FACTORS INFLUENCING CONSUMER'S PERCEPTION OF COSMETIC PRODUCTS: A CASE OF CONSUMERS IN NAIROBI

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DECLARATION

This Management Research Project is my original work and has not been submitted for a degree at the University of Nairobi or any other University.

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This Management Research Project has been submitted for examination with my approval as the University supervisor

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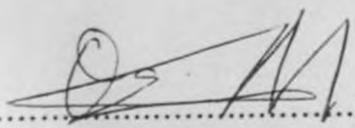
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DATE: ......23/9/2005..

DEDICATION

This Project Is Dedicated To My Parents:

The Late Mr Athanasio Ong'or

Who Taught Me The Value Of Education

And

Mrs Matilda A. Ong'or

Who Instilled In Me The Spirit Of Hard Work

And

My Brother

The Late Eng. Dornald Asa Ochieng

Who Believed In Me

ACKNOWLEDGEMENTS

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ABSTRACT

The study sought to investigate the factors that influence consumer's perception of cosmetic products. The study focused more on the marketing consumer and environmental factors. The outcome of this study was intended to help cosmetic providers within the industry and policy makers to address consumers' needs more effectively.

The objective of this study was first to establish consumer's perception of cosmetic products. The second objective was to determine factors that are important in influencing consumer's perception and choice of cosmetic products. And thirdly to identify demographic factors that explain consumer's perception of these products. In order to achieve the above objectives, primary data was collected using semi –structured questionnaires, whose respondents were Nairobi residents. From each household selected, only one person – a consumer of cosmetic products – was interviewed. This data was analyzed using mean scores and standard deviations while data presentation was made in tables.

The findings from the study suggest that consumers hold favourable perception of cosmetic products. They regard these products to be effective for their purpose, enhance positive image for users and have value for money. The findings also indicate that the factors considered important in influencing perception and choice of cosmetic products are quality, performance, price and manufacturer's reputation / credibility among others. Over all, consumer factors are the most important, followed by marketing stimuli while environmental factors had the least influence.

The study also indicates that demographic factors greatly influence perception. But age and education level attained had more significant influence on perception as compared to sex and income. Respondents of all ages, sex, income and education levels favourably perceived cosmetic

products. Thus there exist positive relation between demographic factors and perception of cosmetic products.

However most respondents did not seem to understand the meaning of "cosmetics" without much explanation to them. Instead they have misconceptions about cosmetic products, that marketers need to unearth and put in perspective in order to tap this lucrative market.

CHAPTER ONE

INTRODUCTION

1.1 Background

Prior to the 1980's most companies operated as protected monopolies. The consumer did not have a wide range of product to choose from and was not as complex as the modern consumer. Competition was low and the most marketing tool was the product availability and the price, thus production orientation (Assael 1993). However, by 1980, structural constraints had emerged within the economy that prevented Kenya from achieving high economic growth rates of the 1970s. This led the Government to adopt Structural Adjustment Programmes (SAPs) through the publication of Session Paper No. 1 of 1986 on Economic Management for Renewed Growth (Government Press, 1986). These reforms included price decontrols, removal of all import licensing and foreign exchange controls and reforms of investment, incentives, public enterprise guidelines and the financial system.

The reform process or liberalization has led to the emergence of various forces that have posed serious challenges to the traditional premises and practices of marketing. These forces include stiff competition, globalization of product markets, deregulations, increasing convergence of consumer preferences, dumping, explosion in information technology, a desire to access a portfolio of international brands and difficulty in establishing new brands. All these challenges complicate the way any firm should market itself and its products or services to the ever-changing consumer.

Coupled with the above are ecological, social and health issues pertaining to the use of cosmetic products. Liberalization has led to the infiltration of the Kenyan market with questionable products. There has also been a linear trend towards herbal and advocacy for ozone free products. Contrary to the 1960s – 1970s consumers who sought for bleaching effect in cosmetic products, modern consumers seek health benefits and have a much better informed definition of

the word "to beautify". Thus modern consumers make more informed choices, heightened by the use of modern technology. Their perception is hard to change.

To cope with these challenges, an increasing number of firms have undertaken various measures including horizontal merges and acquisitions, restructuring and reorganizations with a view to becoming fast changing high value creators of niche markets so as to avoid being swept by the wayside and new product developments. An important point to note here is that, however attractive any combination of these measures may be, they have to be consumer oriented since it is the consumer who determines which product survives in the market place. How consumers view the product (perception) would determine what they do (purchase or no purchase). Thus business success ultimately depends on what customers choose to do. The firms that survive are those that study requirements of the consumers and strive to meet them effectively.

1.1.1 Consumer Perception

Firms have increasingly realized the need to assess consumer perception and build their brands on perceived value and position the products on this ground. Firms have also realized that they can play a role in orienting, building and shaping consumers perception of a product so as to effectively serve the perceived needs.

It is evident that perception building or shaping activities have not taken root in Kenya effectively compared to their counterparts in the developed world (Mbau 2000). Kenyan firms depend on the media for effective advertising, their brand names, corporate images, price and trade marks for shaping perception. However, these are insufficient, though important to differentiate them from competitors. Marketers have for a long time been pre-occupied with the concept of building their market share through the practice of advertising, sales promotion and price wars that are too costly yet with minimal returns. All these are important in marketing a company's products and services. However, marketers should strive for product quality leadership, especially perceived quality leadership. This aspect has been identified as the driver of financial

performance, a strategic thrust of a business and it has been found to drive other aspects of how a brand is perceived. Marketers should be more concerned with consumer perception than their own knowledge of objective reality. Thus it is not what actually is so, but what consumers think is so that affects their actions, their buying habits and so on (Schiffman 2000). Because individuals make decisions based on what they perceive as reality, Schiffman (2000) notes that understanding of the whole notion of perception and its related concepts would be of value to marketers in determining factors that influence consumer to buy. Thus perception is everything and it affects all aspects of a company's operations including success.

Cosmetics according to Britanica Encyclopedia (1979) refers to any of several preparations (excluding soap) that are applied to the human body for beautifying, preserving or altering the appearance or cleansing, colouring, conditioning or protecting the skin, hair, nails, lips, eyes or even teeth. They have the power to adorn and affect appearance only superficially and are especially intended merely to improve appearance. They do not prevent or cure any dermal condition.

Cosmetics, though originally intended for women, have witnessed increased usage by men. New products and techniques of production, packaging and the mass media have made cosmetics available on unprecedented scale.

1.1.2 The Cosmetic Industry In Kenya

There are about sixteen firms manufacturing cosmetics in Kenya. These are of large and medium scale category. Besides cosmetics they also manufacture soaps, pharmaceutical products and so on.

The cosmetics prepared by these firms include skin care creams and lotions; hair tonic, gels and pomades; petroleum jellies and sheens; shampoos; talcum powders; lipstick and nail polishes; anti-perspirants and deodorant sprays; and grooming and hygiene preparations. The use of 'henna' and other paints, the cosmetic art of tattooing and the mutilation of the skin are all considered cosmetic practices.

About 90% of the raw material inputs and all machinery and equipment used are imported. According to the Ministry of Trade and Industry (2002), the Jua Kali (small scale producers) have also joined in the production of cosmetics and about 25% are semi-automated, while the rest are labour intensive. These small-scale enterprises utilize less than 50% of their installed capacities.

The cosmetic industry had been rocked by wave of changes in the production processes and marketing practices. A number of players and questionable products have found their ways into the market place. Cosmetic products are no longer a confine of beauty shops, chemists and supermarkets, but are available even in kiosks and in the hands of hawkers in the streets. The distribution channels have become broader than before.

The cosmetic industry has been very competitive since liberalization. In the fight for market share, competition is not manifested only in the other players, rather it is rooted in the economies and competitive forces that exist (Pearse and Robinson 2003). Customers, suppliers, potential entrants and substitute products are all prominent and active competitors in this industry. Cosmetic products from all over the world have found a place in the Kenyan market place. Trade exhibition and market stalls all over town feature cheap cosmetic products.

In the bid to cope in this competitive environment, some firms have had to relocate their investment to more profitable countries. Johnson & Johnson relocated to Zimbabwe and many others.

1.2 STATEMENT OF THE PROBLEM

The cosmetic industry in Kenya has gone through a revolution from protected monopolies to a period of liberalization that saw many players enter the industry. This has resulted into cutthroat competition with every player trying to "listen" to the consumers needs and being consumer focused (Assael 1998). Other than competition, ecological, social and health issues pertaining to the use of cosmetic

products have arisen. There has also been a linear trend towards preference for herbal products and advocacy for ozone free products.

Modern consumers seek more than 'beauty' benefits from the cosmetic products they use and make more informed choices, heightened by the use of modern technology. They are faced with a wide choice of products with different variations in packaging, flavour, quality and overall product presentation, (Adede 2004).

Due to competition in the cosmetics industry every player's market share is being threatened while some have had to close down operations altogether. Industry players use various communication strategies in order to appeal to the greatest number of consumers. Price wars have been greatly used. However, Parasuraman (1985) points out that price, especially in retail outlets are increasingly becoming least important attribute that consumers associate with quality. Thus organizational survival in this competitive environment depends upon moving closer to the consumer and fully understanding their needs and wants. Consumer's taste, preference, needs, values and expectation tend to change and consequently how they see, evaluate and value product (perception) also change. This calls for an understanding of the factors that influence the consumer's perception of cosmetic products used.

Research studies have been carried out on perception and brand quality or service quality (Mundia 2000, Mbau 2000, Ngahu 2003 etc) but none of these focused on quality perception of cosmetic products. It is therefore necessary to conduct a study to determine the factors that consumers consider important in their choice of cosmetic products they consume. Understanding of the consumer is important as it determines the strategies that a firm may pursue profitably in a competitive environment. It is this question "what factors account for consumers perception of quality in cosmetic products in Nairobi" that this study endears to investigate.

Studies on perception done by Mundia (2000), Mbau (2000) and Ngahu (2000) mainly focused on service quality, brand quality and fortified products respectively. None of these have focused on factors influencing consumers perception of cosmetic products. For a company to design effective strategies geered towards capturing and increasing factors that influence consumers perception of cosmetic products. In the cosmetic industry, such a study has not been conducted of which the researcher is aware.

The proposed study intends to close this gap by seeking answers to the following questions:

(i)   What factors influence consumers perception of cosmetic products in Nairobi.

(ii)   To what extent do these factors influence consumers perception of cosmetic products.

1.3   OBJECTIVE OF THE STUDY

The objectives of this study are:

a) To determine consumers perception of cosmetic products.

b) To establish the factors that are important in influencing consumer's perception of cosmetic products.

c) To identify demographic factors that explain consumer's perception of cosmetic products.

1.4   IMPORTANCE OF THE STUDY

It is anticipated that the finding of the study will be of value and interest to the following groups:

i)   The cosmetic industry shall be able to utilize the research findings and recommendations from the study to fully address the problems in the cosmetic sub-sector.

ii)   Government and policy makers to formulate an integrated approach to address consumers apathy towards cosmetic products.

iii)   It will give researchers an insight and starting point for further research.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

This review seeks to examine the existing literature about the meaning of cosmetics, classification and use of cosmetics. It will also focus on the concept of perception and how marketers can successfully use the understanding of consumer perception to improve their positioning and eventually sales growth.

2.2 Consumer Behaviour

According to Stanton (1994), consumers are complex and constantly changing. This makes it difficult to figure what marketing programme will work, as what worked yesterday may not work today. Thus marketers must constantly improve their understanding of consumers. To deal with the marketing environment and make purchases, consumers engage in a decision making process. This is consumer behaviour and perception is at the core of consumer behaviour. Consumer behaviour pertains to how consumers go about making purchase decisions from the inception of need to post purchase activities or responses.

