

FACTORS INFLUENCING CONSUMER BEHAVIOUR OF GENERATIONS Y AND Z IN PURCHASING LOCAL COSMETIC PRODUCTS

Sim, Siew-Ling
Aevilyvia Brenda Jaimon

ABSTRACT

Humankind's beauty and appearance enchantment are inexorable gaining preponderance appeal from young adults who are incredibly conscious about the latest fashion and trend. This research is to examine the factors that influence the purchase behaviour of Generation Y and Generation Z towards local cosmetics products. The researchers intend to discover how a consumer would scrutinise information regarding particular beauty brands and other antecedents (i.e., price, product quality, and social media) that might influence their buying decisions. This study adopts quantitative methodology and collects the primary data through non-probability techniques (i.e. convenience). With a sample size of 236 respondents, the researchers perform both preliminary and inferential analysis using the SPSS software Version 22. The results indicate that all of the independent variables are significantly influencing the purchasing behaviour of young adults with the exception of social media. The plausible explanation is different generation cohorts might be influenced by distinctive groups, for example, Gen-Y is more likely to follow the recommendations provided by their friends and relatives while Gen-Z likes to get more information from online opinion influencers. Therefore, marketers should formulate different promotional activities to reach their potential buyers. In addition, this study found out that Gen-Y who has a greater purchasing power is barely concerned about the product price as compared to Gen-Z, whereas Gen-Y is more dependent upon the brand image and product quality to make their purchasing decisions. In order to capitalise young market segment, it's crucial for marketing managers to set appropriate prices, brand image, quality, and platforms to promote products. To further improve the brand image of local cosmetics, policymakers and government should impose more stringent initiatives which safeguard the businesses are not using harmful and illegal ingredients to produce their products.

Keywords: Purchase Behaviour, Cosmetic Products, Generations Y and Z.

INTRODUCTION

Cosmetics have been existed for thousands of years and are used by people to beautify their appearance and boost self-confidence. According to consumer analyst from Global Data, the sector is growing due to increasing global population, employment levels, and increasing consumers' consciousness when it comes to selecting desirable cosmetic and toiletry products that matches their own preferences. In Southeast Asia alone, sales of the beauty and cosmetics segments amounted to \$25.449 billion in 2020, with more than two-thirds of the sales were derived from mass-marketed cosmetics. As reported by the Department of Statistics Malaysia (2020), approximate half of women were employed, making them a market segment with significant purchasing power. Established brands have the ability to thrive in the Malaysian cosmetics industry, and have the potential to capture market share from Asia. The Malaysian beauty and personal care sector is expected to generate \$2.421 billion in revenue by 2020. The average expenditure on cosmetics is \$407 million, although the majority of this demand is supplied by imported goods as opposed to locally manufactured products (Global Data, 2019).

The Malaysians beauty sector is booming, with an increasing number of local businesses contributing to the development of prestigious and unique brand identities for cosmetics. The preponderance of cosmetics business owners promote their products on social media platforms like Instagram, Facebook, and Twitter. The businesses were founded by fashion entrepreneurs, professional make-up artists and celebrities, and social media influencers. Although most of local entrepreneurs produce and distribute cosmetics under their own brands, a recent survey by the United States International Trade Administration found that an increasing number of local entrepreneurs are opting for contract or private labelling with local cosmetic manufacturers rather than maintaining their own brand.

Therefore, it would be worthwhile for the researchers to determine whether an individual's perception of brand image influences his decision-making process while purchasing a cosmetic product. Customers will often seek out products or services that satisfy both their needs and preferences (Ramya & Ali, 2016). Understanding consumers' attitude and perceptions throughout the purchasing decision process may help marketing managers foresee future shift in customer preferences and, as a result, formulate efficient strategies to improve their brand image and preserve customer loyalty. This research intends to enlighten local industry players as to which antecedents (i.e., price, brand image, product quality, and social media) have a significantly effect on the purchasing behaviours when purchasing local cosmetics products. Specifically, this study will focus on customers of generations Y and Z who live in Sibul, Sarawak. The rationale for adopting both Gen-Y and Gen-Z is that previous literature indicates retail owners and marketing directors should be aware of the differences in behaviours across generations. Robert and Manolis (2000), for illustration, demonstrate that younger age cohorts are more inclined to link high prices with greater product quality and value.

