

Exploring the Factors Influencing Consumers' Purchase of National Cosmetics Based on TPB Theory

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ABSTRACT

In order to clarify the consumption status quo of national cosmetics and enhance the competitiveness of national cosmetics market, this paper conducts a study based on TPB theory, through questionnaire survey as well as spss analysis. From the attitude, subjective norms, perceived behavioral control and other factors to investigate the factors affecting consumers to buy national cosmetics. Combined with practical cases, it provides suggestions for the further development of national brands, such as differentiated tracks and multi-channel sales.

KEYWORDS

Domestic cosmetics; Theory of planned behavior; Cosmetic marketing

1. INTRODUCTION

In 2023, the market size of national beauty products exceeds that of foreign brands in the huge market segment of Chinese cosmetics. This is also the first time that national brands have surpassed foreign brands in online and offline channels, which is a major turnaround for national cosmetics. [1] Choosing makeup products is related to many factors such as product price, product quality, product influence, and purchasing atmosphere. Clarifying the decision-making factors affecting consumers' purchase of national cosmetics will help promote national cosmetics brands to upgrade their products and marketing strategies. Through the questionnaire and with the help of TPB theory, we will deeply explore the influence of each decision-making factor on consumers' behavior of purchasing national cosmetics and the extent of their influence, and supplement TPB theory based on the results. This paper will also systematically summarize the desirability of the existing communication strategies and explore the direction of their subsequent development.

2. MODELING AND ASSUMPTIONS

2.1. Literature Review

TPB theory was developed from the Theory of RB, and by adding dimension of "perceived behavioral control" to the original framework, TPB theory was formed with the subjective norms, behavioral attitudes, and perceived behavioral control as its main contents. TPB theory emphasizes the association between the three main components and their significant impact on behavior. Subjective norms is social pressure perceived by an individual supports or opposes a behavior, i.e., social pressure affects individual decision making. Attitude is the willingness to perform is usually

positively correlated with attitude toward the behavior. Perceived behavioral control means the more control an individual has over a behavior, the more likely he or she is to perform it [2].

TPB theory is widely used in major consumer fields, such as food consumption, green consumption, online consumption, etc. For example, scholars Syed Shah Alam and Nazura Mohamed Sayuti applied TPB theory and used multiple regression analysis to explore the factors affecting Malaysian consumers' halal food purchasing behavior, and the outcomes show that each factor has a positive effect on the willingness to purchase halal food [3]. positive and significant effects [3]; Scholar Simge Emekci added environmental concern, environmental knowledge, and PCE to TPB, which used structural equation modeling to statistically analyze and interpreted data through the statistical software, AMOS version 20.0, and results of the study showed that In the model, personal consumption expenditures have the greatest impact on behavioral attitudes, intentions, and green purchasing behavior [4]; Scholars Ngoc Thang Ha, Thi Lien Huong Nguyen, Thi Phuong Linh Nguyen, Thanh Do Nguyen, based on TAM and TPB theory, to explore the influence of different factors on Vietnamese buyers' willingness to shop online and analyze the data with EFA, which showed all factors have a positive effect on buyers' willingness to shop online [5].

2.2. Research Hypotheses and Research Model

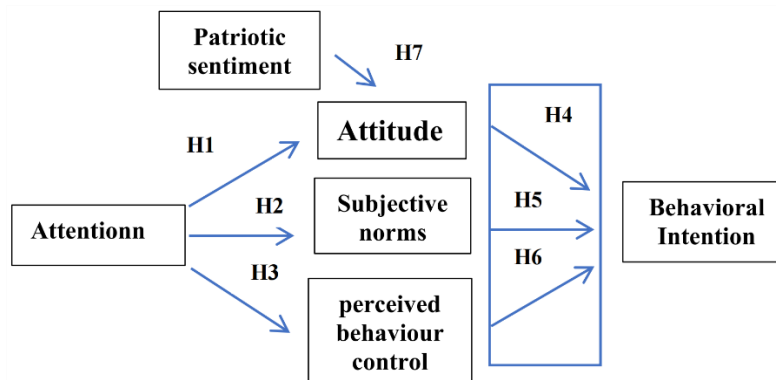


Figure 1. Research Model

The independent variable of the study is the information concern for national cosmetics, the dependent variable is the willingness to purchase national cosmetics, subjective norms, behavioral attitudes and perceived behavioral control as the mediating variables, and patriotic sentiment as the moderating variable of behavioral attitudes, the following hypotheses are made

H1: Information attention positively affects their attitudes toward national beauty brands.