Nyaga (1989), using Wasson and Walters definition of consumers as "the individual(s) who exercise the right of acquisition and use over goods and services offered for sale by marketing institutions". Kotler (1988), defines consumer markets as consisting of all individuals and households that buy or acquire goods and services for personal consumption. According to Assael (1987) consumer behaviour is important to the marketer because it has a great impact on the success of the firm. It enables a firm create a marketing mix that satisfies the target consumer and it helps the marketer predict how consumers are likely to respond to the company's strategies. Consumer perception dictates how consumers behave.

Cosmetic users are our consumers in this research paper. They have to make decisions on whether, what, why, where and how to purchase. This decision is greatly influenced by the perception that they hold on the product. Perception on the other hand is influenced by consumers motives, wants, needs and

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expectations. These are weighted by the marketing and environmental factors notably socio-cultural and demographic factors. Before a buyer eventually makes decision on what to buy, he follows a process that involves recognition of needs and wants, awareness of product choices that would meet the need recognized, gathering information on various offerings, and evaluation of alternatives that may be available (Schiffman 2000). The goal of a buyer is to satisfy his desires by obtaining goods and services. Purchase decision is therefore the ultimate goal of consumer behaviour. And the decision making process is influenced by the buyers psychological concepts, perception and perceived risk inclusive.

2.3 The Concept Of Perception

Perception is one of the psychological factors that influence consumer-buying behaviour. Individuals make decisions and take actions based on what they perceive to be reality. According to Schiffman and Kanuk (2000), reality is a totally personal phenomenon based on the individuals perception of what is 'out there'. Individuals act and react on the basis of their perception and not on the basis of objective reality.

Kibera and Waruingi (1998) defines perception as the process by which people receive, interpret and remember information coming from the world around them. That is, the process by which consumers attribute meaning to incoming stimulus received through the five senses. Schiffman and Kanuk (2000), defines perception as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It is 'how we see the world around us'. How each person recognizes, selects, organizes and interprets things (stimuli, conditions etc) is a highly individual process based on each person own needs, values and expectations.

Consumer perception of an object or event is the result of the interaction of two types of factors. Notably, the **stimulus factors**, which are characteristic of the physical object such as size, colour, weight or shape and **consumer factors**, which are characteristics of the individual included are sensory processes, past experiences with similar items and basic motivations and expectations.

The Perceptual Process

The perceptual process involves knowing how perceptions are formed and how they influence attitude and behaviour. The figure below illustrates the perceptual process by showing how objects, events and people in the environment are received into our perceptual field and how they are selected, organized and interpreted (Ngahu 2003).
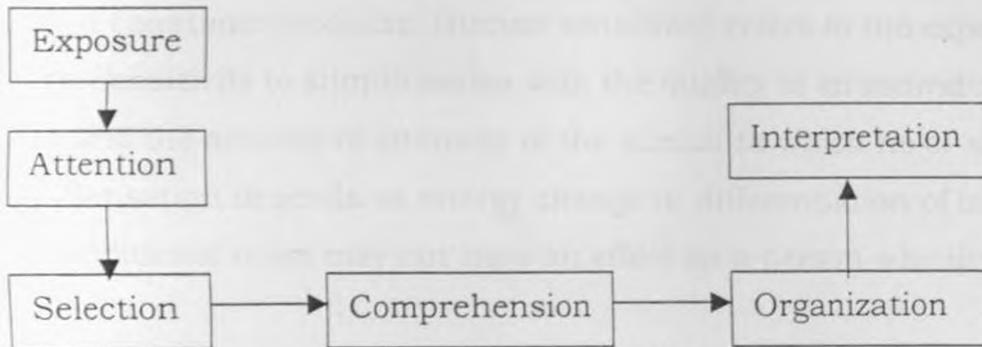
Fig 1: The Perceptual Process

Source: Kibera & Waruingi (1998); Fundamentals of Marketing; An African Perspective. Kenya Literature Bureau, Nairobi.

Exposure is the physical proximity, which a product may have, hence offering an opportunity for the consumer to notice the product. For example, availability of cosmetic products in the shops and supermarkets. **Attention** refers to the process of the customer paying attention to a particular product because he has noticed the features in it such as colour, size, packaging and others.
Comprehension is when the consumer interprets something about the product based on the information provided in the package. For example the consumer may interpret that a product is herbal, skin lightener, medicinal and others.
Retention is said t occur if the consumer remembers an advertisement he had seen about the product at this point when he is making purchase decision. This means that the advertisement has gained retention in the consumers mind and will play a part in influencing his decision to buy.

2.4 Elements Of Perception

Some of the basic concepts that underlie the perceptual process are sensation, threshold, adaptation and limal.

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Sensation is the immediate and direct response of the sensory organs to simple stimuli. A stimuli is any unit of input to any of the senses. The input could be an advertisement, package, a brand name and commercials. These are received by sensory receptors. The sensory receptors are the human organs (the eyes, ears, nose, mouth, skin), their sensory function is to see, hear, smell, taste and feel. All these functions come into play singly or in combination. In the evaluation and use of most consumer products. Human sensitivity refers to the experience of sensation. Sensitivity to stimuli varies with the quality of an individuals sensory receptors and the amount of intensity of the stimuli to which he or she is exposed. Sensation depends on energy change or differentiation of input. For instance additional noise may not have an effect on a person who lives in a noisy street.

The absolute threshold is the lowest level at which an individual can experience a sensation. The point at which a person can detect a difference between 'something' and 'nothing' is that person's absolute threshold for that stimulus. It is important to note that two different persons though exposed to some amount of stimulation may have different absolute threshold. However, the environment is cluttered with same or similar stimuli, chances of sensing or noting just one more stimulus is reduced as the individual 'gets used to' them. This is adaptation level. Marketers are concerned about sensory adaptation out of fear that consumers will get used to TV commercials and advertisements to the extent that they will fail to notice them. As such marketers keep on changing commercial and advertisement campaigns regularly, and also carry product improvement in order to generate attention.

The differential threshold is the minimal difference that can be detected or noticed between two stimuli. It represents the just noticeable difference (JND). A consumer will not be able to detect any difference between stimuli below his or her differential threshold. According to Weber (1986), the stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different. According to Webers Law, an additional level of

stimulus equivalent to JND must be added for the majority of people to perceive a difference between resulting stimuli and the initial stimulus.

In the view of Schiffman and Kanuk (1995), manufacturers and marketers attempt to determine the relevant JND for their product for two reasons: One, so that negative changes such as reduction in product size, increase in prices and change in packaging are really discernable for the public. And two, to enable product improvements be readily discernable to consumers without being wastefully extravagant.

Sublimal perception occurs when consumers are stimulated below their level of conscious awareness. That is they perceive stimuli without being consciously aware that they are doing so. Stimuli that are too weak or too brief to be consciously seen or heard may be strong enough to be perceived by one or more receptor cells. This process is called sublimal perception because the stimulus is beneath the threshold of conscious awareness, but not beneath absolute threshold (Solomon 1996).

2.5 The Dynamics Of Perception

These are the perceptual mechanism that are used in processing received information. Perception is not a function of raw sensory input alone. It is the result of two kinds of inputs that interact to form the personality picture (the perception) that each individual experiences. These two inputs are the physical stimuli from the outside environment and the input provided by individuals themselves in the form certain predispositions such as expectations, motives and learning based on previous experience. The combination of these two very different kinds of inputs produces for each of us a very private, very personal picture of the world (Schiffman and Kanuk, 2000). Since each person is a unique individual with unique experience, needs, wants, desires and expectations, it follows that each individual's perceptions are also unique. This explains why no two people see the world in precisely the same way.

Individuals are **selective** as to which stimulus they recognize, they subconsciously **organize** the stimuli they do recognize, according to widely held psychological principles and they **interpret** such stimuli subjectively in accordance with their needs, expectations and experience.

Perceptual Selection pertains to people receiving only a small fraction of the stimuli they are exposed to (Solomon 1996). This is because individuals exercise selectivity in perception and perceive only stimuli that they consider relevant to their purpose (Chung, 1981). The stimulus selected depends on two major factors in addition to the nature of stimulus itself. These are consumers previous experience as it affects their expectations (what they are prepared to see) and their motives at the time, which is determined by their needs, desires, interests and so on. Each of these factors can serve to increase or decrease the probability that a stimulus will be perceived and each can affect the consumers selectivity, exposure to, and selective awareness of the stimulus itself (Kotler, 1995). Thus consumer's selection of stimuli from the environment is based on the interaction of expectations and motives with the stimulus itself.

From the analysis above, four important concepts concerning selective perception have arisen.

Selective Exposure

According to Schiffman (2000) and Palma (2000), Consumers actively seek out messages that they find pleasant and with which they are sympathetic and actively avoid painful or threatening ones. According to Aessel (1998), Consumers are likely to avoid exposure to stimuli that are unimportant and un-interesting. They also selectively expose themselves to advertisements that reassure them of the wisdom of their purchase decisions.

Selective Attention

Consumers have a heightened awareness of stimuli that meet their needs and interest, and minimal awareness of stimuli irrelevant to their needs. As such consumers are likely to notice adverts for products that would satisfy their needs and disregard those in which they have no interest. People also vary in the kind

of information they are interested in and the form of messages and type of media preferred. Thus consumers exercise a great deal of selectivity in terms of the attention they give to commercial stimuli.

Perceptual defense

Consumers subconsciously screen out stimuli they find psychologically threatening. In other words, threatening or otherwise contradictory stimuli are less likely to be consciously perceived than are neutral stimuli at the same level of exposure. Individuals sometimes unconsciously distort information that is not consistent with their needs, values and beliefs.

Perceptual blocking

Consumers consciously protect themselves from being bombarded with stimuli by simply 'turning out' or blocking such stimuli from conscious awareness. They do so out of self-protection, because of the visually overwhelming nature of the world in which we live. People will forget much that they learn but will tend to retain information that support their attitudes and beliefs. They remember only those aspects of a product or message that is perceived as necessary to them (Ngahu, 2003).

Perceptual Organization pertains to consumers grouping the numerous stimuli they select from the environment and perceive them as unified wholes. Such an organization simplifies information processing and provides an integrated meaning for the stimuli. The principles of perceptual integration are based on Gestalt psychologist basic hypothesis that people organize perception to form a complete picture of an object (Assael, 1987). The most important principles of perceptual integration are those of closure, grouping and context. Closure refers to the perceivers tendency to fill in the missing elements when a stimulus is incomplete. These principles operates when consumers develop their own conclusions from moderately ambiguous advertisement. Thus consumers, organize their perception so that they form a complete picture. Incomplete advertisement increase attention to and recall of the message. Grouping refers to consumers likelihood to perceive a variety of information as chunks rather than

as separate units. Consumers integrate various bits and piece of information into organized wholes. Chunks or grouping information permits consumers to evaluate one brand over another by using a variety of attributes. It facilitates their memory and recall. Context refers to the setting of an advertisement. Consumers tend to perceive an object by the context in which it is shown. According to Assael (1987), same stimuli may be perceived differently in two different media. The principle of context has given rise to that of figure and ground. In organizing stimuli, Gestalt psychologist states that individuals will distinguish stimuli that are prominent (the figures) from stimuli that are less prominent (the ground). Stimuli that contrast with the environment are more likely to be noticed. Therefore advertisers must plan their advertisements carefully to ensure that the stimulus they want noted is seen as figure and not as ground (Schiffman and Kanuk, 2000).

Perceptual Interpretation follows once a consumer select and organize stimuli. People interpret meaning of the perceived world in order to make it useful to their purpose. Perceptual interpretation, according to Chuing (1981), is a subjective process. It is uniquely individual because it is based on what the individuals expect to see in the light of their previous experience, on the number of plausible explanations they can envision, and on their motives and interest at the time of perception. The principle of categorization and inference are useful in perceptual interpretation. Past experiences and social interactions help to form certain expectations that provide categories or alternative explanations that individuals use in interpreting stimuli. When stimuli are highly ambiguous, an individual will usually interpret them in such a way that they serve to fulfill personal needs, wishes, interests, desires and so on. How close a person's interpretations are to reality then depends on the clarity of the stimulus, the past experiences of the perceiver and his or her motives and interest at the time of perception.

