

FACTORS AFFECTING CHINESE CONSUMERS' PURCHASE INTENTION ON FACIAL MAKE-UP COSMETICS

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Abstract

With the development of economy growth rapidly in nowadays of China, the progress of the society, the increase of people's consumption level and people's consumption concept has been changed a lot as before. The demand of facial make-up cosmetics has continued rapid growth which brings new markets, new challenges and opportunities to the cosmetics industry. China's facial make-up cosmetics market share is still far insufficient. Thus the research on factors affecting Chinese consumers purchase intention becomes an important determinant of cosmetics enterprises to improve the product market competitiveness. This research thorough examine the influence of demographic, marketing mix (4Ps) and promotion mix towards Chinese consumers purchase intention on facial make-up cosmetics. To make cosmetics enterprise enable to capitalize on these factors to optimizing their appropriate marketing strategies for better communication with their consumers and to achieve a better development.

This research divided into 5 parts: Part 1 is the introducing the research details including problem statement, objectives, significance, research questions, scope, expected benefit and the operating definition. Part 2 is the review of the literature which including related research, conceptual framework and research hypothesis. Part 3 is the methodology of the research which including research design, research tools, research survey, data collection and data analysis. Part 4 is the result of the study. Part 5 is the conclusion and discussion of the research.

Keywords: Facial make-up cosmetics, Demographic, Marketing mix, Promotion mix, Consumer purchase intention

1. Introduction

Facial make-up cosmetics in China have a long history. It can be tracing back to thousands of years ago. According to the records, women have begun to use facial make-up cosmetics to beautify their appearance as early as in the Qin Dynasty. Nowadays, with the development of economy, the progress of the society and the increase of people's consumption level, household consumption expenditure in China increase rapidly, and people's consumption concept has been changed a lot as before. In the past time, most of the people regarded Facial make-up cosmetics as luxury products, but it is now widely accepted

by more and more people, and become more and more important of people's daily life. A growing number of Chinese people began to consider make-up as a basic etiquette, and the demand for facial make-up cosmetics has continued rapid growth. This brings new markets, new challenges and opportunities to the cosmetics industry.

It is natural for women want to be beauty and they never ceased to chase after it. But in nowadays, as men's consciousness of beauty awakening, focus on appearance is no longer only for women, more and more men began to pay more attention on their appearance. Thus men are not only bought facial make-up cosmetics for women as the identity of a boyfriend, a husband or a son, but some of them also buy facial make-up cosmetics for themselves. From the facial make-up cosmetics in the market, the facial make-up cosmetics of women occupy the absolute superiority, while market share of the facial make-up cosmetics of men are relatively small.

People of different gender, age, occupation, education and monthly income have different consumer intention on purchase facial make-up cosmetics. Then will affect them to make a decision which product they will choose to purchase. In order to be an invincible position in the cosmetics market, cosmetics enterprises are try to use all strategies to attract more consumers with the variety of consumers' different psychology. Therefore, study the factors affect Chinese consumers purchase intention has a great significance for the development of market economy.

China's facial make-up cosmetics market growth rapidly in recently years, but compared with other foreign markets, especially in Japan and South Korea market, China's facial make-up cosmetics market share is still far insufficient. This indicated that China's facial make-up cosmetics market in the future will have huge potential and large development of space. Thus the research on factors affect Chinese consumers purchase intention becomes an important determinant of cosmetics enterprises to improve the product market competitiveness.

2. Literature review and hypothesis

Hypothesis 1:

Ho1: Demographic factor cannot influence Chinese consumers purchase intention on facial make-up cosmetics.

Ha1: Demographic factor can influence Chinese consumers purchase intention on facial make-up cosmetics.

2.1 4Ps of marketing mix

Marketing mix originated from the micro economic theory of single P (Price) (Chong, 2003). The 4Ps theory was first appeared as the marketing mix theory in 1960s in American. Jerome McCarthy (1960) was first classification these factors into 4 categories: products, price, place and promotion. Neil Borden (1953) was created the term of "Marketing mix" on the American marketing association's inauguration speech. The meaning is refers to the market demand is more or less affect by the "marketing variable" or "marketing elements". Enterprises should combine these factors effectively in order to seek the market reaction, to meet the market demand and maximize the profits. The main job of marketing department is to make a series marketing decisions for these four elements, to launch the most effective marketing mix strategy to meet specific customers, at the same time it also can bring profits for the enterprise itself. Each parts of the 4PS of marketing mix are equally important, the lack any one of them could mean failure (Kellerman, Gordon and Hekmat, 1995).