H2: Information attention positively affects subjective norms.

H3: Information attention positively affects perceived behavioral control.

H4: Consumers' attitudes toward national beauty brands positively affect consumers' willingness of buying national cosmetics.

H5: Subjective norms positively affect consumers' willingness to buy national cosmetics.

H6: Perceived behavioral control positively affects consumers' willingness to buy national cosmetics.

H7: Patriotic sentiment positively affects consumers' attitudes toward national cosmetics.

3. RESEARCH DESIGN

3.1. Questionnaire Design

The research uses the self-developed questionnaire "Based on TPB theory to explore the factors affecting consumers to buy national cosmetics" to conduct research, the questionnaire atmosphere of two parts, the first part of the qualitative data, including gender, age, the two variables that may affect the behavior of consumers to buy national cosmetics; the second part of the second part is based on TPB theory. Attention to national cosmetics information about the willingness to buy national cosmetics directed data, the scale contains a total of 18 items, consisting of perceptual behavioral control, behavioral attitudes, subjective norms, patriotic feelings, attention to national cosmetics, the willingness to buy national cosmetics six subscales, each subscale contains three items.

3.2. Data Collection and Reliability Analysis

From June 30, 2024 to July 5, 2024, the author distributed 427 questionnaires, with a valid recovery rate of more than 95%. The measurement items in the questionnaire are 20, which has reached the standard of valid questionnaire at least 10 times higher than the measurement items required by the use of structural equation modeling. The overall reliability of 18 scales in the questionnaire is 95.6%, which is very good.

Table 1. KMO and Bartlett's test

KMO Quantity of Sample Suitability		.947
Bartlett's test of sphericity	approximate chi-square (math.)	6271.153
	degrees of freedom (physics)	153
	significance	.000

The KMO are all greater than 0.7, with significance less than 0.05, indicating that the measures selected for each variable are valid. The above reliability test indicates that the data recovered from the questionnaire are reliable and valid, and can be used for further research.

Table 2. Gender

		Frequency	Percentage	Effective percentage	Cumulative percentage
Validity	Men	180	42.2	42.2	42.2
	Women	247	57.8	57.8	100.0
	Total	427	100.0	100.0	

Table 3. Age

		Frequency	Percentage	Effective percentage	Cumulative percentage
Validity	Under 18	2	.5	.5	.5
	18~25	85	19.9	19.9	20.4
	26~35	52	12.2	12.2	32.6
	36~45	65	15.2	15.2	47.8
	46~55	166	38.9	38.9	86.7
	Above 55	57	13.3	13.3	100.0
	Total	427	100.0	100.0	

As shown in Table 3, the proportions of male and female respondents were 42.2% and 57.8%, respectively. 42.2% and 57.8%; the number of people in the 46-55 stage is larger, 38.9%; the number of people under 18 years old is smaller, and the other ratios are similar.

4. DATA RESULTS AND ANALYSIS

4.1. Data Results

This study used SPSS26.0 software to calculate the mean value of each variable, standard deviation and percentile, etc., to describe the overall situation of consumers' attention to the information and purchase of national cosmetics, and the outcomes are shown in Table 4. The data show that the mean values of each variable are at the medium level, indicating that most consumers are concerned about the information and purchase of national cosmetics.

The data illustrate that the mean values of all variables are at a medium level, indicating that most consumers have average ability to plan their behavior in purchasing national cosmetics. In addition, the standard deviation and percentile in Table 4 reflect the consumers' ability to control their planning behavior.