The perceived world is usually expressed in judgmental terms, that is, good or bad, right or wrong and so on. A favourably perceived object is pleasing to the perceiver, while a negatively perceived object cause the perceiver to act defensively. Chung (1981), as reported by Ngahu (2003), argues that the

perceptual process can easily be distorted. This is because informational inputs are added or subtracted from the perceived world, which is usually different from the real world. The perceiver actively molds the real world to suit his or her needs. If confronted with unpleasant objects or events, the perceiver may distort their meaning or deny their existence.

2.6 Factors Influencing Perception

Individuals are subjected to a number of influences that tend to distort their perceptions. These are internal and external factors that cause individuals exposed to the same stimulus to perceive it differently. Ngahu (2003), reports Chungs (1981) view that both types of factors affect all phases of perception but external factors tend to have more influence on the selection phase, while internal factors have more influence on the interpretive phase. Several scholars highlight different factors that influence perception. In this project paper, the researcher has combined the factors that are most relevant to this study to be the ones influencing perception.

Internal Factors Influencing Perception

Internal factors in perception are the characteristics of the perceiver. The perceiver has a tendency to use him or herself as a basis for perceiving others. Some of the most important internal factors influencing perception are expectations, motives, needs, past experience, self-concept and personality.

Expectations affect the way someone will perceive an object or event. People usually see what they expect to see, and what they expect to see is usually based on familiarity, previous experiences or on pre-conditioned set (expectations). In marketing context, people tend to perceive products and product attributes according to their own expectations, Schiffman and Kanuk (2000). For example, a person told by a friend that a brand of toothpaste has a sour taste will probably perceive the brand to taste sour when in actual case it may be tangy. Thus, he expect it to be sour when tasting it. On the other hand, stimulus that conflict sharply with expectations often receive more attention than those that conform to expectations.

Motives can serve to increase or decrease the probability that a stimulus will be perceived. A motive is a need, desire or interest sufficiently stimulated in an individual such that the individual is moved to seek satisfaction. According to Stanton (1991), it is an aroused need, which in turn activates behaviour, intended to satisfy this need. One behaviour may be collecting and processing information from the environment, in the process of perception. Buying motives however, are dependant on consumer awareness and willingness to indulge in them. People tend to perceive things they need or want. The stronger the need, the greater the tendency to ignore unrelated stimuli in the environment. For instance, a person interested in cosmetic products is more likely to notice and read carefully advertisements for cosmetics than one not interested (Schiffman et al, 2000). Thus there is heightened awareness of stimuli that are relevant to ones needs and interests, and a decreased awareness of stimuli that are irrelevant to those needs. An individual's perceptual process simply attunes itself more closely to those elements in the environment that are important to that person.

Marketing managers recognize the efficiency of targeting their products to perceived needs on consumers. Schiffman and Kanuk (2000), identifies a number of applications of perceived consumer needs. The marketer can segment the market according to consumer's attributes of the product category. The marketer can also develop different marketing strategies for each segment depending on the perceived needs of each segment. The marketer can also vary the product advertising to specific market segments so that consumers in each segment will perceive the product as meeting their own specific needs, wants and interests. According to Ngahu (2003), consumers assign meaning based on a set of belief to which a stimulus is assigned through a process called priming. Stimulus ambiguity can occur when a stimulus is not clearly perceived or when it conveys a number of meanings. Consumers in this case, project their own wishes and desires to assign meaning (Frieddmann, 1988).

The process of learning from past experience influences perception by creating a readiness to perceive an object, event or a person in a certain way. If a consumer

has a good experience using a particular product, this affects how he will perceive that product even if it changes slightly. Consumers form perception pertaining to a product from personal experience with the product, what others say, what he sees and many others. Marketers must therefore work on product attributes and quality to enhance positive perception (Schiffman, 2000). Assael (1998) also notes that changing long-standing consumer perception is very tricky and is generally a mistake.

Self-concept also distorts consumers interpretation and hence perception. Self-concept is the way we perceive ourselves. It forms the basic frame reference we use in perceiving things and people around us. According to Leavitt (1972) the perceived world is organized around the perceived self. Personality is another internal factor that influences perceptions. Consumers are likely to seek those products that uplift his self-esteem, and congruent with his personality. This helps reduce perceived risk in the products that he buys. According to the Journal of Consumer Research (2001), personality affects the way people perceive others. As reported in Chung (1981), Rodgers indicates that individuals who perceive themselves realistically can function effectively without being defensive of their shortcomings.

Consumers ability to discriminate between stimuli and the propensity to generalize from one stimuli to another are important in determining consumers perception of a stimuli (Assael 1998). The ability to discriminate is learned. As much as experience with the product enhances this learning, psychology maintains that age as a factor plays part in this learning process. Marketers also must play their role in encouraging learning. They may adopt Weber's law for the changes they make on the product to be detected. According to Weber "the stronger the initial stimulus, the greater the change required for the stimulus to be seen as different".

Consumers develop a capability to generalize from one similar stimulus to another. This occurs when two stimuli are seen as similar (contiguous) and the effects of one therefore can be substituted for the effects of the other. Whereas

discrimination allows consumers to judge brands selectively and to evaluate one brand over another, generalization leads to brand loyalty. This stems from the perception one has formed on a product. The consumer assumes that the positive past experience with the brand will be repeated, therefore he does not need to make a separate judgment with each purchase. However, marketers may seek to avoid consumers generalization because it may work negatively also. Wrong perceptions may be formed towards a specific brand and this may spread to the entire product line or all company's products. It is therefore understandable why marketers undertake differentiation of their products to distinguish their brands from those of competitors and sometimes, to a great extent, products from the same firm can also be highly differentiated. Companies that have good corporate image would not mind spreading the favourable perception to all their brands; family branding.

External Factors Influencing Perception

External factors are the characteristics of the perceived object or person. In this study the perceived object is the cosmetic products. The product and its components such as packaging, content, physical properties are primary or intrinsic stimuli. Communication designed to influence consumer behaviour in relation to the product are secondary or extrinsic stimuli that represents the product either in words, pictures and symbols or through other stimuli associated with the product such as price, store in which it is purchased, effects of sales person and many others. Owing to the competitive nature of the market and consumer perception being the total reality for the consumer, it is therefore important for marketers to develop a product concept. A product concept is a bundle of product benefits that can be directed to the needs of a defined group of consumers through messages, symbolism and imagery. This represents product positioning.

External factors are the characteristics of the (primary and secondary) perceived object. Some of the most relevant external characteristics include appearance, stereotypes, contrast, intensity and nature of the stimuli. Physical appearance influences peripherals where people tend to attribute the qualities they associate

with certain people to others who may resemble them whether or not they consciously recognize the similarity. This applies to products too. For instance attractive models used in print advertisements and TV commercials are more persuasive and have more positive influence on consumers attitudes and behaviour than average looking models (Schiffman 2000). Models influence consumer perceptions of physical attractiveness and through comparison their own self-perception. Thus appearance concept influences perceptual judgment and marketers can use it to make consumers perceive their products favourably.

Stereotyping is the tendency to judge a product based on the characteristics (real or imagined) of groups to which they belong. According to Schiffman and Kanuk (2000), individuals tend to carry pictures in their mind of the meaning of various kinds of stimuli. These stereotypes serves as expectations of what specific situations, people or events will be like and they are important determinants of how such stimuli are subsequently perceived. Contrast is where a generalized impression that may be favourable or unfavourable is extended to the interpretation of non-relevant stimuli. This effect tend to be more pronounced when the perceiver is interpreting stimuli which he has little experience (Hawkins et al 1989).

Irrelevant cues also tend to distort consumers perception. When required to form a difficult perceptual judgment, consumers often respond to irrelevant stimuli. For example many high-priced automobiles are purchased because of their colours, style or luxury option rather than mechanical or technical superiority (Schiffman and Kanuk, 2000).

First impression tend to be lasting, yet in forming such impressions, the perceiver does not yet know which stimuli are relevant, important or predictive of later behaviour. If the impression is bad, the perceiver gets a negative perception. It is therefore important for marketers not to introduce a new product before it is perfected as the first impression created could be lasting and fatal. Similarly timing of a product introduction influences consumers perception. Galileo's discovery that the earth goes round was fatal as the claim was made at a wrong

time. Therefore to gain favourable perception it is important to introduce a product at a culturally suitable time and to the right target group. Consumers also have the tendency of jumping to conclusion before examining all relevant aspects of a product or product communication. This distorts perception. It is advisable for advertisers to give the most persuasive argument first in their commercial presentations before the negative aspects in order to avoid negative perception or unfavourable conclusions.

Hallo effect is the tendency to evaluate a single object or person on a multitude of dimensions based on the evaluation of just one or a few dimensions. This is advantageous if the few dimensions evaluated resulted in favourable perception, but disastrous when the result is unfavourable. Marketers take advantage of the hallo effects when they extend a brand name associated with one line of products to another (Schiffman and Kanuk, 2000). Similarly word-of-mouth communication about the product tend to influence perceptions that consumers form on the product. A consumer told by an opinion leader that a brand of toothpaste taste bitter will expect a bitter taste upon the use of the product even when in actual sense the taste is not bitter. Intensity also accentuates the perceived stimuli, the more intense a stimulus, the more likely it is to be perceived (Palmer, 2000). For example the more a firm emphasizes that its products are good, the more likely consumers will perceive them as so. However, marketers should ensure that their product quality and performance meet the claims made in the advertisements.

The nature of the stimulus can also affect how consumers perceive a product. Marketing stimulus include a number of variables that affect consumers perception. Some of these are nature of product, its physical attributes, the package design, the brand name, the advertisement and commercials. To get consumers attention, advertisers can use large size advertisements, position by placing an advertisement in the upper half page and novelty by using eye-catching photos or illustration. These structural factors influence consumers perception. Studies shows that a brand in the upper shelf in a supermarket receives 35% more attention than those on the lower shelf (Schiffman and

Kanuk, 2000). Advertisers can also use contrast in advertisements to achieve attention, for instance use of lots of white space in print advertisements. With respect to packaging, marketers usually try to differentiate their packaging to ensure the name, shape, colour, labels and copy provide sufficient sensory stimulation to be perceived and remembered.

Other stimulus characteristics affecting perception include colour, smell, taste, sound and feel. One study testing the same roll-on-deodorant packaged in three different colours yielded different responses pertaining to quality of the product. The respondents claimed that the first dried quickly and was effective, the second had a strong aroma and the third was irritating and ineffective. All these are simply due to the difference in colour. Research shows that there is a close link between colours and preferred brand choice. How consumers perceive colours, spread to how they perceive product packaged in their preferred or less preferred colour. Changing a colour without thorough prior consumer behaviour research can lead to an outcry and eventual loss of customers. Thus stimulus characteristics such colour, smell, taste, sound and feel tend to condition consumer's brand perception (Assael, 1998).

Scent is particularly important for cosmetic products. In a study, two different fragrance were added to the same facial tissue. Consumers perceive one facial tissue as elegant and expensive, and the other as a product used in the kitchen. Scent gives impression or perception of freshness, newness and so on. Scent has a cross-cultural dimension. People of Somali origin, Asians and the Western society, all appreciate totally different Scents. However, to some extent, ones income level and social status may influence the fragrance or kind of perfume or cologne one buys.

The feel of certain products will also influence consumer perception. Feel is a means of determining quality. Smooth (softness) feel is an indication of quality. Interpretation of feel of a product as an indication of quality depends on the nature of the product and need of the perceiver. For instance facial scrub by nature should be rough or coarse to achieve the purpose for which they bought.

Taste is another factor that will condition consumers brand perception. For instance taste in toothpaste and mouth wash, consumers get accustomed or loyal to certain brands that they are able to identify. But a study conducted on unlabelled brands (blind taste) proves that taste is not an objective criterion. It is inextricably linked to the brands image in the consumer's mind. Without brand identification, consumers taste experience is entirely different. Sound such as jingle, voice over and music in the background is used in advertisement to create positive association with the brand. Consumers tend to form favourable perception for and choose products associated with favourable music.

