study will illustrates how women in Saudi Arabia response to makeup products and how it consumed on a daily basis.

## **METHODOLOGY**

This study is seeking for understanding the factors affect impulse buying in Saudi cosmetic industry. The study has collected data and pursues to gather information from people who currently live in Saudi Arabia regarding their purchasing behaviour for cosmetic products. Qualitative approach is used because investigating through open-end questions, explanation, and whys are mandatory in the. All the survey questions are multiple choices; which mean that the result and the analysed data will be shown numeric, in particularly, percentages. The design of the survey is descriptive quantitative study since it's stating facts about the relation between variables which are the factors and the consumers' behaviour in purchasing.

### ***Selected Data Collection***

The secondary sources refers to "published or unpublished work that is one step removed from the original source, usually describing, analysing, derived from or based on primary source materials" (Primary or secondary sources,

2017). The second sources had collected from various studies that illustrated factors of the impulse buying, marketing, purchasing behaviour, Saudi female purchasing attitude toward cosmetics, and buying cosmetic behaviour. Those studies were helpful to clarify the outcomes and to understand the buyers' motivations and the cause of their purchasing decisions. Throughout integrating a variety of literature studies, whether in Saudi Arabia or internationally, to understand and determine the factors impulse purchasing.

The data that are collected or recorded from the participants are called as first-hand information, which is a primary source. The primary source in a qualitative study usually gathers from face-to-face interview, observation and discussion on a small group of population (Thomas et al. , 2017). The primary source in a quantitative study is from evaluation and survey questionnaire. The most suitable strategy for collecting quantitative data is by using survey questionnaires, each question in the survey is provided with a variety of options, from highest to lowest degree, that participants can choose the most suitable answer which representing the participants. Besides, a questionnaire is easier, faster, gives privacy to the participants, and can be completed at any time.

#### ***Survey:***

The survey questionnaires were created online through a website named SurveyMonkey. This website aids in organizing the questions for the participants and the questionnaire link is distributed. The survey had implemented the Likert scale. "Likert item" is a statement that the respondent is asked to evaluate in a survey" (Vanek, 2012). Each of these statements provided with five options which are (Not at all, A little, Moderately, Mostly, or Fully). These options help the survey to be accurate since that participant can select the best answers that describe their behaviour to the giving statement.

#### ***Design Questionnaire***

The introduction part is outlined at the beginning of the questionnaire, where it provides the participants with the topic, gives a brief explanation. The question in the survey is a quantitative approach, which has three sections.

The first quantitative questions consist of demographic sources which determine the background of the participants. These data will help in categories the participants according to their age, gender, nationality, occupation, the level of education, and their monthly income. The age would tell us about the group of age who mostly buy makeup products than the others. Similarly, gender will assist in knowing who is purchasing more, since that men start taking care of themselves, and cosmetic is not limited to make up products. Additional to that, nationality is important because the study is focusing on impulse buying in the Kingdom of Saudi Arabia. Occupational and educational questions are to determine the relationship between the purchasers and their needs for makeup products. The last question in the demographic question is the income, throughout this question. The income will present how much people are willing to spend on cosmetic based on their monthly income.

Then, the participants were exposed to the Behavioural Factors Affecting Level of Impulse Buying questions. This part is to understand the frequently that participants' need for makeup and their overall behaviour. This part has eight questions starting with the frequency do participants buy makeup for themselves on a weekly basis. Secondly, how much money do applicants spend on cosmetic products, how frequently do you use the make-up product on a daily basis, do you consume all of the purchased makeup, and how many times have bought makeup that you never use. Participants were also asked how often do they purchase the makeup products to appear like people on social media, how does makeup change your self-perception and self-esteem, and how does makeup make you culturally accepted.

The last questions were designed to address the Marketing Factors Affecting Level of Impulse Buying. The last questions were designed based on the factors of impulse buying which are as the following:

1. How frequently have you bought new make-up products to break your purchasing habit?
2. How many times did you decide to buy make-up to change your look?
3. How many times you went to store, and you know what to buy exactly?
4. How many times haven't you decided what to buy when you enter the store?
5. How many times do you buy makeup just because you want to shop regardless of your needs?
6. How many times do you buy cosmetics because you want to have it, even though you don't need it?
7. How many times do you buy makeup products because you had an offer and/ or promotion?

***Participants:***

The goal of the participants in this study should be at least 50 responses and their age are between 20-50 years old, who live in Saudi Arabia; regardless of their nationality. Although the survey was open for both genders, female was the most applicable for the study since they tend to purchase more than men in general and cosmetic products in particular. The total number of participants in this study is 87. The study conducted in Jeddah, Saudi Arabia. The survey was distributed via linked from the survey monkey.

