Well-Being Disposition and Appearance Concern on Purchase Intention: Evidence from Sri Lankan Ayurvedic Skin Care Industry

Wanniachchige, L.D.[a], and Sirisena A.B.[b]

[a,b] Department of Marketing, Faculty of Management and Finance, University of Ruhuna
[a]lakiduni94dharshi@gmail.com
[b]amila@badm.ruh.ac.lk

Abstract

Beauty and skin care have been an interesting and emerging interest of all the human beings since Stone Age. Modern world women mostly associate with this concept. This trend has created a rapid growth in skin care industry. The sample comprised of 150 women who are concerned about beauty care products: that live in Colombo, Galle and Matara districts. The data analysis carried out using SPSS software. The reliability test and descriptive statistics have been done and to examine how various determinant factors affect purchase intention and degree of their association with the purchase intention by conducting multiple regression analysis. The Pearson Correlation was run to identify the associations of the independent and variables and dependent variable. According to the analysis, the dimensions of Satisfaction, Physical health, Appearance care, and Skin care have the significant impact on Purchase intention and the Environment-oriented and Appearance importance have insignificant impact on Purchase intention. Due to correlation, all the dimensions of independent variables: Well-being disposition and appearance Concern have the positive association with the dependent variable: Purchase intention. According to this study, the managers who are in the beauty care industry are much more concerned about the satisfaction, physical health, appearance care and the skin care factors of women in the Sri Lanka when reaching the beauty care market in Sri Lanka with products of ayurvedic skin care.

Keywords: Appearance Concern, Purchase Intention, Well-Being Disposition

1. Introduction

In the globalization era, improvement of technology, science, society, economy and education provide people to have better standard of living and styles. Further, increasing purchasing power in consumers coupled with more consciousness for hygiene and beauty (Ghazali, et.al, 2017; Souiden & Diagne, 2009), has positively contributed to the rapid growth in skin care industry. Furthermore, it is been observed that the association between the concepts of Ayurveda, anti-aging and cosmetics are gaining importance in the beauty, health and wellness sector (Datta & Paramesh, 2010). It is noted that appearance concern of women has been rapidly increasing with the expansion in aesthetic desire for growing old gracefully and pursuing a healthy and qualitative life (Hong et al., 2006). Further Middle-aged women who also pursue young and energetic lifestyles have a great interest in managing their appearance (Grogan, 2016;Kim, 2000).

Moreover, another important trend to observe is that, during the past decade, herbal product consumption has increased in development in the world (Byard, et.al, 2017; Mahady, 2001). Many segments of the population have changed into herbal products due to increased health awareness, harmful side effects and product withdrawal of chemical products, etc., creating more market opportunities both locally and internationally for herbal sector(George, 2011). Sri Lanka has a rich heritage of herbal cosmetic and Ayurvedic treatments (Wasundara, 2019). When considering beauty care industry currently there is large range of beauty care products in the market, which can be categorized under skin care, hair care, oral care, and etc.

While focusing on skin care products, this study basically focused on understanding the factors that customers strongly consider when purchasing skin care related products. Here, the researchers would like to emphasis the importance of Well-being disposition andAppearance concern as main attributes within the modern day customer's mind set when they are consuming product offerings.(Hong et al., 2006)

Despite the importance for local research, many research studies which have been studying the beauty care industry are from foreign contexts (Hong et al., 2006), creating a significant contextual gap, since Sri Lanka provides important insights as a growing market with significant presence of female workers across all sectors (Pathmaperuma & Fernando, 2018). Therefore, in order to fill the gap and understand the phenomena this study will analyze the impact of Well-being disposition and Appearance concern factors on customer's purchase intention with special reference to Ayurvedic Skin care products.

2. Literature Review

2.1. Purchase Intention

In today's competitive and changing business environment the Purchase intention implies promise to one's self to buy the product again whenever one makes the next trip to the market(Mgendi, Mujawamariya, & Isinika, 2018) and they highlighted that, purchase intention has a substantial importance because the companies want to increase the sale of specific product for the purpose to maximize their profit. Thus, expanding long-term relationship with customers is vital and necessary for the success and survival of firms (Mirabi, Akbariyeh, & Tahmasebifard, 2015).That is, it means consumer's will on purchase (Park, 1990). According to Wu, (1999) purchase intention can be defined as a consequent of decision-making process that includes how to perceive the information, motivation, what to buy, how to buy, and when to buy before purchasing. (Mirabi et al., 2015) define purchase intention as a situation where consumer tends to buy a certain product in certain condition and it is an effective tool to predict buying process.