Environmental Factors

Environmental factors also influence consumer perception. These include consumer's social class, family, reference groups, culture, demographic, situational influences and perceived risk (Journal of Consumer Research Volume 28, 2001).

Social classes are relatively permanent and homogeneous divisions in a society into which individuals or families sharing similar values, lifestyle, interest and behaviour can be categorized (Block, 1979). A number of variables; power, prestige, influence, wealth and income combine to create social class. People generally tend to associate with those whom they consider to be like themselves, having similar occupations and level of formal education and are likely to live in comparable circumstances. Under such arrangements fundamental values and view points about life are shared. This includes perception of a product. According to Solomon (1996) social class membership affects taste, lifestyle, and consumption preferences among others.

Family, according to Wilkie (1990), is the first and most powerful socializing institution. The values and lifestyle of the other family members is internalized by the child as she or he forms personal identity. Family thus influences a child's perception of the world and thus influence lasts into adulthood (Palmer, 2000). The birth family primarily determines the core values and attitudes. The

marriage family, in contrast, has more direct influence on specific purchases (Stanton, 1994). For instance the size of the family is important in the purchase of a car, quantity of given products and so on. Changing size or nature of household may lead to changing needs or products purchased. Household structure affects such dimensions as product size and the design of advertising. Different household members may assume various roles (initiator, decider, buyer, user etc) or one individual may play several roles in a particular purchase. The family life cycle (stages) also influence perception and eventual purchase (Schiffman, 2000).

Reference groups according to Wilkie (1990), is the group against which a person would compare him/herself (refer to) to determine his/her own social standing in community. When an individual is very important to us and serves this function, he/she is referred to as referent other. Referent groups are especially important because we identify with at least some aspect of that group. Aspirational reference groups are positive groups that we admire and hope to join in future. Thus they influence greatly how we perceive given products that uphold their status.

Culture, according to Block (1979) is used to mean the complex set of values, ideas, attitudes and other meaningful symbols created by human to shape behaviour and the artifacts of that behaviour that are transmitted from one generation to the next. Culture serves an adoptive function, that is, it is a means of helping an individual to adopt or cope with the world. Importance of culture stems from the influence it has on people's perceptions, attitudes and values. Thus a consumer decision-making is greatly affected by the culture in which it operates. A consumer's culture determines the overall priorities he/she attaches to different activities and products. It also mandates the success or failure of specific product or service. Products and services that resonate with the priorities of a culture at any given time have a much better chance of being accepted in the market place, (Solomon, 1996). Hawkins (1989) notes that cultures are not static, so is perception. They typically evolve and change slowly

over time. However, technological advancement can lead to major cultural shifts in relatively short time.

Situational influences are immediate temporary forces that stem from particular setting or conditions in which consumers find themselves, usually for a short period of time (Wilkie, 1990). Consumers adapt their behaviour to the specific situation they are faced with. For example, Temporary Economic Situation (TES) consumers find themselves in, can vastly restrict their consumption or stimulate purchase at the particular time. Our physical environment (weather, season, geographical location); product failure or depletion, and importance of usage situation affects our evaluation of a product and can literally force unanticipated purchase to occur. McCarthy (1991) argues that individuals are greatly affected by the purchase situation. The reason for buying a product determines what is bought. One may buy a particular brand for own use, but choose a different one as present for a loved one. Our choice of cosmetics, clothings and so on is strongly affected by usage situation.

Consumers risk perception directly influence their perception of brand quality and consequently determine their purchase behaviour. Schiffman (2000) argues that consumer behaviour involves risk in the sense that any action of a consumer will produce consequences which he cannot anticipate with approximate certainty. The degree of risk the consumers perceive and their own tolerance for risk taking serve to influence their purchase strategies. Consumers perceive risk because they may have little or no experience with the product or because the product is new in the market. The consumer may perceive functional risk, the risk that the product will not perform as expected. Physical risk, the risk to self and others that the product may pose for instance, harm/dangerous. Financial risk is the risk that the product will not be worth its cost. Social risk is the risk that a poor product will result in embarrassment before others and psychological risk which is the risk that a poor product choice will bruise the consumer's ego (Schiffman, 2000).

Demographics describe the broad objective characteristics of an individual such as sex age, income, occupation, education, marital status, location and so on. These have profound effects on how a consumer assess or see things, including products in the market (Assael, 1998). Demographic variables are the most popular base for distinguishing customer groups because customers needs, wants, values and expectations, lies around these variables and it further affects consumers perception of a product (Solomon, 1996).

Consumer's age determine the kind of products purchased and their quantities. People eat baby food in the early years, most foods in the growing years and mature years, and special diets in the later years. Taste in clothes, cosmetics and many other products are also age related (Kotler, 2000). People of same age cohorts, who have gone through similar experiences, share common values that they carry throughout life, including their feelings for a product (Assael, 1998).

Education is directly correlated to purchase power, as there is a high correlation between education and income. Education affects the way consumers make decisions. Evidence suggests that less educated consumers do not have the same amount of information on brand alternatives and prices as the better educated (Assael, 1998). For instance, in making decisions the less educated are not likely to use unit price information in stores. They do not take time to read the label of a product, analyze its chemical composition and they do not have a means to comparison shop. The net result is that the less privilege often pay more than necessary.

Consumer's occupation also determines the kind of products he purchases and his consumption pattern. A blue color worker is more inclined to buy work clothes and work shoes, while a company chief executive will buy expensive suits, air travel and club membership among others. Marketers therefore try to identify occupational groups that have above average interest in their products and even specialize its products for certain occupational groups (Kotler, 2000).

Consumer's spendable income, saving, assets, debts and credit worthiness influence his perception and purchase behaviour. Marketers of income sensitive goods pay constant attention to trends in personal income and redesign, reposition and re-price their products during recession to continue offering value products to their target markets (Kotler, 2000). An economically stable consumer tends to perceive favourably expensive branded products unlike one who is not, who may settle for cheap limitations in order to survive. Economic needs help explain what specific product features a consumer selects (McCarthy, 1991).

Many products, from fragrance to footwear, are targeted to either men or women. This differentiation starts at a very early age, for instance, diapers are sold in pink version for girls and blue for boys, the use of perfumed/scented Vaseline for girls and non-scented for boys. The behaviours and tastes of men and women are constantly evolving (Solomon, 1996). There are cosmetics for men and others for women. In the past, shaving creams such as veet was advertised for men but this has changed as marketers realized that even women use it. Same applies to use of feminine cosmetics that men consume.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1   Research Design

The research design for the study was descriptive. The research was done with a specific focus on consumers of cosmetic products. This design had been used successfully in the past in other related studies on perception, by Masinde (1986), Ndegwa (1998), Mukiri (2001) and Ngahu (2003).

3.2   The Study Population

The population of interest in this study, consisted of all individual household consumers of cosmetic products, selected in residential areas in Nairobi. Nairobi was chosen because it comprises the largest population of cosmetic products consumers, it is a home to major cosmetic producers and due its divers population categories.

According to the Nairobi City Council Planning and Development section, Nairobi is defined as an area comprised of eight (8) administrative units (Divisions) and various locations and sub-locations (See appendix 2). The sub-locations also referred to as residential areas are made up of estates. The Researcher in consultation with the Central Bureau of Statistics was able to generate information indicating the income status of the different sub-locations (See appendix 3). It follows that estates falling within a given area are treated as having the same income status as that area.

3.3   The Sample And Sampling Design

A sample of 105 consumers was selected using a three-stage sampling method. In the first stage, cluster sampling was used to categorize Nairobi residential areas in terms of their income classes (See appendix 3). In the second stage, systematic random sampling was used to select five (5) residential areas, where every k^{th} element was selected from each category. In the third stage, simple random sampling was used to select seven (7) households from each residential area. From each household, only one (1) person, a consumer of cosmetic

product(s) was interviewed. This gives rise to a total of 105-sample size of respondents that was used in this study (See Table 3.1).

Table 3.1 Samples for the sub-locations size.

Socio-Economic Status	Total Residential Areas/Sub-locations	Residential Areas Selected	No. of Households Selected in Each Area	Samples size
Upper	20	5	7	35
Middle	21	5	7	35
Lower	68	5	7	35
Total	108	15	21	105

The residential areas the researcher chose are presented below in accordance with their income status (See Table 3.2).

Table 3.2: Sample sub-locations.

	Income Status		
	Upper Income	Middle Income	Lower Income
Residential Areas/Sub-locations	Bomas, Karen, Kitisuru, Loresho, Muthangari	City Centre, Golf Course, Kenyatta, Ngara West, Woodley	Kibera, Kangemi, Dandora B, Roysambu, Viwanda
Total	5	5	5

3.4 Data Collection

Primary data was collected using semi-structured questionnaire (see Appendix 1) which was administered to sample respondents mostly on a 'drop and pick later' basis. The questionnaire was divided into three sections. Section A had questions on respondents' personal details while Section B had questions on how consumers perceive cosmetic products. Section C had questions on specific factors that influence consumer's perception of cosmetic products and the extent to which each factor influences consumer's perception. A five-point *Likert* scale was used to rate the factors that influence cosmetic products purchase.

Variables tested were operationalized as shown in the Table 3.3 below.

Table 3.3: Operationalizing the Influencing Factors

Broad Category of Factors	Influences	Important Attributes	Relevant Questions in Questionnaire
Marketing stimuli	Product	Quality, quantity, scent, colour, taste, feel, thickness, smoothness, design, packaging, information on package.	10(1)-(11)
	Promotion	Type of advertisement, use of models, information on brand given by salespeople, reminders by posters at retail outlets.	10(12)-(15)
	Price	Product price at outlets	10(16)
	Place/ Physical evidence/ people	Availability of product at outlets, store layouts, arrangement of products on store's shelves, location of store outlets, size of retail outlet, cleanliness of store, store management and upkeep by staff.	10(17)
Consumer factors	Psychological factors	Own needs at time of purchase, self -image or impression, belief held about the product and company. Past experience with the product Manufacturers reputation and credibility.	10(24)-25 10(39) 10(41)
	Demographics	Age of respondent, knowledge held by respondent, occupation of respondent, income level, education level of respondent.	10(26)-(29) 10(35)
Environmental factors	Social class cultural, reference group and family.	Respondents way of life, religious influence, influence of associates and friends, word-of-mouth references by acquaintances, influence by family of origin, situation or occasion in which the product is to be used.	10(30)-(41)

Using Likert type scale, the scores from the important attributes were measured as per the table below ;

Table 3.4: Measurement Scale of attributes

Range	Measurement
4.01 – 5.00	Very important
3.01 – 4.00	Important
2.01 – 3.00	Neither Important nor Unimportant
1.01 – 2.00	Slightly Unimportant
1.00 and Below	Very Unimportant

3.5   Data Analysis Techniques

The data collected in section A was analyzed using descriptive statistics such as actual counts and percentages. Tables have been used to present both the response rate and information on variables considered in the study. To determine perception and factors influencing the perceptions, factor analysis was done. This included the use of mean scores and standard deviations. Section B and C were also analyzed using mean scores to determine the importance of each factor and standard deviation to determine statistical significance of these factors. To relate the mean scores to various demographic variables of the respondents, cross tabulation was done.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

Introduction

In this chapter is presented summaries of the data analysis and the results obtained. These are presented in the order of the objectives of the study. The chapter also presents analysis of the key demographic variables of the respondents studied.

4.1 Respondents characteristics

One hundred and five (105) questionnaires were given out to respondents, however, only 72 were received back in time. This gives a response rate of 72%. Respondents were required to give information on their personal characteristics since these were likely to have some impact on the findings of the study. The distribution of the respondents by demographic variables is presented in the Tables below:

Table 4.1-1: Response by Gender

Gender	Number	Percentage
Males	36	50
Females	36	50
Total	72	100

From the above table, males and females had equal response of 50% each. It is evident that this was a fair distribution of gender for the study.

