

FACTORS INFLUENCING PURCHASE INTENTION OF CONSUMERS FOR TOILETRIES PRODUCTS IN HARYANA

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ABSTRACT

In present scenario, marketers are interested to know more about consumers' purchase intention in order to increase their sales volume and market share. Purchase intention is related to the behaviour, perception and attitude of consumers. The information pertaining to consumers' purchase intention can be important in marketing decision making. The present study examines factors influencing purchase intention of consumers for toiletries products. The data has been collected from 500 respondents (sample size) of Haryana (universe of the study). The data, thus generated, has been analyzed with the help of Factor Analysis and ANOVA(one way).The results revealed that commendation, assessment, advertisement, and familiarity with the brand are main factors influencing the purchase intention of consumers for toiletries products. No significant difference, except one, has been observed in these factors across demographic variables (age, gender, education, occupation, marital status, residential status, and income).

Keywords: Consumer Behaviour, Purchase Intention, Commendation, Advertisement, Toiletries Products.

INTRODUCTION

Today's business environment is changing at a fast rate and becoming very competitive. The consumer's demand is growing due to increase in their income

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level. Therefore it is important for marketers to understand the purchase intention of consumers and build up strong relationship with them for the success of their businesses (Anjana, 2018). Many companies accept the new concepts of marketing in today's competitive environment. In fact, companies know that focus on consumers' needs is important in order to succeed (Azizpour et al., 2016). Mass media target the consumers to change their way of thinking. Marketers spent huge amount of money on consumer research for identifying the key factors which influence the purchase intention of consumer (Thapa, 2011).

Purchase intention refers to the willingness of consumers to buy a particular product/service. It is affected by several external as well as internal factors (Keller, 2001). Purchase intention measures the attitude of consumers towards purchasing a particular product/service. Consumer purchase intention plays a very important role in marketing. It is effective in designing promotion and marketing activities. Marketing activities based on purchase intention helps to increase the sales volume of a business. Purchase intention is one of the most important factors that ensure the long life of any business.

Marketing managers use purchase intention as primary inputs to forecast the future sales. Purchase intention plays important role in determining the actions of marketing manager to influence consumers buying behaviour. In the competitive era, manufacturers focus on purchase intention of consumers in order to build up their reputation and increase goodwill in the market. Brand loyal customers assure the growth and survival of the company (Younus et al., 2015). Retaining customers is very much essential for companies as they can switch to another brand. Customers have their own ideas and previous experience while they make purchase. For a company, purchase intention is something that affects their sales and growth up to a greater extent. Therefore, it's very important question for the company to explore the factors affecting consumer purchase intention.

LITERATURE REVIEW

Garga and Negi (2012) explored the factors affecting consumer purchase decision and found that consumers purchasing behaviour is affected by socio-economic factors. Income is most important factor which influences the brand selection of T.V. Matic and Puh (2016) analyzed the determinants that have influence on purchase intention of consumers for natural cosmetics. The findings showed that positive correlation has been found between purchase intention and consumers' references of natural cosmetics. Alhedhaif et al. (2016) conducted a study to explore factors affecting cosmetic buying behaviour of female consumers and found that product quality, brand name, design or features, store location, advertising & promotion, service quality and product price have influence on purchase decisions of cosmetic products. Hameed and Kanwal (2018) analyzed the effect of brand loyalty on purchase intention in cosmetic industry and found that brand name, promotion, design, product quality, price and retail area environment have positive impact on brand loyalty. Purchase intention of customers is affected by brand loyalty. Minajigi and Asha (2019) and Hossain and Shila (2020) studied the factors influencing purchase behavior of consumers towards skin care products and found that main factors that affect the consumer behaviour is price followed by place, product and sales promotion. Ariffin et al. (2019) and Mud et al. (2020) identified the factors influencing purchase intention of female consumers towards cosmetic products. The study showed that attitude, consumer experience and price had a significant relationship with purchase intention of female consumers.