Table 4. Standard Deviation

	attention1	attention2	attention3	attitude1	attitude2	attitude3	Subjective norms1	Subjective norms2	Subjective norms3	perceived behaviour control1	perceived behaviour control2	perceived behaviour control3	Patriotic sentiment1	Patriotic sentiment2	Patriotic sentiment3	Purchase intention1	Purchase intention2
Number of Validity cases	427	427	427	427	427	427	427	427	427	427	427	427	427	427	427	427	427
Deficiencies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Average Value	2.45	2.53	3.12	2.36	2.18	2.43	2.35	2.49	2.41	2.01	2.14	2.17	2.12	2.15	2.04	2.11	2.26
Standard Deviation	0.947	1.019	1.107	0.758	0.831	0.878	0.851	0.94	0.931	0.733	0.818	0.817	0.91	0.928	0.889	0.784	0.869
percentile																	
25	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	2	2
50	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2
75	3	3	4	3	3	3	3	3	3	2	3	3	3	3	3	3	3

4.2. Analysis of Factors Affecting Consumers' Behavior of Purchasing National Cosmetics Based on Tpb Theory

According to the results of data processing, the hypotheses are all valid and the variables show significant correlation. Information attention refers to the degree of consumer attention to the marketing of national cosmetics such as advertising, entertainment products, search frequency. Behavioral attitude refers to the degree of consumers' interest in searching and purchasing national cosmetics. Subjective norms refer to the influence from society, as well as various role players (family members, friends, bloggers, etc.) to form the trend of purchasing national cosmetics, evaluations, and so on. Perceived behavioral control means the difficulty to purchase national cosmetics through online and offline sales channels. Patriotic sentiment refers to the consumer's purchasing preference as a member of the Chinese nation out of support for the national industry and love for the Chinese cultural elements in national cosmetics. The author believes that the main reasons for the significant relationship between the hypotheses are: First, the business of national cosmetics marketing ideas are correct, the promotion is appropriate, through the social hotspots, high-quality culture to shape the influence of the national brand. Second, the price of national brands and overseas brands to form a differentiated competition, targeting young people and the audience of national brands have feelings. Third, through the unique cultural advantages of national products, form a unique appeal to the public from the perspective of patriotic feelings and cultural confidence [6].

Table 5. Relevance

		Purchase intention1	Purchase intention2
attention1	Pearson's correlation	.445**	.419**
	Significance (two-tailed)	0	0
	Number of cases	427	427
attention2	Pearson's correlation	.589**	.417**
	Significance (two-tailed)	0	0
	Number of cases	427	427
attention3	Pearson's correlation	.478**	.394**
	Significance (two-tailed)	0	0
	Number of cases	427	427
attitude1	Pearson's correlation	.574**	.462**
	Significance (two-tailed)	0	0
	Number of cases	427	427
attitude2	Pearson's correlation	.536**	.488**
	Significance (two-tailed)	0	0
	Number of cases	427	427
attitude3	Pearson's correlation	.539**	.404**
	Significance (two-tailed)	0	0
	Number of cases	427	427
Subjective norms1	Pearson's correlation	.552**	.445**
	Significance (two-tailed)	0	0
	Number of cases	427	427
Subjective norms2	Pearson's correlation	.430**	.416**
	Significance (two-tailed)	0	0
	Number of cases	427	427
Subjective norms3	Pearson's correlation	.541**	.468**
	Significance (two-tailed)	0	0
	Number of cases	427	427
perceived behaviour control1	Pearson's correlation	.458**	.543**
	Significance (two-tailed)	0	0
	Number of cases	427	427
perceived behaviour control2	Pearson's correlation	.577**	.537**
	Significance (two-tailed)	0	0
	Number of cases	427	427
perceived behaviour control3	Pearson's correlation	.510**	.518**
	Significance (two-tailed)	0	0
	Number of cases	427	427
Patriotic sentiment1	Pearson's correlation	.755**	.538**
	Significance (two-tailed)	0	0
	Number of cases	427	427
Patriotic sentiment2	Pearson's correlation	.696**	.565**
	Significance (two-tailed)	0	0
	Number of cases	427	427
Patriotic sentiment3	Pearson's correlation	.622**	.591**
	Significance (two-tailed)	0	0
	Number of cases	427	427

