Project Part B

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Different Motivations that Consumers Have to Buy Women's Cosmetics

Introduction

Irrespective of gender, people grow up wanting to look like models. They believe the fundamentals of a pleasant life is ingrained in the skin and also having idyllic body shapes (Pudaruth, Juwaheer & Seewoo, 2015). Over the years, cosmetic products have been archetypally associated with women in the light of the fact that the cosmetic industry has traditionally been producing feminine items.

According to Abd Rahman, Asrarhaghighi and & Ab Rahman (2015), there are various motivations that consumers have for purchasing women's cosmetics. They include the utility and emotional aspect. However, the emotional element is known to have more of a substantial impact. A number of the key positive emotions that beauty products arouse incorporates the feeling of wellbeing derived from reducing or eliminating feelings of guilt and worry, which is the factor with a substantial effect.

For cosmetic brands, consumer satisfaction is substantial when it assists in strengthening positive feelings through the 'caring for oneself' perception and doing away with feelings of guilt and worry about not taking consideration of a person's looks. To succeed in this, cosmetic brands have continually made clients have undesirable feelings about themselves (Pudaruth, Juwaheer & Seewoo, 2015), for instance, discontent with how they look. The fundamental premise of this is that when clients contrast their own physical attractiveness to the models in adverts, the comparisons arouse negative feelings in the manner they see their self-esteem and their own physical attractiveness (Pudaruth, Juwaheer & Seewoo, 2015).

Another motivation for purchasing the cosmetic products is the emotional need of attracting the opposite gender. Usually, our emotions determine the decisions we make. In our purchasing habits, people make emotional choices and validate them reasonably. These emotions are in part instinctive and in part learned (Pudaruth, Juwaheer & Seewoo, 2015). For instance, one of the things that could describe the significance assigned to the insensible emotional desire is the need of being sexually attractive, or of being attractive to the opposite sex and this emboldens individuals to purchase cosmetics.

Conclusion

Lastly, from a utility point of view, the design of the containers or bottles (eye-catching, making the brand or product appear technically greater, outstanding and unique) additionally has an effect on the buying decisions.

References

Abd Rahman, A., Asrarhaghighi, E., & Ab Rahman, S. (2015). Consumers and Halal cosmetic products: knowledge, religiosity, attitude and intention. Journal of Islamic Marketing, 6(1), 148-163.

Pudaruth, S.,Juwaheer, T. D., & Seewoo, Y. D. (2015). Gender-based differences in understanding the purchasing patterns of eco-friendly cosmetics and beauty care products in Mauritius: a study of female customers. Social Responsibility Journal, 11(1), 179-198.