Hypothesis 2:

Ho2: Marketing mix cannot influence Chinese consumers purchase intention on facial make-up cosmetics.

Ha2: Marketing mix can influence Chinese consumers purchase intention on facial make-up cosmetics.

2.2 Promotion Mix

Promotion mix is a kind of organization strategy for promotion of ideas. According to Kimmel (2005), promotion mix refers to the activities that the companies try to persuade and remind the customer about the information of their new products or services in directly ways or indirectly ways. Chris Fill (2009) argues that companies use advertising, personal selling, sales promotion, public relations and direct marketing 5 basic promotional methods combined into a strategy system, make all promotional activities of the enterprises to cooperate and coordinated with each other, to maximize the overall effect, thereby achieving business goals successfully.

Hypothesis 3:

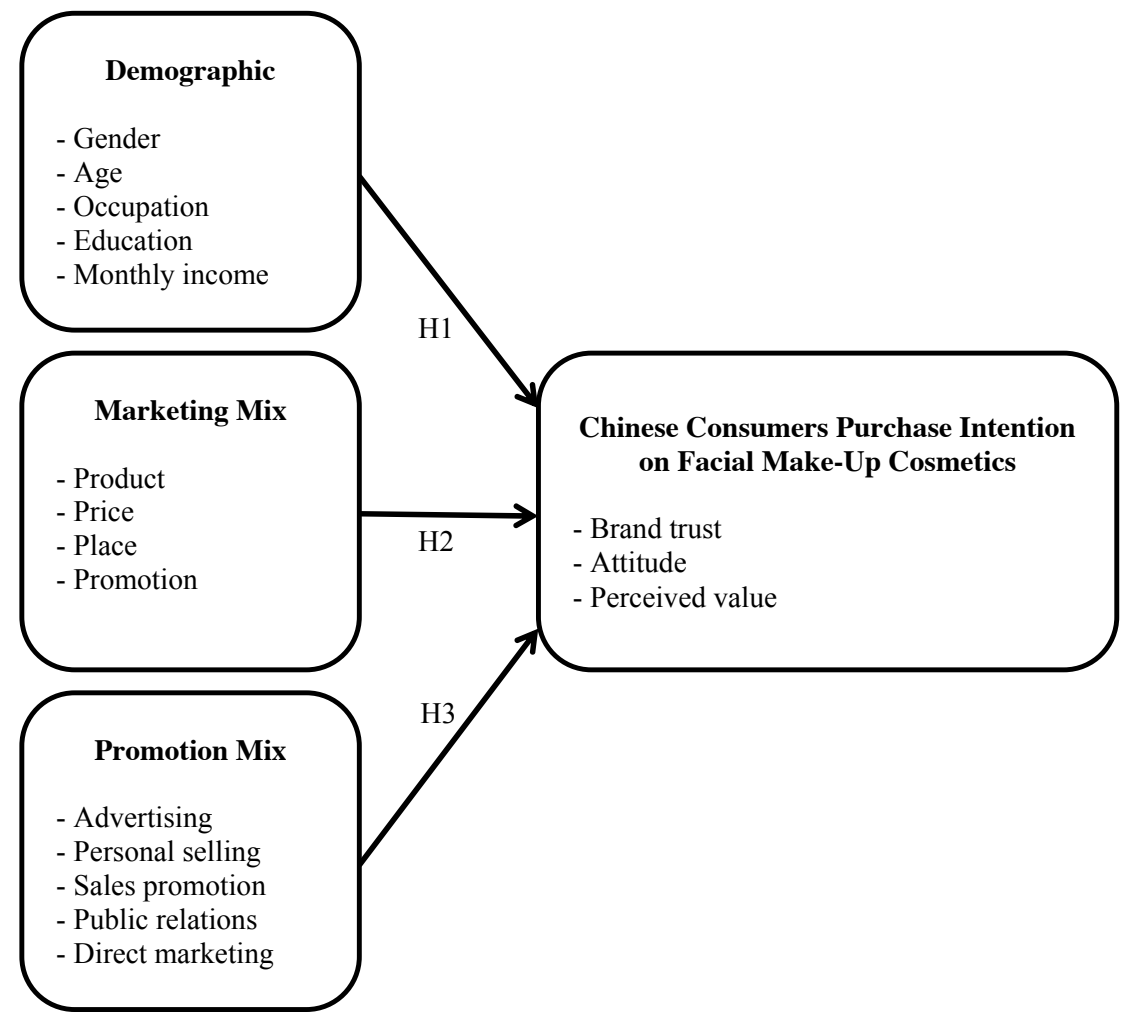
Ho3: Promotion mix cannot influence Chinese consumers purchase intention on facial make-up cosmetics.

