

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE**

**THE INFLUENCES OF MARKETING MIX ELEMENTS ON
CONSUMER PURCHASE INTENTION OF
COSMETIC PRODUCTS**

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This thesis is submitted to the Board of Examiners in partial fulfillment of
requirement for the degree of Master of Commerce (M Com).

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ABSTRACT

The purpose of this study is to analyze the influences of marketing mix elements on consumer purchase intention. In this study, marketing mix elements include product, price, place, and promotion. Data collection was done through the administration of structured questionnaire to 160 consumers from eight supermarkets, and shopping malls in Yangon. This study used descriptive and quantitative research method to testify the result. Multiple regression analysis is used to analyze the marketing mix influences and descriptive statistics is used to describe demographic background and consumption information of respondents. Both primary and secondary data are used. Primary data are collected by interviewing with structured questionnaire. Secondary data is obtained from textbooks, journals, articles, internet websites and previous theses. According to descriptive statistics, respondents agree upon the influence of product, price, and promotion on consumer purchase intention. And respondents are less likely to agree upon the influence of place on consumer purchase intention. Based on the multiple regression analysis, this study found that product and promotion have significant influences on consumer purchase intention. The study concluded that promotion has the greatest influence on the consumers and it becomes a major consideration for consumers in purchasing cosmetics products. Marketers should carry out promotional campaign to fascinate consumers for purchasing their products. Every consumers love discounts and companies should hold a time-limited discount sale. Word of mouth marketing should be highly used and the targeted customers should be the opinion leaders and social group to facilitate support for the advertised products. Companies should maintain the quality of products because consumers are more conscious of quality than the price. Companies should ensure that each product sold is safe for consumers and determine brand's reliability and product quality.

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CHAPTER I

INTRODUCTION

The twenty-first century age represents key changes in the marketing strategies utilized by organizations and institutions to assist them be very competitive and be sustainable in the turbulent market that they find themselves. In order to survive in the market, companies are keenly interested in creating strong brands that lead to long haul and customer relationships (Hess, Story and Danes, 2011).

Consumer is a person who purchases and consumes products and services. Consumers keep the production cycle moving as assume a significant role in the economic system of any country. Because of continuous and rapid changing environment, competitive conditions and dramatic innovation in the information technology, organizations are difficult to get by in the challenge. Meeting the needs of customers is the way to proceed with profitable existence for many businesses. Today's consumers have a wide range of products and services to pick. Their decisions are made on the basis of perception, quality, service and value of the products and services. Accordingly, companies need to comprehend the determinants of consumers' worth and satisfaction to endure and improve in the competitive market.

Consumer buying behavior is the study of individuals, groups, or organizations and the procedures that used to choose, secure, and dispose of products, services, experiences, or ideas to fulfill needs and the impacts that these procedures have on the consumers and society (Kuester, 2012). It encourages a superior understanding and forecasting of the subject of purchases as well as purchasing motives and purchasing frequency (Schiffman, Kanuk and Wisenblit 2010). It incorporates the investigation of what, why, when, where and how often they purchase and how they utilize the acquired product.

Consumers' stated purchase intentions are one of the essential information sources that marketing managers use to forecast future sales and to determine how the actions they make and will affect consumers' purchasing behavior. Between the range of 70 and 90 percent of market research suppliers indicated in a research that

they consistently measure and use purchase intentions (Jamieson and Bass, 1989). Purchase intention means the possibility of a consumer who wants to buy the item (Dodds, Monroe, & Grewal, 1991). The willingness of a customer to buy a specific product or a specific service is known as purchase intention. Purchase intention is a significant metric in marketing. Purchase intention as a measurement is effective in designing marketing activities or advancements. Purchase intentions of a customer base can be analyzed to make a coordinated guide of how to approach marketing campaign.

Marketing mix variables classification includes product, price, place, and promotion, which have been utilized by marketers all over the world (McCarthy 1964). Leadley and Forsyth (2004) in light of McCarthy theory, see marketing mix is a combination of all components to fulfill the target market. Marketing mix model was finally defined by Kotler (2004). According to Kotler, marketing mix is the mixture of controllable marketing factors that the organization uses to pursue the sought level of sales in the target market. It is helpful method for managers to comprehend concept about the right product, right price and right place. In the event that product, price, place and promotion are not served to address the needs of consumers by the company, it bombs in the market. If any product satisfies the needs and wants of target consumers, they will have favorable attitude towards these products. This understanding is a major challenge for marketers in relation with appropriate marketing strategies to meet and exceed consumer's expectation. Therefore, the objective of the study is to analyze the influences of marketing mix elements on consumer purchase intention of cosmetic products.

1.1 Rationale of the Study

Cosmetic products refer to any substance applied to the human body such as skin, hair, nails, lips or eye for beautify skin and enhance self-confidence. The purpose of beautifying product is to improve the appearance and makes it progressively beautiful and satisfying to eyes. Cosmetics industry expected to grow in near future due to the greater demand cosmetic products among youthful, middle aged and matured ladies (Kumar, Massie, and Dumonceaux, 2006).

Global and local cosmetic brands have been pushing into Myanmar market since the 1980. Over two decades, consumer attitudes towards beautifying products are changing into positive. Consumers want to be up-to-date fashion and cosmetic

trend and know about cosmetic application. Increasing numbers of beauty bloggers promote and educate young generation about the importance of skincare routines, beauty care and make-up trends. The awareness about one's looks and skin excellence increases, the spending power of individual worldwide rises. The absolute market of cosmetic products is increasing as a result of high demand. Nowadays, numerous sorts of cosmetic products are available on every shelf in Myanmar market. There are lots of cosmetic products coming from neighboring countries such as Thailand, China, Taiwan and Korea. And there has local artist/ celebrity brands. Current cosmetics market is very competitive and an ever increasing number of cosmetic products are entering into Myanmar cosmetic market. Therefore, marketers of cosmetic companies use different marketing mix strategies to attract consumers.

As there is steady change in the living standards, trend, fashion and change in technology; consumer's attitude towards the acquisition of product varies (Kumar,2004). It is essential to know consumers as individual or groups for purchasing, consuming or disposing of products and services and how they share their experience to fulfill their wants or needs. Marketing activities based on purchase intentions as a measurement lead to the expansion in the return on investment in terms of marketing activities. Having an idea or a definite measure of intentions of a customer can help in planning the marketing activities in ways that they can reach the target audience and achieve the desired results that is more prominent customer involvement and higher return on investment. Desai K. (2014) conducted the study on the consumer buying behavior of cosmetic products. According to his research, quality is the most important factor affecting the consumer buying decision. Television and reference groups are other significant factors to influence consumer buying decision.

Firms need to analyze purchase intention for the reason that consumer reactions to a firm's marketing practice greatly affect on the firm's success. By analyzing purchase intention, marketers can more readily anticipate how consumers will respond to marketing strategies. Watkins (2002) points out that marketing is a very important function of an organization in that it concentrates on customers and what they want. Marketers need to create proper marketing mix activities (product, price, place and promotion) to attract consumers among competitors. Dr. Anandrajan S., and Sivagami T. (2016) conducted the study on consumer purchase decision behavior towards cosmetic marketing. It found that decrease in price and attractive

promotional schemes can attract more customers. The research reasoned that cosmetics are not part of luxury products.

In the competitive cosmetic market, firms need to understand the influence of each marketing mix element on consumer purchase intention and create effective management by the combination of marketing elements. This research may provide useful information about current cosmetics market situation, consumer purchase intention towards cosmetics products and useful marketing strategies for the marketers of cosmetics companies. It is useful for product innovation, market penetration and creating effective marketing strategies for new cosmetics companies and readjusting the marketing strategies of existing companies to meet their target market.

1.2 Objectives of the Study

The main objective of the study is to analyze the influences of marketing mix elements on consumer purchase intention of cosmetics products.

The specific objectives of this study are:

- (1) to identify the effect of product on consumer purchase intention of cosmetic products
- (2) to identify the effect of price on consumer purchase intention of cosmetic products
- (3) to identify the effect of place on consumer purchase intention of cosmetic products and
- (4) to identify the effect of promotion on consumer purchase intention of cosmetic products

1.3 Scope and Method of the Study

This study only focuses on the influences of marketing mix elements of face make-up cosmetic products. This research is designed to collect data from 160 female consumers shopping at eight supermarkets, and shopping malls in four business district townships (Botataung, Kyauktada, Dagon, and Bahan) in Yangon. This study used descriptive and quantitative research method to testify the result. Multiple regression analysis is used to analyze the marketing mix influences and descriptive statistics is used to describe demographic background and consumption information of respondents. Both primary and secondary data are used. Primary data are collected

by interviewing with structured questionnaire. Secondary data is obtained from textbooks, journals, articles, internet websites and previous theses.

1.4 Organization of the Study

This thesis is divided into five chapters. It starts with chapter one, introduction of the study including rationale of the study, objectives of the study, scope and method of the study, and organization of the study. Chapter two provides theoretical background of consumer purchase intention, marketing mix influences and conceptual framework for this thesis. Chapter three deals with the overview of cosmetic products market and chapter four describes the analysis of marketing mix elements influences on consumer purchase intention of cosmetic. Finally, chapter five presents a summary of the study findings as well as conclusion, recommendation and suggestions for further study.

CHAPTER II

THEORETICAL BACKGROUND

Today's business world gives people the sense of customer orientation concept. Marketing concept basically represents a move in orientation as from production orientation to marketing orientation, from product orientation to customer orientation, from supply orientation to demand orientation and from sale orientation to satisfaction orientation. Among these orientation, customer orientation and satisfaction play an imperative role in the well-being of the economies of local, national and international. This chapter discussed the review of literature on the concept of marketing mix, consumer purchase intention, marketing mix influences on consumer purchase intention and finally the conceptual framework of the study.

2.1 Definition of Marketing

There are numerous definitions of marketing put extensively; marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society everywhere (American Marketing Association). Philip Kotler defines marketing is the science and art of exploring, creating, and delivering value to fulfill the necessities of a target market at a profit. Marketing identifies unfulfilled needs and desires. Marketing pinpoints which segments of consumers are capable of serving best and it designs and advances the suitable products and services. Marketing is important for the accompanying reasons.