2.2. Well Being Disposition

Well-being is a compound word of well (healthy, satisfactory) and being (make a living)(Hong et al., 2006). It is a concept which explains the state of happy and satisfaction without a sickness. (Ngnoumen & Langer, 2016; Hong et al., 2006). To measure this variable, three dimensions were used such as Environmental-oriented factors, Life oriented factors and Physical health factors(Hong et al., 2006). Research has shown that gratitude is a pleasant state and is linked with positive emotions including contentment (Pekrun, 2017; Walker & Pitts, 1998), happiness, pride, and hope (Emmons & McCullough, 2003). There is growing interest in associations between positive psychological well-being and health. Positive psychological well-being encompasses positive affect and related trait-like constructs or dispositions, such as optimism and cheerfulness. Positive affect can be defined as a state of pleasurable engagement with the environment eliciting feelings, such as happiness, joy, excitement, enthusiasm, and contentment (Pekrun 2017; Chida & Steptoe, 2008). Similarly, higher state positive affect and positive dispositions are related to predictors of prolonged survival (Kim & James, 2019; Chida & Steptoe, 2008).

2.3. Appearance Concern

Appearance concern means the degree of having a continuous interest in personal attractiveness including clothing, beauty care, and accessories for the enhancement of external features(Kim, 2017; Hong et al., 2006). The meaning of appearance concern

includes the expression, the perception, and the change of self-image through clothing, accessories and beauty care, etc. (Hong et al., 2006, P03). Appearance was shown to be an indicator of overall health status, and it has been shown that "looking old for one's age" is associated with increased risk of mortality (Cosgrove et al., 2007, P11). Moreover, it has been proposed that being concerned with one's appearance and making efforts to enhance and preserve one's beauty are central features of the female sex role stereotype (Cameron, et. al, 2019; Striegel-Moore, Silberstein, & Rodin, 1986). Further as people generally seek cosmetic interventions to feel better about themselves, one would anticipate that cosmetically successful procedures would lead to enhanced self-esteem, mood, and social confidence (Castle et al., 2002).

2.4. Well-being disposition and Appearance concern on purchase intention

Appearance concern of elderly women has been rapidly increasing with the expansion in aesthetic desire for growing old gracefully and pursuing a healthy and qualitative life(Cameron, et. al, 2019). According to the Hong (2006), the industry of cosmetics should find the demand of elderly women in accordance with the changes of social environment and should establish successful programs of customer relation management to suit the demand. Further it is important to note that the factor for serious consideration of appearance was significantly associated with cosmetic purchase intention(Zang & Shou, 2019). However, appearance care and skin care turned out to be insignificant variables in explaining cosmetic purchase intention(Wilson, et.al, 2018). This result may imply that elderly women who have a serious consideration of appearance, such as paying careful attention to beauty care and wardrobe, and who are more concerned about the fashion and beauty care tend to have higher cosmetic purchase intention than elderly women who have experienced plastic surgery and who receive skin care from specialists(Cameron, et. al, 2019). Therefore, it is very important to consider the effects of providing beauty information and opportunities to experience cosmetic know-how to suit their age in order to preoccupy elderly-oriented silver market (Hong et al., 2006).

3. Methodology

The study employed quantitative methodology where survey was used to collect data from respondents. Population of the study was defined as the consumers who are female and concerned about beauty care products, within the age group of 16- 55, that live in Sri Lanka. Here a sample of 150 respondents were selected using convenience sampling. The sample was selected representing three districts in Sri Lanka, namely Colombo, Matara and Galle; 50

from each district, in order to maintain the representativeness of the sample. Detailed sample characteristics are provided in table 04.

The questionnaire included two sections; part A and part B. Part A collected the demographic data about the respondents. Part B included the questions to evaluate the perceptions about the independent variables, i.e. Well- Being Disposition and Appearance Concern and the dependent variable, i.e. purchase intention. (Refer figure 01 for the conceptual framework) In part B five-point Likert scale type questions were used. The scale was anchored at 5 points extended from 1 to 5 which depicted a range from Strongly Disagree to Strongly Agree.