LITERATURE REVIEWS

Consumer Behaviour

During the consumer's decision-making process, social, cultural, and psychological factors, have a significant influence on his purchasing behaviour (Ramya & Ali, 2016; Ajzen, 1998). A person would examine if they have sufficient resources and opportunities for the desired behaviour. Behaviour is the consequence of an individual's intention, which may be described as the readiness of a person to carry out a certain action (Cheng, Fu, & Tu, 2011). Furthermore, the execution of behaviour is affected by the individual's intended willingness to engage with the presented information (Ajzen & Fishbein, 1985). It is essential for retailers and marketing managers to comprehend the factors that influence consumer behaviour because they help boosting revenue of a particular product or service in response to media coverage on both digital and traditional channels. In addition, the movement restrictions order during the COVID-19 pandemic outbreak would lead to a shift in the behaviours of customers, notably in terms of the product selections that entice a lesser degree of perceived risks towards one's health (Jones, 2020). By employing the previously collected data and expertise, marketers may better connect and retain their targeted buyers (Kotler & Keller, 2016). Figure 1 depicts the framework that was adopted from previous researches in order to examine the factors that might influence purchasing behaviour.

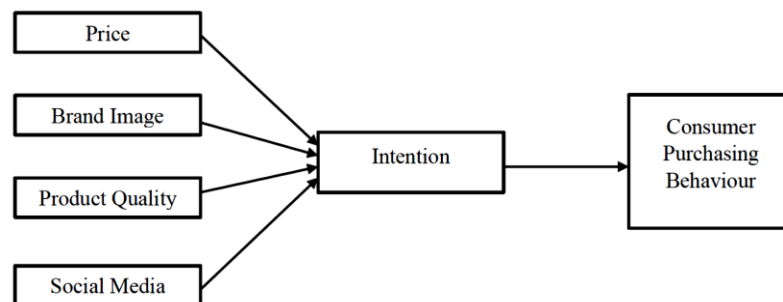


Figure 1: Conceptual Framework

Source: Author

Former researchers in Manado, Indonesia revealed a positive and significant relationship between consumer perception and purchase decision for home-grown Indonesian cosmetics (Korengkeng & Tielung, 2018). According to the results of the research, customers are satisfied with local cosmetics because of their excellent quality, affordable price range, and good use of natural resources. Mud, Hairani, and Zakaria (2020) examine the influence of attitude, brand awareness, consumer experiences, and pricing on the intention to buy cosmetics among young women in Malaysia. The findings suggest that attitude is the most important factor that plays a role in their decisions to purchase locally produced cosmetics. They are more likely to purchase local cosmetics if they believe the products are high quality. Moreover, the results indicate that the experience of the customer as well as pricing have a strong relationship with the intention to purchase.

Generation Y and Generation Z

Generation Y or Gen Y refers to individuals born between 1977 and 1995, commonly known as the Millennials. They are maturing at a time when technology, the electronic and wireless community, and global boundaries are becoming more permeable (Williams & Page, 2011). This experience moulded their behaviour and had a substantial impact on their psychological, social, and cognitive well-being (Chaney, Touzani, & Slimane, 2017). Generation Y is known as self-absorbed, self-reliant, independence, image-driven, goal-oriented, and driven by achievement (Williams & Page, 2011).

Generation Z or Gen Z is comprised of those born between 1996 and 2015 (Kasasa 2021). They are the generation that grew up surrounded by smartphones, tablets, and the Internet of Things (Chaney et al., 2017). They have the unique capacity to assimilate and simplify vast amount of information while traversing the Internet and offline worlds with ease (Nielsen, 2019). When it comes to brand selection, Gen-Z is more inclined to seek for a brand that aligns with their personality and is inspired by online video platforms such as YouTube or TikTok (McKinsey and Company, 2020). Exposure to different cultures has made Gen Z more accepting of diversity than prior generations. Three key qualities that describe Generation Z are instant gratification, highly tolerant, and liberal social values (Williams & Page, 2011).

Price

Price has been highlighted as having a positive influence on a consumer's purchase behaviour since past literature has identified price as one of the main factors to consider when selecting to buy a product (Albari & Safitri, 2018). Cosmetics buyers' decisions are heavily influenced by price (Pendyala, 2019). According to Mud et al. (2020), the purchasing behaviour of regular consumers is less likely to be influenced by the price of an item. If a product or service must be repurchased on a regular basis, then price is an important consideration for customers to weight against other criteria such as location and brand (Heda, Mewborn, & Caine, 2017).

