EFFECT OF PSYCHOGRAPHIC VARIABLES ON CONSUMERS' PREFERENCE FOR COSMETICS IN ABIA STATE, NIGERIA

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ABSTRACT

This research focused on analyzing the effects of psychographic factors on consumers' preference for Cosmetics in Abia State of Nigeria. Factors examined are intrinsic and extrinsic factors which include Attitude, Lifestyle, Personality, Opinion, and Values. Through multi-stage and simple random sampling, the sample size of 500 was selected. Data were analyzed using Karl Pearson correlation coefficient model. Result shows that psychographic variables play essential role in consumers' preference for cosmetics products. Most consumers prefer certain brands of cosmetics because they enhance their self-image, personality, values, and interest, probably because such products are cosmopolitan, sophisticated, and modern. The factors analyzed were all positive and significant in the study. The researcher then suggests that knowing consumers and considering their desires should be precise issues on marketing strategies. Therefore, there is need for organizations to first conduct extensive research in effectively understanding the preference behaviors of consumers. Such marketing research will go a long way in revealing the major psychographic and other variables that have greater and stronger effects on consumers' preference for products.
Keywords: *Consumer preference, Psychographic variables, Cosmetics, Intrinsic and Extrinsic factors*

INTRODUCTION

There is no iota of doubt that man since ages has strategized different ways to leave his impression on others and the use of cosmetics is historical and an integral part of this endeavour. In the earlier ages, only people in high stratum of society had the ability to buy cosmetics because they were luxury goods for the public. However, due to the development of society and the improvement in the living standards, cosmetics were no more viewed as luxury goods. They are gradually considered necessities for the majority in the modern society. Cosmetics products are mixtures of natural or synthetic chemical compounds used to improve the appearance or smell of human body. They include a range of products such as creams, lotions, powders, perfumes, lipsticks, fingernail and toenail polish, eye and facial make-ups, permanent waves, hair colours, hair sprays and gels and deodorants. Cosmetics are believed to enhance the best features and cover the blemish on persons wearing them. They have been in use since ages and constitute an important part of modem day's life.

Thompson (1989) defined cosmetics as an item intended to be rubbed into or otherwise applied on the human body or any part for cleaning, beautifying promoting attractiveness or altering the body appearance. The Food and Drug (1974) also defines cosmetic as any part substance or mixture of substances manufactured or sold or advertised for use in cleaning, improving or altering the complexion, skin hair and health.

The purpose of this study is to analyze the effect of psychographics on consumers' preference for cosmetics in Abia State, Nigeria**.** Specifically, this study will:

1. examine the effect of lifestyle on consumers' preference for cosmetics;
2. determine the effect of personality on consumers' preference for cosmetics;
3. ascertain the effect of opinion on consumers' preference;
4. determine the effect of attitude on consumers' preference for cosmetics;
5. ascertain the effect of consumer values on preference for cosmetics

LITERATURE REVIEW

The research carried out in Nigeria by Euromonitor in 2014 shows that there has been an enormous growth of about 200% in the cosmetic industry activities in the last 10 years. Competition and advertising were major factors in the performance of beauty and personal care in 2013. More celebrities became brand ambassadors, and campaigns for a number of products in beauty and personal care were also targeted towards children, which is a major demographic group in the country. Local manufacturing also increased in 2013 compared with previous years, when the marketing of imported products was the dominant characteristic of the market. Increasing disposable incomes also continued to boost purchases of beauty and personal care products. Globalization and the glamour portrayed by the media, both local and international, also created the desire for the means to improve self-worth and esteem through the use of beauty and personal care products. As products that aid beauty, cosmetics consumers engage in some sort of buying decisions when making their choices. When consumers purchase something, they are influenced by cultural, social, personal and psychological characteristics (Kotler *et al.* 2005). In other words, while they are purchasing cosmetics they consider their own culture, their social status, lifestyle, as well as other psychographic factors. Therefore, if marketers want to be successful, they should understand these characteristics and satisfy different needs of the consumers. The term "psychographics" refers to people's lifestyle characteristics.