Marketing helps in transfer, exchange and movement of goods: Products and services are made accessible to customers through different intermediaries' viz., wholesalers, retailers, and so on. Marketing is useful for both producers and consumers. As indicated by Prof. Haney Hansen "Marketing includes the design of the products acceptable to the consumers and the conduct of those activities which encourage the exchange of ownership between the dealer and purchaser."

Marketing is useful in raising and maintaining the standard of living of the community: Marketing is the giving of a standard of living to the community. Professor Malcolm McNair added that “Marketing is the activity that creates and delivers of standard of living to the community”. By making accessible the uninterrupted supply of goods and services to consumers at a sensible value, marketing has assumed a significant role in raising and keeping up the living standards of the community. Community contains three classes of individuals i.e., rich, middle and poor. Everything which is utilized by these various classes of people is provided by marketing. In the modern times, with the development of latest marketing techniques even the poorer areas of society have attained a reasonable level of living standard. This is fundamental because of huge scale production and lesser prices of products and services. Marketing has reformed and modernized the living standard of individual in modern times.

Marketing creates employment: The major marketing functions are purchasing, selling, financing, transport, warehousing, risk bearing and standardization, and so on. In each such different function is performed by an enormous number of people and bodies. In this way, marketing offers employments to numerous individuals. It is assessed that about 40% of total population depend directly or indirectly upon marketing. In the modern era of huge scale production and industrialization, role of marketing has augmented. Converse, Huegy and Mitchell pointed out that “In order to have persistent production, there must be continuous marketing, only then employment can be supported and high level of business activity can be continued”.

Marketing as a source of income and revenue: The performance of marketing function is immensely important, because it is the only way through which the concern could create revenue or income and get benefits. Buskirk pointed out that, “Any activity related with acquiring income is a marketing action”. Marketing provides numerous opportunities to procure profits in the process of purchasing and selling the goods, by creating time, place and possession utilities. This income and profit are reinvested in the concern, subsequently gaining more profits in the future. Marketing ought to be given the greatest importance, since the very endurance of the firm relies upon the effectiveness of the marketing function.

Marketing acts as a basis for making decisions: A businessman is faced with many issues as what, how, when, how much and for whom to produce. In present,

marketing has become a very complex and tedious task. Marketing has developed as new specialized activity along with production. Therefore, producers are depending generally on the mechanism of marketing, to determine what to produce and sell. With the assistance of marketing techniques, a producer can regulate production accordingly.

Marketing acts as a source of new ideas: The concept of marketing is a powerful idea. It has changed altogether with the progression of time. Such changes have far reached impacts on production and distribution. With the rapid change in tastes and preferences of individuals, marketing needs to think of equivalence. Marketing as an instrument of measurement, gives scope for understanding this new demand pattern and thereby create and make accessible the goods accordingly.

Marketing is helpful in development of an economy: Adam Smith has commented that “nothing occurs in our nation until somebody sells something”. Marketing is the boss that sets the economy revolving. The marketing organization, more scientifically composed, makes the economy strong and stable. The lesser the stress on the marketing activities, the more fragile will be the economy.

2.2 Concepts and Elements of Marketing Mix

The marketing mix is one of the significant concepts in modern marketing. It was characterized as the set of controlled strategic marketing tools that the firm mixed to produce the response that wants from the target market. The marketing mix comprises of everything the firm could do to impact the demand for its product. The many possibilities could be gathered into four groups of factors known as the four Ps; product, price, place and promotion (Kotler and Armstrong, 2000).

Marketing mix is the specific collection of activities utilized by an organization to increase acceptance of ideas, products or services. That collection of actions commonly includes marketing activities in the areas of products or services, pricing, place (channel of distribution), advertising, sales and sales promotion (Hass and Wotruba, 1983). The marketing mix conveys the desired brand or product signals and messages, concentrates on the needs of the target audience. Consumer research is applicable to every factor of the marketing mix; product, price, place, and promotion.

Product: Consumer research enables the marketers to construct consumer relationship by finding which attributes are generally essential to the target market and coordinating them into the design of the product. It provides the premise to the

advancements of new product concepts and groups of products to meet targeted consumer needs.

Price: Consumer research helps the marketers in building up psychological pricing levels that customers would pay.

Place: Consumer research recognizes where consumers shop and how they perceive different distribution outlets, and provides the basis for a powerful distribution strategy.

Promotion: Consumer research is utilized to decide persuasive advertising appeals and to identify proper media choices to arrive at selected target markets.

2.3 Purchase Intention

Consumer behavior is a new field of study that evolved soon after the Second World War. The seller's market has vanished and buyer's market has come up. This prompted the move of manufacturer's consideration from product to consumer and specially focused on the consumer behavior. The assessment of marketing concept from selling concept to consumer oriented marketing has brought about buying behavior becoming an independent discipline.

The consumer market is characterized as end user markets or business to consumer markets or B2C markets. The decision making process in consumer markets is unique in relation to the process that takes place in business or industrial markets. Consumer behavior portrays basically two sorts of consuming entities: the personal consumer and organizational consumer. Personal/ individual consumer is an individual who buys goods and services for own use, use of family or as present for friends, i.e., for final use by people who are referred to as end users. Organizational/ business buyers incorporate profit and not for profit businesses, government agencies and institutions that purchase product, equipment and services to run their organizations.

Armstrong and Kotler (2003) expressed that consumer buying behavior refers to the buying behavior of final consumers, individuals and household who purchase goods and services for personal utilization. These final consumers refer to both human beings and other non-living entities with various age, income, educational level, gender and tastes. Understanding behavior of consumers is a key to the accomplishment of business organizations.

Purchase intention means the possibility of a consumer who wants to purchase the product (Dodds, Monroe, & Grewal, 1991). Purchase intention discuss about buyer's readiness to purchase, future intention to buy, as well as decision to repurchase (Rahman, Haque & Khan (2012). Consumers who have higher purchase motivation and desires of a product may build their purchase intention. Purchase intentions are one of the fundamental concepts studied in the marketing literature. The enthusiasm for marketing scholars on purchase intentions originates from its relation to buying behavior. There is a positive relationship between purchase intentions and purchase behavior in several studies. Purchase intention plays a significant role in consumer's buying decision-making process. It is a sort of decision-making that studies the reason to purchase a specific brand by consumer (Shah 2012). Some special motivation could raise their intentions to pick a product and make a purchasing decision.

According to Ferdinand (2006), purchase intention can be distinguished through the following indicators; *transactional intention*- which is one's tendency to buy an item, *reference intention*- which is one's tendency to make a reference of the item to other people, *preference intention*- which portrays the behaviors of an individual who has the main preference for a product. This preference will possibly change if something occurs to preferred product. And the last is *explorative intention*- which describes the behavior of an individual who always finds information with respect to the product to support the positive features of that product.

The success of any business organization stems from organization's ability to understand and impact consumer purchase intention. It has a substantial importance because the organizations want to expand their sales of specific product for maximizing their profit. Marketing managers are interested in consumer purchase intentions so as to figure sales of existing or new products and services. Purchase intentions information can help managers in their marketing decisions identified with product demand, market segmentation and promotional strategies. The better marketers are at understanding consumer behavior, the more effective at influencing consumers' purchase behavior (Kurti Shah 2009). Firms need to analyze the purchase intention for understanding the buyers' responses to firms marketing strategy that greatly affects on the firm success. The marketing concept stresses that a firm should create marketing mix strategies that fulfill customers' needs and better predict how consumers will react to marketing strategies.

2.4 Influences of Marketing Mix Elements on Consumer Purchase Intention

Customers are becoming choosier and they are not adequate for traditional marketing solutions. Companies are confronting high challenge and they need to extend the range of services, sell quality goods, to pay in order to fulfill the desires of buyers, and to diminish costs in order to maintain a successful business activity. Effective marketing mix management enables marketers to make a combination of components that will enable to manage the company's budget to accomplish the desired objectives. This is not sufficient to use just one or a few elements of marketing mix in order to achieve the best results.

The formation of marketing mix elements requires considering the characteristics of each marketing mix elements so that they could be aligned but non-alignment may be the company's weaknesses. Marketing mix means the product, price, place, and promotion strategies to produce and carry out exchanges of values and achieve the target markets. Marketing mix is a set of relevant factors and solutions for achieving customers' satisfaction and goals set by the company. A study about facial make-up affirms that there is a relationship between all marketing mix factors and consumers' purchase intention (Huang & Foosiri, n.d.). Therefore, it is clear that there is relationship between marketing mix and purchase intention.

2.4.1 The Influence of Product on Consumer Purchase Intention

Blackwell, Miniard, and Engel (2006) defined product as the total bundled benefits that a consumer receives in an exchange process. Aside from the physical product itself, product design, quality, features, options, services, warranties and brand name are elements related with the product that customers may be attracted to. The product is the first and one of the key marketing elements. Successful managers give close attention to their product groups for the necessities of particular target market. For instance, luxury goods should position for the image of consumers who have everything but many basic products should make for price conscious consumers.

The result of shortening of product life cycles with the expansion of competition and faster diffusion processes thus new product launches have arranged, test marketing becomes prominent and packaging plays an important role (Majumdar, 1996). These days, consumers demanded new features of the product and tangible quality of the product and this lead to the repeated acquisition of a single brand or

change to other brands. In marketing, consumers are the embattled individual who will purchase the product. Each company has to know what makes customers to choose their products over competitors' or why they need to purchase products (Lonkila, 2011).

2.4.2 The Influence of Price on Consumer Purchase Intention

Price is the amount of money to pay for a product or service, or the sum of the values that consumers exchange for the benefit of product or services (Kotler and Armstrong, 2006). Price is one of the elements influencing the consumer because it helps to understand the value of the product. The correct pricing strategy is important to increase total revenue. Generally, there is an inverse relationship: the higher the price, the sales decrease. Some business can often command higher prices for their customized service but reasonable price for increasing company's share growth or for market penetration. Price is one of the most flexible elements of the marketing mix and it can be changed rapidly unlike product features, promotion and distribution channels (Kagira and Kimani, 2010). Therefore, it can be used as a competitive tool for the marketers.