Study developed six hypotheses based on the conceptual; relationships proposed in the Figure 01. Out of which three hypotheses were based on Well-being disposition constructs while three represent appearance concern constructs. Refer table 01 for more information. Table 02 provides details relating to operationalization of variables which were used in the current study to develop the questionnaire.
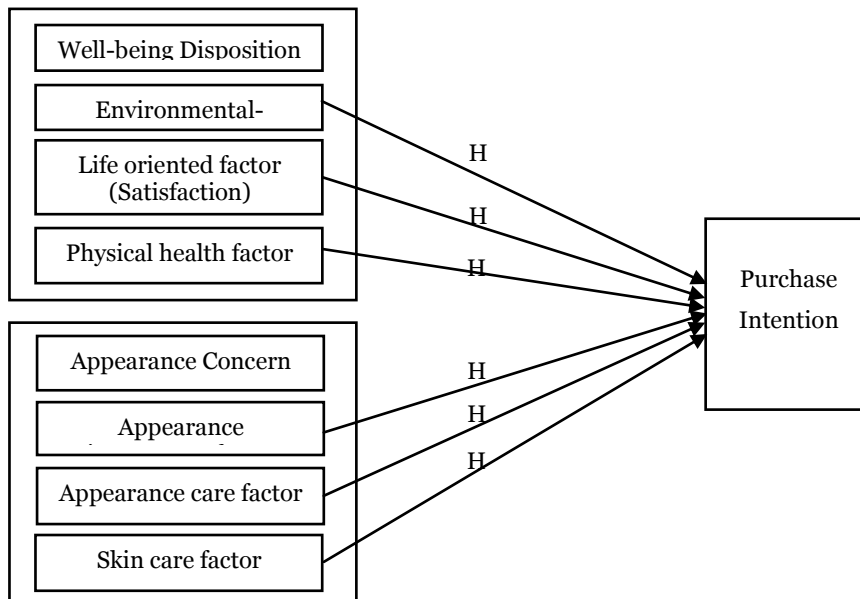

Figure 1: Conceptual Framework of the Study

Table1:Hypotheses Related to Well-Being Disposition

	Hypotheses
H1:	Environment-oriented factors have significant impact on skin care products purchase intention.
H2:	Satisfaction factors have significant impact on skin care products purchase intention.
H3:	Physical health factors have significant impact on skin care products purchase intention.
H4:	Appearance importance factors have significant impact on skin care products purchase intention.
H5:	Appearance care factors have insignificant impact on skin care products purchase intention.
H6:	Skin care factors have insignificant impact on skin care products purchase intention.

Table2:Operationalization of the Variables

Variable	Sub variables	Dimensions
Well-being disposition (Hong, B.-S., et al., 2006).	Environment oriented	I frequently use natural cosmetics or the cosmetics made of natural stuff
		I am more concerned about the protection of nature or environmental issue
		I frequently tend to use recycled products
		I tend to use natural detergent if possible
	Satisfaction	My standard of living is generally comfortable
		I tend to make economic preparations for my old age
		I am inclined to be healthy mentally and physically
		I still have a passion to do something that I want
		I tend to invest in leisure life to a certain extent
	Physical health	I tend to have health examinations at regular interval
		I tend to sleep well
		I try to get rid of stress
Appearance Concern	Appearance importance	I am much concerned about the trends of fashion and beauty care
		I am likely to be concerned about appearance.

(Hong, B.-S., et al., 2006).		I tend to pay careful attention to beauty care and wardrobe.
		I have confidence in myself if I go out wearing make-up
		I think that appearance is very important.
	Appearance care	I have experienced plastic surgery on more than one area of my body and face.
		I tend to receive nail care and foot care from specialists
		I tend to receive skin care from specialists.
		I do not mind having plastic surgery, if I can become beautiful.
	Skin care	I use the appropriate cosmetics for my own skin type.
		I thoroughly understand my skin condition.
		I tend to enjoy massages and skin packs at home.
Purchase intention, (Bian & Forsythe, 2012)		If I were going to purchase a beauty care product, I would consider buying this Ayurvedic beauty care products.
		If I were shopping for a beauty care product, the likelihood I would purchase ayurvedic product is high.
		My willingness to buy ayurvedic beauty care product would be high if I were shopping for a beauty care product.
		The probability I would consider buying an ayurvedic beauty care product is high.