Table 4.1-2: Response by Age

Age Brackets	Number	Percentage
Under 20 years	3	4.2
21 – 25	8	11.1
26 – 30	8	11.1
31 – 35	13	18.1
36 – 40	20	27.8

41 – 45	14	19.4
46 – 50	5	6.9
50 and above	1	1.4
Total	72	100

Respondents between ages 36 – 40 years had the highest response rate of 27.8% followed by ages 41 – 50 and 31 – 35 years with 19.4% and 18.1% respectively.

Table 4.1-3: Response by Income

Income Levels	Number	Percentage
Less than Ksh.10,000	14	19.4
10,001 – 20,000	8	11.1
20,001 – 30,000	8	11.1
30,001 – 40,000	16	22.2
40,001 – 50,000	12	16.7
50,001 – 60,000	10	13.9
60,001 – 70,000	2	2.8
70,001 and above	2	2.8
Total	72	100

Most respondents earned between Ksh. 30,001 – 40,000 giving a response rate of 22.2% followed by those earning less than Ksh. 10,000 and between Ksh. 40,000 – 50,000 with a response rate of 19.4 and 16.7 respectively.

Table4.1-4: Response by Marital Status

Marital Status	Number	Percentage
Single	22	30.6
Married	50	69.4
Total	72	100

Married people were more cooperative giving a response rate of 69.4% compared to the singles 30.6%.

Table 4.1-5: Response by Education Level

Education Level	Number	Percentage
Certificate	6	8.3
Diploma	16	22.2
Degree	50	69.4
Total	72	100

Respondents who attained university education (i.e. first and second degree) gave a response rate of 69.4% followed by college (diploma) and secondary (certificate) level of education with a response rate of 22.2% and 8.3% respectively.

Table4.1-6: Response by Employment status

Employment Status	Number	Percentage
Self Employed	5	6.9
Private Sector	15	20.8
Public Sector	42	58.3
Non-employed	8	11.1
Student	2	2.8
Total	72	100

The people in the public service and private sector responded at a rate of 58.3% and 20.8% respectively; followed by respondents the rest of the sectors. About 86% of the respondents were in gainful employment.

4.2 Consumers perception of cosmetic products

The first objective of the study sought to determine the perception of consumers towards cosmetics products. Respondents were presented with questions depicting both positive and negative attributes of cosmetic products. They were asked to indicate the extent to which they considered cosmetic products to be characterised by the listed attributes on a five point scale, where 1 = not at all and 5 = very great extent. Not at all was given a score of one and very great extent was given a score of five. Mean scores were then calculated. The interpretation was done based on the intensity of the mean scores, and the higher the mean score the greater the perception and the lower the mean score the lower the perception. The result for this is presented in Table 4.2 below.

Table 4.2: Characteristic of cosmetic products

Attributes	Mean	Standard deviation
Value of money	4.21	1.100
Undesirable	2.40	1.469
Appealing distribution channels	3.43	1.276
Sensible promotion	3.61	1.306
Poorly packaged	2.56	1.509
Properly labeled	3.69	1.252
Poor quality	2.67	1.661
Effective for their purpose	4.28	1.038
Serious side effects	3.43	1.677
Positive image	4.17	1.088
Unpopular	2.31	1.479
Social approval	3.47	1.267
Harmful to health	3.18	1.621
Expensive	3.56	1.352
Medicinal	3.64	1.466

Cosmetic products were perceived to have value for money, effective for their purpose and to enhance positive image for the user with mean score of 4.21,

4.28, and 4.17 respectively. They were also considered to have medicinal value, sensibly promoted, properly labeled and social approval to a greater extent with mean scores of 3.64, 3.61, 3.69, and 3.47 respectively. It was also noted that cosmetics are expensive and have serious side effects to some extent with mean scores of 3.56, and 3.43 respectively. However consumers rejected negative claims of cosmetic products being of poor quality, poor packaging, undesirable and unpopular with mean scores of 2.67, 2.56, 2.40 and 2.31 respectively. The conclusion here is that consumers have positive perception towards cosmetic products regardless of the expense and the side effects noted in some cases.

4.3   Factors influencing consumer's perception

The second objective of the study sought to determine factors that are important in influencing consumer's perception and choice of cosmetic products. The respondents were asked to indicate the extent to which various factors were important in influencing their choice of cosmetic products. The factors were drawn from various influences that were likely to affect the perception and choice of products purchased. These were marketing stimuli that consumers are exposed to (i.e. product attributes, its packaging, price, promotion and place); consumer's psychological set in the form of their needs, attitudes and beliefs; consumer's personal characteristic (i.e. culture, social class, reference groups, and family).

The respondents were presented with a Likert type scale in which they were to rate the factors in a 5-point rating scale where 5 = very important, 4 = important, 3 = neither important nor unimportant, 2 = slightly unimportant and 1 = very unimportant. Very important was given a score of five and very unimportant a score of one. This was analysed through the mean scores. The interpretation was based on the magnitude of the mean score. The higher the mean score the more important the factor(s) was considered important in influencing perception and choice of cosmetic products.

4.3.1 Marketing stimuli factors

The factors considered under marketing stimuli were related to product, packaging, price, promotion and place. The findings were as follows:

4.3.1.1 Product factors

Respondents were asked to indicate the degree to which quality, scent, colour, taste, thickness, feel and smoothness were important in influencing their cosmetic choices. The responses are presented on the table below:

Table 4.3-1: influence of product attributes

Attributes	Mean	Standard Deviation
Quality	4.69	0.705
Quantity	3.64	1.367
Smell	4.15	1.206
Colour	3.04	1.428
Taste	3.24	1.543
Feel	3.58	1.330
Thickness	3.03	1.384
Smoothness	4.04	0.911
Performance	4.60	0.725
Total	**3.79**	**1.097**

As the results show, quality, smell, smoothness and performance were considered very important, with mean scores of 4.69, 4.15, 4.04 and 4.60 respectively. While the rest of the attributes were just important. Product attributes are important with overall mean score of 3.79.

4.3.1.2 Packaging

Respondents were asked to indicate the extent to which package design, colour, and information given on packs were important in influencing their cosmetic choice. The results are presented on the table below:

Table 4.3-2: Influence of packaging attributes

Attributes	Mean	Standard Deviation
Design	3.29	1.204
Colour	3.01	1.389
Information	4.18	1.025
Total	**3.49**	**1.206**

Respondents considered information given on the package to be very important with a mean score of 4.18. Design and colour of package were rated just important with mean scores of 3.29 and 3.01 respectively. Packaging factors are considered important with an overall mean score of 3.49.

4.3.1.3 Promotional activities

The respondents were asked to indicate the extent to which type of advertisement, models used in advisement, information given by sales personnel and constant reminders by posters at retail outlets were important in influencing cosmetic choice. The responses are presented on the table below.

Table 4.3-3: Influence of promotional factors

Factors	Mean	Standard Deviation
Ad type	3.11	1.217
Models	2.75	1.470
Information by personnel	3.53	1.256
Reminders of outlet	2.54	1.342
Total	**2.983**	**1.321**

Respondents considered information given by sales personnel and type of advertisement used to be important with mean score values of 3.53 and 3.11 respectively. Models used in advertisement and constant reminders by posters at retail outlets were neither important nor unimportant. Promotional activities were neither important not unimportant with overall mean score value of 2.98.

4.3.1.4 The price factor

The respondents were asked to indicate the extent to which price was important in influencing their choice of cosmetic products. The results are presented on the following table.

Table 4.3-4: Influence of price

Factor	Mean	Standard Deviation
Price	4.42	0.915
Total	**4.42**	**0.915**

Respondents regarded price to be very important in influencing their choice of cosmetic products, with a mean score of 4.4.2 and standard deviation of 0.915.

4.3.1.5 Distribution factors

Respondents were required to indicate the extent to which availability of products at outlets, store layout, arrangement of products on stores' shelves, location of retail outlets, size of retail outlet, store's cleanliness and management; are important in influencing their choice of cosmetic products. The results are presented on the table below:

Table 4.3-5: Influence of distribution factors

Attributes	Mean	Standard Deviation
Availability	4.08	1.084
Store layout	2.76	1.389
Displays	2.75	1.330
Location	3.01	1.409
Store size	2.14	1.293
Cleanliness	3.76	1.228
Staff	3.32	1.330
Total	**3.117**	**1.295**

Respondents regarded product availability to be very important with a mean score value of 4.08. Location of outlet, cleanliness of store and, store's management and upkeep by staff were rated as important with mean score values of 3.01, 3.76 and 3.32 respectively. While store layout, displays, and size were considered neither important nor unimportant with mean score values of 2.76, 2.75 and 2.14 respectively. Overall distribution factors were considered important with mean score value of 3.117.

Thus of all marketing stimuli factors, price was considered very important with mean score value of 4.42, followed by product attributes, packaging and distribution factors considered important with mean score values of 3.71, 3.49, and 3.12 respectively. Promotional factors were considered neither important nor unimportant with mean score value of 2.98 Overall marketing stimuli was considered important with mean score of 3.54.

Table 4.3-6: Marketing Stimuli

Marketing factors	Mean	Standard Deviation
Price	4.42	0.915
Produce	3.79	1.234
Packaging	3.49	1.206
Distribution	3.12	1.295
Promotion	2.98	1.321
Total	**3.54**	**1.1942**

4.3.2 Consumer factors

Factors considered under consumer factors were related to psychological and demographic attributes. The findings were as follows.

4.3.2.1 Psychological factors

Respondents were asked to rate the importance of their needs at the time of purchase, self image, beliefs held about the product and their providers, and past experience with the product in influencing their product choices. The results are presents on the table below:

Table 4.3-7 Influence of psychological factors

Attributes	Mean	Standard deviation
Own needs	3.94	1.060
Beliefs	3.93	0.998
Manufactures credibility	4.53	0.804
Past experience with brand	4.43	0.947
Self Image	4.29	0.985
Total	**4.224**	**0.9588**

Results show that respondents regarded manufacturer's credibility, past experience with product and self- image to be very important with mean score values of 4.53, 4.43 and 4.29 respectively. While consumer's own needs at the time a purchase and, beliefs held about produce and company were considered important, with mean score values of 3.94 and 3.93 respectively. Overall psychological influence, are very important in influencing consumers perception and choice of cosmetic products, with a mean score value of 4.224.

4.3.2.2. Consumers personal characteristics

Respondents, were asked to indicate the importance of their own age, knowledge, occupation, income, educational level and lifestyle in influencing their choice of cosmetic products. Results are presented on the table below.

Table 4.3-8: Influence of personal characteristics

Factors	Mean	STD Deviation
Own age	3.01	1.337
Knowledge	3.89	1.193
Occupation	2.96	1.477
Income	3.67	1.300
Education	3.49	1.254
Lifestyle	3.38	1.419
Total	**3.40**	**1.33**

Results show that respondents regarded occupation to be neither important nor unimportant with mean score value of 2.96, while all other factors are considered important. Overall personal characteristic are important with mean score value of 3.40. Of all consumer factors, psychological factors were considered to be very important with mean score value of 4.224, while Personal characteristic of consumer were ranked as important with mean score of 3.40. Overall consumers factors were considered important with mean score of 3.812 (Table 4.3-9).

Table 4.3-9: Consumer factors

Factors	Mean	STD deviation
Psychological	4.224	0.969
Personal	3.40	1.33
Total	3.812	1.15

4.3.3 Environmental factors

The respondents were asked to indicate the extent to which they considered religion, associates and trends, word of mouth reference by acquaintances, family of origin, and situation of use, to be important in influencing their choice of cosmetic product. The results are presented on the table below.

Table 4.3-10: Influence of environmental factors

Factors	Mean	Standard Deviation
Religion	2.50	1.473
Associates	2.93	1.304
Word-of-mouth	2.89	1.205
Family	2.76	1.327
Occasion	3.88	1.198
Total	2.992	1.249

Results show that respondents regarded situation or occasion in which product is to be used, to be important with mean score value of 3.88. Religious

affiliation, associates and friends, word-of-mouth references, and family of origin were all regarded neither important nor unimportant with mean score values of 2.50, 2.93, 2.89 and 2.76 respectively. Overall environmental factors were rated neither important nor unimportant with mean score value of 2.99.