The price factor is constantly being an important factor in consumer buying process in each context. Stanton (1998) uses four determinants of price: price competitiveness, affordability, price to quality and price to benefit. Consumers always look at price and brand name information differently when they judge on the dimensions of quality, ease of use, usefulness, performance, durability and status (Brucks, Zeithaml & Naylor, 2000). When price is the only information accessible, consumers examine that price has significant impact on quality. Quester (2009) found that price affects the quality perception of consumers.

2.4.3 The Influence of Place on Consumer Purchase Intention

Another important element of marketing mix is a place that is also called distribution. The decision of where organizations should sell their products is the issue raised under the place of marketing mix. Place strategies can be classified as exclusive, selective and intensive. Exclusive means fewer places and selling just one brand. Selective is the middle way, where the products are sold at chosen places that could be outside the organization. Intensive strategy implies products are visible and available all over the place and is most used by low-price/ high-volume strategies

(Parment, 2008). Lamb, Hair, and McDaniel (2011) said that products need to be available in the right place and time. Location relates with convenience, accessibility and availability of a premise. These can reach consumers by means of various channels such as stores, supermarkets, wholesaler and pharmacies. Consumers purchase products not only as a result of product quality, promotion and loyalty scheme but also of convenience place. For beauty and health, location is one of the critical success elements of retail (Jimisiah, 2016). As such, location is the " must have " element that marketers need to consider when beauty and health care products are offered. When the products are available for customers, it would result into higher purchase intention. Without the right place strategy, consumers cannot access the product that offered.

2.4.4 The Influence of Promotion on Consumer Purchase Intention

Promotion is a direct way by which organization communicates the product or service to its target groups (Brassington and Pettitt, 2000). Promotion strategies play a crucial role in the making of mutually beneficial exchanges between producers and consumers. To be effective, the promotional strategy must be guided by the marketing concept, for example, focusing on consumer needs and integrating all activities of the organization to fulfill those needs (Engel , J.F., Warshaw, M.R. and Kinnear, T.C. 1991).

Advertising is any type of information and the promotion of a set of ideas to inform customers about new products and reduce barriers between customers and organizations (Rahnama, Beiki, 2013). Advertising is a form of communication to promote products or services with the use of print media, broadcast media, network media, electronic media and display media. Wykes (2007) said that media and celebrity sites have connections and prop-up selling products. Many researchers have emphasized the importance of celebrity attractiveness in the advertisement and it comes through the celebrity's attachment to the product.

Sales promotion is intended to produce quick results that will not only boost sales in the immediate future, but also will translate to loyal customer over the long run (Peter, 1995). Sales promotion has a short term affect on sales and it is mainly offered for a short duration. When a new product has been launched, consumers do not have information or experience with respect to this new product. Sales promotion is helped to encourage the consumers to buy this product. Accordingly, the

fundamental objective of sales promotion is to influence the consumer buying behavior (Solomon, Marshall & Stuart, 2008). Inducements incorporate coupons, prizes, free samples, discounts, promotional items, etc.

Biber (2009) defined the public relation as a method of creating a public which is the member of a democratic society and gaining trust, approval and respect. Communication with the people is important for both internal (employees) and external communications (consumers) (Matola, 2009). Internal communications are expanding the company employee's opinion about their firm and production. External public relation is shaping the public opinion by external activities: promotion (fundamentally different events, actions, charitable activities), association with influential people, relations with the press conferences, contacts with various organizations, fund establishment (fund children's abilities to develop). Word of mouth is information about the organization passed through the business staff, customers and so on without the usage of the media or other communication channels. Company communicates with consumers by sponsoring activities such as sports, arts, entertainment and cause-events.

Personal selling is a promotion through sales pitch by a sales representation to a prospect or by a retail assistant to a customer, guaranteeing exposure to self-selected individual of a target market (Crosier, 1994). Personal selling is the activity which involves face to face interaction between dealer and buyer. The salesperson uses the personalized way to meet the customer needs and to exhibit the ways of the benefits from the product.

Promotion increase consumer awareness of products, leads to higher sales and helps to build brand loyalty of products. Promotion of marketing mix helps to disseminate information, encourage the purchase and influences the purchase decision process. Many consumers do not have an intention to purchase before seeing promotional activities. After seeing the fascinating promotion by a brand, consumers become intrigued and later purchase. Promotional tools not only can stimulate the interest of purchasing product but also can increase sales by switching of customers from other stores or brand. Therefore, companies with the perfect promotion strategy could better market their products and influence the purchase intention of consumers on the products.

2.5 Previous Studies

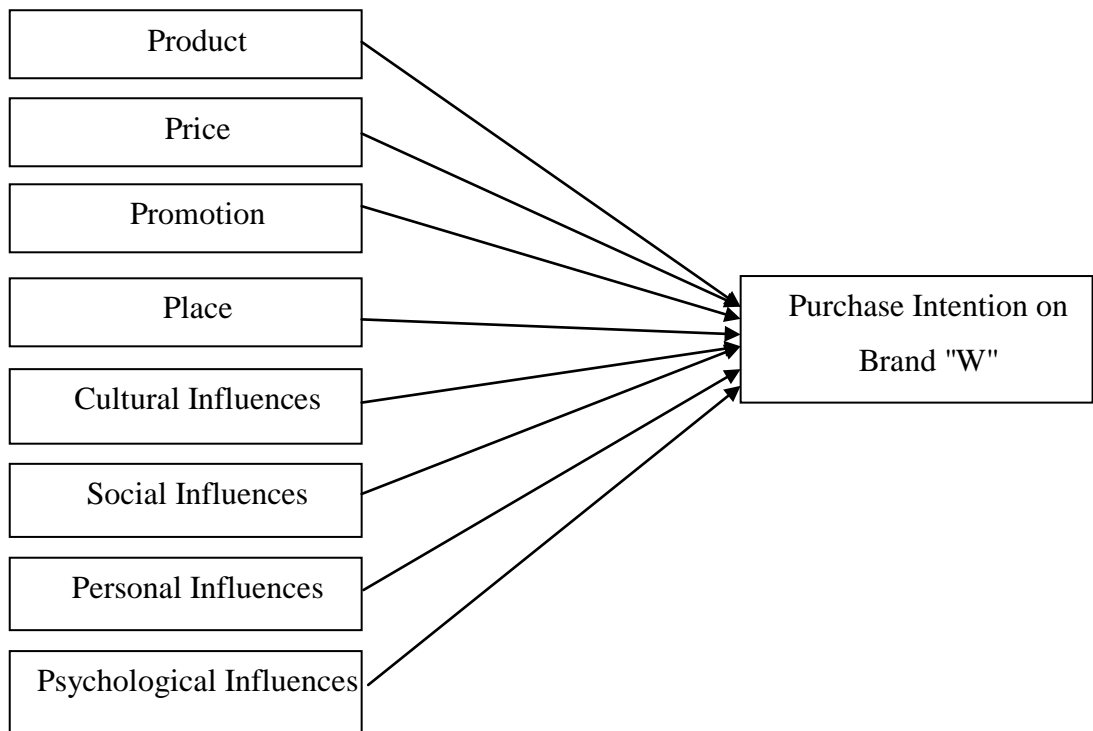
Various researches about the marketing mix influences on consumer purchase intention had been done in various ways. The first paper is analyzing the influence of marketing stimuli on consumer purchase decision of Malaysia's Cosmetic Industry by Hafiz. K. A., and Ali. K. A.(2018). This study examined that the influence of product, price, promotion, and place on consumer purchase decision of make ups. The researchers conducted a pilot study of 102 respondents aged from 18 to 25 years old shopping at shopping malls in Klang Valley, Malaysia. The result showed that only promotion has a significant relationship with consumer purchase decision.

The second paper is the examination on impact of marketing mix strategies on consumer purchase intention conducted by Nayab Sanober, Dr. Adil Adnan, Dr. Waqar Alam, and Adeel Alam. This study was carried out investigate the relationship between khaddi's marketing strategies and the consumer purchase intention. Students of various colleges and universities located in Peshawar city are target population for this research. Results revealed that product, place and promotion have positive relationship with purchase intention. Price has negative relationship with purchase intention. Promotion has strongest relationship and strongest impact on the consumers' purchase intention.

The third paper is the research about consumers' purchase intention toward "C" Yogurt Drink carried out by Musaddad (2011). The outcome confirmed that price is one of the insignificant factors. Consumers do not worry about price of products since they value quality and hygiene more. Consumers do not generally think about the price of products purchased.

The conceptual framework of this study stems from the previous conceptual model that is developed by Nugroho, A. R., Irena, A. (2017). They research the impact of marketing mix, consumer's characteristics, and psychological factors to consumer's purchase intention on Brand "W" in cosmetic market in Asia Pacific. Marketing mix is used with the attributes of product, price, promotion and place as independent variables based on marketing mix theory. Other independent variables; consumer's characteristics (i.e. cultural, social, and personal influences) and psychological influences are used based on consumer behavior theory. The dependent variable is purchase intention and is measured by transactional intention, preferential intention, referential intention, and explorative intention. This model is depicted with Figure (2.1).