4. Data Analysis and Findings

As generally accepted by the general research practice, all mentioned scales are reliable as the Cronbach's alpha value is above the threshold level of 0.6(Taber, 2018). The given Cronbach's alpha values were taken directly and none of the items in the constructs had to be deleted to improve the reliability level. Refer table 03 for more details.

All 150 respondents who took part in the survey were split into five age groups as presented in the above table. Out of which the majority was from the age group 16-25 which composes 42% of total respondents while respondents belonging to the age group 26-35 accounts for 24%. Further majority of the respondents had education up to A/L (around 50%). At the same time majority of respondents (52) were belonging to the income level of below 20,000 while 21 respondents had an income of above 75,000. Refer table 04 for more details.

4.1. Demographic profile of the Respondents

Table4:Demographic Factors

Demographic Factor	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Age	16-25	63	42.0	42.0	42.0
	26-35	36	24.0	24.0	66.0
	36-45	31	20.7	20.7	86.7
	46-55	19	12.7	12.7	99.3
	Above 55	1	.7	.7	100.0
	Total	150	100.0	100.0	
Educational Level	Up to A/L	73	48.7	48.7	48.7
	Graduate/ Diploma	71	47.3	47.3	96.0
	Post Graduate	6	4.0	4.0	100.0
	Total	150	100.0	100.0	
Income Level	Below 20,000	52	34.7	34.7	34.7
	20,000 – Below 30,000	29	19.3	19.3	54.0
	30,000 – Below 50,000	25	16.7	16.7	70.7
	50,000 – Below 75,000	23	15.3	15.3	86.0
	75,000 – Below 100,000	14	9.3	9.3	95.3
	100,000–Below 150,000	5	3.3	3.3	98.7
	Above 150,000	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Source: Survey (2019)

4.2. Reliability of the Model

Table 3: Reliability Test

Variable	Cronbach's Alpha value	Items included
Environment-oriented	.677	04
Satisfaction	.791	05
Physical health	.721	03
Appearance importance	.852	05

Appearance care	.845	04
Skin care	.710	03
Purchase Intention	.925	04

Source: Survey (2019)

4.3. Perceptions among respondents on various aspects of wellbeing disposition and appearance concern

Table5:Descriptive Statistics

Dimension	Mean	Std. Deviation
Environment-oriented	3.85	.551
Satisfaction	4.04	.546
Physical Health	3.81	.651
Appearance Importance	3.94	.595
Appearance Care	3.30	.633
Skin Care	3.87	.521
Purchase Intention	4.04	.516

Source: Survey (2019)

According to the above table, satisfaction has the highest mean value of 4.04 while appearance care has recorded the lowest mean value of 3.30. Please refer table 05 for more detailed illustration.

4.4. Relationships among the variables used in the Study

Table 6: Correlations Coefficients

	ENV	SAT	PHY	API	APC	SKI
Environ-oriented	1					
Satisfaction	.313***	1				
Physical Health	.527***	.605***	1			
Appear- Importance	.052	.094	.068	1		
Appearance Care	.198**	.070	.136	.604***	1	
Skin Care	.170**	.176**	.249***	.490***	.484***	1
Purchase Intention	.387***	.525***	.524***	.300***	.419***	.527***

Source: Survey (2019), ** $P<0.005$, *** $p <0.001$

According to table 06, the highest correlation is recorded among appearance care and appearance important, which is 0.605(p<0.001), followed by the correlation between appearance care and appearance importance which is 0.604 (p<0.001).Thus, we can observe that all correlations are below 0.7, hence no threats of multi-collinearity for the model.

4.5. Impact of Well Being Disposition and Appearance Care on Purchase Intention

The table 7 summarizes the overall ability of the independent variables to explain the changes in the dependent variable. According to the R square value given in the table, these independent variables are capable of explaining 54.8% percent of the changes in the dependent variable; Purchase Intention. ANOVA table presents the fitness of the model. Model fitness is significant and below the threshold 0.05 level (P<0.05). Thus, validating the model in question. Refer table8 for more information.