## RESULT AND DISCUSSION

The survey was conducted for 87 participants aging 13 years old or higher. As shown in Table 1, ages 20-29 captured the highest number of responses with 58 responses and counting for 66.67% of total responses. Ages 30-39 were the second highest capturing 13.79%, followed by ages 13-19, 40-49 then 50 or older capturing 9.20%, 8.05%, and 2.30%, respectively. The female participants were dominating this survey capturing more than 95% of total responses. Similarly, Saudis' have dominated this survey by capturing, also, more than 95% of total responses.

Table 1. Demographic of the participants

Characteristics	Items	Frequency (n)	Percentage (%)
Genders	Male	5	5.75
	Female	82	94.25

<b>Age groups</b>	<b>13 to 19</b>	8	9.20
	<b>20 to 29</b>	58	66.67
	<b>30 to 39</b>	12	13.79
	<b>40 to 49</b>	7	8.05
	<b>50 or older</b>	2	2.30
<b>Nationality</b>	<b>Saudi</b>	83	95.40
	<b>Non Saudi</b>	4	4.60

Fig. 1 shows the majority of respondents are students where they captured 60.9% of total responses followed by, Housewives with 21.8%, Employees with 14.9% then Business Owners with only 2.3% of total responses. Fig. 2 shows the participant with a college qualification has captured more than half of total responses where participant with Bachelor degree and Graduate degree have captured 41.4% and 19.05% respectively. On the other hand, participants with High school degree have captured 33.3% while participant with less than high school degree has captured 5.7% of total responses. Fig. 3 shows the participants with average monthly income up to 9,000 SAR have captured 63.2% of total participant where 28 participants have 0-2,000 SAR monthly income, and 27 participants have 3,000-9,000 SAR. On the other hand, 25% of the participants have a monthly income of 10,000-29,000 SAR while 8% of the participants enjoy a monthly income of more than 30,000 SAR.

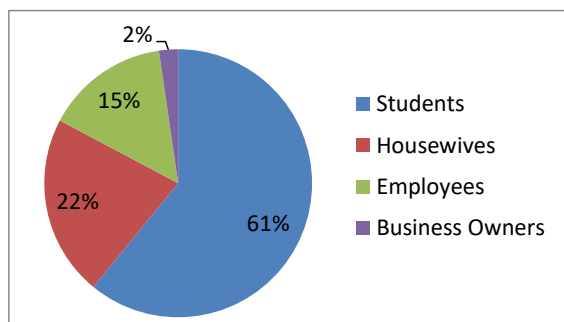


Fig. 1. Participant's current occupation

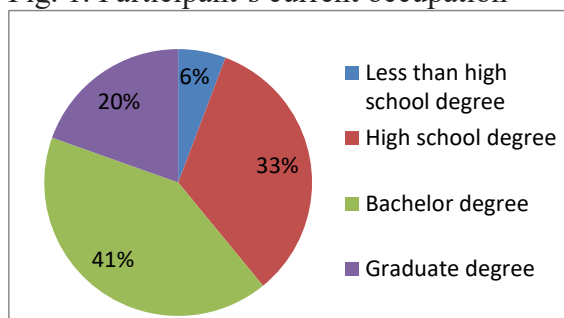


Fig. 2. Participant's highest education level

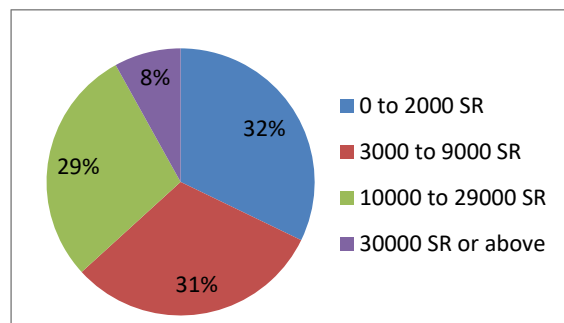


Fig. 3. Participant's approximate average household income

Fig. 4 shows the participant's cosmetic purchasing behaviour. Majority of participants don't buy makeup for themselves on a weekly basis, where 29.07% of the participants do not buy in weekly basis while 41.86% buy makeup for themselves in weekly basis with a little frequency. On the other hand, 18.60% buy in a moderate frequency while 8.14% mostly buy in weekly bases and only 2.33% fully buy on a weekly basis.

Furthermore, the majority of the participants spend little or moderate on cosmetic products capturing 39.53% of total participants each. The participants who do not spend on cosmetic products and those who spend mostly on cosmetic product captured the same share with 9.30% of total participants each. While, there are 2.33% of the participants spend fully on the cosmetic products.

