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The Study of Effect of Consumers' Education and Ageon their Buying Behavior towards Cosmetic Products

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Abstract

Most companies that study on buying behavior of consumer, try to find appropriate responses on what the consumer buys, method and number of buying, places and causes of buying. Marketers are able to research and study to find appropriate responses to questions about the type of buying, amount and place of the consumer buying, but awareness of consumer behavior is not easy and often the answers are in mind. The main purpose of this research is to study the factors affecting the buying behavior of consumers towards cosmetic productsof Arsis TejaratBarsava Company in Mashhad city (brand name: Ellianto). The results showed that the factors including education and age of consumers affect the buying behavior towards cosmetic products and finally, the factor with most influence is the price of products to which the company should be sensitive in order to have access to the target market.

Keywords: Buying Behavior, Buying, Consumer

Introduction

The items bought by a consumer are strongly influenced by cultural, social, personal and mental characteristics. These external factors are within the influence and control of marketer. However, it is important to consider them. Lancaster's theory about the features of consumers was developed in 1966 (for more than 40 years ago). Now, his theory is the most famous theory of the world on product features. His theory affected the new methods of consumption and the features and attitudes of consumers on product acceptance. In view of the neoclassical theory of consumer behavior, Lancaster's theory is used for the goods on which consumers have different opinions. Before making marketing policies, we should recognize markets.

The Problem Review:

All manufacturers and sellers of goods and services seek to identify the factors affecting the behavior of consumers and buyers and so they take the actions to research on markets. Therefore, Arsis Tejarat Company carried out a research on its activities related to the supply and distribution of cosmetic products. Because if you do not pay attention to this issue and because the company is a newly established company, you will facemany competitorsin achieving goals and reaching its target market.

Competition in all industries, including the cosmetic industry, is strongly growing and advertising and many products have intensified the growth; also the sellers is sending some messages to the consumers that make them so confused.

This research seeks to answer the question whether the factors of age and education of consumers play a role in buying or using cosmetic products.If the attitude of buyers of the aforementioned goods differs, how much is this attitude important for the buyers in making buy decisions?

Importance and Necessity of Research:

One of the important aspects in the marketing knowledge and consumers behavior analysis is the studies carried out on consumer behavior. It is important because we can identify the needs of consumers and select appropriate strategies in order to meet their needs by understanding mental intentions and trends, perceptions and preferences. The study on decision makingways of consumers is important because the consumers behavior is more detailed focused analyzed. Also, identification of decision making styles can be valuable as a basis for market segmentation.

In addition, this study on decision making methods is important in terms of applied to adopt an appropriate strategy to deal with each of these decision making groups, for example, when the results of studies in the UK found that almost 40% of the English young people tend to buy for entertainment and fun, and recreation and hedonistic aspects in the markets and shops in connection with this group of consumers were strengthened.

The Objectives of the Research:

The Main Objectives:

The study of effect of education and age on consumer' buying behavior towards cosmetic products

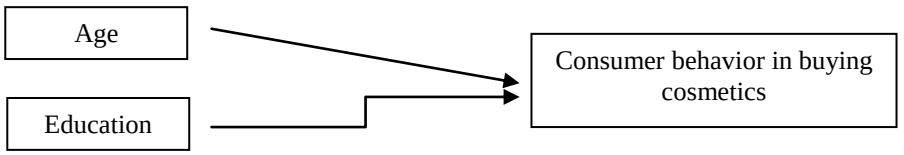
The Secondary Objectives:

1. The study of effect of education on consumer' buying behavior towards and using cosmetic products
2. The study of effect of age on consumer' buying behavior towards and using cosmetic products

The Hypotheses of the Research:

1. Education has effect on consumer's buying behavior towards cosmetic products.
2. Age has effect on consumer behavior in buying cosmetics.

The Conceptual Model of the Research



Age is one of the main characteristics of population and includes number of years, months and days (birthday) of the age of a person.

Operational Definition: The age of consumers, means the age of the buyers who consume cosmetics.

Education occurs at certain times, it is specified by time and focused on specific goals. This type of training is concerned about the objective events objectively and specification in detail. This training is a kind of formal training.

Operational definition: Education in this research means the document held by buyer of cosmetics (university or non-university documents).

Type and Method of the Research:

The sampling method used in the research is the cluster random sampling method in two stages.

The method to collect data:

Two methods are used. Some books, documents and journals were used to collect data and questionnaire was used to collect primary data of the research.

Date Collection Tool:

Collection tools in the research are the closed-ended and Likert questionnaires.

Method of Information Analysis includes the application of two statistical methods. The descriptive statistics is used to draw diagrams and statistical tables and the inferential statistics used to analyze data calculated by one-single t-test using spss software.

Statistical population and sample:

Statistical society:

The statistical population in this research includes all those who used cosmetics in spring 2014. Since there are many people, in this research we will consider the statistical population unlimited.

Statistical Sample:

The consumers of cosmetics who bought from one of the agents of Arsis TejaratBarsava company in spring 2014 in the southwest of Mashhad city

The method of cluster sampling is in two stages and according to the number of statistical population, the sample size will be obtained by Cochran's formula.