Ha3: Promotion mix can influence Chinese consumers purchase intention on facial make-up cosmetics.

2.3 Consumers purchase intention

It can be regarded as the subjective probability that consumer choose of a product or service, purchase intention is the degree that consumer consider purchasing a product. (Dodds, Monroe and Grewal, 1991; Schiffman and Kanuk, 2000).Fishbein (1975) suggest that specific behavior intention is a person's subjective probability, and purchase intention is the subjective tendency of a product or a brand, which can be used as an important index to predict consumers' behavior. Gary M. Mullet and Marvin Karson (1985) think that purchase intention is consumers' attitude toward a product or service under the influence of external factors. According to Swinyard's (1993) measuring scale, purchase intention can be divided into: 1) Purchase propensity: "I'm would like to spend more time to get the relevant product information." 2) Product trial tendency: "I'm would like to try the product if I'm not satisfied with it that I can get a refundable." 3) Purchase intention: "I like the product," "I believe the product is worth to purchase." 4) Purchase behavior: "I'm would like to purchase the product."

Figure 1:



3. Population and Sample

The population size cannot determine exactly number, there are no official record. The sample size calculates according to the way of population is unknown (Suzie sangren, 1999) determined standardized score is 95% and level of acceptable error is 5%.

$$n = Z^2 / 4e^2$$

n = sample size
Z = standardized score (descriptive statistics) or Z-statistic 95%
e = level of acceptable error±5%

After conclude this formula the sample size is approximately equal to 400 samples. Therefore, this study was collected 400 valid samples in order to complete the research.

3.1 Data Collection

The research used the largest free online survey program “WENJUANWANG” (<http://www.wenjuan.com/>) to distribute the questionnaire and also shared on the social networking sites (QQ and WEIBO) to the respondents directly within different cities of China. And then, the system of this online survey program had been collected and records the data automatically.

3.2 Data Measurement

Section 1 used nominal scale and ordinal scale to measure the demographic data. Section 2 to Section 4 used the Likert scale (five-point) to measure the data.

4. Results

This chapter presented the analysis results of the primary data collected from 400 qualified questionnaires which based on the conceptual framework of the research.

One-way ANOVA test was used to test hypothesis 1 - demographic factors. According to the sig Value to consider the hypothesis: If sig value is larger than 0.05, then accept the Ho; otherwise if the sig value is less than 0.05, then reject Ho. The details were show in following:

Table 1: One-Way ANOVA Test Result for Demographic and Consumers Purchase Intention

	Gender		Age		Occupation		Education		Monthly Income	
	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result
Chinese Brands	0.432	Accept	0.213	Accept	0.004	Reject	0.001	Reject	0	Reject
European & American Brands	0.056	Accept	0.705	Accept	0.203	Accept	0.344	Accept	0.004	Reject
Japanese & Korean Brands	0.059	Accept	0.164	Accept	0.001	Reject	0.349	Accept	0.721	Accept
Buy Product to be Recommended	0.154	Accept	0.104	Accept	0.12	Accept	0.115	Accept	0.932	Accept
Buy Product Follow Consumers Own Feeling	0.008	Reject	0.047	Reject	0.002	Reject	0.054	Accept	0.033	Reject
Quality Guaranteed	0.412	Accept	0	Reject	0.477	Accept	0.556	Accept	0.001	Reject
Reasonable Price	0.031	Reject	0	Reject	0.494	Accept	0.847	Accept	0.001	Reject
Excellent Quality & Reasonable Price	0.195	Accept	0	Reject	0.163	Accept	0.554	Accept	0	Reject

Correlation test was used to test hypotheses 2 and hypothesis 3 regarding the relationship between marketing mix with consumer purchase intention, promotion mix with consumer purchase intention.