In addition, consumers often associate product pricing with their perceptions of the product's quality (Kotler & Keller, 2016). Consumers would actively process information as regards price through various channels such as formal communication (e.g., advertising, sales calls, and brochures), informal communications (e.g., friends, colleagues, or family members), point-of-purchase and online resources, and would then gauge the price and the product's perceived quality prior to making a purchasing decision (Heda, Mewborn, & Caine, 2017). Previous research indicates that consumers would be more likely to buy beauty products if they perceived the products to be of consistent quality and reasonable price (Lim, Loo, Wong, & Hong, 2020). Interestingly, if the product sells at a lower price than other brands, customers may deem it to be of lower quality, given that females are known to be more sensitive to product safety, juxtaposing higher price to high quality cosmetics. Accordingly, this research suggests that product pricing influences purchase behaviour as formalised into the following Hypothesis 1:

Hypothesis 1: Price has an influence on consumer behaviour towards purchasing local cosmetic products.

Brand Image

Brand is the symbol, sign, and name of the product that creates value for both the consumer and the company, whereas the term "brand image" refers to the entire impression that a product's look, features, and functions have on a consumer's conscious and unconscious mind (Azizan & Yusr, 2019). Typically, brand image is associated with a specific symbol that influences a consumer's propensity to make some alterations in their lifestyle and remain loyal to a particular brand. Having a strong brand image in Malaysia's cosmetics sector has a positive relationship with consumer loyalty and customer satisfaction (Salleh, Fareed, Mustafa, & Laeeq, 2018). Therefore, maintaining a positive brand image is crucial in order to establish successful marketing strategies (Neupane, 2015) which are necessary in order to attain competitive advantage for a company. In addition, a positive brand image may remind customers the wonderful experiences while also supporting them in meeting their needs pertaining to product attributes and the benefits, they believe it to provide (Sangadji & Sopiah, 2013). Customers are willing to spend more for high-quality branded products, which means that companies may generate more revenue and encourage repeat purchases. As a result, this research suggests that brand image influences purchase behaviour as formalised into the following

Hypothesis 2: Brand image has an influence on consumer behaviour towards purchasing local cosmetic products.

Social Media

Social media may be characterised as cutting-edge technology used to develop and accelerate communication between organisations and individuals through the sharing of user-generated materials (Filo, Lock, & Karg, 2015). With the rise in popularity of social media, it has evolved as a platform for businesses to connect with their customers and influence their attitudes towards products and services (Lal, Ismagilovo, Dwivedi, & Kwayu, 2020). With the ability to share content, social media could be used as a platform to raise product awareness, while simultaneously receiving reviews from previous buyers, transforming into a piece of information for potential customers to refer prior to their purchases (Lal et al., 2020). Before purchasing a product, consumer attempt to equip themselves with useful information available on social media platform (Severi, Ling, & Nasermoadeli, 2014). Bloggers and celebrities on social media may play a prominent role to provide inputs and inspire consumers to purchase certain products (Cao, Meister, & Klante, 2014). Past research indicates that potential customers are more interested in the recommendations made by other users than the company product information and claims (Ridings & Gefen 2006). Hence, this research suggests that social media influences purchase behaviour as formalised into the following Hypothesis 3:

Hypothesis 3: Social media has an influence on consumer behaviour towards purchasing local cosmetic products.

Product Quality

A high-quality product is defined by its performance and reliability in meeting the stated or implied needs of its customers (Kotler & Keller, 2016). When it comes to cosmetics, consumers always prioritise quality over all else. Therefore, a continuous product development and refinement process could boost end-user confidence, resulting in increased demand and profitability (Alam, 2020). Furthermore, product quality has always played a vital role in affecting a customer's preference for one specific brand, as consumers reckon that there is a relationship between price and quality of cosmetic products. Thereupon, branded cosmetics are perceived as higher quality, leading to a stronger brand image and confidence among quality-conscious consumers (Anjana, 2018). Hence, this research suggests that product quality influences purchase behaviour as formalised into the following Hypothesis 4:

Hypothesis 4: Product quality has an influence on consumer behaviour towards purchasing local cosmetic products.

METHODOLOGY

This purpose of this research is to examine the factors that influence generations Y and Z's decision to buy local cosmetic products. In order to answer research questions, this research adopts quantitative approach coupled with the non-probability technique (i.e., convenience sampling) for its data collection procedures. Questionnaire is used to acquire data from the targeted sample i.e., users of cosmetics product among Gen-Y and Gen-Z in Sibu, Sarawak. Table 1 shows a list of questions adopted from past researches through seven-point likert scale measurement, ranging from strongly agree (score 1) to strongly disagree (score 7) to indicate the respondents' level of agreement.