Besides that, there are 37.21% of participant use makeup products on a daily basis with a little frequency. While 29.07% use it with moderate frequency, 15.12% don't use it on a daily basis, 13.95% frequently use it on a daily basis, and 4.65% fully use it on a daily basis.

It can be seen from the survey that 40.7% of participants consume little of the purchased product, 34.88% moderately consume the purchased product, 13.95% don't consume the purchased product, 6.98% mostly consume the purchased product, and only 3.49% fully consume the purchased product.

Moreover, there are 46.51% of participant have a little bought makeup product that they never use, 23.26% have never bought makeup product that they never use. 19.77% have moderately bought makeup product that they never use, 9.30% have mostly bought makeup product that they never use and only 1.16% mostly buy makeup product that they never use.

Also, participants that sometimes buy makeup product to appear like people on social media captured 38.37% while 24.41% never buy it to appear like people on social media. 17.445% mostly buy it to appear like people on social media, 14.12% moderately buy it to appear like people on social media and 5.1% fully buy it to appear like people on social media.

Additionally, 30.23% of participants believe that makeup product slightly changes their self-perception and self-esteem. 22.09% think that it moderately

changes their self-perception and self-esteem, 20.93% believe that it doesn't change their self-perception and self-esteem, 18.60% believe that it mostly changes their self-perception and self-esteem, and 8.14% believe that it mostly changes their self-perception and self-esteem.

Lastly, 33.72% of participants think that makeup moderately makes them culturally accepted, 26.74% thinks that make up slightly makes them culturally accepted, 22.09% believes that makeup doesn't make them culturally accepted, 9.30% believes that makeup fully makes them culturally accepted while 8.14% believes that makeup mostly makes them culturally accepted.

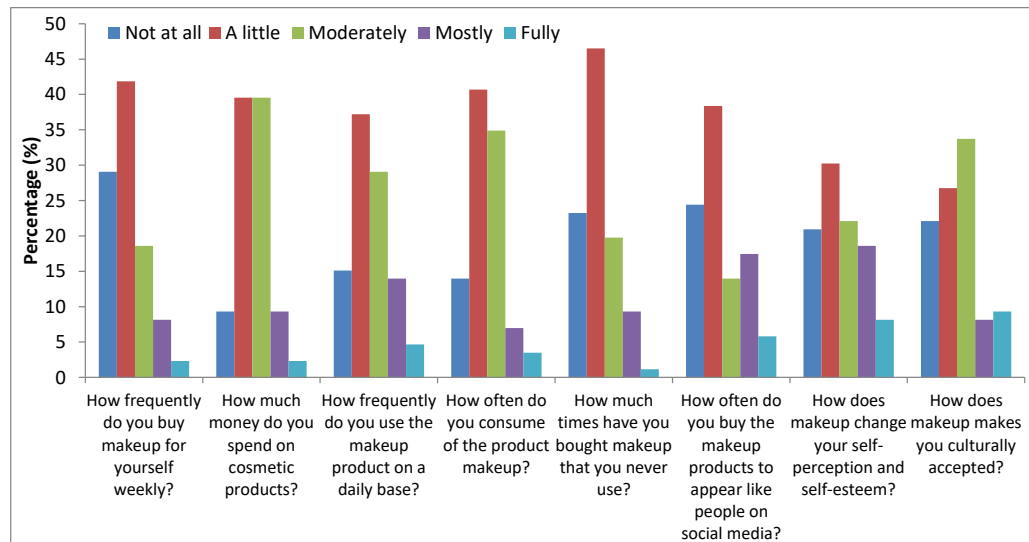


Fig. 4. Participant's cosmetic purchasing behaviour

It can be seen from Fig. 5 that 37.21% of participants have a little bought new makeup product to break their purchasing habit while 31.40%, 26.74%, 3.49% and 1.16% of participants have never, moderately, fully and mostly bought new makeup product to break their purchasing habit, respectively.

Secondary, 27.91% of participants have moderately decided to buy makeup product to change their look while 25.56%, 22.09%, 19.77% and 4.65% have a little, never, mostly and fully decided to buy makeup product to change their look respectively.

Third, 27.91%, 25.58%, 20.93%, 13.95% and 11.63% of participants have mostly, moderately, a little, never and fully went to a store while knowing exactly what to buy respectively. Fourth, there are 41.86%, 22.09%, 18.60%, 13.95% and 3.49% of participant have a little, moderately, never, mostly and fully not been able to decide what to buy when they entered the store respectively.