Laroche et al. (1996) studied the impact of brand familiarity on purchase intention of consumers. The results revealed that brand familiarity is main determinant of purchase intention of consumers. Gupta and Mittal (2008) examined the behaviour of customers towards various brands in rural areas and found that consumers of rural areas not only use the popular brands but also use local goods. Purchase decision of rural consumers was found to be influenced by family members. Shah et al. (2012) investigated the impact of brands on customer's purchase intentions and found that positive relationship has been found between core brand image and customer's

purchase intention whereas negative correlation has been found between environmental consequences and customer's purchase intention. Priyanga and Krishnaveni (2013) observed the perception of women consumers towards branded cosmetic and found that price is considered to be main factor influencing the purchase decision of women consumers followed by discount and advertisement. Further, quality was found another factor which makes women brand loyal towards a particular brand. Kumar (2016) examined the impact of brands of cosmetics on consumers' satisfaction. Life style of respondents has been found most important factor influencing customer's purchase decision followed by quality, personality, culture, reference group, occupation, religion, price and packaging. Nagananthi and Mahalakshmi (2016) examined consumers' brand preference and buying behaviour of cosmetic products. The study revealed that consumers purchase cosmetics for personal care, which is the most important reason for purchasing the cosmetics. Himalaya was found most important brand among all consumers. Thakkar et al. (2017) explored the factors affecting buying behavior of consumers towards grooming products and found that there are two main factors namely product feature and brand image influencing the buying behaviour of consumers.

Islam et al. (2014) identified the factors influencing purchase intention of consumers for toiletries products and found that brand image, cost, commitment, distinctiveness, prestige and relationship are main factors influencing the purchase intention of consumers. There is a significant difference among these factors on the basis of education. Shajahan and Safi (2019) argued that quality, brand awareness, price and product knowledge are main factors affecting consumer behaviour for cosmetic products. There is no significant difference between different brands of cosmetic and types of family of the respondents.

Based upon the above mentioned reviews, the following hypotheses have been framed:

$H_{0,1}$: There is no significant difference in purchase intention of consumers on the basis of age.

H_{1,1}: There is a significant difference in purchase intention of consumers on the basis of age.

H_{o,2}: There is no significant difference in purchase intention of consumers on the basis of gender.

H_{1,2}: There is a significant difference in purchase intention of consumers on the basis of gender.

H_{o,3}: There is no significant difference in purchase intention of consumers on the basis of education.

H_{1,3}: There is a significant difference in purchase intention of consumers on the basis of education.

H_{o,4}: There is no significant difference in purchase intention of consumers on the basis of marital status.

H_{1,4}: There is a significant difference in purchase intention of consumers on the basis of marital status.

H_{o,5}: There is no significant difference in purchase intention of consumers on the basis of occupation.

H_{1,5}: There is a significant difference in purchase intention of consumers on the basis of occupation.

H_{o,6}: There is no significant difference in purchase intention of consumers on the basis of residential status.

H_{1,6}: There is a significant difference in purchase intention of consumers on the basis of residential status.

H_{o,7}: There is no significant difference in purchase intention of consumers on the

basis of income.

H_{1.7}: There is a significant difference in purchase intention of consumers on the basis of income.

RATIONALE OF THE STUDY

The success of a business organization depends on consumers. Understanding the needs, wants and purchase intention of consumers determine the organization success. Consumers' purchase intention is one of the primary inputs in marketing decision making. Marketing personnel analyze the consumers purchase intention for predicting the future trends. In ancient days' people do not prefer to buy toiletries products, as they know the harmful effect of using these products but now the trend has been changed. Today youth and adults are more concerned about their beauty and looks. To enhance their beauty they use toiletries products. Therefore, marketers need a strategy which can encourage consumers to purchase a particular brand.

After an extensive review of relevant literature, it has been found that few studies on different aspects of purchase intention of consumers have been conducted i.e. impact of brands on consumer's purchase intentions (Shah et al., 2012), perception of consumers towards branded cosmetic product (Priyanga and Krishnaveni, 2013), consumers' brand preference and buying behavior of toiletries products (Nagananthi and Mahalakshmi, 2016), factors influencing consumers' purchase intention (Matic and Puh, 2016), effect of brand loyalty on purchase intention (Hameed and Kanwal, 2018) and factors influencing purchase intention of female consumers towards cosmetic products (Mud et al., 2020). These reviews revealed that only few studies have been done, covering few aspects, pertaining to factors influencing purchase intention of consumers but hardly for toiletries products. Therefore, to minimize this gap and to cover all aspects related to purchase intention of consumers for toiletries products, the present research was proposed.