Psychographics variables which include personality, values, opinions, attitudes, interest, and lifestyles play considerable roles in consumers' preference towards cosmetics products. According to Kotler and Armstrong (2008), each person's distinct personality influences his or her buying behavior. Consumers go for products that they believe match their personality. Even brands have personalities, and consumers are likely to choose brands with personalities that match their own. It is very necessary to understand lifestyle patterns of consumers. People from the same cultural background, social class, and occupation may have quite different lifestyles. Lifestyle studies reveal how consumers spend their time and money, and what motivates them.

Identifying opinion leaders within a given environment is vital in encouraging brand adoption. Opinion leaders are influencers and leading adopters (Kotler and Armstrong, 2008). Consumers who are opinion leaders drive trends, influence mass opinion and, most importantly, sell a great many products. They often use their big circle of acquaintances to spread their knowledge on what is good and what is bad about products.

Psychographics gained popularity among marketers beginning in the late 1960s and became a staple of marketing by the mid-1970s. Marketers realized that the emotional and psychological connections people make with particular brands often arise from how well the brands fit into the lives of consumers. As such, market researchers were presented with the challenge of measuring consumer lifestyles, and the term psychographics was born.

Psychographics is developed through the constructs which can be related to different glance and angles of customers with psychologically differences and similarities as strategic keys. In fact, psychographic variables can be considered as the people how to spend their time and money. Although the New Tech and Methods are affecting our environment to advancing new communication tools like the Internet, hand phone with several facilities and satellites; there are a few adapted researches about psychographic segmentation at target market and acceptable model to understand customers. These changing, undoubtedly, influence customers' life and destiny. More customers are eagerly being open to use new technology and new models of goods. Almost, using new models of goods is presenting variety group references which they have differences and similarities. Also, it can show purchasing effects on customers' personality and lifestyle as psychographic variables. So, the market segmentation can be conducted on the base of psychographic to achieve better understanding customers and to distribute right products among right people. Psychographic segmentation can determine different classes of social and predict future needs and wants of people as a marketing strategy.

Methodology

This exploratory research adopted a correlation type of investigation to explain how psychographic variables associate with consumer preference for cosmetics. This research work was carried out in Abia State of Nigeria. Abia State is a State in the south eastern part of Nigeria. The Capital is Umuahia and the major commercial city is Aba, formally a British colonial government outpost. The State was created in 1991 from part of Imo State and its citizens are predominantly Igbo people (95% of the population.It has a population of 2,845,380 (2006 census figures) and a population density of 578 people per square kilometer.

The industrial center of the state is in Aba, with textile manufacturing, pharmaceuticals, soap, plastics, cement, footwear, and cosmetics. The study was limited to cosmetics users in the state. Cosmetics are products that are used by virtually every individual even those in the rural areas. Therefore, the study population covered every individual consumer in Abia State.

Sampling

The researchers applied both the probability and non-probability sampling methods. In using non-probability sampling method, multistage sampling method was employed, while simple random sampling was used to select the sample for the study. Using multistage sampling method, Abia State has 17 local government areas which fall into three (3) geographical zones. The zones are; Abia North comprising of Bende-Ohafia, Abiriba, Isiukwuato, and Arochukwu. Abia central has Ikwuano, Ibeku, Olokoro, Ubakala, Ohuhu, Ntigha, and Nbawsi. While Abia South has Asa, Ndoki, Ukwa East and Ukwa West, Isiala and Osisioma, Obingwa, and Ugwunagbo. With a simple random sampling, the eight (8) following local government areas were selected; Umuahia North, Umuahia South, Ohafia, Aba North, Ukwa West, Umunneochi, Aba South, and Bende. Samples were finally drawn randomly from the selected local government areas as follows considering the fact that all the markets do not have equal size.

Table 1: Sample size determination

	Local Government Towns	Sample Size
1	Ibeku (Umuahia North)	65
2	Ubakala (Umuahia South)	65
3	Akanu (Ohafia)	60
4	(Isuochi Umunneochi)	50
5	Bende	55
6	Obehie(Ukwa West)	55
7	Ariaria(Aba North)	75
8	Ekeoha(Aba South)	75
	Total	500

Data were collected on consumers' demographics (age, sex, gender, marital status, education, occupation, etc.); and psychographics (lifestyle, personality, opinion, attitudes, and values)

Pilot Study Results

Before the data collection instrument (questionnaire) was used for actual study it was pilot tested in Aba metropolis for comprehensiveness, relevance and completeness. Two forms of pilot test was conducted .The first test was carried out with five academicians and the second with ten users of cosmetics products. At the end of the first and second pilot tests, a refinement of the study instrument to enhance its suitability in consumers' preference for cosmetics was performed. Thereby, eliminating questions that were ambiguous.