Figure (2.1) Impact of Marketing Mix, Consumer's Characteristics and Psychological Factors on Consumer's Purchase Intention



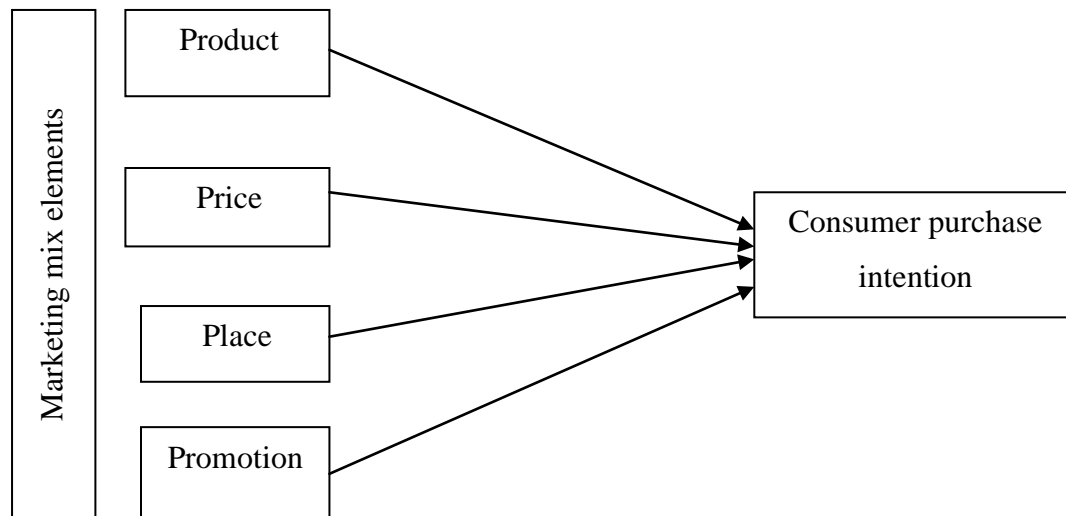
Source: Nugroho, A. R., Irena, A. (2017)

The result of the research confirms that only product, culture influences and psychological influences have significant impact on consumer's purchase intention. Price, promotion, place, social influences and personal influences have no significant impact on purchase intention.

2.6 Conceptual Framework of the Study

The conceptual framework of the study is proposed in Figure (2.2) to explain the consumer purchase intention of cosmetic products. This study only focuses on the marketing mix theory. Because marketing mix factors can be easily controlled by the organization to suit the demand of the business. Other variables such as demographics, technology, legal forces, economic forces, social and cultural forces, psychological factors are uncontrollable variables that marketer has little or no control over them. Therefore, the independent variables selected for this study are marketing mix elements: product, price, place, promotion. The dependent variable analyzed in this study is consumer purchase intention.

Figure (2.2) Conceptual Framework of the Study



Source: Adapted from Nugroho, A. R., Irena, A. (2017)

Product factor of marketing mix relates with quality, packaging, brand name, variety of products, reliability and popularity of products. The determinants of price are affordability, price to quality, price differentiation, reviewing price and price to benefit. Place relates with availability, wide distribution, convenience and well display. Promotion includes advertisement, free samples, discounts, celebrity endorsement, events sponsorship, sale person and word of mouth. Purchase intention is measured by transactional intention, preferential intention, referential intention and explorative intention.

CHAPTER III

OVERVIEW OF COSMETIC PRODUCTS MARKET

This chapter presents overview of cosmetic products market which includes three sections. The first section includes global cosmetics market and growth of worldwide cosmetics market over 10 years that presented with figure. In the second part, categories of cosmetic products are described. And the third section presents the cosmetics market in Myanmar.

3.1 Global Cosmetics Market

The cosmetic industry is one of the fastest developing and fundamental, however competitive industries in the world. Kumar (2006) defined that the cosmetic industry is very lucrative, innovative and quick paced industry. The history of cosmetic products changed with the end of the World War II and the industrial growth during the 1940's, when cosmetics discovered the acceptance among women from all places of the world. Globally, the cosmetics or beauty products industry is one sector which has impervious to the ups and downs. Global cosmetic products market was valued at around USD 532 billion in 2017 and is expected to reach approximately USD 863 billion in 2024 and growing at a Compound Annual Growth Rate (CAGR) of marginally above 7% between 2018 and 2024.

There is a considerable rise in disposable incomes over the previous decade. The growth of worldwide economies, changing lifestyles, rising demands of cosmetic and beauty products due to varying climatic conditions encourages the development of the market for cosmetics. A shift of preference towards natural and organic beauty products, especially in U.S. and European countries, fosters the development of the cosmetics market. Rising demand for natural, herbal and organic beauty products creates potential opportunities for manufacturers to innovate and develop new items to meet the consumers' preferences. The five major reasons behind the growth of cosmetic market are as follows.

Changing lifestyles- Improvement in the current lifestyles of the consumers is significantly affecting the cosmetics market. Consumers have now become increasingly conscious in regard to the use of cosmetics in daily life in an effort to step up their style quotient and overall personality. Cosmetic products act as an important role in improving one's inherent beauty and physical features. Men are also increasingly utilizing cosmetics in their daily routine including different sorts of fragrances and deodorants. This growing demand of cosmetic products has led to the growth of cosmetics market all over the world.

Rising GDPs of all the regions- During recession 2007-2009, there was an overall worldwide ascent in GDP and economies across the different regions. Presently, rising GDPs of different countries is positively affecting the global cosmetics market. Continuous rise in GDP has improved the economies of various nations and has raised the spending capabilities of people. Rising disposable income levels of the individuals across various regions is driving them to purchase personal luxury goods, which, thus, is positively influencing the global market growth.

Use of natural ingredients- Increasing trend of the utilization of natural ingredients in cosmetic products is observed among different producers. This trend caters to the ever rising demand for natural or organic cosmetics among purchasers. Use of herbal cosmetic products limits the chances of any possible side effects of the cosmetics. This ultimately increases the usage of cosmetics among consumers.

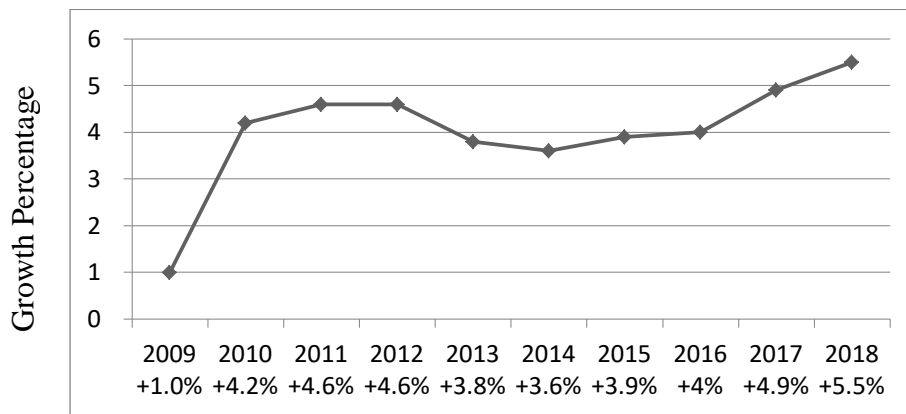
Aging Population- Strong desire among individuals to retain youthful appearances has groomed and nurtured the beauty products industry around the world. Rapidly aging demographics have prompted to the demand for anti-aging product to prevent wrinkles, age spots, dry skin, uneven skin tone and even hair harms. Therefore, creation of new advancements in cosmetics supports the industry growth.

E-commerce as a Distribution Channel- Smartphone shipments increased to 1.53 billion in 2017 and growing the e-commerce market. Cosmetic and beauty care products are the most- sold products on the web. Thus, companies are concentrating on web based marketing that can expand revenues with low investments. This sector is gaining prominence with the different products being accessible 'only on online'.

Customers are willing to buy the goods that can come directly to them through online retailing. Therefore, this prompts to the development of cosmetics market.

Ten biggest cosmetics companies in the world 2019 consists L'Oreal, Unilever, Estée Lauder, Proctor and Gamble, Coty, Shiseido, Beiersdorf, Johnson & Johnson, Amore Pacific and Kao corporation. Today, L'Oreal generates over USD 30 billion as yearly beauty products sales. L'Oreal is one of the largest companies in cosmetic industry and top beauty brands in the world. It is the main worldwide player in sales. Figure (3.1) presents the growth of the worldwide cosmetics market over 10 years that reported by L'Oreal.

Figure (3.1) Growth of the worldwide cosmetics market over 10 years (in %)



Source: L'OREAL, 2018 Annual Report

Global Beauty And Personal Care Products Market is classified by category (skin and sun care products, hair care products, deodorants, makeup & color cosmetics, fragrances and others); by Distribution Channel (general departmental store, supermarket, drug stores, brand outlet and online sales); by gender (male and female) and by Geography (North America, Europe, Asia Pacific and LAMEA).

The Asia Pacific will represent a significant share in global cosmetic products market till 2024. Asia contributed above 20% of the U.S. worldwide exports of cosmetics in 2016. This offers more than 3 billion potential customers to the worldwide cosmetic market. China's commitment in this was almost USD 500 to 600 million. China is projected to become the greatest global cosmetics market till 2019.

Australia's cosmetics and personal care market was almost USD 3.4 billion with above 70% of the utilization imported in 2015. Australia's cosmetics market is

expected to rise by 4% per annum in 2018 and has great prospects with the overall market. Devaluation of the Australian dollar and declining commodity prices has given an opportunity for many companies to enter the industry between 2013 and 2015. However, the ascending of GDP in 2016 and 2017 has fueled consumer spending for both locally produced and imported products in the nation. Australia is a competitive market that has increased consumers desires for the introduction of innovative items.

North America cosmetic market was expected to be more than USD 80 billion in 2015. North America is one of the largest districts in worldwide beauty products and color cosmetics contributing nearly 20% in 2014. It is portrayed by high penetration rate, preference to spend on appearance, and high purchasing power, prompting to a saturated market.