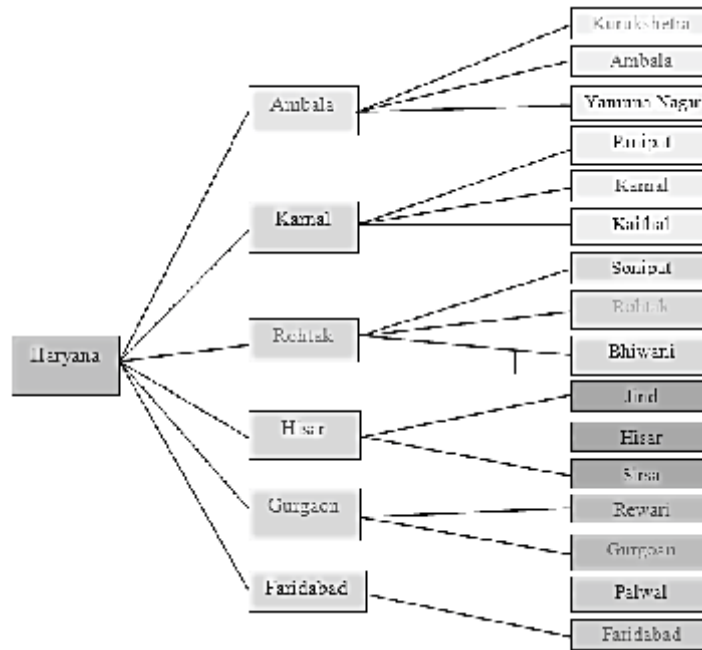
OBJECTIVES

- To explore the factors influencing purchase intention of consumers for toiletries products.
- To compare purchase intention of consumers for toiletries products on the basis of demographic variables.

RESEARCH METHODOLOGY

For the present study, the data has been collected from the State of Haryana, India. Multistage sampling technique has been used for selection of the sample. Haryana is divided into six administrative divisions viz. Ambala, Karnal, Rohtak, Gurgaon, Faridabad and Hisar. For the collection of data, Ambala, Kurukshetra and Yamuna Nagar from Ambala division, Jind, Hisar and Sirsa from Hisar division, Gurgaon and Rewari from Gurgaon division, Panipat, Karnal and Kaithal from Karnal division, Sonapat, Rohtak and Bhiwani from Rohtak division, Faridabad and Palwal from Faridabad division have been selected. Final unit (respondents) has been selected by using purposive sampling technique for the purpose of collecting the data. A self administered questionnaire was developed consisting of 13 statements using five point likert scale viz. strongly agree, agree, neutral, disagree and strongly disagree to collect the responses from consumers. A total number of 600 questionnaires have been distributed. Out of 600 questionnaires, Respondents returned 519 questionnaires, out of which 19 questionnaires were rejected because of incomplete information. Thus, the final sample comprises of 500 respondents. Demographics pertaining to age, gender, educational qualification, occupation, income, marital status, and residential status have been considered while collecting the data. The data, thus generated, was subject to Cronbach's Alpha, which came to 0.727.

Figure 1: Selected districts for data collection based on administrative divisions of Haryana



RESULTS

Table 1: KMO and Bartlett's Test

KMO measure of sampling adequacy		.780
Bartlett's Test of Sphericity	Approx. Chi-Square	960.062
	Df	78
	Sig.	.000
Number of items	13	

Here the value of KMO measures of sampling adequacy (0.780) and Bartlett's test of Sphericity ($p = .000$) indicate that Factor Analysis can be used as a tool for further analysis of data.

Table 2: Eigen Value with Cumulative Percentage of Variance

Factors	Eigen Value	% of Variance	Cumulative % of Variance
1	3.100	23.850	23.850
2	1.736	13.350	37.200
3	1.024	7.873	45.074
4	1.014	7.802	52.876

In the present study Varimax Rotation method of Factor Analysis has been used. Factor Analysis has been applied on 13 variables used to collect the data. The factor loading of more than .50 has been selected for further analysis (Hair et al., 2009). A total variance of 52.876 percent is accounted for these four variables (Table 2). Table 3 depicts factor loading of four factors and the communalities (h^2), which range between 0.353 and 0.657.

Table 3: Rotated Component Matrix

Variables	Components/ Factors					h^2
	1	2	3	4		
1	.645	-.030	-.160	.371		.579
2	.727	-.057	.155	.295		.642
3	.098	.067	.077	.777		.624
4	.100	.200	.230	.579		.438
5	.149	.155	.498	.244		.353
6	-.306	.622	.152	.183		.537
7	.647	.193	.185	-.130		.507
8	.331	.597	.115	-.027		.479
9	.659	.013	.336	.033		.549
10	.306	-.039	.746	-.080		.657
11	-.042	.192	.623	.207		.470
12	-.158	.631	.190	.205		.502
13	.356	.634	-.081	.023		.536

Extraction Method: Principal Component Analysis.