Calculation of sample size

There are two ways to determine the sample size in the research: personal estimation and estimation by texts and statistical methods (Hafeznia, 2005). In the correlation research, the minimum acceptable sample size is 30 tons and in survey descriptive research 100 tons (Hafeznia, 2005). In this research, because the statistical population is unlimited, Cochran's formula is used.

The formula to calculate the sample size (calculation criteria is Cochran's formula, when the sample size is unlimited).

$$n = \frac{Z^2 .p.q}{d^2} \longrightarrow \frac{1/962\ (0/5)(0/5)}{0/05^2} = 384$$

n = sample size

z = the value of normal variable of standard unit is equals to 1.96 in 95% level.

P = the value of attribute ratio available in the community that would be otherwise considered the value of 0.5

q = 1-p

d = the possible accuracy considered usually 0.05.

Determination of reliability (validity) 1 questionnaire

Reliability and validity is one of the technical characteristics of measurement instruments. It deals with the concept that to what extent the measurement tool on the same conditions (in other place and time) will obtain the same results.

In other words, this indicator shows the extent to which the questions on the minds of respondents convey similar concepts and how their responses have been in one direction.

In this research, Coronbachs alpha is used for the validity of the questionnaire. The method is used to calculate the internal consistency of the measurement tool for measuring different characteristics.

The Questionnaire Validity Table

The value of alpha obtained	Total participants	Total questions
0/851	30	22

The findings of the research

The results obtained from descriptive statistics

After gathering, summarizing and entering data into spsssoftware, the tables and diagrams related to the demographic characteristics of the sample and the frequency distribution of these features were extracted the results of which are as follows.

- The Frequency Distribution of Respondents in terms of age:

About 48% of respondents aged less than 30 and the results show that the age group accounted for the highest frequency that almost half of the buyers are included which includes the wide range. Almost 30% of the respondents agedbetween 30 to 40, which is almost one-third of the buyers. Almost 13% of the respondents aged between 40 to 50 and also6% of respondents aged between 50 to 60 and more than 60 and the last three groups had almost the lowest purchase.

- The Frequency Distribution of the Respondents in terms of Education

The greatest number of tickets buyers in terms of education level includes those with a Bachelor's Degree at a rate of 45% of total buyers. Totally, looking at the frequency percentages in this table we can see that about 85% of buyers are those with higher education (higher than high school diploma) and it shows that the educated people in the community tend to use cosmetics than illiterate people.

Data Analysis

The first hypothesis: The factor of education has an effect onbuying behavior towards cosmetic products.

H_0: Education has not any effect on buying behavior towards cosmetic products
H_1 : Education has an effect on buying behavior towards cosmetic products.

The table of the study of effect of education on buying behavior towards cosmetic products

P-value	Freedom rate	The statistical number of test	Standard deviation	Average	Total	Variable
0/000	383	48/388	0/993	2/60	384	**The effect of education on buying behaviortowards cosmetic products**

Interpretation of the table:

According to the table results, the calculated t in 5% alpha level is significant (if the value sig obtained is less than 0.05). Thus, we will reject the null hypothesis with 95% of confidence and we conclude that education has an effect on buying behavior towards cosmetic products.

The second hypothesis: Age has an effect on buying behavior towards cosmetic products.

H_0 : Age has not any effect on buying behavior towards cosmetic products.

H_1 : Age has an effect on buying behavior towards cosmetic products.

The table of the study of effect of age on buying behavior towards cosmetic products

P-value	Freedom rate	The statistical number of test	Standard deviation	Average	Total	Variable
0/000	383	41/88	1/115	2/37	384	**The effect of age on buying behavior towards cosmetic products**

Interpretation of the table:

According to the table results, the calculated t in 5% alpha level is significant (if the value sig obtained is less than 0.05). Thus, we will reject the null hypothesis with 95% of confidence and we conclude that age has an effect on buying behavior towards cosmetic products.

The results obtained from hypotheses test and data analysis:
The results obtained from the first secondary hypothesis:
Hypothesis 1: Education has an effect on buying behavior towards cosmetic products. This hypothesis has been confirmed. The results showed that at level 95% of confidence, the average of scores of the questions answered by the respondents was minimum 3.08 and maximum 3.32 higher than the average level (3), that is education has an effect on buying behavior towards cosmetic products.

The results obtained from the fourth secondary hypothesis:
Hypothesis 2: Age has an effect on the behavior of cosmetics and this hypothesis has been accepted and confirmed. The results of the research showed that at level 95% of confidence, this buying behavior of consumers has been accepted and confirmed, because minimum 2.48 and maximum 2.73 is set higher than the average level (2) and so it causes the relative effect on the buyers.
Applied and Management Offers
According to the first hypothesis:
According to the results obtained from the first hypothesis test, we can increase our sales by creating a favorable environment.

According to the second hypothesis:

According to the results obtained, age has an effect on buying behavior of consumer and it is recommendedto inform women and especially girls about the dangers of early use of cosmetics and to encourage other users to buy the cosmetics to have a good market.

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