A summary of the factors important in influencing consumer's perception and choice of cosmetic products, is presented below in Table 4.3-11.

Table 4.3-11: Factors influencing perception

Broad category of factors	Influences	Mean	Standard Deviation
Marketing stimuli	Price	4.42	0.915
	Product	3.79	1.234
	Packaging	3.49	1.206
	Distribution	3.12	1.295
	promotion	2.98	1.321
	Total	**3.54**	**1.194**
Consumer factors	Psychological	4.224	0.996
	Personal	3.40	1.33
	Total	**3.812**	**1.1544**
Environmental factors	**Total**	**2.99**	**1.25**

4.4 Demographic variables and perception

The third objective of the study sought to determine demographic influences on perception of cosmetic products. The data for this was collected using a mixture of positive and negative attributes questions on a five point scale, where 1 = not at all, and 5 = very great extent. Not at all was given a score of one and very great extent a score of five. Mean scores were then calculated, and then cross - tabulated with the demographic factors of gender, age, income and education to determine the relationship between these factors and perception. The interpretation was done based on the intensity of the mean score. The higher the

mean score the greater the perception and the lower the mean score the lower the perception. The result for this is presented in Table 4.4-1 below.

Table 4.4-1: Gender and perception

Attributes	Mean per gender		Difference
	Male	Female	
Value of money	4.19	4.22	0.03
Undesirable	2.25	2.56	0.31
Appealing distribution channels	3.34	3.47	0.13
Sensible promotion	3.50	3.72	0.22
Poorly packaged	2.39	2.72	0.33
Properly labeled	3.72	3.67	0.05
Poor quality	2.42	2.92	0.5
Effective for purpose	4.39	4.17	0.22
Serious side effects	3.36	3.50	0.14
Positive image for users	4.17	4.28	0.11
Unpopular	2.14	2.47	0.33
Social approval	3.67	3.28	0.39
Harmful to health	3.17	3.19	0.02
Expensive	3.44	3.66	0.22
Medicinal	3.75	3.53	0.22

From Table 4.4-1 above, Gender does not seem to have a greater influence on perception towards cosmetics. Both males and females equally have favourable perception on cosmetics. They equally feel to a very great extent that cosmetics have value for money (4.19, 4.22), are effective for their purpose (4.39, 4.17), and enhance positive image for the user (4.17, 4.28). They both disagreed with claims of poor packaging (2.39, 2.72) undesirability (2.25, 2.56) and unpopularity (2.14, 2.47) among others.

The difference between mean values for males and females on the specific perception question is small (less than 0.50) with the exception of the claim of cosmetics being of poor quality where the difference is 0.50. Where the difference in the mean is wide, the interpretation is that gender has an influence on perception of cosmetic products. In the case above all mean differences are of values less than 0.50 therefore not sufficient to be considered as an influencing factor.

Table 4.4-2: Age and Perception

Attributes	Mean per age bracket		
	Below 30 years	31-45 years	46 years and above
Value for money	4.32	4.23	4.33
Undesirable	2.63	2.29	2.50
Appealing distribution channels	3.00	3.64	3.17
Sensible promotion	3.05	3.85	3.50
Poorly packaged	2.84	2.49	2.17
Properly labeled	3.84	3.68	3.33
Poor quality	3.26	2.43	2.67
Effective for purpose	4.74	4.06	4.50
Serious side effects	4.32	3.15	2.83
Positive image for users	4.21	4.12	4.50
Unpopular	2.47	2.21	2.50
Social approval	3.74	3.45	2.83
Harmful to health	3.84	2.98	2.67
Expensive	3.32	3.64	3.67
Medicinal	4.47	3.47	2.33

Table 4.4-2; above displays mean scores for various age brackets in relation to the specific perception questions. The higher the mean score the greater the perception and vice versa. Where the variation in the mean score values between one age bracket and another is larger, the interpretation is that it is due to the

difference in age. As the table shows, the lower the age, the higher and more positively the respondents perceived cosmetic products. However the respondents seem to agree on some characteristics of cosmetic products, such as having value for money, desirability and enhancing positive image for users, among others. Respondents below 30 years of age perceived medicinal value and side effects claims to be genuine with a score of 4 while respondents of ages 31-45, and 46 and above gave a score of 3 and 2 respectively. This indicates that the lower the age the higher the perception of cosmetic products on these claims.

Table 4.4-3: Education and Perception

Attributes	Mean per education level		
	Certificate	Diploma	Degree
Value for money	4.33	4.00	4.26
Undesirable	2.67	2.25	2.42
Appealing distribution channels	3.00	3.44	3.48
Sensible promotion	4.17	3.38	3.62
Poorly packaged	3.00	2.38	2.56
Properly labeled	3.83	3.88	3.62
Poor quality	3.50	3.06	2.44
Effective for use	4.50	4.38	4.22
Serious side effects	2.83	3.81	3.34
Positive image for users	3.83	4.19	4.20
Unpopular	2.50	2.00	2.38
Social approval	2.83	3.88	3.42
Harmful to health	2.83	3.13	3.24
Expensive	2.83	3.44	3.68
Medicinal	2.83	4.44	3.48

Table 4.4-3 above, displays mean scores for the various highest education levels attained in relation to the specific perception questions. The higher the mean score the greater the perception and vice versa. Where the difference in the mean score of one education level and another is larger, the interpretation is that it is

due to the difference in education level attained. The difference in mean scores values noted on certificate and diploma education level attained; on claims of sensible promotion (4.17, 3.38) side effects (2.83, 3.81), social approval (2.83, 3.88) and medicinal value (2.83, 4.44), with a mean difference value of 0.79, 0.98, 1.05, and 1.61 respectively; is due to education level attained. These variations and many others between the different education levels are wide enough to justify education as a factor that influence consumer's perception on cosmetics.

As shown above, the higher the education level attained the lower the perception especially on negative attributes of cosmetic products such as poor quality, poor packaging and unpopularity, but higher perception on positive attributes such as medicinal value, social approval and positive image for users among others.

Table 4.4-4: Income and perception

Attributes	Mean per Income Bracket		
	Less than Ksh. 20,000 (1)	Ksh. 21,000-40,000 (2)	Ksh. 41,000 and above (3)
Value for money	4.18	4.21	4.19
Undesirable	2.27	2.50	2.42
Appealing distribution channels	3.09	3.58	3.58
Sensible provided	3.46	3.50	3.85
Poorly packaged	2.59	2.50	2.58
Properly labeled	3.68	3.75	3.65
Poor quality	2.91	2.46	2.65
Effective for purpose	4.46	4.38	4.04
Serious side effects	3.36	3.42	3.50
Positive image for users	4.05	4.25	4.19
Unpopular	2.09	2.50	2.31
Social approval	3.68	3.79	3.00
Harmful to health	3.41	3.46	2.73
Expensive	3.14	3.79	3.69
Medicinal	4.09	3.33	3.54

Table 4.4-4 above, displays mean scores for the various income brackets in relation to the specific perception questions. The higher the mean score the greater the perception and vice versa. Where the gap in the mean score of one income bracket and another is large the interpretation is that it is due to the difference in income earned. As shown above income earners of all levels regard cosmetic products to have value for money, effective for their purpose and enhance positive image for users.

The differences in mean values noted in income brackets 1 and 2, on claims of cosmetics being expensive (3.14, 3.79), have medicinal value (4.09, 3.33), have appealing distribution channels among others, with a mean difference value of 0.65, 0.76 and 0.49 respectively; and the difference in income bracket 2 and 3 on claim on social approval (3.79, 3.00) with a mean difference value of 0.79; are attributed to the difference in income earned. These differences/gaps in mean values between income brackets, although just in a few cases, are wide (+50) enough to justify income earned as a factor that influence consumes perception of cosmetic products.

However it is noted that the gaps in mean values between income brackets 2 and 3 are smaller compared to those in brackets 1 and 2.

CHAPTER FIVE

CONCLUSION

5.1 Introduction

This is the last chapter in the report and will include summary discussions and conclusion. It will also include limitations, recommendation for policy and practice, and suggestions for further research.

5.2 Discussions and conclusions

The results of the study were summarized in the order of research objectives.

The first objective of the study sought to determine consumer's perceptions regarding cosmetic products. The results indicate that consumers regard cosmetic products to have value for money, effective for their purpose and enhance positive image for the users. They also regard them to have medicinal value, sensible promotion, are properly labeled and have social approval to a great extent. It was also noted that cosmetics are expensive and have side effects to some extent. However consumers rejected negative claims of cosmetics being of poor quality, poor packaging, undesirable and unpopular. This is in line with the argument presented by Schiffman (2000), that consumers have selective attention. They tend to have heightened awareness of the stimli that meet their needs and interest and minimal awareness to stimuli irrelevant to their needs. Overall, consumers hold favourable perception towards cosmetic products regardless of the expense and side effects noted in some cases.

The second objective of the study sought to determine factors that are important in influencing consumer's perception and choice of cosmetic products. Factors were drawn form three broad categories thus marketing stimuli, consumers, personal factors and environmental factors. Marketing stimuli factor comprised the marketing mix elements used by product providers to influence perception, choice and consumption. Consumer's personal factors included psychological factors and personal characteristics, while environmental factors were all those

factors within the environment but which consumers had no control over as they interact with the environment.

The results indicate that among the marketing stimuli factors, price was considered very important with means score value of 4.4.2. Product attributes were considered important in influencing consumer perception and choice cosmetic products. The most important attributes were quality, performance, scent and smoothness; while quantity, feel, taste, colour and thickness were considered important. This is in line with arguments presented by Kotler (2000) and Adede (2004) that presentation of a product determines who it may appeal to and that consumers consider appearance of products as vital as they associate appearance with freshness, healthiness and value for money.

Packaging and distribution were considered important with the most important attributes being information on the package and availability of the product at outlets respectively. Promotional attributes were considered neither important nor unimportant in overall influencing perception and choice. But information given on brand by sales personnel and advertisement type used were considered important. Price that scored an overall mean of 4.42 was considered a very important factor. This is in agreement with arguments presented by Mburu (2002), that price determines who buys a product ,how much and where he buys it from.

Among the consumer factors, psychological factors were considered very important with an overall mean score of 4.23. Manufacturer's credibility, past experience with brand and consumers self image were considered the most important psychological attributes that influence perception and choice of cosmetic products. Consumer's personal characteristics were considered important with overall mean score of 3.40. Respondent's knowledge level was considered important with a mean score of 3.89. This is in line with argument presented by Kotler (2000), that education equips consumer with knowledge about the products types, usage, and benefits that he seek to get from them. The

way the consumer perceives cosmetic products and the informed product decisions that he makes are attributed to the knowledge held about the product.

Environmental factors were considered neither important nor unimportant with overall mean score value of 2.99. However situation or occasion in which the product is to be used stood out to be important.

The mean scores form the three categories were summed up and averages compared. The results revealed that consumer factors scored a mean of 3.81, followed by marketing stimuli with 3.54, and lastly environmental factors with 2.99. This means that, consumer factors are most important followed by marketing stimuli. Environmental factors are the least influential among the three categories (see Table 4.3-11).

The third objective of the study sought to determine demographic influences on perception of cosmetic products. The results indicate that all respondents from all levels of education, income sexes and ages perceive cosmetics products highly in terms of value for money enhancing positive, image, effective for use, and medicinal value claims. However respondents of below 30 years of age believed more in the claim of medicinal value and side effects as compared to the rest of the respondents.