Table 4: Details of the extracted factors of Purchase Intention

Sr. No.	Factors	Factor Loading
Factor 1 Commendation		
1	Celebrity endorsement	0.727
2	Recommendations of salesperson	0.659
3	New product	0.647
4	Friends recommendations	0.645
Factor 2 Assessment		
1	Reviews of Toiletries	0.634
2	Suitability to my skin	0.631
3	Previous Usage Experience	0.622
4	Affordability	0.597
Factor 3 Advertisement		
1	Advertisement	0.746
2	Naturalness	0.623
Factor 4 Familiarity		
1	Familiarity with the brand	0.777
2	Accessibility to the brand	0.579

There are four variables loaded on the first factor with positive loading. The first factor includes celebrity endorsement, recommendations of salesperson, new product, and friends' recommendations having significant impact on purchase intention of consumers. In present scenario, where everyone spend too much time on television and mobile phones, no doubt about the fact that celebrities have influence on consumer purchase decision. While a consumer makes purchase, it has been noticed that advertisements involving celebrities influence their purchase decision. With increase in the income level of consumers and change in fashion, consumers do not purchase the old products. They want to purchase new and innovative products. Generally new products launched in the market are preferred by potential consumers. Recommendations of friends and sales persons have also significant impact on purchase decision of consumers.

Factor 2 clearly reveals that assessment has impact on purchase intention of consumers. Assessment can be done on the basis of reviews, suitability, usage and

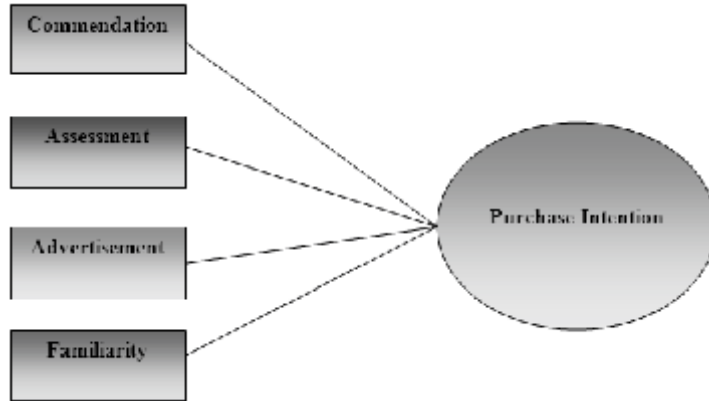
affordability. Reviews of products influence the decision of consumers. If the consumers give positive feedback after using products then chances are that other consumers will purchase that product and vice-versa. Consumers purchase only those toiletries products which are suitable to their skin. Moreover, consumers prefer to purchase affordable products in comparison to costly products. Previous usage experience also influences the decision of consumers. Thus, reviews, suitability, usage, and affordability help the consumers to assess the brand and can influence their purchase decision.

The third factor includes two variables i.e. advertisements and naturalness. Advertisements play most important role in creating awareness and influencing the decision of consumers. Manufacturers use advertisements as weapon to meet competition. Nowadays most of the companies spend huge amount on advertisements to sell their goods and influence consumers' decision. In recent years, consumers are also found to have strong preference for natural things. Naturalness of product also has impact on consumer's minds and it influences the intention of consumers while purchasing the products. This naturalness is also highlighted by the companies in advertisements to take mileage.

Familiarity is the fourth factor with two variables having positive loading. Generally, consumers purchase familiar brands as compared to other. But if brands are not easily accessible then consumers may switch to other brands. So accessibility of the brands and familiarity with the brand play important role in decision making of consumers to buy products.

Thus, on the basis of above discussion it can be inferred that there are four factors namely commendation, assessment, advertisement, and familiarity with the brand that influence the purchase intention of consumers for toiletries products and the following model is proposed:

Figure 2: Proposed model of factors affecting purchase intention of consumers for toiletries products



Comparative Analysis (based on demographic variables)

One way ANOVA has been applied to test whether there is significant difference among four factors influencing the purchase intention of consumer viz. commendation, assessment, advertisements, and familiarity with the brand on the basis of age, gender, education, occupation, marital status, residential status, and income.