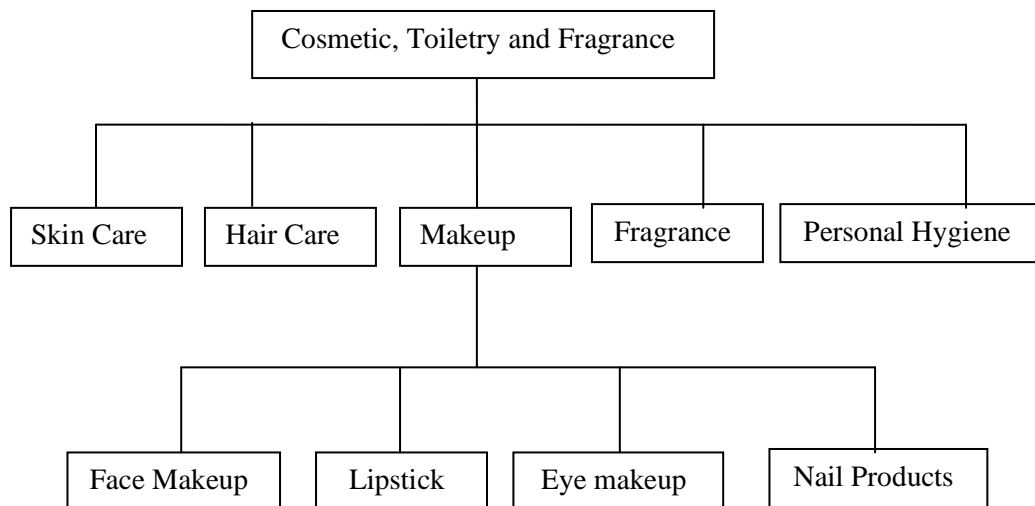
The Middle East and Africa will enlist significant gains in the global cosmetic products market during the forecast years. The growth of the region is credited to the presence of significant countries such as Israel, Saudi Arabia, and UAE . 21% of the population in the region is spending between USD 98.56 to 199.29 on cosmetic products. 6.2% of the population spends between USD 198 to 306 for keeping themselves engaging. UAE had a high GDP per capital of almost USD 40,444 in 2012 with a modern administration and it will develop the working women in the country. With more women's joining work environment, they have become wary about their looks, leading to the increased sale of cosmetics.

The latest trend in the cosmetics industry is the utilization of premium cosmetic products and this market is expected to grow to USD 160 billion by 2022. The premium cosmetics segment represented for more than 23% of the global cosmetics market in 2017. There is an expansion in demand for multi-functional premium cosmetics as these products enable consumers to get the maximum value for the most expensive makeup brands. Cosmetics firms are focusing the increasing need of the modern consumers and develop the creative products. These products provide a rapid solution to the different needs of customers while taking into account their busy lifestyle.

3.2 Categories of Cosmetics

Cosmetics can be classified by intended use (e.g. cleansing cosmetics), parts-per-use (e.g. skin, hair and body cosmetics), formulations (e.g. liquid cosmetics) and age (e.g. baby and adolescent cosmetics). In global cosmetic industry market data, cosmetics, toiletry and fragrance is sorted into five separate categories; skin care, hair care, makeup, fragrance and personal hygiene. In addition, makeup category consist of four sub categories; face makeup, lipstick, eye makeup and nail products (Kumar, 2005). The category of cosmetics by product classification is illustrated in figure (3.2).

Figure (3.2) Category of Cosmetics in terms of Product Classification



Source: Datamonitor (Kumar, 2005)

3.3 Cosmetics Market in Myanmar

As indicated by a 2014 report by researcher Euromonitor International, Myanmar was identified as one of 20 countries that will provide the most opportunities for consumer goods organizations globally. Myanmar's cosmetics market has great long term growth potential for Australian companies as the nation changes to an open market-driven economy following years of military rule. These incorporate an increased attention to skincare solutions for health and beauty, a small but rising middle class, expanded exposure to Western trends, the lowering of tariffs and a large population of 53 million. Rising middle class and increasing consumer

sophistication bolstered sales of non-essential products which include beauty and personal care, tissue and hygiene and home care products.

For now at least, spending power in Myanmar is the least in the Association of Southeast Asian Nations (ASEAN) block. As indicated by survey findings released on 7 July by the Myanmar Rice Traders' Association, 51% of household income use on food. That denotes a fall from 64% in 2012, by the country's Central Statistical Organization, but presents that further economic growth – which the Asian Development Bank forecasted to be 8.4% in 2016 – is needed for the cosmetics and personal care sectors to develop. Beauty and personal care get a market value of \$318m in 2013, after growing at a CAGR [compound annual growth rate] of 14% since 2009. The beauty and personal care sector is expected to have a combined annual growth rate of 17 per cent from 2013 to 2018 (Source: Euromonitor International, Markets of the Future: Myanmar 19 May 2015).

From 2014 - 2017, the number of shopping malls, cosmetic stores, beauty parlors, spas and beauty shows in Myanmar significantly expanded and various international cosmetic products can now found on shelves in shopping malls. Around 90 percent of the Myanmar cosmetics market is overwhelmed by imported brands produced by France's L'Oreal and US-listed Unilever. Myanmar's consumers are becoming more aware of products' quality and demanding premium cosmetic products as the market develops. Furthermore, the real value of private final utilization in Myanmar rose by 4.8 per cent in 2016 and growth of 3.9 per cent is estimated in 2017. This trend is set to proceed as Myanmar's gross domestic product (GDP) growth is estimate to be over seven per cent in 2017 which is expected to be maintained for a number of years thereafter (Source: Euromonitor International, Myanmar: Country Profile, May 2017).

Individuals are getting more conscious of both securing their skin and highlighting their features and there is a high level of trust for most international brands because of the influence of exposure to Western lifestyles and Korea dramas in the media. Some customers purchase products from authorized distributors, some purchase from a reputable cosmetics counter or store and some buy from online which are accepted to be safe compared to three or four years ago. Consumers made their buying decisions based on their trusted network. Most consumers are not loyal to one product, they want to test new products depending on trends (Source: Beauty Connect Asia, Southeast Asia remains a market of contrasts, 13 January 2017).

Nowadays, teenagers and senior residents are using cosmetics not just for beauty but for health as well. Majority of people have already found the benefits of skincare and developed routines for taking care of their skin and hair. The present trend is such that the usage of cosmetics is no longer a luxury but an everyday essential. Women depend on cosmetics and even men are using brightening creams and sun blocks over and above hair gels. That degree of demand and potential for growth has warmed up competition among cosmetics companies in the local market and that has made it hard for many foreign brands to raise their product prices to take care of rising import costs. As indicated by information from the Myanmar Cosmetic Association, products priced under K10,000 are currently the most generally used in the nation. These consist some locally made products such as Thanaka. Hence, the low price sectors of the market are battling. The primary reason is the illegal trade of cheap cosmetic products, which are snuck into Myanmar via the Thai and China borders as well as some airports. Since these goods are not taxed, dealers are able to undercut legit cosmetic businesses with less expensive prices. This sector will require government support and new policies to control illegal trade.

In spite of the fact that the Myanmar government has made steps toward developing domestic beauty businesses, the country's cosmetics need to be stepped up to secure domestic players. The Myanmar Cosmetic Association (MCA) has recently made an official request to the Myanmar Investment Commission to put the industry on its radar and start both ensuring and investing in the sector. MCA wants the government to recognize the industry and its contribution to the nation's economy by implementing measures to protect the country's numerous small to medium sized beauty players from bigger international and multinational beauty players. The Myanmar Cosmetics Expo concentrated on regulatory compliance, supporting manufactures in the nation to meet the legal requirement for all products in beauty categories such as cosmetics, spa, beauty enhancement and anti-aging was composed by Myanmar's government body, the Food and Drug Administration (FDA).

There is no uncertainty that awareness of using cosmetics products is increasing year by year because most of cosmetics brands try to build customer value, satisfaction and loyalty by using marketing tools Four Ps (Product, Price, Place and Promotion). Additionally, today's business concept is customer-oriented approach and consumer behavior of usage in cosmetic product is the most significant one for filling the gap between consumers and marketers.

CHAPTER IV

ANALYSIS OF MARKETING MIX INFLUENCES ON CONSUMER PURCHASE INTENTION OF COSMETIC PRODUCTS

This study aims to analyze the influences of marketing mix elements on consumer purchase intention of cosmetic products. In order to the conceptual framework, the primary data are collected using the questionnaire for this study. In this chapter, the results of the study are presented and analyzed. This section presents the findings from the study and aims to analyze the results together with the conceptual framework discussed.

4.1 Research Design

Quantitative method is applied in this study by conducting consumer survey. The factors which include product, price, place, promotion and purchase intention are to be rated with five-points of Likert-scale. In order to minimize the biasness, questions are developed in a simple and understandable form for the ease of respondents. The questionnaires are divided into three parts; demographic profile of respondents, consumption information of cosmetic products, and marketing mix influences on consumer purchase intention.

This study use simple random sampling method to select respondents. The sample chosen for this study was 160 consumers from eight supermarkets and shopping malls (20 consumers in each supermarket). Eight supermarkets were randomly selected from the supermarkets in four business district townships (Botataung, Kyauktada, Dagon, and Bahan) in Yangon. Four business district townships were chosen for this study because some smaller businesses are run out of buildings in residential areas and most offices are located in these areas.

This study uses both descriptive and analytical methods to make conclusion and recommendation. Descriptive analysis is used in order to summarize and describe data. Multiple regression analysis as analytical method is carried out to find out which factors have the effect on consumer purchase intention. Primary data are collected

using the structured questionnaire. Secondary data are obtained from research journals, previous studies in this field, text books, and internet websites. This study uses SPSS (Statistical Package for Social Science) to analyze the collected data by running of reliability test, correlation and regression analysis.

4.2 Demographic Profile of Respondents

In demographic characteristics of respondents, age, marital status, education, occupation and monthly income are studied and are shown in table (4.1). The following table shows the demographic profile of the respondents in selected respondents.

Ages of respondents are classified into four categories as under 20 and 20, 21-25, 26-30 and above 30. Majority of respondents are the age of 21-25 which represents 53.1% of the total respondents followed by age under 20 years and 20 years at 23.1%. Age 26-30 years is 15.6% of the total respondents and the 8.1% of respondents are above 30 years. Most of the respondents are single which represent 92.5% and 7.5% of the respondents are married.

According to table (4.1), majority of respondents are graduated at 64.4%, followed by respondents with under graduated with 23.8%. High school respondents are 5.6% and post graduate respondents are 6.3%.

The majority of respondents are company employees at 46.3%, followed by students with 37.5% of the respondents. Public servants are 13.1% and respondents with own business are 3.1%. The highest income level is 38.1% of respondents who got monthly income of 200000-300000Ks. The monthly income 100000-200000Ks is with 30.6% and 18.8% of respondents get under 100000Ks and 100000Ks. The lowest income level of above 300000Ks is 12.5%.