5. STRATEGIES TO IMPROVE CONSUMERS' BEHAVIOR OF PURCHASING NATIONAL COSMETIC PRODUCTS

According to the results of data testing, the above hypotheses are all valid. Among them, information attention to national cosmetics has a remarkable positive effect on behavioral attitudes, subjective norms, and perceptual behavioral control. Therefore, merchants can increase consumers' attention to national cosmetics through a series of marketing tools, and at the same time maintain consumers' attention to national cosmetics by attracting repurchase. For example, it can increase brand exposure through differentiated entry, high quality and low price single product explosion, IP co-branding hot sales, KOL promotion and other marketing means, and then through the later refinement of the operation, increase product development and other ways, to realize the consumer's sense of identification with the brand, and the formation of a fixed consumer group [7].

Perceptual behavior control has a significant positive influence on the purchase of cosmetic behavior. Among them, the most important factors in perceptual behavior are self-efficacy and environmental cognition. [8] Therefore, merchants can carry out multi-channel sales, in addition to traditional stores, but also through online shopping, e-commerce live broadcasting, flash stores and other channels, to increase brand exposure, to help consumers learn about the product more quickly, and then purchase. For example, the Perrier brand shifted from franchised stores and department store counters to online self-owned flagship stores and distributors after perceiving the e-commerce windfall, while Perrier

adopted a large single product strategy to create short-term market attention, continuously improve the competitive barriers of its products, and protect the interests of the brand.

Behavioral attitudes have the same positive impact on the willingness to purchase cosmetics. Therefore, merchants should focus on stimulating consumers' interest in purchasing national cosmetics and increasing repurchase through good quality and after-sales service. For example, Huaxizi focuses on high-end positioning, targeting overseas big brands. It adopts non-heritage technologies such as Miao silver jewelry, embroidery and relief carving in product design to build a unique brand recognition and realize the Chinese culture out of the circle. [9] Based on this, the company continues to launch activities such as "Twenty-four Seasons Makeup" and "Expo China Pavilion Ceremonial Makeup", interacting with social hotspots, and popularizing Chinese makeup to stabilize the consumers' consumption mind of Huaxizi brand. Huaxizi has also set up a specialized anti-counterfeiting team to track counterfeit and shoddy goods through big data, fight against counterfeiting and infringement, and safeguard the interests of consumers.

Subjective norms have a noteworthy positive impact on the willingness to purchase cosmetics. Therefore, merchants should focus on providing scientifically communicable frameworks and content carriers, for example, with the help of traffic pools such as variety entertainment and short video seeding, and through soft makeup inspiration to dissuade users from being wary of the brand's commercial information, so that users will recognize and integrate into the fervor of using national cosmetic products. Taking Caitang as an example, it integrates female social entertainment, dancers presenting aesthetic concepts, and make-up artists presenting national style make-up through the activity of "Amazing Base Make-up", etc. Through female artists, vegetarian guests, and female dancers, it puts the usage scenes and product selling points into daily life, strengthens the product intention and make-up presentation, and makes the "New Chinese Aesthetics" and "New Chinese Aesthetics" more appealing to users. The concept of "new Chinese aesthetics" has become a major driving force for customers to buy.

Patriotic sentiment has a remarkable positive impact on the willingness to buy cosmetics. Therefore, national cosmetics should be rooted in traditional culture, through the concept of traditional Chinese medicine, the traditional view of nature, Chinese classical aesthetics and other ways to develop and package the product. At the same time, it actively undertakes social responsibility, such as donating money and providing material assistance in natural disasters such as flood resistance, and passes on brand concepts by establishing a national brand image to further increase the stickiness of consumers with patriotic sentiments. Take Baichuyao as an example, it adheres to the oriental aesthetics concept of "science and technology herbal" [10], and at the same time, jointly with major scientific research structures to develop products that are more adaptable to Asian women's skin quality, and at the same time of stimulating the brand's cultural connotations, it completes the transformation from cost-effective to high-quality price, and during the epidemic, it even donates 200 million yuan of materials to Wuhan, which highlights the sense of responsibility of the national brand. The brand's sense of responsibility.

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