Table 2:Correlations Result for Product and Consumers Purchase Intention

	Quality		Brand		Package design		Product Effectiveness	
	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result
Chinese Brands	0.053	Reject	0.674	Accept	0.565	Accept	0.142	Accept
European & American Brands	0	Reject	0	Reject	0.004	Reject	0	Reject
Japanese & Korean Brands	0.127	Accept	0.002	Reject	0.134	Accept	0.29	Accept
Buy Product to be Recommended	0	Reject	0.624	Accept	0.026	Reject	0.007	Reject
Buy Product Follow Consumers Own Feeling	0.104	Accept	0.01	Reject	0.001	Reject	0.016	Reject
Quality Guaranteed	0	Reject	0.257	Accept	0.001	Reject	0	Reject
Reasonable Price	0.119	Accept	0.049	Reject	0	Reject	0.175	Accept
Excellent Quality & Reasonable Price	0.446	Accept	0.001	Reject	0	Reject	0.928	Accept

Table 3: Correlations Result for Price / Place and Consumers Purchase Intention

	Low price		Medium price		High price		Online		Offline		Telephone order		Mail order	
	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result
Chinese Brands	0.053	Reject	0.674	Accept	0.565	Accept	0.095	Accept	0.189	Accept	0.046	Reject	0.082	Accept
European & American Brands	0	Reject	0	Reject	0.004	Reject	0.175	Accept	0	Accept	0.193	Accept	0.105	Accept
Japanese & Korean Brands	0.127	Accept	0.002	Reject	0.134	Accept	0.009	Reject	0.134	Reject	0.116	Accept	0.342	Accept
Buy Product to be Recommended	0	Reject	0.624	Accept	0.026	Reject	0.001	Reject	0	Reject	0.665	Accept	0.155	Accept
Buy Product Follow Consumers Own Feeling	0.104	Accept	0.01	Reject	0.001	Reject	0.085	Accept	0.004	Reject	0	Reject	0.051	Accept
Quality Guaranteed	0	Reject	0.257	Accept	0.001	Reject	0.683	Accept	0	Reject	0.454	Accept	0.095	Accept
Reasonable Price	0.119	Accept	0.049	Reject	0	Reject	0.436	Accept	0	Reject	0.324	Accept	0.172	Accept
Excellent Quality & Reasonable Price	0.446	Accept	0.001	Reject	0	Reject	0.109	Accept	0	Reject	0.481	Accept	0.178	Accept

Table 4:Correlations Result for Promotion and Consumers Purchase Intention

	Discount		Special package send gift		Cash rebate		Membership card discount	
	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result
Chinese Brands	0.003	Reject	0	Reject	0	Reject	0.124	Accept
European & American Brands	0.032	Reject	0.065	Accept	0.434	Accept	0.252	Accept
Japanese & Korean Brands	0.083	Accept	0.234	Accept	0.018	Reject	0.003	Reject
Buy Product to be Recommended	0	Reject	0	Reject	0.015	Reject	0.007	Reject
Buy Product Follow Consumers Own Feeling	0.315	Accept	0.012	Reject	0.001	Reject	0	Reject
Quality Guaranteed	0	Reject	0.17	Accept	0.152	Accept	0.036	Reject
Reasonable Price	0.081	Accept	0.496	Accept	0.42	Accept	0.066	Accept
Excellent Quality & Reasonable Price	0.413	Accept	0.795	Accept	0.41	Accept	0.021	Reject

Table 5: Correlations Result for Advertising and Consumers Purchase Intention

	Internet		TV		Radio		Magazines & Newspapers		Leaflets	
	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result
Chinese Brands	0.042	Reject	0.013	Reject	0.001	Reject	0.383	Accept	0.004	Reject
European & American Brands	0.004	Reject	0	Reject	0.564	Accept	0.001	Reject	0.469	Accept
Japanese & Korean Brands	0	Reject	188	Accept	0.332	Accept	0.01	Reject	0.001	Reject
Buy Product to be Recommended	0	Reject	0	Reject	0.178	Accept	0	Reject	0.001	Reject
Buy Product Follow ConsumersOwn Feeling	0.004	Reject	0.175	Accept	0	Reject	0	Reject	0	Reject
Quality Guaranteed	0.02	Reject	0.013	Reject	0.458	Accept	0.013	Reject	0.056	Accept
Reasonable Price	0.5	Accept	0.282	Accept	0.019	Reject	0.006	Reject	0.004	Reject
Excellent Quality &Reasonable Price	0.682	Accept	0.912	Accept	0.026	Reject	0.096	Accept	0.01	Reject

Table 6: Correlations Result for Personal Selling / Sales Promotion and Consumers Purchase Intention