Table 1: Construct of Research Instruments

Construct	Questionnaire question	References
Consumer purchasing behaviour	<ul style="list-style-type: none"> I often purchase local cosmetics products. I often purchase local cosmetics more than imported cosmetics products. I have already switched to purchase local cosmetics product. I often purchase local cosmetics product due to their positive attributes. I will recommend local cosmetics product to others. 	Mud et al. (2020)
Price	<ul style="list-style-type: none"> I find myself comparing the prices of even small cosmetic items. I will compare the price of local cosmetic product and foreign cosmetics product before buying. I do not mind purchase local cosmetics product although it is pricier. Increases of price not hinder me to purchase cosmetics. I feel proud to support purchasing local cosmetic products although it is more costly. 	Chaudhary, & Bisai (2018)
Brand Image	<ul style="list-style-type: none"> I am more likely to purchase a local cosmetics brand if I recognize the brand. I am very likely to purchase a local cosmetics brand if I am aware of its good reputation. I am more likely to buy a local cosmetics brand if their brand concept is memorable. I would consider purchasing other cosmetic products from the same brand. Appearance of a well-known public figure in a local cosmetic brand will affect me. 	Lee, Lam, Ng, Ooi, & Tay (2019)
Social Media	<ul style="list-style-type: none"> I actively see out influencer online reviews before making purchasing decision. I tend to make purchase based on online reviews. I am very likely to purchase a local cosmetics product that has been promoted by an influencer on social media platforms. If my favourite blogger/online public figures recommend a local cosmetics brand, I am more likely to try it. If I were to find out that online public figures I followed had been paid for their endorsement, it would not negatively impact my perception of their credibility. 	Uzeed, Hisham, Fairus, & Zaini (2020)
Product Quality	<ul style="list-style-type: none"> The likely quality of the brand is extremely high. I usually analyse the ingredients used in local cosmetic products. The local cosmetics brand does not have side effect to the skin. The brand I choose has overall better quality than others brands. Product attributes can fulfil my functional and emotional needs. 	Ishak, Omar, & Khalid (2019)

FINDINGS AND DISCUSSION

Succeeding the collection of 236 set of data, the researchers moved on to data analysis which using the Statistical Package for Social Science Version 22 (SPSS). As shown by Table 2, there are 195 female respondents and 41 male respondents. Generation Z is made up of respondents between ages of 18-25, while Generation Y is comprised of respondents between the ages of 26 and 40. Generations Z and Y account for 70.8 percent and 29.3 percent respectively. Majority of the respondents' income level is RM1,000 and below which consists of 142 respondents (i.e., representing 60.2% of the sample). Then, there is 22.5 percent for income range between RM 1,001 and RM 3,000, 11 percent for income between RM3001 and RM5000, and finally 5.1 percent for income over RM5000. Merely 18 respondents (i.e., 7.6%) claimed to frequently buy home-grown brand cosmetics, despite the fact that majority of the respondents (33.9%) claimed they rarely bought local cosmetics.

Table 2: Demographic Profile of the Respondents

Demographic	Frequency	Percentage
Gender:		
<i>Female</i>	195	82.6
<i>Male</i>	41	17.4
Generation:		
<i>Gen-Y</i>	167	70.8
<i>Gen-Z</i>	69	29.2
Monthly Income:		
<i>RM1,000 and below</i>	142	60.2

<i>RM1,001 – RM3,000</i>	53	22.5
<i>RM3,001 – RM5,000</i>	26	11.0
<i>RM5,000 and above</i>	12	5.1
Frequency purchase local beauty products:		
<i>Never</i>	23	9.7
<i>Rarely</i>	80	33.9
<i>Occasionally</i>	70	29.7
<i>Often</i>	45	19.1
<i>Frequently</i>	18	7.6

A seven-likert-scale is adopted for the interval measurement, with point 1 representing strongly disagree and point 7 representing strongly agree with the statement. As indicated in the table 3, the mean values are generally within the range 4.0 and 5.5. Overall, the results show that the majority of respondents somehow agreed with the statements provided for each variable. With the exception of price, all of the variables in the reliability test above the acceptable Cronbach Alpha criteria of 0.70, indicating that the constructs are acceptable in terms of internal consistency. Although an alpha value of 0.7 and above has generally been considered an acceptable threshold, Moss et al. (1998) argue that an alpha score of 0.6 is normally acceptable and does not necessarily reflect a poor scale for measuring the dependent variable.