Model Specification

The Pearson moment correlation coefficient model used in determining the association between the variables is implicitly stated as follows:

$$rxy = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Where r = correlation coefficient

    x variables = lifestyle (1=activities, 2=interest, 3=opinion);

        Personality (1=extrovert, 0=introvert)

        Attitude (1=positive, 0=negative attitude)

Values (1=positive, 0=negative)

        Opinion (1=high interest, 0=low interest)

    y = consumer preference (1=yes, 0=No preference)

    n = Sample size.

Results and Discussion

(A) EFFECT OF LIFESTYLE ON CONSUMERS PREFERENCE FOR COSMETICS

Bivariate Pearson Correlation produces a sample correlation coefficient, r, which measures the strength and direction of linear relationships between pairs of continuous variables.

Table 2: Pearson Correlation Table showing the effect of lifestyle on consumers' preference for cosmetics.

Correlations

		Lifestyle	Consumer Preference
Lifestyle	Pearson Correlation	1	.711**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Preference	Pearson Correlation	.711**	1
	Sig. (2-tailed)	.000	
	N	500	500

Source: Field survey data, 2015
**. Correlation is significant at the 0.01 level (2-tailed)

Table 2 presents the Pearson Correlation result of the relationship between consumers' lifestyle and consumer preference for cosmetics products. The Pearson correlation coefficient, r, between consumers' lifestyle and consumers' preference for cosmetics is 0.711 and statistically significant at (p< 0.000). This implies that changes in lifestyle are strongly correlated with changes in consumers' preference. Moreover, the relationship between lifestyle and consumers' preference was positive. This further indicates that as cosmetics consumers' lifestyle pattern changes, their preference for cosmetics also changes.

(B) EFFECT OF PERSONALITY ON CONSUMERS PREFERENCE FOR COSMETICS

Table 3: Pearson Correlation Table showing the effect of personality on consumers' preference for cosmetics.

Correlations

		Personality	Consumer Preference
Personality	Pearson Correlation	1	.864**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Preference	Pearson Correlation	.864**	1
	Sig. (2-tailed)	.000	
	N	500	500

Source: Field survey data, 2015
**. Correlation is significant at the 0.01 level (2-tailed).

Table 3 represents the result of Pearson correlation where a consumer's personality and consumer's preference for cosmetics are strongly and positively correlated (r= .864). There is a statistically significant (p<0.000) correlation between the two variables. This positive and significant relationship implies that changes in consumers' personality can bring a corresponding change in their preference for cosmetics products.

Most consumers have positive personality traits. These positive personality traits may lead many consumers to prefer certain brands of cosmetics above some other brands. People who have active social life, role models that they admire, extroverted, and enthusiastic prefer foreign brands because they are cosmopolitan. However, one's personality changes. Brands preferred during adolescent stage are bound to change as the consumer develops into adulthood.

(C) EFFECT OF OPINION ON CONSUMERS PREFERENCE

Table 4: Pearson Correlation Table showing the effect of opinion on consumers' preference for cosmetics.

		Correlations	
		Opinion	Consumer Preference
Opinion	Pearson Correlation	1	.622**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Preference	Pearson Correlation	.622**	1
	Sig. (2-tailed)	.000	
	N	500	500

Source: Field survey data, 2015

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

Table 4 presents the Pearson Correlation result of the relationship between opinion and consumer preference for cosmetics products. The Pearson correlation coefficient, r, between opinion and consumers' preference for cosmetics is 0.622 and statistically significant at (p< 0.000). This implies that changes in opinion are moderately correlated with changes in consumers' preference. Moreover, the relationship between opinion and consumers' preference was positive. This further indicates that as public or individual opinion towards cosmetics changes, their preference for cosmetics also changes.