	Door-to-door selling		Counter selling		Exhibition selling		Store demonstration		Free samples		Gift certificate, coupons		Premium sales	
	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result
Chinese Brands	0	Reject	0.073	Accept	0.062	Accept	0	Reject	0.007	Reject	0.001	Reject	0.02	Reject
European & American Brands	0.093	Accept	0.003	Reject	0.136	Accept	0.372	Accept	0.084	Accept	0.001	Reject	0.001	Reject
Japanese & Korean Brands	0.223	Accept	0.069	Accept	0.138	Accept	0.016	Reject	0.069	Accept	0.141	Accept	0.138	Accept
Buy Product to be Recommended	0.453	Accept	0	Reject	0	Reject	0.006	Reject	0	Reject	0	Reject	0.02	Reject
Buy Product Follow Consumers Own Feeling	0.001	Reject	0.002	Reject	0.164	Accept	0	Reject	0.059	Accept	0.003	Reject	0.002	Reject
Quality Guaranteed	0.009	Reject	0	Reject	0.002	Reject	0.001	Reject	0	Reject	0.034	Reject	0.038	Reject
Reasonable Price	0.606	Accept	0	Reject	0.002	Reject	0	Reject	0.001	Reject	0.102	Accept	0.929	Accept
Excellent Quality & Reasonable Price	0.482	Accept	0	Reject	0.003	Reject	0.016	Reject	0.039	Reject	0.038	Reject	0.532	Accept

Table 7: Correlations Result for Public Relations / Direct Marketing and Consumers Purchase Intention

	Charitable contribution		Presentation		Large-scale promotion activity		E-mail marketing		Online marketing		Telemarketing	
	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result
Chinese Brands	0	Reject	0	Reject	0.004	Reject	0	Reject	0.076	Accept	0	Reject
European & American Brands	0.054	Accept	0.286	Accept	0.016	Accept	0.867	Accept	0.004	Reject	0.842	Accept
Japanese & Korean Brands	0.343	Accept	0.001	Reject	0.023	Reject	0.204	Accept	0	Reject	0.123	Accept
Buy Product to be Recommended	0.252	Accept	0.095	Accept	0	Reject	0.393	Accept	0	Reject	0.28	Accept
Buy Product Follow Consumers Own Feeling	0.004	Reject	0	Reject	0	Reject	0.004	Reject	0.371	Accept	0.043	Reject
Quality Guaranteed	0.053	Accept	0.012	Reject	0.001	Reject	0.891	Accept	0.025	Reject	0.418	Accept
Reasonable Price	0.201	Accept	0	Reject	0	Reject	0.099	Accept	0.148	Accept	0.263	Accept
Excellent Quality & Reasonable Price	0.145	Accept	0.009	Reject	0	Reject	0.002	Reject	0.133	Accept	0.093	Accept

5. Discussion

5.1 Demographic

In this research, the researcher found that gender can influence the attitude of buy product to follow consumers own feeling of purchase intention, the perceived value of reasonable price of purchase intention. Age can influence the attitude of buy product to follow consumers own feeling of purchase intention, the perceived value of purchase intention. Occupation can influence the brand trust of Chinese brands, Japanese & Korean

brands of purchase intention, the attitude of buy product to follow consumers own feeling of purchase intention. Education can influence the brand trust of Chinese brands of purchase intention. Monthly income can influence the brand trust of Chinese brands, European & American brands of purchase intention, the attitude of buy product to follow consumers own feeling of purchase intention, the perceived value of purchase intention.

While in previous studies, demographic is one of the most important factor to influence purchase intention. According to Putrevu (2001), due to the differences of physiological composition and differences of social experience, the purchase motivation, purchase behavior and personality between men and women are different. Liang Jin Long (2013) said that gender did not show a significant moderating effect on purchase intention. Different ages consumer have different behavior. Nabil and Imed (2010) found that some young consumers are more concerned on the labeled products than other young consumers. According to Solomon (1999), people with a better education can get a good occupation and get a good income that has impact on their purchase intention.

