

# Factors Influencing Purchase Behaviour of Millennial Generation Towards Personal Care Products

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## ARTICLE DETAILS

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## ABSTRACT

The consumer Purchase behaviour has emerged as a hot topic for the marketers of today. Keeping that in mind, the study aims to identify the major factors that determine millennial generation's purchase of personal care products. Millennials are the young consumers of 18 – 32 years and are considered as the most powerful consumers of today. To achieve the objectives of the study, the primary data has been conveniently collected from 200 young millennials of Chandigarh, Mohali and Panchkula. Further, it has been analysed using Exploratory Factor Analysis. The study revealed that there are six main factors that influence millennial's purchase towards Personal Care Products namely – Product Characteristics, Promotion, Packaging and Distribution, Offers and Easy Availability, Brand and Price. The research provides valuable insights for retailers and manufacturers of personal care products by indicating the important determinants that influence the millennial generation's purchase of personal care products.

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## 1. Introduction

Today every individual is playing the role of a consumer and makes a lot of purchase decisions every day. This makes the consumer purchase behaviour always a hot marketing topic. They perform a vital part in the growth of organizations as they generate revenues for the organizations by purchasing, using and making others to buy their goods and services. On the other side, consumers are open to numerous windows of information, variety of products and a lot of choices available in the market place to influence their purchase decisions. Therefore, one could observe constant change in the consumer's buying patterns and product preferences which necessitates the marketers to have a detailed knowledge of the consumer's purchase behaviour. According to Lamb et al. (2010), understanding of purchase behaviour can be used to study the attitude of consumers, predict their behaviour and preferences in certain situations as well as helps in influencing their buying behaviour. According to Kardes et al. (2011), the knowledge of consumer purchase behaviour helps the marketers to understand the psychology of how consumers think, feel, augment and select among various alternatives. Further, the understanding of the consumer purchase behaviour, help the marketers to frame the marketing strategies which are appropriate for the target market.

The purchase behaviour of millennial generation is distinguishable and unique. Their purchase behaviour, attitude and purchasing pattern have become significant for consumer research recently due to their enormous spending power their immense spending power, their capacity of becoming trendsetters, their rapid adoption for new and innovative products and their ability for becoming a lifetime customer (Martin and Bush, 2000). The generation is very expected to spend their cash as speedily as they acquire it, usually on goods and personal services (Der Hovanesian, 1999). Their majority purchases are clothes, shoes, jewellery, sports equipment, entertainment, food and beauty and personal care (Barbagallo, 2003).

In this research, Millennial's or Generation Y rs purchase behaviour with regards to Personal care Products has been studied as the generation makes a huge portion of beauty and personal care consumers as personal grooming is deeply rooted in their culture. Their spending on purchase of beauty and personal care products is more than an average buyer.

## 2. Literature Review:

**Osman S. et al. (2011)** examined the influence of sales promotion on university student's purchase behaviour and concluded a significant relationship between sales promotion and purchase behaviour of generation Yrs. **Zab, H. et al. (2011)** revealed that status branding, brand attitude, paying premium for branded clothing, self – concept and reference groups have a positive influence on purchase behavior of females while purchasing fashion clothing. **Eze et al. (2012)** conclude that Brand image, product quality and product knowledge have a significant influence on purchase of cosmetics whereas promotion was not a significant factor. **Lay-Yee K.L. et al. (2013)** in their study showed that generation Y's purchase of smart phones are determined by product features followed by convenience, brand, dependency, social influence and price. **Kowang, T.O. (2018)** found that four factors namely – pricing, aesthetic, features and interpersonal influence, affect the car purchasing most amongst millennials.

## 3. Research Methodology:

**(1) Objective of the Study:** The main objective of the paper is to identify the major factors that determine millennial generation's purchase of personal care products.

**(2) Population, Sample, sampling technique and Data collection method:**

The population for the study comprised of millennial generation (born between 1982-2000), aged 18 – 32 years, as this generation has been proven to be the major influencers of purchases. A sample of 200 respondents from Chandigarh, Mohali and Panchkula was selected for the study. The data for

the study has been collected using both the primary and secondary sources. Primary data for the study has been collected by using a structured self-administered survey questionnaire. The collected data was analysed using suitable statistical techniques through the application of SPSS (version 16.0).

**(3) Data Analysis:** To achieve this objective, 29 item scale was submitted to Exploratory factor analysis (EFA). KMO and Bartlett's Test confirmed that the data was perfect for factor analysis. All factor loadings were greater than 0.5 and eigen values more than one for all factors retained. In total, six factors, as shown in table, were extracted and labelled as *Product Characteristics, Promotion, Packaging and Distribution, Offers and Easy Availability, Brand and Price*. The Cronbach alpha values of all the six factors were found above the acceptable value of 0.70, exhibiting reliability of the scale.

The factors extracted confirmed the results of various previous studies conducted to identify the determinants that influence the purchase behaviour of the consumers. For instance, a study conducted by *Stavkova, J. et al. (2007)* concluded Product characteristics, price, quality, brand, discounts, packaging, and advertisements as the major

determinants influencing the buying behaviour. The results of the study were also found to be consistent with the results of the study conducted by *Sainy, M. (2014)* which concluded product features, brand name and pricing as the main factors influencing purchases.

**4. Conclusion:**

In the study, Product Characteristics, Promotion, Packaging and Distribution, Offers and Easy Availability, Brand and Price were identified as the major determinants of millennial generations' buying of personal care products. Marketers need to continuously work on the quality enhancement, safe ingredients and elegant fragrances of personal care products for exceptional customer experiences, especially to attract this generation. Thus, continues advertisement of newly added features and discount offers using traditional medias, e – medias and on social networking sites such as Facebook, twitter, instagram will contribute in the capturing of more millennial markets. The packaging of the product should continue to be informative and attractive, without its impact on the pricing of the products.

Factor Name	Variables included in the factor	Factor Loading	Percentage of variance explained	Eigen Value
<b>Product Characteristics</b>	Quality	0.813	23.801	6.902
	Natural ingredients/ contents of the product	0.800		
	Past Usage Experience Of Product	0.739		
	Easy To Use	0.705		
	Quantity	0.696		
	Fragrance Of Product	0.663		
	Differentiated Features Of The Product	0.653		
<b>Promotion</b>	Appearance of the product	0.613	11.780	3.416
	Product Placement (Serial/Films/Events Etc.)	.865		
	Celebrity Endorsement (Marketed By Famous Personalities)	.789		
	Eye catching Display Of Product at store	.754		
	Appealing Advertisement	.733		
	Sale Staff Knowledge And Training	.700		
<b>Packaging and Distribution</b>	Product reviews shared on social media	.620	8.454	2.452
	Clear Instructions On Package Regarding Product Contents & Application	.885		
	Attractive Packaging	.754		
	Availability of different sizes of Packages	.752		
	Sufficient Number Of Brand Outlets	.686		
<b>Offers and Easy Availability</b>	Regularity Of Supply	.626	6.310	1.830
	Wide Availability Of Products In Various Stores	.834		
	Free Gift/discounts With Purchase	.725		
	Availability of trail packs	.689		
<b>Brand</b>	Online availability of the product	.622	5.833	1.692
	Brand Reputation/brand name	.788		
	Brand Competency	.773		
	Trendy and Fashionable Brand	.619		
<b>Price</b>	Ease of Brand name pronunciation	.594	4.238	1.229
	High Price of the product due to superior quality	.843		
	Reasonable Price	.771		

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