Respondents with high education levels had lower perception especially on the negative attributes of cosmetic products such as poor quality, poor packaging, and unpopularity, but higher perception on positive attributes such as medicinal value, social approval and positive image enhancement. Respondents of all income groups perceived cosmetics to be having value for money, effective for the use, enhance users positive image and have social approval. Respondents of lower income highly regard cosmetics as having medicinal value as compared to the rest of the respondents. Across all income levels, respondents did not perceive claims of unpopularity and undesirability of cosmetic products.

We could conclude that age and education level attained has significant influence on perception as compared to sex and income.

5.3 Limitations of the study

This study encountered a number of problems, which should be taken into consideration when generalizing the findings.

Eight out of the 72 questionnaires received back were not properly filled. This could have affected the findings of the study to some extent. The respondents in this study are all drawn from Nairobi, which has a very cosmopolitan residential composition. Generalization of the findings to the whole population would require a further study and a large population that takes into account regional differences.

Due to limitation of resources (time and money), this study could not be carried out in a broader scope, nor could depth analysis be carried out. This limitation is similarly reflected in the conclusion drawn.

"Cosmetics" according to Britanica Encyclopedia (1979) "is any of the several preparations (excluding soap), that are applied to the human body for beautifying, preserving, altering appearance, cleansing, colouring, conditioning or protecting the skin, hair, nails, lips, eyes or even teeth. The respondents did not share in this meaning/definition. They did not seem to understand what cosmetics mean without much explanation to them. Instead they had misconceptions about cosmetics that are likely to bias the findings of this study.

5.4 Suggestions for further research

Cosmetics and consumer perception is a wide area of study and its application in a cosmopolitan area like Nairobi may only provide results that lean more on circumstances of respondents. The study concentrated more on marketing factors and demographic influences. Further study in this area could be carried out that takes into account the socio-cultural positions of the respondents.

Given that respondents have misconceptions about cosmetic products. It would be prudent to unearth these misconceptions and change them if possible as perception held among different market segments can severely hurt industry performance.

5.5 Recommendations for Policy and Practice

Cosmetic products are highly essential in this modern age. Companies that produce cosmetic products should bear in mind what the consumer's perception toward their specific brand is or would be, and the picture they as a company would want to create of their brand. Ideally different categories of people (using demographic variables) would view these different brands differently. Therefore, marketers should do consumer analysis and internal (firm's) analysis to match the firm's product or brand offered with the needs of consumers.

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APPENDICES

APPENDIX 1

QUESTIONNAIRE

Information collected by use of this Questionnaire is for studies on factors influencing consumers perception of cosmetic products and will be confidential, thus used for academic purposes only.

SECTION A – PERSONAL DATA

This section is intended to seek information on consumer characteristics that are likely to influence how he views and assess cosmetic products used. Kindly answer questions by ticking appropriately.

1. Please indicate your name (optional)

....

2. Gender (sex)

   ( ) Male   ( ) Female

3. Age category?

   ( ) Under 20   ( ) 36 – 40

   ( ) 21 – 25   ( ) 41 – 45

   ( ) 26 – 30   ( ) 46 – 50

   ( ) 31 – 35   ( ) 51 and above

   ( ) Others (specify) ....

4. Marital status

   ( ) Single   ( ) Married

   ( ) Others (specify) ....

5. Highest level of education attained

   ( ) Primary   ( ) College

   ( ) Secondary   ( ) University

   ( ) Others (Specify) ....

6. Employment status

   ( ) Self employed   ( ) Public Service

   ( ) Private Sector   ( ) Non-employed

   ( ) Others (specify) ....

7. Gross monthly income (salary and other sources) in Kenya shillings

( ) Below 10,000   ( ) 30,001 – 40,000   ( ) 60,001 – 70,000

( ) 10,001 – 20,000   ( ) 40,001 – 50,000   ( ) 70,001 and above

( ) 20,001 – 30,000   ( ) 50,001 – 60,000

SECTION B

This section seeks to gather information on specific factors that influence consumers perception of cosmetic products. Kindly respond accordingly.

Cosmetics:

This refers to any of several preparations (excluding soap) that are applied to the human body for beautifying, preserving or altering the appearance or cleansing, colouring, conditioning or protecting the skin, hair, nails, lips, eyes or even teeth.

1. Do you use any cosmetics?

( ) Yes   ( ) No

2. Where do you buy these cosmetic products from.

( ) Beauty shops   ( ) Supermarkets

( ) Saloon   ( ) Pharmacy

( ) Others (specify) ....

3. What cosmetic products do you use for your:-

a)   Body skin care

....

b)   Face

....

c)   Eyes

....

d)   Lips

....

e) Chin

(Beard)..

f) Hair (Head) care

....

g) Mouth (Teeth)

....

h) Odour (perfumes etc)

....

i) Nails

....

j) Shaving

....

k) Sun screening

....

l) Body painting

....

m) Others (specify)

....

4. How often do you use the brands of cosmetics you have listed in No. 3 above.

( ) All the times   ( ) Sometimes   ( ) Occasionally

5. If sometimes, what makes you switch to other brands? (List down the reasons)

....

6. Why do you use cosmetic products?

....

7. Where did you get the idea of cosmetic products from?

( ) Parents   ( ) Magazines

( ) Friends   ( ) TV

( ) Others (specify) ....

8. Do you have any of the following: (Tick where applicable)

( ) Pieced or perforated ears

( ) Pieced or perforated nose

( ) Artificial nails

( ) artificial hair

( ) Intentional blackened or coloured teeth

( ) Purposeful removal or boring holes in teeth

( ) Others (specify) ....

9. Why have you undertaken body mutilation indicated in number 8 above?

....

10. Please indicate (by ticking in the appropriate box) the extent to which you consider cosmetic products to be characterized by the following. Use a five (5) point scale, where

1 = Not At All, and

5 = Very Great Extent

	1	2	3	4	5
1. Have good value for money					
2. Are undesirable					
3. Have appealing distribution channels					
4. Are sensibly promoted					
5. Poorly packaged					
6. Properly labeled					
7. Poor quality					
8. Are effective for their purpose					
9. Have serious side effects					
10. Enhances positive image for users					
11. Unpopular					
12. Have social approval					
13. Harmful to health					
14. Are expensive					
15. Medicinal					

11. Have you ever used cosmetic products and then stopped.

( ) Yes   ( ) No

12. Please indicate below the main reason(s) why you stopped using cosmetic products.

....

....

SECTION C

13. Please indicate (by ticking in appropriate box) the extent to which each of the factors below is important in influencing your choice of cosmetic products. Use a five (5) point scale where;

5 = Very Important,

4 = Important,

3 = Neither Important nor Un-important,

2 = Slightly Unimportant, and

1 = Very Unimportant

	1	2	3	4	5
1. Quality of the product					
2. Quantity of the product					
3. Smell of the product					
4. Colour of the product					
5. Taste of the product					
6. Feel of the product					
7. Thickness of the brand					
8. Smoothness					
9. Design of the packaging					
10. Colour of the packaging					
11. Information given on the package					
12. Type of the advertisement of brand					
13. Models used in advertisement					

		1	2	3	4	5
14.	Information given on product by sales personnel					
15.	Constant reminders by poster at retail outlets					
16.	Price of the product					
17.	Availability of the product at outlets					
18.	Stores layouts					
19.	Arrangement of products on store's shelves					
20.	Location of retail outlet					
21.	Size of retail outlet					
22.	Cleanliness of store					
23.	Store management and upkeep given by staff					
24.	Own needs at time of purchase					
25.	Belief held about the product and company					
26.	Age of respondent					
27.	Knowledge held by respondent					
28.	Occupation of respondent					
29.	Income levels					
30.	Respondents way of life					
31.	Religious influence					
32.	Influence of associates and friends					
33.	Word of mouth references by acquaintances					
34.	Influence by family of origin					
35.	Education level of respondent					
36.	Situation or occasion in which the product is to be used					
37.	Performance of the product					
38.	Past experience with the product					
39.	Self image or impression					
40.	The expiry date					
41.	Manufactures reputation or credibility					

Thank you very much for your cooperation!

APPENDIX 2

NAIROBI ADMINISTRATIVE UNITS

	SUB-LOCATION ID. NO.	SUB-LOCATION NAME	LOCATION NAME	DIVISION NAME	DISTRICT NAME
1.	101030302	KAHAWA WEST/NJUA	KAHAWA	KASARANI	NAIROBI
2.	101030301	KIWANJA	KAHAWA	KASARANI	NAIROBI
3.	101030303	KONGO SOWETO	KAHAWA	KASARANI	NAIROBI
4.	101030402	KAMUTHI	GITHURAI	KASARANI	NAIROBI
5.	101030603	NJATHAINI	ROYSAMBU	KASARANI	NAIROBI
6.	101060302	KARURA	HIGHRIDGE	WESTLANDS	NAIROBI
7.	101030401	GITHURAI	GITHURAI	KASARANI	NAIROBI
8.	101030601	ROYSAMBU	ROYSAMBU	KASARANI	NAIROBI
9.	101040802	NGUNDU	RUAI	EMBAKASI	NAIROBI
10.	101030702	KASARANI	KASARANI	KASARANI	NAIROBI
11.	101030701	MWIKI	KASARANI	KASARANI	NAIROBI
12.	101030602	GARDEN	ROYSAMBU	KASARANI	NAIROBI
13.	101060301	MUTHAIGA	HIGHRIDGE	WESTLANDS	NAIROBI
14.	101060203	KITISURU	KITISURU	WESTLANDS	NAIROBI
15.	101040801	RUAI	RUAI	EMBAKASI	NAIROBI
16.	101030102	BABA NDOGO	KARIOBANGI	KASARANI	NAIROBI
17.	101040602	DANDORA 'B'	DANDORA	EMBAKASI	NAIROBI
18.	101040502	MAILI SABA	NJIRU	EMBAKASI	NAIROBI
19.	101040501	NJIRU	NJIRU	EMBAKASI	NAIROBI
20.	101060201	LORESHO	KITISURU	WESTLANDS	NAIROBI
21.	101040601	DANDORA 'A'	DANDORA	EMBAKASI	NAIROBI
22.	101030201	GITATHURU	KOROGOCHO	KASARANI	NAIROBI
23.	101030502	UTALII	RUARAKA	KASARANI	NAIROBI
24.	101030202	NYAYO	KOROGOCHO	KASARANI	NAIROBI
25.	101030503	MATHARE NORTH	RUARAKA	KASARANI	NAIROBI
26.	101060202	KYUNA	KITISURU	WESTLANDS	NAIROBI
27.	101060102	SPRING VALLEY	PARKLANDS	WESTLANDS	NAIROBI
28.	101060101	UPPER PARKLANDS	PARKLANDS	WESTLANDS	NAIROBI
29.	101030101	KARIOBANGI NORTH	KARIOBANGI	KASARANI	NAIROBI
30.	101010401	KIAMAIKO	HURUMA	CENTRAL	NAIROBI
31.	101060303	HIGHRIDGE	HIGHRIDGE	WESTLANDS	NAIROBI