5.2 Marketing mix

In this research, the researcher found that quality of “product” can influence the brand trust of Chinese brands, European & American brands of purchase intention, the attitude of buy product to be recommended of purchase intention, the perceived value of quality guaranteed of purchase intention. Brand of “product” can influence the brand trust of European & American brands and Japanese & Korean brands of purchase intention, the attitude of buy product to follow consumers own feeling of purchase intention, the perceived value of reasonable price and excellent quality & reasonable price of purchase intention. Package design of “product” can influence the brand trust of European & American brands of purchase intention, the attitude of purchase intention, the perceived value of purchase intention. Product effectiveness of “product” can influence the brand trust of European & American brands of purchase intention, the attitude of purchase intention, the perceived value of quality guaranteed of purchase intention. Low price of “price” can influence the brand trust of Chinese brands, European & American brands of purchase intention. Medium price of “price” can influence the brand trust of European & American brands of purchase intention, the attitude of buy product to be recommended of purchase intention, the perceived value of purchase intention. High price of “price” can influence the brand trust of European & American brands and Japanese & Korean brands of purchase intention, the attitude of buy product to follow consumers own feeling of purchase intention. Online of “place” can influence the brand trust of Japanese & Korean brands of purchase intention, the attitude of buy product to be recommended of purchase intention. Offline of “place” can influence the brand trust of Japanese & Korean brands of purchase intention, the attitude of purchase intention, and the perceived value of purchase intention. Telephone order of “place” can influence the brand trust of Chinese brands, and attitude of buy product to follow consumers own feeling of purchase intention. Mail order of “place” cannot influence consumers purchase intention. Discount of “promotion” can influence the brand trust of Chinese brands, European & American brands of purchase intention, the attitude of buy product to be recommended of purchase intention, the perceived value of quality guaranteed of purchase intention. Special package and send gift of “promotion” can influence the brand trust of Chinese brands of purchase intention, and attitude of purchase intention. Cash rebate of “promotion” can influence the brand trust of Chinese brands, Japanese & Korean brands of purchase intention, attitude of purchase intention. Membership card discount of “promotion” can influence the brand trust of Japanese & Korean brands of purchase intention, attitude of purchase intention, the perceived value of quality guaranteed, excellent quality & reasonable price of purchase intention.

While in previous studies, product, price, place, and promotion are the most important marketing mix factors to affect consumers purchase intention. Price and product are two of the strongest predictors in the marketing mix. According to Satit, Tat, Rasli, Chin and Sukati (2012), high product quality and high customer satisfaction will lead to consumers high levels of purchase intention and repeat buying. Muzondo and Mutandwa (2011) found product can significant influence consumer choice of store for main grocery shopping. Ahmetoglu, Fried, Dawes and Furnham (2010) found price has a significance influence on consumers purchase intention. Lolo (2011) and Fadhillah (2013) found place has a significant influence on consumers purchase intention on buying decision making. Gupta and Cooper (2013) found discounts promotion of a brand name has great impact on consumers purchase intention.

5.3 Promotion mix

In this research, the researcher found that Internet of “advertising” can influence the brand trust of purchase intention, the attitude of purchase intention, the perceived value of quality guaranteed of purchase intention. TV of “advertising” can influence the brand trust of Chinese brands, European & American brands of purchase intention, the attitude of buy product to be recommended of purchase intention, the perceived value of quality guaranteed of purchase intention. Radio of “advertising” can influence the brand trust of Chinese brands of purchase intention, the attitude of buy product to follow consumers own feeling of purchase intention, the perceived value of reasonable price, excellent quality & reasonable price of purchase intention. Magazines & newspapers of “advertising” can influence the brand trust of European & American brands and Japanese & Korean brands of purchase intention, the attitude of purchase intention, the perceived value of quality guaranteed and reasonable price of purchase intention. Leaflets of “advertising” can influence the brand trust of Chinese brands and Japanese & Korean brands of purchase intention, the attitude of purchase intention, the perceived value of reasonable price and excellent quality & reasonable price of purchase intention. Door-to-door selling of “personal selling” can influence the brand trust of Chinese brands of purchase intention, the attitude of buy product to follow consumers own feeling of purchase intention, the perceived value of quality guaranteed of purchase intention. Counter selling of “personal selling” can influence the brand trust of European & American brands of purchase intention, the attitude of purchase intention, the perceived value of purchase intention. Exhibition selling of “personal selling” can influence the attitude of buy product to be recommended of purchase intention, the perceived value of purchase intention.

Store demonstration selling of “sales promotion” can influence the brand trust of Chinese brands and Japanese & Korean brands of purchase intention, the attitude of purchase intention, and the perceived value of purchase intention. Free samples of “sales promotion” can influence the brand trust of Chinese brands of purchase intention, the attitude of buy product to be recommended of purchase intention, the perceived value of purchase intention. Gift certificate / coupons of “sales promotion” can influence the brand trust of Chinese brands, European & American brands of purchase intention, the attitude of purchase intention, the perceived value of quality guaranteed, excellent quality & reasonable price of purchase intention. Premium sales of “sales promotion” can influence the brand trust of Chinese brands, European & American brands of purchase intention, the attitude of purchase intention, the perceived value of quality guaranteed of purchase intention. Charitable contribution of “public relations” can influence the brand trust of Chinese brands of purchase intention, the attitude of buy product to follow consumers own feeling of purchase intention. Presentation of “public relations” can influence the brand trust of Chinese brands and Japanese & Korean brands of purchase intention, the attitude of buy product to follow