Table 3: Descriptive Analysis & Reliability Test

	Price	Brand Image	Social Media	Product Quality	Consumer Behaviour
Descriptive Analysis:					
<i>Mean</i>	4.88	5.57	5.21	5.28	4.57
<i>Std. Deviation</i>	0.935	0.985	1.125	0.965	1.387
Reliability Test:					
<i>Cronbach Alpha</i>	0.593	0.810	0.779	0.768	0.898

Table 4 shows the coefficients of price ($r=0.462$), brand image ($r=0.517$), social media ($r=0.377$), and product quality (0.488), all of which have a low to moderate correlation with consumer behaviour. The relationship between independent variables (price, brand image, social media and product quality) and dependent variable (consumer purchase behaviour towards local cosmetics products) is investigated using multiple regression analysis. As seen in Table 5, the coefficient of determination has a value of 0.348 which implying that other antecedents may influence customer purchasing behaviours, as the remaining 65.2 percent is left unexplained.

Table 4: Correlation Analysis

	Price	Brand Image	Social Media	Product Quality	Purchase Behaviour
<i>Price</i>	1.000	0.470***	0.399***	0.450***	0.462***
<i>Brand Image</i>	0.470***	1.000	0.663***	0.681***	0.517***
<i>Social Media</i>	0.399***	0.663***	1.000	0.570***	0.377***
<i>Product Quality</i>	0.450***	0.681***	0.570***	1.000	0.488***
<i>Purchase Behaviour</i>	0.462***	0.517***	0.377***	0.488***	1.000

Notes: *** Correlation is significant at the 0.01 level (2-tailed)

The result indicates that there is significant relationship of consumer behaviour and price in buying Malaysian cosmetic products (coef: 0.372; $p\text{-value}<0.01$). As the majority of respondents are female Gen-Z with the incomes of RM1000 or below, this could indicate that pricing somehow influences consumer behaviour towards purchasing cosmetics (Pendyala, 2019; Albari & Safitri, 2018). As reported in Table 6, the finding of Independent T-test reveals that there is no significant difference between Gen-Y and Gen-Z in terms of how they react to prices (F-value: 3.851; $p\text{-value}<0.10$). Earlier study manifests that different generational cohorts respond differently to pricing strategies, with younger generations being more likely to associate high price with high quality and value (Chaney et al., 2017). The results could also show that Gen-Y with higher purchasing power is more likely to buy branded cosmetics with higher prices because they view such products to be safer and more trustworthy to use (Ishak et al., 2020).

Table 5: Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-0.790	0.491			-1.608	0.109
Price	0.372	0.092	0.251		4.069	0.000
Brand Image	0.392	0.117	0.279		3.357	0.001
Social Media	-0.025	0.090	-0.021		-2.83	0.777
Product Quality	0.283	0.109	0.197		2.606	0.010

R: 0.590
R Square: 0.348

a. Dependent Variable: Consumer Purchase Behaviour

On top of everything, there is a positive and significant relationship between brand image and consumer purchasing behaviour for local cosmetic products (coef: 0.392; p-value<0.01). Correspondingly, the results are consistent with previous studies (Lim et al., 2020; Mud et al., 2020; Pendyala, 2019; Salleh et al., 2018) that manifesting a reputable product brand is associated with better perceived image, resulting in increased customers' satisfaction (Anjana, 2018). As illustrated in Table 6, the findings show that there is a significant difference in perception of how brand image affects purchasing decisions between two generation cohorts (F-value: 16.661; p-value<0.01). This finding is consistent with previous research which indicates that Gen Y and Gen Z have different brand preferences (Muralidhar & Raja M, 2019). Gen Y prefers branded products that more reliable and healthier, whereas Gen Z favours a brand that offers customisation features that allow them to tailor their tastes and preferences.