(A) Age

Table 5: Age based summary of ANOVA

Factors	Age (Years)	Mean	SD	F	Sig.
Commendation	up to 30	2.694	.785	3.328	.069
	> 30	2.835	.930		
Assessment	up to 30	3.874	.682	.231	.631
	> 30	3.844	.709		
Advertisement	up to 30	3.337	.988	.033	.857
	>30	3.353	.917		
Familiarity	up to 30	3.502	.867	.002	.967
	> 30	3.505	.885		

Results in Table 5 shows that null hypothesis ($H_{0,1}$) is not rejected which means age does not make any difference in all these factors. Thus, all these factors are playing same role in influencing the decision of consumers irrespective of age.

(B) Gender

Table 6: Gender based summary of ANOVA

Factors	Gender	Mean	SD	F	Sig.
Commendation	Male	2.742	.842	.064	.800
	Female	2.761	.856		
Assessment	Male	3.820	.701	2.250	.134
	Female	3.914	.678		
Advertisement	Male	3.303	1.004	1.066	.302
	Female	3.392	.901		
Familiarity	Male	3.480	.858	.425	.515
	Female	3.531	.894		

When gender was taken as base of comparison, results in Table 6 shows that null hypothesis ($H_{0,2}$) is not rejected which signifies that there is no significant difference in factors which influence the purchase decision of consumers on the basis of gender. Thus, irrespective of gender, all these factors are contributing same in influencing the decision of consumers while making purchase.

(C) Education**Table 7: Education based summary of ANOVA**

Factors	Education	Mean	SD	F	Sig.
Commendation	Up to Graduate	2.783	.907	.691	.406
	post graduate	2.720	.787		
Assessment	Up to Graduate	3.850	.718	.144	.704
	post graduate	3.874	.667		
Advertisement	Up to Graduate	3.384	1.025	.863	.353
	post graduate	3.304	.892		
Familiarity	Up to Graduate	3.435	.886	2.949	.087
	post graduate	3.569	.858		

Results in Table 7 also do not reject the null hypothesis ($H_{0.3}$) which means there is no significant difference among the factors influencing purchase intention of consumers. Therefore irrespective of education, all the factors are contributing same role in influencing the decision of consumers.

(D) Marital Status**Table 8: Marital status based summary of ANOVA**

Factors	Marital status	Mean	SD	F	Sig.
Commendation	Married	2.794	.949	1.003	.317
	Unmarried	2.718	.763		
Assessment	Married	3.898	.714	1.033	.310
	Unmarried	3.835	.675		
Advertisement	Married	3.346	.923	.003	.955
	Unmarried	3.341	.988		
Familiarity	Married	3.484	.889	.183	.669
	Unmarried	3.518	.863		

When comparison was made on the basis of marital status, results in Table 8 also do not reject the null hypothesis ($H_{0.4}$) which means there is no significant difference among factors which influence the purchase decision of consumers on the basis of marital status.

(E) Occupation

Table 9: Occupation based summary of ANOVA

Factors	Occupation	Mean	SD	F	Sig.
Commendation	Student	2.700	.764	4.490	.004
	Service	2.649	.841		
	Business class	3.049	.978		
	Unemployed	2.824	.858		
Assessment	Student	3.851	.690	.393	.758
	Service	3.832	.703		
	Business class	3.919	.721		
	Unemployed	3.910	.636		
Advertisement	Student	3.369	1.035	2.329	.074
	Service	3.207	.875		
	Business class	3.513	.960		
	Unemployed	3.451	.930		
Familiarity	Student	3.486	.890	1.107	.346
	Service	3.542	.893		
	Business class	3.584	.784		
	Unemployed	3.336	.870		

Results in Table 8 shows that null hypothesis ($H_{0.5}$) is rejected for the factor 'commendation' which means there is a significant difference in this factor on the basis of occupation. However, null hypothesis ($H_{0.5}$) is not rejected in case of factors of assessment, advertisement and familiarity.

(F) Residential Status**Table 10: Residential status based summary of ANOVA**

Factors	Residential status	Mean	SD	F	Sig.
Commendation	Rural	2.763	.865	.080	.777
	Urban	2.742	.836		
Assessment	Rural	3.828	.689	.862	.354
	Urban	3.886	.694		
Advertisement	Rural	3.359	.963	.100	.752
	Urban	3.332	.959		
Familiarity	Rural	3.449	.850	1.338	.248
	Urban	3.541	.889		

Results in Table 10 shows that null hypothesis ($H_{0.6}$) is not rejected which means there is no significant difference among factors which influence the decision of consumers on the basis of residential status while they purchase the products.