consumers own feeling of purchase intention, the perceived value of purchase intention. Large-scale promotion activity of “public relations” can influence the brand trust of Chinese brands and Japanese & Korean brands of purchase intention, the attitude of purchase intention, the perceived value of purchase intention. E-mail marketing of “direct marketing” can influence the brand trust of Chinese brands of purchase intention, the attitude of buy product to follow consumers own feeling of purchase intention, the perceived value of excellent quality & reasonable price of purchase intention. Online marketing of “direct marketing” can influence the brand trust of European & American brands and Japanese & Korean brands of purchase intention, the attitude of buy product to be recommended of purchase intention, the perceived value of quality guaranteed of purchase intention. Telemarketing of “direct marketing” can influence the brand trust of Chinese brands of purchase intention, the attitude of buy product to follow consumers own feeling of purchase intention.

While in previous studies, Hemamalini and Shree (2014) found advertising attractiveness can appeal consumers’ eyes in a short time and increase their purchase intention at the same time. Anthony and Roberto (2014) found personal selling plays an important role in affecting consumers purchase intention. Sameen, Muhammad and Shufa (2014) found sales promotion has a positively significant relationship with consumers purchase intention. Akhter, Syed and Srinivas (1991) found direct marketing plays an important role in influence on consumers purchase behavior.

6. Conclusion

According to the 400 qualified questionnaires to this research, the researcher found that young Chinese females to be well educated are the main consumer to purchase on facial make-up cosmetics.

Quality and product effectiveness were most important in the “product” part, and product effectiveness was more important to them than quality. In the “price” part, consumers were most willing to purchase medium price product, they were more willing to purchase high price product than low price product. In the “place” part, consumers often purchased the product by the way of offline, and followed was purchase online. Most of them never purchased the product through mail order and telephone order. While in the “promotion” part, the impact of discount and was greatest to the Chinese consumers to purchase the products, and followed was special package send gift promotion activity. The impact of cash rebate was greater than membership card discount.

Product advertising spread via the Internet was more attractive to the Chinese consumers than spread via TV and magazines & newspapers in the “advertising” part. While spread via radio and leaflets were little attractive to them. In the “personal selling” part, Chinese consumers felt more interested in counter selling than exhibition selling. Most of them felt little interested in door-to-door selling. In the “sales promotion” part, Chinese consumers felt more interested in free samples than gift certificate / coupons, premium sales and store demonstrations. In the “public relations” part, Chinese consumers though that charitable contribution could more improve the enterprise image in their mind than large-scale promotion activity. In the “direct marketing” part, online marketing was moderately interested to the Chinese consumers. E-mail marketing was little attractive and telemarketing was not attractive to them.

7. Implication for Business

In China's facial make-up cosmetics market, female consumers are the leading force to purchase on facial make-up cosmetics, thus enterprise should focus on female consumers and make suitable marketing strategy to improve their purchase intention. Relative to the female consumers, male consumers are lack of related knowledge of facial make-up cosmetics. Therefore, with the facial make-up cosmetics market competition environment, enterprises are not only need to build its brand trust, but also need to attract more male consumers with launch a series of promotion activities to make the male consumers can gain more knowledge about facial make-up cosmetics. Therefore improve their purchase intention in order to develop the male facial make-up cosmetics market. This can not only help the enterprise to distinguish the characteristics of different consumers and to better serve the target consumers, but also can be more convenient to all the consumers.

For a long time, the overall image of Chinese products in the international market is low price with the low quality. It is has a great relationship with the Chinese enterprises lag behind the concept of quality and quality management system. Base on the result of this research, the researcher found that “product” is the most important element to Chinese consumers in marketing mix, especially the product effectiveness and product quality. Product quality and effectiveness are related to the survival and development of the enterprise. So enterprises should improve the product quality and effectiveness.

To obtain the success in the market, enterprises not only requires to develop marketable products, to develop a reasonable competitive price, to select the appropriate distribution channels, but also need to take effective marketing strategies to promote the final sales of the products. Base on the result of this research, the researcher found that the attractiveness of advertising to Chinese consumers is not enough. Enterprises should improve the deficiency of the advertising communication channel and increase the attractiveness level of consumer interest in advertising, to increase their purchase intention. Almost consumers are not interested in personal selling especially door-to-door selling. Because consumers cannot confirm the identity of the person to sell and their company’s information, if there is any problem it will difficult to solve. As a result, most consumers are often wary and distrust for door-to-door selling. The researcher found that, Chinese consumers are not very interested in direct marketing especially telemarketing. Enterprises should understand the negative impact of direct marketing, so that can solve the disadvantages of each direct marketing method to find the most suitable direct marketing method for their own. In addition, enterprises should to establish good public relations to get a better development. Thus, it can create a good corporate image in consumers mind to improve their purchase intention of the products.