Table 6: Independent Sample T-Test to Analyse Differences between Gen-Y and Gen-Z

	Levene's Test for Equality of Variances				t-test for Equality of Means					
	F	Sig	t	df	Sig (2-tailed)	Mean Diff	Std. Error Dif.	95% Conf. Int. of the Diff.		
								Lower	Upper	
Price	Equal variances assumed	3.815	0.052	.907	234	0.365	0.12141	0.13390	-.14239	.38521
	Equal variances not assumed			1.011	164.257	0.313	0.12141	0.12004	-.11561	.35843
Brand Image	Equal variances assumed	16.661	0.000	3.128	234	0.02	0.43326	0.13850	.16039	.70612
	Equal variances not assumed			3.792	200.985	0.000	0.43326	0.11425	.20798	.65853
Social Media	Equal variances assumed	10.136	0.002	4.246	234	0.000	0.66061	0.15558	.35409	.96713
	Equal variances not assumed			4.886	177.446	0.000	0.66061	0.13522	.39377	.92745
Product Quality	Equal variances assumed	19.189	0.000	3.821	234	0.000	0.51325	0.13431	.24864	.77787
	Equal variances not assumed			4.729	210.052	0.000	0.51325	0.10853	.29931	.72720

Table 5 shows that there is negative but insignificant relationship between social media and consumer purchasing behaviour for local cosmetic products. This result is supported by Lim, Mohd Radzol, Cheah, & Wong (2017), who show that there is an insignificant relationship between attitude and purchase intentions because some social media influencers with whom firms engage in promotion may lack credibility due to inadequate of expertise and skills. Furthermore, social media influencers who are not experts in their field may bring about negative impact on purchasing intentions (Evans, 2013). As shown in Table 6, the Independent T-test results indicate there is a significant difference in the approach that social media could influence purchasing behaviour between two groups of respondents (F-Value: 10.136; p-value<0.01). Former research has found that, while both Generations Y and Z are profoundly influenced by technology, the Internet, and social media, Gen-Y appears to be more likely to rely on the opinions of online communities (e.g., friends and relatives) when making purchase decisions, whereas Gen-Z is more prone to be persuaded by the recommendations made by opinion leaders and bloggers on online platforms such as YouTube and Instagram (Pauliene & Sedneva, 2019).

In other respects, the results suggest that there is a positive and significant relationship between product quality and consumer purchase behaviour for local cosmetic products (coef: 0.283; p-value<0.05). Previous study signifies that quality is one of major determinants used to explain why a customer would prefer one cosmetic brand over another (Anjana, 2018). A branded cosmetic product is perceived to be of higher quality. Customers are more likely to trust and purchase products from branded names due to their reliable features and lower risk of exposure to harmful substances (Dam, 2020). Table 6 indicates there is a significant difference between Gen-Y and Gen-Z (F-Value: 19.189; p-value<0.01) in terms of how the perceive product quality would affect their purchasing decisions. While contemplating the distinctions between generational cohorts, Muralidhar and Raja M (2019) explain that Gen-Y is brand-loyal for quality and credible brands, whereas Gen-Z is less predisposed to be brand-loyal for a specific brand, rather their preferable brands change in accordance with the fashion trend (Pauliene & Sedneva, 2019).

CONCLUSION

This study examines the factors that influence Generation Y and Generation Z's purchasing behaviour for local cosmetics. When it comes to purchasing decision, Gen-Y and Gen-Z are both significantly influenced by price, brand image, and product quality. Based on our findings, there is a significant differences in how both generational cohorts perceive the factors of social media, brand image, and product quality as influencing their purchasing of local cosmetic products. As a result, a better understanding of the diverse consumer behaviour would provide insightful inputs for both academics and industry players. Marketing executives need to set prices that reflect the products' good brand image and quality. Secondly, managers should recognise that different cohorts are influenced by different online platforms. For example, Gen-Z tends to follow the recommendations made by opinion leaders whereas Gen-Z is more likely to consider endorsements made by their online community. Thirdly, local cosmetics businesses should always target young market segments because they are the group most willing to accept and consume novel, innovative, and safe brand. Finally, to improve the brand image of local cosmetics, policymakers and the authorities should enact more rigorous measures to ensure that businesses do not use harmful and unregulated ingredients in the production of their products.