Table (4.1) Demographic Profile of Respondents

Demographic Characteristics	Number of Respondents	Percent
Age		
≤ 20	37	23.1
21-25	85	53.1
26-30	25	15.6
Above 30	13	8.1
Marital Status		
Single	148	92.5
Married	12	7.5
Education		
High School	9	5.6
Under Graduate	38	23.8
Graduate	103	64.4
Post Graduate	10	6.3
Occupation		
Student	60	37.5
Public servants	21	13.1
Company employee	74	46.3
Own business	5	3.1
Monthly Income (Kyats)		
≤ 100000	30	18.8
100001-200000	49	30.6
200001-300000	61	38.1
Above 300000	20	12.5
Total	160	100.0

Source: Survey Data (2019)

4.3 Consumption Information of Respondents

In the beginning of the survey, the consumption data of respondents on facial make up products were asked to gain insight to what kind of behavior indicated by the respondents.

4.3.1 Usage of Facial Makeup Products

Table (4.2) shows the usage of facial make up products. Usage of respondents is classified into three groups such as never, occasionally and regularly usage group.

Table (4.2) Usage of Facial Makeup Products

Usage	Number of Respondents	Percent
Never	2	1.3
Occasionally	82	51.3
Regularly	76	47.5
Total	160	100.0

Source: Survey Data (2019)

According to table (4.2), most respondents use occasionally which represents 51.3 %, 47.5% of respondents use regularly and only 2 respondents with 1.3% is never usage.

4.3.2 Expenditure on Facial Makeup Products

This section analyses the respondents' expenditure on facial make up products and expenditure is divided into six groups; under 10000 and 10000, 10001-20000, 20001-30000, 30001-40000, 40001-50000 and above 50000.

Table (4.3) Expenditure on Facial Makeup Products

Expenditures (Kyats)	Number of Respondents	Percent
≤ 10000	24	15.0
10001-20000	50	31.3
20001-30000	56	35.0
30001-40000	15	9.4
40001-50000	6	3.8
above 50000	9	5.6
Total	160	100.0

Source: Survey Data (2019)

Table (4.3) shows that majority of respondents with 35% spend 20001-30000Ks for facial make up purchase followed by 31.3% of respondents prefer to spend 10001-20000Ks on purchasing. The spending power under 10000Ks is 15%. 5.6% and 3.8% of respondents spend the money above 50000Ks and 40001-50000Ks respectively.

4.3.3 Types of Facial Makeup Products

Types of facial makeup products that consumers purchased are classified into foundation, face powder, and others (blusher, illuminators, face bronzer, and creams).

Table (4.4) Types of Facial Makeup Products

Types	Number of Respondents	Percent
Foundation	113	70.6
Face power	24	15.0
Other	23	14.4
Total	160	100.0

Source: Survey Data (2019)

Table (4.4) shows the types of facial make up products that consumers purchased. Majority of respondents purchased foundation at 70.6%. Respondents with face powder users are 15% of respondents and others types; blusher, illuminators, face bronzer, and creams are 14.4%.

4.3.4 Influencers on Purchasing of Facial Makeup Products

The respondents are asked who does influence on their purchasing of facial makeup products. The influencers are divided into four groups; friends, colleagues, professionals and promotion and advertising.

Table (4.5) Influencers on Purchasing of Facial Makeup Products

Influencers	Number of Respondents	Percent
Friends	44	27.5
Colleagues	13	8.1
Professionals	51	31.9
Promotion and advertising	52	32.5
Total	160	100.0

Source: Survey Data (2019)

According to table (4.5), promotion and advertising influence on purchasing is 32.5%, followed by professionals influence with 31.9%. These two are not much difference in influencing power on respondents. Friends influence on purchasing is 27.5% and colleagues influence is 8.1%.

4.3.5 Reasons for using Facial Makeup Products

Respondents purchase and use facial makeup products for many reasons. These reasons can be seen in the following table (4.6).

Table (4.6) Reasons for using Facial Makeup Products

Reasons	Number of Respondents	Percent
Facial Beauty	62	38.8
Occupational Requirement	18	11.3
Improving Confidence	71	44.4
Becoming youthful	9	5.6
Total	160	100.0

Source: Survey Data (2019)

According to these responses, it is observed that most of the respondents use facial makeup products for their improving confidence with 44.4%, followed by facial beauty at 38.8%. Some use products for occupational requirement which represent 11.3% and 5.6% use for becoming youthful.

4.3.6 Occasion of Purchasing Facial Makeup Products

Respondents purchasing time of facial makeup products are observed and classified into three groups; when it is totally used up, when shopping and promotion period.

Table (4.7) Respondents' Occasion of Purchasing

Occasion of Purchasing	Number of Respondents	Percent
When it is totally used up	106	66.3
When I go shopping	16	10.0
Promotion Period	38	23.8
Total	160	100.0

Source: Survey Data (2019)

Table (4.7) shows that majority of respondents with 66.3% purchase when the product is totally used up. The second is promotion period when 23.8% of respondents purchase. The lowest is 10% of respondents and they purchase when they go shopping.

4.3.7 Purchasing Places of Respondents

This table shows the places where respondents purchasing facial makeup products. The places are divided into three groups; shopping mall, retail outlets and cosmetic stores.

Table (4.8) Purchasing Places of Respondents

Purchasing Places	Number of Respondents	Percent
Shopping Mall	62	38.8
Retail Outlets	12	7.5
Cosmetic stores	86	53.8
Total	160	100.0

Source: Survey Data (2019)

According to table (4.8), most of the respondents with 53.8% prefer to purchase in cosmetic stores, followed by 38.8% of respondents are willing to purchase in shopping mall. Purchasing in retail outlets is 7.5% of respondents.

4.3.8 Sources of Product Information

As for sources of products information, consumers usually get from friends, advertising media, internet and peer group. It is shown in the following table (4.9).

Table (4.9) Sources of Product Information

Sources	Number of Respondents	Percent
from friends	54	33.8
from advertising media	56	35.0
from internet	38	23.8
from peer group	12	7.5
Total	160	100.0

Source: Survey Data (2019)

According to the result, 35% of respondents get information about products from advertising media and 33.8% get from friends by words of mouth. Getting information from internet is 23.8% and from peer group is 7.5%.

4.4 Assessment on Reliability

The variables involved in the study are marketing mix variables; product, price, place and promotion and consumer buying behavior. Internal consistency is a part of reliability of an investigation, which is a need for measures to be valid (Saunders et al., 2012). Cronbach's alpha is a measure for the internal consistencies of the items that together cover the particular factor. Cronbach's Alpha is a reliability coefficient that showed how well items in a set are positively correlated to one another (Sekaran, 2003). A commonly-accepted rule of thumb is that an α of 0.6-0.7 shows acceptable reliability, and 0.8 or higher shows good reliability. High reliabilities (0.95 or higher) are not necessarily desirable, as this shows that the items may be entirely redundant.

Table (4.10) Reliability Test from Respondent Responses on Scale items

Factors	No. of Items	Cronbach's Alpha
Product	6	.665
Price	6	.604
Place	5	.806
Promotion	7	.772
Consumer Purchase Intention	8	.639

Source: Survey Data (2019)

According to the result, it could be observed that Alpha value for place is the highest among factors at 0.806. The Alpha value for product, price and purchase intention are above 0.6 and the promotion has above 0.7. Therefore, these factors are internally consistent and reliable to measure.

4.5 Analyzing Marketing Mix Influences on Consumer Purchase Intention of Cosmetic Products

In this section, the influences of marketing mix factors on consumer buying behavior are analyzed. Marketing mix factors are product, price, place and promotion. Each statement is made up of five-point likert scale.

4.5.1 The Influence of Product

Table (4.11) mentions mean and standard deviation of respondent agreement on purchase intention regarding with the product. In this study, product influence is measured by six statements.

Table (4.11) Mean Value of Product

No.	Statements	Mean	Standard Deviation
1.	The quality of product is a key determinant in my purchase of facial makeup	4.41	.747
2.	The packaging of product influences my decision to purchase facial makeup	3.33	.859
3.	The brand name of product influences my choice to purchase facial makeup	3.94	.746
4.	The variety of products influences my decision to purchase facial makeup	3.80	.734
5.	The reliability of product influences my choice of facial make up to buy	4.41	.676
6.	The popularity of product influences my decision to purchase facial makeup	3.83	.795
Overall Mean		3.95	

Source: Survey Data (2019)

According to table (4.11), the highest is quality of product and the reliability of the product with the same mean score of 4.41. The lowest mean score is packaging of product with 3.33. The overall mean score of product is 3.95. It can be concluded that most of the consumers agree with the quality of product and reliability of product as a key determinant when purchasing facial makeup. The overall mean of product on

consumer buying behavior is 3.95. It can be concluded that respondents agree with the influence of product on consumer purchase intention

4.5.2 The Influence of Price

The analysis on the influence of price on consumer purchase intention describes in this section. The mean score of price influence on consumer purchase intention are shown in table (4.12).

Table (4.12) Mean Value of Price

No.	Statements	Mean	Standard Deviation
1.	Affordable price of product influences to my facial makeup purchase decision	3.90	.737
2.	I associate higher price with higher quality of facial makeup	3.35	.885
3.	Price differentiations are key determinants of my facial makeup purchase decision	3.46	1.033
4.	I review the prices of facial makeup before deciding on which brand to purchase.	3.88	.852
5.	I use the prices to determine which facial makeup to purchase.	3.09	1.018
6.	I consider that the price of a product is a reflection of its usefulness.	2.98	1.146
Overall Mean		3.44	

Source: Survey Data (2019)

According to the result, the highest mean score is 3.9 in which face makeup are affordable and less expensive for everyone while the lowest mean score is 2.98 in which product's price is a reflection of usefulness. The overall mean score of price is 3.44. Therefore, it can be generally concluded that respondents agree with price on consumer purchase intention of facial makeup.

4.5.3 The Influence of Place

Place is one of the independent variable that affects the consumer purchase intention. This section found out the levels of respondents' agreement on purchase intention regarding with the place. The mean score of each statement on place influences are shown in the following table.