(F) Income**Table 11: Income based summary of ANOVA**

Factors	Income (Rs. Per month)	Mean	SD	F	Sig.
Commendation	Up to 20000	2.760	.825	.077	.782
	> 20000	2.739	.876		
Assessment	Up to 20000	3.887	.658	.807	.369
	> 20000	3.832	.732		
Advertisement	Up to 20000	3.346	1.006	.006	.936
	> 20000	3.339	.903		
Familiarity	Up to 20000	3.463	.891	1.238	.266
	> 20000	3.551	.851		

Results in Table 11 also do not reject the null hypothesis ($H_{0.7}$) indicating no significant difference among these factors on the basis of income which means all the factors are contributing equally in influencing the decision of consumers, irrespective of income.

Thus, on the basis of above discussion, based on one way ANOVA, it can be inferred that there is no significant difference among the factors influencing purchase intention of consumers for toiletries products, except effect of occupation on commendation, across various demographic variables.

DISCUSSION

The results of Factor Analysis reveal that commendation, assessment, advertisement, and familiarity with the brand are main factors which influence the purchase intention of consumers for toiletries products. It can be inferred that these four factors play most important role in influencing the purchase intentions of consumers. It's the endorsement of celebrity, recommendation of salesmen and friends that influence the purchase intention of consumers. These findings on commendation are supported by Gupta and Mittal (2008), Kumar (2016), and Hossain and Shila (2020). Generally, consumers evaluate/assess the brand before purchase may be through reviews, suitability to skin, previous use and its affordability. Here previous study of Mud et al. (2020) supports the findings of present study of assessment of brand affecting purchase intention of consumers. Advertisements, 3rd factor, play major role in influencing the consumer purchase intention. Earlier researches of Priyanga and krishnaveni (2013), Alhedhaif et al. (2016), Hameed and Kanwal (2018), Minajigi and Asha (2019); and Hossain and Shila (2020) support the influence of advertisement on purchase intention. Apart from the above factors, familiarity with the brand also influences consumer purchase intention, which got support from earlier findings of Laroche et al. (1996) and Islam et al. (2014).

It is also observed that there is no significant difference in factors influencing

purchase intention of consumers on the basis of age, gender, education, marital status, occupation, residential status, and income except the factor 'commendation' where influences on the purchase intention of consumers on the basis of occupation has been observed.

CONCLUSION

Consumers go through the rigorous thought process for making buying decisions because various alternative products are available in the market. There are number of factors that influence the purchase intention of consumers. Here, on the basis of findings of present study, purchase intention of consumers for toiletries products is affected by four factors viz. commendation, assessment, advertisement, and familiarity with the product. It is argued that marketers while framing strategies to meet the competition in toiletries products should take into consideration these four factors influencing consumers' purchase intention.

IMPLICATIONS

Commendation, assessment, advertisements and familiarity with the products are the main factors which influence the purchase intention of consumers. Therefore, the results of the study are useful for marketers in order to influence the purchase intention of consumers. Marketers should take into consideration these factors in influencing the purchase intention of consumers and make them brand loyal.

LIMITATIONS

To know the extent to which a study is reliable, it is important to state the limitation under which it was conducted. Followings are the some limitations:

- The present study is confined to the consumers of toiletries products in the state of Haryana. Hence, findings may not be appropriate to be generalized elsewhere in India or outside India.

- Respondents may be biased for their views, which cannot be eliminated completely.

Despite of these limitations, all precautions have been taken in order to make its impact negligible on the research results and findings.

SCOPE FOR FURTHER RESEARCH

Further research can be carried out in the following areas:

- Consumer purchase intention can be studied for other products.
- The scope of the study can be extended across the state.

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Appendix

1. To what extent the following factors affect your purchase intention for toiletries brands.

S. No.	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I believe that friend's recommendation influences my purchase intention.					
2	I believe that celebrity endorsement influences my purchase intention.					
3	I am willing to purchase the product because of familiarity with the brand.					
4	I am willing to purchase the product because of easy accessibility to the product.					
5	I am concerned about promised effects of the product.					
6	I consider previous usage experience while purchasing the product.					
7	I tend to buy new product.					
8	I tend to buy affordable product.					
9	I consider the recommendations of salesperson while purchasing.					
10	I believe that advertisement provides important information which influences my purchase intention.					
11	I am concerned about the naturalness of products.					
12	I tend to buy those products which are suitable to my skin					
13	I consider the reviews of toiletries products while purchasing.					