REFERENCE

- Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I. (1998). Models of human social behaviour and their application to health psychology. *Psychology & Health*, 13(4), 735-739.
- Alam, M.F.E. (2020). The influence of quality on consumers' purchase intention between local and multinational cosmetic firm. *Journal of International Business and Management*, 3(1), 1-11.
- Albari & Safitri, I. (2018). The influence of product price on consumers' purchasing decisions. *Review of Integrative Business and Economic Research*, 7(2), 328-337.
- Anjana, S.S. (2018). A study on factors influencing cosmetic buying behavior of consumers. *International Journal of Pure and Applied Mathematics*, 118(9), 453-459.
- Azizan, N.S. & Yusri, M.M. (2019). The influence of customer satisfaction, brand trust and brand image towards customer loyalty. *International Journal of Entrepreneurship and Management Practices*, 2(7), 93-108.
- Cao, P., Meister, S., & Klante, O. (2014). How social media influence apparel purchasing behaviour. *Marketing Review St. Gallen*, 31(6), 77-86.
- Chaney, D., Touzani, M., & Slimane, K. B. (2017). Marketing to the (new) generations: summary and perspectives. *Journal of Strategic Marketing*, 25(3), 179-189.
- Chaudhary, R. & Bisai, S. (2018). Factors in influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798-812.
- Cheng, S. I., Fu, H. H., & Tu, L. T. C. (2011). Examining customer purchase intentions for counterfeit products based on a modified theory of planned behaviour. *International Journal of Humanities and Social Science*, 1(10), 278-284.
- Dam, T.C. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *The Journal of Asian Finance, Economics and Business*, 7(10), 939-947.
- Department of Statistics Malaysia (2020). *Principal Statistics of Labour Force, Malaysia, Second Quarter (Q2) 2020*. Retrieved from https://dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=149&bul_id=Wkg0UIJoemxFVUN3dUtkakUIRGRPQT09&menu_id=U3VPMldoYUxzVzFaYmNkWXZteGduZz09.
- Evans, R.B. (2013). *Production and Creativity in Advertising*. Financial Times Management.
- Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: a review. *Sport Management Review*, 18(2), 166-181.
- Global Data (2019). *Malaysia's Cosmetics & Toiletries industry poised for modest value CAGR of 4.2% over 2018-2023*. Retrieved from Global Data: <https://www.globaldata.com/malaysias-cosmetics-toiletries-industry-poised-for-modest-value-cagr-of-4-2-over-2018-2023-says-globaldata/>.
- Heda, S., Mewborn, S., & Caine, S. (2017). *How Customers Perceive a Price Is as Important as the Price Itself*. Harvard Business Review, Harvard Business School.
- Ishak, S., Omar, A.R.C., Khalid, K., Ghafar, I.S.A., & Hussain, M.Y. (2020). Cosmetics purchase behavior of educated millennial Muslim females. *Journal of Islamic Marketing*, 11(5), 1055-1071.
- Jones, D.S. (2020). History in a crisis-lessons for COVID-19. *New England Journal of Medicine*, 382(18), 1681-1683.
- Kasasa (2021). Boomers, Gen X, Gen Y, and Gen Z Explained. Retrieved on March 3, 2022 from Kasasa: <https://www.kasasa.com/articles/generations/gen-xgen-y-gen-z>.
- Korengkeng, M.R.E. & Tielung, M.V.J. (2018). Consumer perception and buying decision for Indonesian cosmetics product in Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(1), 556-564.
- Kotler, P. & Keller, K.L. (2016). *Marketing Management*. Pearson, Boston.
- Lal, B., Ismagilova, E., Dwivedi, Y.K., & Kwayu, S. (2020). Return on investment in social media: Literature review and suggestions for future research. *Digital and Social Media Marketing*, 3-17. Retrieved on March 9, 2022 from https://link.springer.com/chapter/10.1007/978-3-030-24374-6_1.
- Lim, C.S., Loo, J.L., Wong, S.C., & Hong, K.T. (2020). Purchase intention of Korean beauty products among undergraduate students. *Journal of Management Research*, 12(3), 19-40.
- Lim, X.J., Mohd Radzol, A.R., Cheah, J.J.H., & Wong, M.W. (2017). The impact of social media influencers on purchase intention and mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19-36.
- Lee, C.L.J., Lam, J.M., Ng, S.K., Ooi, S.Y., & Tai, Y.S. (2019). *The Impact of Branding toward Cosmetic Products: A Comparison Study between Generation Y and Generation Z in Perak state*. [Bachelor of Communication (Hons) Public Relations].