Positive and influential opinion can cause certain consumers to prefer certain cosmetics products over others. Most consumers rely on the opinion of others to form their decisions. When such opinions are directed towards certain brands, those brands are preferred. Decisions made as a result of the influence of opinion leaders are often hard to change because the consumers always see such opinion leaders as people to be respected.

(D) EFFECT OF ATTITUDE ON CONSUMERS PREFERENCE

Table 5: Pearson Correlation Table showing the effect of attitude on consumers' preference for cosmetics.

		Correlations	
		Attitude	Consumer Preference
Attitude	Pearson Correlation	1	.564**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Preference	Pearson Correlation	.564**	1
	Sig. (2-tailed)	.000	
	N	500	500

Source: Field survey data, 2015

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

Table 5 presents the Pearson Correlation result of the relationship between consumers' attitude and consumer preference for cosmetics products. The Pearson correlation coefficient, r, between consumers' attitude and consumers' preference for cosmetics is 0.564 and statistically significant at (p< 0.000). This implies that changes in consumers' attitude towards cosmetics are moderately correlated with changes in preference for cosmetics. Moreover, the relationship between consumers' attitude and consumers' preference for cosmetics was positive. This further indicates that as consumers' general attitudes towards cosmetics changes, their preferences also change.

When people develop certain attitude to a particular product category, it begins to affect their preference. People have varying attitudes (likes and dislikes) for some cosmetics products. Positive attitude will increase preference while a negative attitude will decrease preference. Thus, attitude may change due to own experience with brands involving clear consumer benefits. However, attitudinal change towards cosmetics products is subject to certain observable product features

(E) EFFECT OF VALUES ON CONSUMERS PREFERENCE

Table 6: Pearson Correlation Table showing the effect of values on consumers' preference for cosmetics.

Correlations

		Values	Consumer Preference
Values	Pearson Correlation	1	.515[**]
	Sig. (2-tailed)		.000
	N	500	500
Consumer Preference	Pearson Correlation	.515[**]	1
	Sig. (2-tailed)	.000	
	N	500	500

Source: Field survey data, 2015

[**]. Correlation is significant at the 0.01 level (2-tailed).

Table 6 presents the Pearson Correlation result of the relationship between consumers' values and consumers' preference for cosmetics products. The Pearson correlation coefficient, r, between values and consumers' preference for cosmetics is 0.515 and statistically significant at (p< 0.000). This implies that changes in consumers' values are moderately correlated with changes in consumers' preference for cosmetics. Moreover, the relationship between consumers' values and consumers' preference for cosmetics was positive. This further indicates that as certain values held by consumers changes, their preference for certain products including cosmetics also changes.

Consumers attach certain values to some products. Such values are key necessities which such individuals cannot do without. When a consumer values cosmetics, it affects the brands he/she prefers. Furthermore, consumer values may be in the form of norms held by such individual. To this effect, if such an individual is the type that normally prefers foreign cosmetic brands, he/she will always go for them irrespective of price differences.

Conclusion

Study of consumer preference is great way to success in the marketplace. Hence analyzing the preference of consumers is an interesting area for the marketers to develop the marketing strategies for their brands. If a cosmetic business wants to enjoy good profits, such business should work as psychologist to procure consumers. By keeping in mind affecting psychographic, personal and product attributes desired by consumers', things can be made favourable and goal of consumer satisfaction can be achieved. Psychographic factors such as lifestyle, personality, opinion, attitude and values were positive and significant factors affecting brand preference for cosmetics as per this study.

Managerial Implications

For organizations there is need to first conduct research to effectively understand the behaviour of consumers. Such marketing research will go a long way in revealing the major demographic and psychographic variables that have greater and stronger effects on consumers' preference for products.
Marketing managers are further recommended to stimulate opinion leadership in some key members of the society by encouraging favorable word-of-mouth about their products since cosmetics consumers are found to heavily rely on them for information. And also ensure that their cosmetics products are adequately labeled with important features and attributes to satisfy the educated ones who are found to be problem solvers and would deliberately seek for information in that direction.

Further research areas

This study recommends further study in this area to be carried out in another context. Since the researcher believes that preference is somehow dependent on cultural or geographical aspect. This study can be replicate in products other than cosmetics.

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