8. Research Recommendation and Limitations & Further Research

Due to China's vast territory, therefore cannot guarantee that the range of this research involves all the cities in China. This research only focused on Chinese consumers, further research should also consider other nations and regions consumers. Though the questionnaires of this research were use the largest free online survey program to distribute to the respondents directly within different cities of China, and shared on the social networking sites also. But for some middle-aged and old-aged consumers who are not familiar with the computer and smart phone, it is need to spend a lot of time to fill out the questionnaire. Thus the further research should consider this limitation to develop a better way to distribute the questionnaire. This research only focused on demographic factors, marketing mix and

promotion mix affecting Chinese consumers purchase intention on facial make-up cosmetics. But there still many other factors could influence the consumers purchase intention, not only these three factors in this research, thus in the further research should focus on more other factors also. This research only focused on the facial make-up products, there are a lot of cosmetics products in the market, and thus the further research should investigate several of cosmetics products also.

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Appendices

Section 1:Demographics

Please fill (√) in□to make your answer with your personal information. Each question has only one option.

1. Your Gender?

☐ Male

☐ Female
2. Your Age?

☐ Below 20

☐ 21-30

☐ 31-40

☐ Over 40
3. Your occupation ?

☐ Student

☐Employee

☐ Employer

☐ Government Officer

☐ Other _____ (Please specify)

4. Your education level?

☐High school or below

☐College Degree

☐Bachelor degree

☐Master degree
- ☐Doctoral degree

5. How much money do you earn per month?

☐Less than 1,000 RMB

☐1,000 – 3,000 RMB

☐ 3,001 – 5,000 RMB

☐ Over than 5,000 RMB

Section 2:Marketing Mix

For the following statements, please follow your real feeling to choose the number that best reflects your opinion.

6. Product: The degree of importance to the following factors on product?

	Unimportant ← → Most important				
	1	2	3	4	5
Quality					
Brand					
Package design					
Product effectiveness					

7. Price: The degree of willingness to purchase on the following price facial make-up cosmetics?

	Unwilling ← → Most willing				
	1	2	3	4	5
Low Price					
Medium Price					
High Price					

- 8.Place:The frequency to purchase on the facial make-up cosmetics of the following channel?

	Never ← → Always				
	1	2	3	4	5
Online					
Offline					
Telephone order					
Mail order					

9. Promotion: The degree of influence to the following types promotion?

	Not influence ← → Most influence				
	1	2	3	4	5
Discount					
Special package send gift					
Cash rebate					
Membership card discount					

Section 3:Promotion Mix

For the following statements, please follow your real feeling to choose the number that best reflects your opinion.

10. Advertising: The degree of attractiveness for the following advertising platform?

	Not attractive <—————> Most attractive				
	1	2	3	4	5
Internet					
TV					
Radio					
Magazines and newspapers					
Leaflets					

11. Personal selling:The degree of interest to the following types of personal selling?

	Not interested <—————> Most interested				
	1	2	3	4	5
Door-to-door selling					
Counter selling					
Exhibition selling					

12. Sales promotion: The degree of interest to the following sales promotion

	Not interested <—————> Most interested				
	1	2	3	4	5
Store demonstrations					
Free samples					
Gift certificate, coupons					
Premium sales					

13. Public relations: The degree of following public relation activities can improve the enterprise image

	Not improve <—————> Most improve				
	1	2	3	4	5
Charitable contribution					
Presentation					
Large-scale promotion activity					

14. Direct marketing: The degree of attractiveness of the following direct marketing?

	Not attractive <—————> Most attractive				
	1	2	3	4	5
Charitable contribution					
Presentation					
Large-scale promotion activity					

Section 4:Consumers purchase intention

For the following statements, please follow your real feeling to choose the number that best reflects your opinion.

15. Brand trust: The degree of trust to following regions facial make-up cosmetics brands?

	Not trust <—————> Most trust				
	1	2	3	4	5
Chinese brands					
European and American brands					
Japanese and Korean brands					

16. Attitude: The agreement to the following attitude on purchase facial make-up cosmetics?

	Disagree <—————> Most agree				
	1	2	3	4	5
Buy the product to be recommended					
Buy the product follow your own feeling					

17. Perceived value: The agreement to the brand you would mostly like to buy?

	Disagree <—————> Most agree				
	1	2	3	4	5
Quality guaranteed					
Reasonable price					
Excellent quality and reasonable price					