Table (4.13) Mean Value of Place

No.	Statements	Mean	Standard Deviation
1.	I purchase facial makeup that is readily available	2.46	1.126
2.	I prefer facial makeup which are widely distributed all over the country	3.01	1.016
3.	I purchase facial makeup in convenient place	2.98	.964
4.	I prefer purchasing facial makeup that well established on the market.	3.20	.830
5.	I prefer purchasing facial makeup that well displayed.	2.46	.944
Overall Mean			2.82

Source: Survey Data (2019)

According to the result, the statement of "consumers prefer facial makeup products that are well established on the market" had the highest mean of 3.2 and purchasing products that are readily available and well displayed had the lowest score of 2.46. The overall mean score of place is 2.82. Therefore, it can be concluded that respondents are less likely to agree upon the influence of place on consumer purchase intention.

4.5.4 The Influence of Promotion

This section found out the influence of promotion on consumer purchase intention with seven statements. The mean score and standard deviation of promotion influences are shown in the following table.

Table (4.14) Mean Value of Promotion

No.	Statements	Mean	Standard Deviation
1.	The advertisement run in the media makes me purchase a given brand of facial makeup	3.20	.989
2.	Free samples influences me to purchase a given brand of facial makeup	3.22	1.014
3.	I purchase facial makeup when discounts offer	2.94	1.134
4.	Celebrity endorsement influences on my choice of facial makeup to buy	3.33	.956
5.	Events sponsorship influences on my decision to purchase facial makeup	3.07	.952
6.	Sale person influences on my purchase of facial makeup	3.35	.960
7.	Positive word of mouth influences on my choice of facial makeup to purchase	3.98	.739
Overall Mean		3.3	

Source: Survey Data (2019)

This study found that the highest mean score is positive word of mouth with 3.98. The lowest mean value is discount product at 2.94. The overall mean score of promotion is 3.3. Therefore, it can be said that respondents agree on influence of promotion on consumer buying behavior.

4.5.5 Analyzing the Consumer Purchase Intention

This section analyzes the levels of respondents' agreement on consumer purchase intention. In the study, purchase intention is measured by four statements and the mean and standard deviation of each statement are shown in table (4.15).

Table (4.15) Mean Value of Consumer Purchase Intention

No.	Statements	Mean	Standard Deviation
1.	I would buy current facial makeup in the future.	3.39	.990
2.	I willing to recommend others to buy the facial makeup that I bought.	3.73	.814
3.	I will look for positive information about current product.	4.14	.910
4.	I prefer current brand over any other cosmetic brands.	3.51	.824
Overall Mean		3.69	

Source: Survey Data (2019)

According to table (4.15), respondents look for positive information about current product is the highest mean score with 4.14. The lowest mean score is buying current facial make up in the future with 3.39. The overall mean score for consumer purchase intention is 3.69. Therefore, the result can be analyzed that respondents are likely to agree upon the consumer purchase intention of facial makeup products.

4.5.6 Marketing Mix Elements

This section presents the overall mean value of marketing mix elements which include product, price, place, and promotion.

Table (4.16) Overall Mean Value of Marketing Mix Elements

Marketing Mix Elements	Overall Mean
Product	3.95
Price	3.44
Place	2.82
Promotion	3.3

Source: Survey Data (2019)

According to table (4.16), product has the highest overall mean score of 3.95. Price has the second highest overall mean score of 3.44 and promotion has overall mean score 3.3. Place has the lowest overall mean score of 2.82. Therefore, it can be concluded that most of the consumers agree upon the fact that product influence on their purchase intention.

4.6 Analysis of Relationship between Marketing Mix Influences and Consumer Purchase Intention

There are four independent variables; product, price, place and promotion and a dependent variable i.e. consumer purchase intention of cosmetic products which are involved in the study. Measurement scaled for all variables except demographics were adapted from previous studies.

4.6.1 Correlation Analysis of Relationship between Marketing Mix and Consumer Purchase Intention

Table (4.17) demonstrates the correlation coefficient for dependent variable-consumer purchase intention and independent variables i.e the four dimensions: product, price, place and promotion. The correlation coefficient (r) range is between 1.0 to +1.0. If the value is positive, it implies that it has perfect positive linear relationship and negative value shows a perfect negative linear relationship. When the r value equivalent to 0 means that there is no correlation indicated among factors.

Table (4.17) Correlation between Marketing Mix and Consumer Purchase Intention

	Product	Price	Place	Promotion	Consumer Purchase Intention
Product	1				
Price	.285**	1			
Place	.087	.346**	1		
Promotion	.287**	.269**	.277**	1	
Consumer Purchase Intention	.313**	.269**	.148	.336**	1

Source: Survey Data (2019)

Note: **. Correlation is significant at the 1% level.

*. Correlation is significant at the 5% level.

As a result, all the independent variables have positive association with the dependent variables. The correlation coefficient between promotion and consumer purchase intention is 0.336 at significant 1% level. The correlation coefficient between product and consumer purchase intention is 0.313 at significant 1% level. The correlation between price and consumer purchase intention is 0.269 at significant 1% level. According to table (4.17), product, price and promotion have significant correlation with consumer purchase intention. This means that better product, affordable price and attractive promotion are correlated to the purchase intention of cosmetic products. Moreover, table also describes that the values of their correlation were less than 0.90. The estimated correlations between the factors were not excessively high (e.g., < 0.90 in absolute value). This result indicated the acceptable discriminated validity (Kline, 2011).

4.6.2 Multiple Regression Analysis on the Effect of Marketing Mix on Consumer Purchase Intention

The multiple regression analysis was applied to investigate the effect of four independent variables: product, price, place, and promotion and a dependent variable: consumer purchase intention. This method is used to predict the change in dependent variable in response to changes in the independent variable. Table (4.18) shows the results of regression analysis on the effect of marketing mix on consumer purchase intention.

Table (4.18) Regression Analysis on the Effect of Marketing Mix and Consumer Purchase Intention

Marketing Mix	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.876	.303		6.199	.000
Product	.186	.071	.203**	2.607	.010
Price	.110	.062	.143	1.758	.081
Place	.009	.046	.016	.205	.838
Promotion	.161	.054	.235**	2.970	.003
$R^2 = 0.183$ $Adj R^2 = 0.162$ $F = 8.701^{**}$ (p-value=0.000)					

Source: Survey Data (2019)

Note: Statistical significance indicate ** at the 1% level and * at the 5% level.

After analyzing a linear regression model, it needs to determine how well the model fits the data. According to the result, the adjusted R^2 value of 0.162 explains that 16.2% of the total variance in purchase intention is accounted by product, price, place, and promotion. According to ANOVA result, the model is fitness because significance value is 0.000 and F value is 8.701. The regression coefficient of promotion is 0.235 at 1% significant level and regression coefficient of product is 0.203 at 1% significant level.

Based on the multiple regression analysis, it can be concluded that product and promotion has a significant positive influence on consumer purchase intention. Promotion is more significant than product because standard coefficient of promotion is greater than that of product. Price and place have insignificant impact on consumer purchase intention since p values are greater than 1% and 5% level of significant.

CHAPTER-V

CONCLUSION

The study is conducted with the aim of analyzing the influences of marketing mix elements on consumer purchase intention. Based on the results of the data analysis, this chapter presents the findings and discussions, suggestion and recommendation and needs for further study.

5.1 Findings and Discussions

This study supported the importance of marketing mix to increase consumer purchase intention. To provide the meaningful implications to the firms and marketing managers of the cosmetics industry, this study tries to achieve the understanding of marketing mix influences on purchase intention of facial make up products.

According to the consumption information, majority of the respondents use facial make up occasionally and they are willing to spend between 20001 and 30000 Ks for their purchase. Majority of respondents are willing to buy foundation among facial make up products. Promotion and advertising are mostly influence on respondents' purchase. And then, most of respondents use facial make up for the reason of improving confidence and they purchase products when it is totally use up. Cosmetic stores are the places where majority of respondents purchase products and respondents get the product information from advertising media.

According to the descriptive statistics, most of the respondents agree upon the fact that product influence on consumer purchase intention. The second is price influence on consumer purchase intention. Respondents agree upon the fact that promotion influence on consumer purchase intention. Respondents are less likely to agree upon the place influence on consumer purchase intention.

Results of correlation coefficient show that all the independent variables; product, price, place, and promotion are positively correlated with the dependent

variable; purchase intention of cosmetic products. Promotion has a positive relationship with consumer purchase intention. Successful promotion builds strategic awareness that people not only recognize product, but also understand the distinctive qualities that make it better than competition. The second is product influence on purchase intention. Result shows that there is a positive relationship between product and purchase intention. This means that the better product will stimulate consumer purchase intention. The research reported that there is a positive relationship between price and purchase intention. Affordable price allows potential clients to make a purchase decision. There is a positive relationship between place and consumer purchase intention. If companies make right placing strategies, they can attract consumers to purchase their products.

Based on the analyzing the influences of marketing mix elements on consumer purchase intention, the result found that product has a significant influence on consumer purchase intention. This study can be concluded that the high product quality leads to high consumers' purchase intention. This is aligned with the result on the impact of marketing mix, consumer's characteristics, and psychological factors on consumer's purchase intention developed by Nugroho, A. R., Irena, A. (2017). This result is that product has significant influence on purchase intention. The insignificance of price is supported by the research conducted. Consumers nowadays care less about cosmetics' price. Women focus on finding the right products that suit their skins and will not harm their natural beauty in the future. Nowadays, consumers care less about cosmetic's prices. It does not matter how much the product is priced, consumers are still willing to buy it. This finding is aligned with the result of customers' purchase intention toward "C" Yogurt Drink by Musaddad (2011). It confirms that price is one of the insignificant factors. Consumers do not bother about the price in buying products.