	SUB-LOCATION ID. NO.	SUB-LOCATION NAME	LOCATION NAME	DIVISION NAME	DISTRICT NAME
32.	101010402	HURUMA	HURUMA	CENTRAL	NAIROBI
33.	101030501	AREA 4A	RUARAKA	KASARANI	NAIROBI
34.	101040702	MOWLEM	KARIOBANGI SOUTH	EMBAKASI	NAIROBI
35.	101010301	MATHARE	MATHARE	CENTRAL	NAIROBI
36.	101010302	MABATINI	MATHARE	CENTRAL	NAIROBI
37.	101010303	MLANGO KUBWA	MATHARE	CENTRAL	NAIROBI
38.	101040701	KARIOBANGI SOUTH	KARIOBANGI SOUTH	EMBAKASI	NAIROBI
39.	101070302	UTHIRU	UTHIRU/RUTHIMITU	DAGORETTI	NAIROBI
40.	101060601	MUTHANGARI	LAVINGTON	WESTLANDS	NAIROBI
41.	101040402	KOMAROCK	KAYOLE	EMBAKASI	NAIROBI
42.	101040102	MIHANGO	EMBAKASI	EMBAKASI	NAIROBI
43.	101070301	RUTHIMITU	UTHIRU/RUTHIMITU	DAGORETTI	NAIROBI
44.	101050101	AIR BASE	EASTLEIGH NORTH	PUMWANI	NAIROBI
45.	101060402	MOUNTAIN VIEW	KANGEMI	WESTLANDS	NAIROBI
46.	101010201	PANGANI	KARIOKOR	CENTRAL	NAIROBI
47.	101040401	KAYOLE	KAYOLE	EMBAKASI	NAIROBI
48.	101060403	KANGEMI	KANGEMI	WESTLANDS	NAIROBI
49.	101050402	UHURU	BAHATI	PUMWANI	NAIROBI
50.	101060602	MAZIWA	LAVINGTON	WESTLANDS	NAIROBI
51.	101060502	KILELESHWA	KILIMANI	WESTLANDS	NAIROBI
52.	101050102	EASTLEIGH NORTH	EASTLEIGH NORTH	PUMWANI	NAIROBI
53.	101010502	NGARA WEST	NGARA	CENTRAL	NAIROBI
54.	101010501	NGARA EAST	NGARA	CENTRAL	NAIROBI
55.	101060401	GICHAGI	KANGEMI	WESTLANDS	NAIROBI
56.	101050201	EASTLEIGH SOUTH	EASTLEIGH SOUTH	PUMWANI	NAIROBI
57.	101040301	UMOJA	UMOJA	EMBAKASI	NAIROBI
58.	101070402	GATINA	KAWANGWARE	DAGORETTI	NAIROBI
59.	101010202	ZIWANI KARIOKOR	KARIOKOR	CENTRAL	NAIROBI
60.	101040302	SAVANNAH	UMOJA	EMBAKASI	NAIROBI
61.	101070101	WAITHAKA	WAITHAKA	DAGORETTI	NAIROBI
62.	101060501	KILIMANI	KILIMANI	WESTLANDS	NAIROBI
63.	101020202	HARAMBEE	MAKADARA	MAKADARA	NAIROBI
64.	101070401	KAWANGWARE	KAWANGWARE	DAGORETTI	NAIROBI
65.	101010101	CITY CENTRE	STAREHE	CENTRAL	NAIROBI

	SUB-LOCATION ID. NO.	SUB-LOCATION NAME	LOCATION NAME	DIVISION NAME	DISTRICT NAME
66.	101070501	RIRUTA	RIRUTA	DAGORETTI	NAIROBI
67.	101050301	MAJENGO	PUMWANI	PUMWANI	NAIROBI
68.	101010102	CITY SQUARE	STAREHE	CENTRAL	NAIROBI
69.	101070202	KIRIGU	MUTUINI	DAGORETTI	NAIROBI
70.	101070201	MUTUINI	MUTUINI	DAGORETTI	NAIROBI
71.	101050302	GOROFANI/BONDENI	PUMWANI	PUMWANI	NAIROBI
72.	101050401	KIMATHI	BAHATI	PUMWANI	NAIROBI
73.	101050303	GIKOMBA	PUMWANI	PUMWANI	NAIROBI
74.	101050503	KAMUKUNJI	KAMUKUNJI	PUMWANI	NAIROBI
75.	101050502	MUTHURWA	KAMUKUNJI	PUMWANI	NAIROBI
76.	101040101	EMBAKASI	EMBAKASI	EMBAKASI	NAIROBI
77.	101050501	SHAURI MOYO	KAMUKUNJI	PUMWANI	NAIROBI -
78.	101020203	LUMUMBA	MAKADARA	MAKADARA	NAIROBI
79.	101020302	OFAFA	MARINGO	MAKADARA	NAIROBI
80.	101020401	LAND MAWE	VIWANDA	MAKADARA	NAIROBI
81.	101020102	KALOLENI	MAKONGENI	MAKADARA	NAIROBI
82.	101020201	HAMZA	MAKADARA	MAKADARA	NAIROBI
83.	101070601	KENYATTA	KENYATTA/GOLF COURSE	DAGORETTI	NAIROBI
84.	101070502	NGANDO	RIRUTA	DAGORETTI	NAIROBI
85.	101020101	MAKONGENI	MAKONGENI	MAKADARA	NAIROBI
86.	101020301	MBOTELA	MARINGO	MAKADARA	NAIROBI
87.	101020402	VIWANDA	VIWANDA	MAKADARA	NAIROBI
88.	101080302	LENANA	KAREN	KIBERA	NAIROBI
89.	101070602	GOLF COURSE	KENYATTA/GOLF COURSE	DAGORETTI	NAIROBI
90.	101070603	WOODLY	KENYATTA/GOLF COURSE	DAGORETTI	NAIROBI
91.	101080301	KAREN	KAREN	KIBERA	NAIROBI
92.	101080501	NAIROBI WEST	NAIROBI WEST	KIBERA	NAIROBI
93.	101080201	LANGATA	LANGATA	KIBERA	NAIROBI
94.	101080102	MAKINA	KIBERA	KIBERA	NAIROBI
95.	101020502	NAIROBI SOUTH	MUKURU NYAYO	MAKADARA	NAIROBI
96.	101080702	OLYMPIC	SERA NGOMBE	KIBERA	NAIROBI
97.	101040201	MUKURU KWA NJENGA	MUKURU KWA NJENGA	EMBAKASI	NAIROBI
98.	101080601	LAINI SABA	LAINI SABA	KIBERA	NAIROBI
99.	101080101	KIBERA	KIBERA	KIBERA	NAIROBI

	SUB-LOCATION ID. NO.	SUB-LOCATION NAME	LOCATION NAME	DIVISION NAME	DISTRICT NAME
100.	101040202	IMARA DAIMA	MUKURU KWA NJENGA	EMBAKASI	NAIROBI
101.	101020501	HAZINA	MUKURU NYAYO	MAKADARA	NAIROBI
102.	101080502	SOUTH 'C'	NAIROBI WEST	KIBERA	NAIROBI
103.	101080401	MUGUMOINI	MUGUMOINI	KIBERA	NAIROBI
104.	101080701	GATWIKIRA	SERA NGOMBE	KIBERA	NAIROBI
105.	101080104	LINDI	KIBERA	KIBERA	NAIROBI
106.	101080402	BOMAS	MUGUMOINI	KIBERA	NAIROBI
107.	101080103	SILANGA	KIBERA	KIBERA	NAIROBI
108.	101080202	HARDY	LANGATA	KIBERA	NAIROBI

APPENDIX 3

NAIROBI - INCOME CLASSES

UPPER INCOME

	SUB-LOCATION	LOCATION
1	GARDEN	ROYSAMBU
2	UPPER PARKLANDS	PARKLANDS
3	SPRING VALLEY	PARKLANDS
4	LORESHO	KITISURU
5	KYUNA	KITISURU
6	KITISURU	KITISURU
7	MUTHAIGA	HIGHRIDGE
8	KARURA	HIGHRIDGE
9	HIGHRIDGE	HIGHRIDGE
10	MOUNTAIN VIEW	KANGEMI
11	KILIMANI	KILIMANI
12	KILELESHWA	KILIMANI
13	MUTHANGARI	LAVINGTON
14	MAZIWA	LAVINGTON
15	LANGATA	LANGATA
16	HARDY	LANGATA
17	KAREN	KAREN
18	LENANA	KAREN
19	MUGUMOINI	MUGUMOINI
20	BOMAS	MUGUMOINI
21	NAIROBI WEST	NAIROBI WEST

MIDDLE INCOME

	SUB-LOCATION	LOCATION
1	CITY CENTRE	STAREHE
2	CITY SQUARE	STAREHE
3	PANGANI	KARIOKOR
4	ZIWANI KARIOKOR	KARIOKOR
5	NGARA EAST	NGARA
6	NGARA WEST	NGARA
7	HARAMBEE	MAKADARA
8	HAZINA	MUKURU NYAYO
9	NAIROBI SOUTH	MUKURU NYAYO

	SUB-LOCATION	LOCATION
10	IMARA DAIMA	MUKURU KWA NJENGA
11	UMOJA	UMOJA
12	SAVANNAH	UMOJA
13	KOMAROCK	KAYOLE
14	KARIOBANGI SOUTH	KARIOBANGI SOUTH
15	EASTLEIGH NORTH	EASTLEIGH NORTH
16	EASTLEIGH SOUTH	EASTLEIGH SOUTH
17	UHURU	BAHATI
18	KENYATTA	KENYATTA/GOLF COURSE
19	GOLF COURSE	KENYATTA/GOLF COURSE
20	WOODLY	KENYATTA/GOLF COURSE
21	MUGUMOINI	MUGUMOINI
22	PANGANI	KARIOKOR
23	ZIWANI KARIOKOR	KARIOKOR

LOWER INCOME

	SUB-LOCATION	LOCATION
1	MATHARE	MATHARE
2	MABATINI	MATHARE
3	MLANGO KUBWA	MATHARE
4	KIAMAIKO	HURUMA
5	HURUMA	HURUMA
6	MAKONGENI	MAKONGENI
7	KALOLENI	MAKONGENI
8	HAMZA	MAKADARA
9	LUMUMBA	MAKADARA
10	MBOTELA	MARINGO
11	OFAFA	MARINGO
12	LAND MAWE	VIWANDA
13	VIWANDA	VIWANDA
14	KARIOBANGI NORTH	KARIOBANGI
15	BABA NDOGO	KARIOBANGI
16	GITATHURU	KOROGOCHO
17	NYAYO	KOROGOCHO
18	KIWANJA	KAHAWA
19	KAHAWA WEST/NJUA	KAHAWA

	SUB-LOCATION	LOCATION
20	KONGO SOWETO	KAHAWA
21	GITHURAI	GITHURAI
22	KAMUTHI	GITHURAI
23	AREA 4A	RUARAKA
24	UTALII	RUARAKA
25	MATHARE NORTH	RUARAKA
26	ROYSAMBU	ROYSAMBU
27	NJATHAINI	ROYSAMBU
28	MWIKI	KASARANI
29	KASARANI	KASARANI
30	EMBAKASI	EMBAKASI
31	MIHANGO	EMBAKASI
32	MUKURU KWA NJENGA	MUKURU KWA NJENGA
33	UMOJA	UMOJA
34	KAYOLE	KAYOLE
35	KOMAROCK	KAYOLE
36	NJIRU	NJIRU
37	MAILI SABA	NJIRU
38	DANDORA 'A'	DANDORA
39	DANDORA 'B'	DANDORA
40	KARIOBANGI SOUTH	KARIOBANGI SOUTH
41	MOWLEM	KARIOBANGI SOUTH
42	RUAI	RUAI
43	NGUNDU	RUAI
44	AIR BASE	EASTLEIGH NORTH
45	CALIFORNIA	EASTLEIGH SOUTH
46	MAJENGO	PUMWANI
47	GOROFANI/BONDENI	PUMWANI
48	GIKOMBA	PUMWANI
49	SHAURI MOYO	KAMUKUNJI
50	MUTHURWA	KAMUKUNJI
51	KAMUKUNJI	KAMUKUNJI
52	GICHAGI	KANGEMI
53	KANGEMI	KANGEMI
54	WAITHAKA	WAITHAKA
55	MUTUINI	MUTUINI

	SUB-LOCATION	LOCATION
56	KIRIGU	MUTUINI
57	RUTHIMITU	UTHIRU/RUTHIMITU
58	UTHIRU	UTHIRU/RUTHIMITU
59	KAWANGWARE	KAWANGWARE
60	GATINA	KAWANGWARE
61	RIRUTA	RIRUTA
62	NGANDO	RIRUTA
63	KIBERA	KIBERA
64	MAKINA	KIBERA
65	SILANGA	KIBERA
66	LINDI	KIBERA
67	LAINI SABA	LAINI SABA
68	NYAYO HIGHRISE	LAINI SABA
69	GATWIKIRA	SERA NGOMBE
70	OLYMPIC	SERA NGOMBE