- Universiti Tunku Abdul Rahman.
[http%3A%2F%2Fprints.utar.edu.my%2F3466%2F1%2Ffyp_PR_2019_LCJB.pdf&cLen=1523393](http://3A%2F%2Fprints.utar.edu.my%2F3466%2F1%2Ffyp_PR_2019_LCJB.pdf&cLen=1523393)
- McKinsey and Company (2020). *Perspective on Retail and Consumer Goods*. Retrieved on March 6, 2022 from file:///E:/Publication/Publication/Cosmetic/perspectives-on-retail-and-consumer-goods_issue-8.pdf.
- Moss, S., Prosser, H., Costello, H., Simpson, N., Patel, P., Rowe, S., & Hatton, C. (1998). Reliability and validity of the PAS-ADD Checklist for detecting psychiatric disorders in adults with intellectual disability. *Journal of intellectual disability research*, 42(2), 173-183.
- Mud, N.N.N., Hairani, N., Zakaria, A.N.I., Kamaruddin, M., & Hasan, H. (2020). Factors influencing young female purchase intention towards local cosmetics product in Malaysia. *International Journal of Modern Trends in Social Sciences*, 3(1), 1-12.
- Muralidhar, A. & Raja M, A.S. (2019). Understanding the purpose intention characteristics of Gen Y and Gen Z and introspecting the modern demand variables in fashion industry. *International Journal of Scientific & Engineering Research*, 10(12), 144-170.
- Neupane, R. (2015). The effects of brand image on customer satisfaction and loyalty intention in retail super market chain UK. *International Journal of Social Sciences and Management*, 2(1), 9-26.
- Nielsen (2019). Understanding Malaysia's Gen Z...And how to reach them. Retrieved on March, 6, 2022 from <https://www.nielsen.com/my/en/insights/article/2019/understanding-malysias-gen-z/>.
- Pendyala, V. (2019). A study on factors influencing the consumer buying behaviour with respect to Nykaa. *Journal of University of Shanghai for Science and Technology*, 22(12), 865-886.
- Pauliene, R. & Sedneva, K. (2019). The influence of recommendations in social media on purchase intentions of Generations Y and Z. *Organizations and Markets in Emerging Economies*, 10(2), 227-256.
- Ramya, N. & Ali, M. (2016). Factors affecting consumer buying behavior. *International Journal of Applied Research*, 2(10), 76-80.
- Ridings, C.M. & Gefen, D. (2006). Virtual community attraction: Why people hang out online. *Journal of Computer-Mediated Communication*, 10(1). <https://doi.org/10.1111/j.1083-6101.2004.tb00229.x>
- Robert, J. A. & Manolis, C. (2000). Baby boomers and busters: An exploratory investigation of attitudes toward marketing, advertising and consumerism. *Journal of Consumer Marketing*, 17, 481-497.
- Salleh, S.S.M.M., Fareed, M., Mustafa, A., Laeeq, H. (2018). Customer satisfaction and loyalty intention through brand image benefit in the context of Malaysian cosmetic products. *International Journal of Organization & Business Excellence*, 3(1), 1-12.
- Sangadji, E.M., & Sopiah (2013). *Perilaku Konsumen: Pendekatan Praktis disertai himpunan jurnal penelitian*. Yogyakarta: Penerbit Andi.
- Severi, E., Ling, K.C., & Nasermodeli, A. (2014). The impacts of electronic word of mouth on brand equity in the context of social media. *International Journal of Business and Management*, 9(8), 84-96.
- Williams, K.C. & Page, R.A. (2011). Marketing to the generations. *Journal of Behavioural Studies in Business*, 3(3), 1-17.
- Uzed, N.A.A., Hisham, A.A.A., Fairus, M.D.M., & Zaini, N.A.A.M. (2020). *Explore how Social Media Influencer Affect Consumer Purchase Intention*. [Diploma in Marketing]. Politeknik Malaysia Sultan Salahuddin Abdul Aziz Shah. [http%3A%2F%2Frepository.psa.edu.my%2Fbitstream%2F123456789%2F2162%2F1%2FEXPLORE%2520HOW%2520SOCIAL%2520MEDIA%2520INFLUENCER%2520AFFECT%2520CONSUMER%2520PURCHASE%2520INTENTION.pdf&cLen=1052629](http://3A%2F%2Frepository.psa.edu.my%2Fbitstream%2F123456789%2F2162%2F1%2FEXPLORE%2520HOW%2520SOCIAL%2520MEDIA%2520INFLUENCER%2520AFFECT%2520CONSUMER%2520PURCHASE%2520INTENTION.pdf&cLen=1052629)

Sim, Siew-Ling
School of Business and Management
University of Technology Sarawak
No. 1, Jalan Universiti, 96000 Sibu
*Corresponding author: simsiewling@uts.edu.my

Aevilyvia Brenda Jaimon
School of Business and Management
University of Technology Sarawak
No. 1, Jalan Universiti, 96000 Sibu
70300 Seremban, Negeri Sembilan, MALAYSIA
Email: nuruljannahmuhammad95@gmail.com