The insignificance of place attribute might be the result of the fact. Consumers do not care about the location, store design and store atmosphere when they purchase products. This is aligned with the result of marketing stimuli on consumer purchase decision of Malaysia's Cosmetic Industry by Hafiz. K. A., and Ali. K. A.(2018). This result is that place does not have significant impact on cosmetic purchase decision. The high value of coefficient shows that among the marketing mix elements, promotion has the strongest relationship and strongest impact on the consumer purchase intention in this study. This is aligned with the finding found by Nayab

Sanober, Dr. Adil Adnan, Dr. Waqar Alam, and Adeel Alam who carried out about the relationship between marketing strategies and the consumer purchase intention. In this research, promotion has the strongest relationship with purchase intention and strongest impact on it.

5.2 Suggestions and Recommendations

In the highly competitive beauty industry, cosmetics brands have to be incredibly creative and innovative to gain an edge on the competitive and drive awareness and engagement around their campaigns and products. The result of the study has important implications for developing more effective marketing mix strategies.

Consumers tend to purchase facial make up products for improving confidence. They do not purchase at any time, but they purchase when their products are totally used up. They purchase products via cosmetic stores more than retail outlets and shopping malls because they can test and try on products and cosmetic stores have varieties of cosmetic products. And consumers can find the most satisfied products among other products. Therefore, cosmetic companies should position their products in cosmetic stores. Consumers are sensitive about quality and want to try other new products. They may also be wary of unfamiliar brands due to a number of scandals. Therefore, most consumers look for information about products than impulse buying. From the results, they look information from advertising media and friends before buying cosmetics.

Promotion, advertising and professionals are important influencers on purchasing facial make up products. Advertising is a communication between the target audience and cosmetic provider. Different media channels should be used to promote products. TV, radio, internet, websites and print media are important sources to create the awareness among the people of target market. Marketers should concentrate the importance of professionals' advices and suggestions influences and it comes through professionals with the products. Professionals are relevant to the cosmetic products to advertise. Today, cosmetic companies mostly use professionals in the events of launching new products and promotional campaign. Social media is great for storytelling and allows for companies to maintain and build up their brand to build online communities. They are used to present new products, display before and after images and gain brand loyalty from consumers. Therefore, social media

advertising with professionals is an effective way to attract consumers. Social media is transforming the way that cosmetic companies create their sales through positive word-of-mouth.

The statistical result confirms that consumers are influenced by positive word of mouth and opinion given by people and its effects on purchase intention. The reviews given by experts and other customers give a serious impression and impact on their perception towards the product altering their purchase intention. In today's hyper-connected world, a single recommendation has greater impact leading to word of mouth marketing. Regular customers, business connections, friends and family are hosts of word of mouth influencers. Technology has increased social connectivity and making it easier for companies to do marketing. Companies should send out an email newsletter, publish a blog, talk to potential customers on social media, invite customers to preview new products, attend industry events and so on. Every opportunity to connect with people who might talk to potential customers is a chance to generate word of mouth recommendations. Word of mouth marketing should be highly used and the targeted customers should be the opinion leaders and social group to facilitate support for the advertised products.

According to the result, the study concluded that product has significant influence on purchase intention. Companies should maintain their quality of products because customers are more conscious of quality than price. Thus, the higher quality of product will lead to a successful outcome in the long run. The reliability of product is one of the important dimensions that make a successful business. In the personal and health care industry, customers are sensitive about quality and reliability of products. In cosmetics industry, product safety is one of the biggest concerns. Companies should ensure that each product sold is safe for consumers and determine brand's reliability and product quality. The better the quality perceived is, the better it is for brand's image, sales and reliability. Companies should conduct regular customer satisfaction surveys and sample group interviews to track customers and non customer perceptions of the quality of its own and its competitors' products and services and all customer inquiries and complaints. It also recommends that companies should come up with new technological innovations that will lead to increasing products' quality.

5.3 Needs for further study

This study analyzed the effects of only four marketing mix factors which are product, price, place, and promotion on consumer purchase intention of cosmetic products. Future studies should consider other variables which are not covered in the current research in order to better explain the intention to purchase cosmetics products among consumers. And the research on consumer decision making process of cosmetic products should be made. The study concentrated on the consumers shopping at eight supermarkets in four business districts in Yangon according to the time limits and financial constraints. Therefore, further researches should be suggested that the sample should be larger and include diversified consumers who live in different cities or townships. Nowadays, there are several brands of facial make up products in different forms and they become popular among consumers. Therefore, the analysis of various segments of the cosmetics and skincare products market should be conducted. And it needs to develop a more detailed understanding on brand awareness, brand loyalty, and brand equity of cosmetic brands.

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Appendix-A

Marketing Mix Influences on Consumer Purchase Intention of Cosmetic Products

Questionnaire

I. Demographic Profile

1. Age

- ≤ 20 years 21-25 26-30 Above 30

2. Marital status

- Single Married Others

3. Education

- High School Under Graduate Graduate
 Post graduate Others

4. Occupation

- Student Public servants Company employees Own
business

5. Monthly Income (Kyats) (if you are not employee, it may be pocket money
from others)

- ≤ 100000Ks 100000-200000Ks 200000-300000Ks
 Above 300000Ks

II. Consumption Information

1. Do you use any facial make up products?

- Never Occasionally Regularly

2. How much average do you spend per time of purchasing facial make up
products?

- ≤ 10000Ks 10001 - 20000 Ks 20001 - 30000Ks
 30001 - 40000Ks 40001 - 50000Ks above 50000Ks

3. What kind of facial make up products is purchased?

- foundation
 face powder
 others (blusher, illuminators, face bronzer, creams)

4. Who does influence in purchasing in facial make up products?

- Friends
- Colleagues
- Professionals
- Promotion and advertising

5. Why you use facial make up products?

- Facial Beauty
- Occupational Requirement
- Improving Confidence
- Becoming youthful

6. When do you buy facial make up products?

- When it is totally used up
- When I go shopping
- Promotion Period

7. Where do you purchase facial make up products?

- Shopping Mall
- Retail outlets
- Cosmetic stores
- Internet

8. How do you get facial make up products information?

- From friends
- From Advertising media
- From internet
- From peer group

III. Marketing mix influences on consumer purchase intention of cosmetics products

Please rate how strongly you agree or disagree with the following statements.

1= Strongly Disagree

4= Agree

2= Disagree

5= Strongly Agree

3= Neutral

1. Influence of product on consumer purchase intention

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The quality of product is a key determinant in my purchase of facial make up	1	2	3	4	5
2.	The packaging of product influences my decision to purchase facial make up	1	2	3	4	5
3.	The brand name of product influences my choice to purchase facial make up	1	2	3	4	5
4.	The variety of products influences my decision to purchase facial make up	1	2	3	4	5
5.	The reliability of product influences my choice of facial make up to buy	1	2	3	4	5
6.	The popularity of product influences my decision to purchase facial make up	1	2	3	4	5

2. Influence of price on consumer purchase intention

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Affordable price of product influences to my facial make up purchase decision	1	2	3	4	5
2.	I associate higher price with higher quality of facial make up	1	2	3	4	5
3.	Price differentiations are key determinants of my facial make up purchase decision	1	2	3	4	5
4.	I review the prices of facial make up before deciding on which brand to purchase.	1	2	3	4	5
5.	I use the prices to determine which facial make up to purchase.	1	2	3	4	5
6.	I consider that the price of a product is a reflection of its usefulness.	1	2	3	4	5

3. Influence of place on consumer purchase intention

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I purchase facial make up that is readily available	1	2	3	4	5
2.	I prefer facial make up which are widely distributed all over the country	1	2	3	4	5
3.	I purchase facial makeup in convenient place	1	2	3	4	5
4.	I prefer purchasing facial make up that are well established on the market.	1	2	3	4	5
5.	I prefer purchasing facial make up that are well displayed.	1	2	3	4	5

4. Influence of promotion on consumer purchase intention

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The advertisement run in the media makes me purchase a given brand of facial make up	1	2	3	4	5
2.	Free samples influences me to purchase a given brand of facial make up	1	2	3	4	5
3.	I purchase facial make up when discounts offer	1	2	3	4	5
4.	Celebrity endorsement influences on my choice of facial make up to buy	1	2	3	4	5
5.	Events sponsorship influences on my decision to purchase facial make up	1	2	3	4	5
6.	Sale person influences on my purchase of facial make up	1	2	3	4	5
7.	Positive word of mouth influences on my choice of facial make up to purchase	1	2	3	4	5

V. Consumer Purchase Intention

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I would buy current facial makeup in the future.	1	2	3	4	5
2.	I willing to recommend others to buy the facial makeup that I bought.	1	2	3	4	5
3.	I will look for positive information about current product.	1	2	3	4	5
4.	I prefer current brand over any other cosmetic brands.	1	2	3	4	5

Appendix-B

Reliability Test

Product

Reliability Statistics

Cronbach's Alpha	N of Items
.665	6

Price

Reliability Statistics

Cronbach's Alpha	N of Items
.604	6

Place

Reliability Statistics

Cronbach's Alpha	N of Items
.806	5

Promotion

Reliability Statistics

Cronbach's Alpha	N of Items
.772	20

Consumer Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.639	8

Correlations

		Product	Price	Place	Promotion	Consumer Purchase Intention
Product	Pearson Correlation Sig. (2-tailed)	1	.285** .000	.087 .276	.287** .000	.313** .000
Price	Pearson Correlation Sig. (2-tailed)	.285** .000	1	.346** .000	.269** .001	.269** .001
Place	Pearson Correlation Sig. (2-tailed)	.087 .276	.346** .000	1	.277** .000	.148 .061
Promotion	Pearson Correlation Sig. (2-tailed)	.287** .000	.269** .001	.277** .000	1	.336** .000
Consumer Purchase Intention	Pearson Correlation Sig. (2-tailed)	.313** .000	.269** .001	.148 .061	.336** .000	1

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

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.428 ^a	.183	.162	.38975

a. Predictors: (Constant), Product, Price, Promotion, Place

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.287	4	1.322	8.701	.000 ^b
	Residual	23.545	155	.152		
	Total	28.832	159			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Product, Price, Promotion, Place

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.876	.303		6.199	.000
	Product	.186	.071	.203	2.607	.010
	Price	.110	.062	.143	1.758	.081
	Place	.009	.046	.016	.205	.838
	Promotion	.161	.054	.235	2.970	.003

a. Dependent Variable: Consumer purchase intention