Table7:Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740[a]	.548	.529	.354

a. Predictors: (Constant), SKI, ENV, SAT, API, APC, PHY

Source: Survey (2019)

Table 8: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.751	6	3.625	28.850	.000[b]
	Residual	17.969	143	.126		
	Total	39.720	149			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), SKI, ENV, SAT, API, APC, PHY

Source: Survey (2019)

Based on the statistical data provided in the coefficient table, Satisfaction (β = 0.324, p<0.001), physical health (β =0.166, p<0.05), appearance care (β= 0.219, p<0.05) and skin care (β = 0.324, p< 0.001) have a significant positive impact on purchase intention, while other variables remain insignificant.

According to the model, one-unit increase in satisfaction or skin care will result in 0.324 unit increase in purchase intention, one unit increase in Appearance care will result in 0.219 change in purchase intention. Finally, one unit increase in physical health will result in 0.166 unit change in purchase intention. Refer table 09 for detailed information.

Table9: Coefficients

Model	Standardized Coefficients Beta	t	Sig.
(Constant)		.695	.488
ENV	.101	1.502	.135
SAT	.324	4.569	.000
PHY	.166	2.080	.039
API	-.039	-.521	.603
APC	.219	2.938	.004
SKI	.324	4.708	.000

a. Dependent Variable: Purchase Intention

Source: Survey (2019)

5. Conclusion

In terms of the impact of each of these dimensions, Environment oriented factor tends to be having insignificant impact (.135>0.05). Satisfaction and physical health factors have a significant impact by achieving significant level of .000 and .039 respectively. According to that, the most influential Well-being disposition dimensions is the satisfaction factor. According to the analysis the appearance importance dimension has the insignificant impact for the purchase intention (.603>0.05). The second significant dimension of the Appearance Concern variable is the Appearance care when the .004<0.05. The most influential Appearance Concern dimension is the skin care factor for the purchase intention. (.000<0.05).

The tests for associations between the specified independent variables and the selected dependent variable turned to support the literature provided(Hong et al., 2006). As far as Well-being disposition variable is concerned, we notice that all sub variables; Environment-oriented, satisfaction and physical health, recorded strong positive associations with purchase intention. (.387, .525, .524 respectively) Similarly, as far as Appearance Concern independent variable is concerned, its sub variables; Appearance

importance, Appearance Care and Skin care, also recorded positive associations with the dependent variable, purchase intention. (.300, .419, .527 respectively). And all these associations tend to be significant at 0.95% confidence level or higher.

In terms of the demographic variables; analysis found that only purchase intention perceived by the income groups tend to be statistically different and significant. Other demographic factors failed to deliver statistically significant differences among the demographic groups highlighting the similarities between groups irrespective of their demographic differences in terms of intention to purchase skin care products.

Table 10: Hypotheses Summary

Hypotheses	Survey Findings
H1: Environment-oriented factors have significant impact on skin care products purchase intention.	Not Supported
H2: Satisfaction factors have significant impact on skin care products purchase intention.	Supported
H3: Physical health factors have significant impact on skin care products purchase intention.	Supported
H4: Appearance importance factors have significant impact on skin care products purchase intention.	Not supported
H5: Appearance care factors have insignificant impact on skin care products purchase intention.	supported
H6: Skin care factors have insignificant impact on skin care products purchase intention.	Supported

Surprisingly, according to the study, environment-oriented factor was not recognized as the influencing factor for Ayurvedic skin care purchase intention of women in Sri Lankan context, eventhough most of the studies conclude that there is a high influence. Thus, due to the research studies in foreign context, appearance importance factor has the significant impact of purchase intention. But according to the Sri Lankan context, the appearance importance factor has no significant impact on purchase intention. Similarly, according to the research study the Appearance care factor and the skin care factor has a significant impact on Ayurvedic skin care purchase intention in Sri Lankan context. But according to the foreign research studies, these factors have no significant impact on purchase intention of women. However, based on the study, the Satisfaction factor and the physical health factor havea significant impact on purchase intention in Sri Lankan context as well as the foreign context. According to the previous discussions, the managers who are in the beauty care industry are

much more concerned about the satisfaction, physical health, appearance care and the skin care factors of women in the Sri Lanka when reaching to beauty care market in Sri Lanka with products of Ayurvedic skin care.

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