Next, there are 32.55%, 31.4%, 18.6%, 11.63% and 5.81% of participant sometimes, never, moderately, mostly and fully buy makeup product just because they want to shop regardless of their needs respectively. Moreover, 34.88% of participants never buy the cosmetic product that they want to have even though they don't need it.

While 33.72%, 18.60%, 6.98% and 5.81% of participant sometimes, moderately, mostly and fully buy the cosmetic product that they want to have even though they don't need it, respectively. Finally, 32.56%, 30.23%, 20.93%, 11.63% and 4.65% of participants some time, moderately, never, mostly and fully buy makeup product because they have an offer and/or promotion, respectively.

Majority of the participants were female at the age of 20-29, the age of college students, and studying for their bachelor degree. This statistical finding illustrates that most of the cosmetics purchases are Saudi female. Thus, in respond to the first study question cosmetics product is essential in among them. However, the responses had shown that there are correlations between impulse buying and the demographic questions (age, gender, occupation, and level of education). The participants were asked about their monthly income, since it showed the capability of purchasing. However, the result showed similar answers for people with these incomes (0- 2000, 3000- 9000, and 10,000-29,000). Since most of the participants were students; so there must be a misunderstanding in the question.

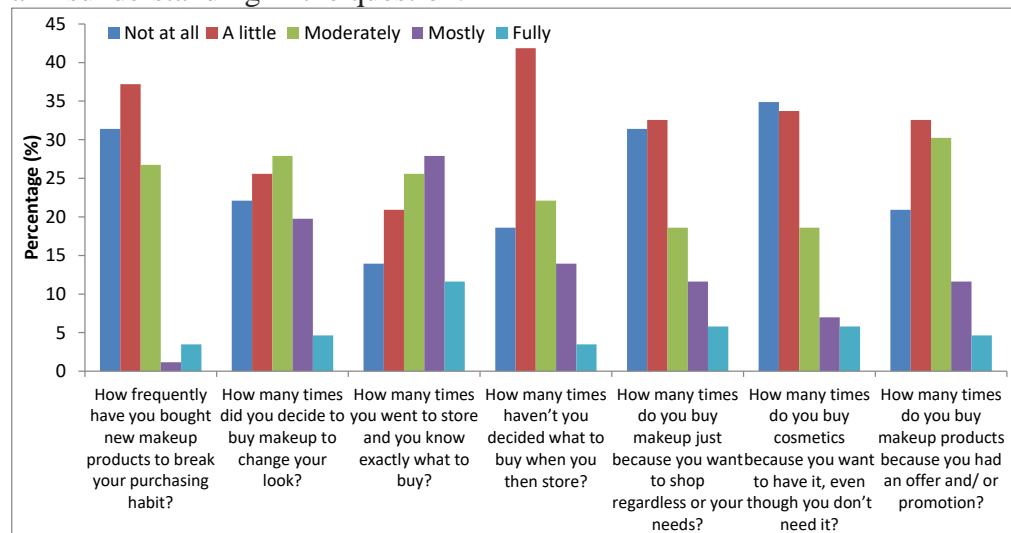


Fig. 5. Marketing Factors Affecting Level of Impulse Buying

Saudi students receive a monthly allowance from the university which is between (0-2000). Whereas, students who select their monthly income is (3000-9000) could have another source of income. Lastly, students who stated that their monthly incomes with an average of 10,000to 29,000, they answer were based on the family's income. Thus, this is a factor which affects these students to whether be impulse buyers or not; since their purchasing power is limited. There is no correlation between impulse buying and income, is valid. Since, most of the people who purchase cosmetic have lower income, even though they don't spend much money on cosmetic, or considering make as culturally accepted. Besides, participants don't buy the product weekly. Also, the majority are conscious during their purchasing for makeups. So they do care about cosmetics, but they give a little concern by buying items for changing their look, to be culturally accepted, or anything related to their self-esteem. For them, makeup is an accommodation, but not necessities. Indeed,



even though there are impulse buyers, there are still people who are carefully planning and deciding before buying the cosmetic product.

### CONCLUSION

The conducted study had demonstrated that, regardless of how many people is impulse buying cosmetics, few people still buy based on their needs and plan ahead before buying makeup products.

The majority of the participants in this study were at the age of 20-29, it's the youth age, where they do care about the appearance. It supposed to be the highest age and most impulse buyers. However, income had shown the correlation between customers and their purchasing power. There are some factors affect the level of impulse buying such as Impulse purchase, factors influencing impulse purchase, and visual merchandising. Lastly, these factors affect consumers and consumers' decisions, but in the other way, it helps suppliers, retailers to increase their sales. Even though impulse purchasing has its power of people, there is a portion of people who still have controls over their purchasing.

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