



# Factors Influencing Gen Z On Purchase Of Skin Care Products

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## ABSTRACT:

This main focus of these study is to know the what are the independent variables that are influencing the generation z on purchase or the use of the skincare products. The chief agenda of the paper is to know the most significant factors which could be exploited to the whole population to attract the customers. In this paper we have taken primary data where 110 responses were taken into consideration to perform the analysis. And SPSS tools have been considering to analyse. The study reveals what are factors influenced on the purchase of skincare for gen z.

## INTRODUCTION

The Indian Skincare industry is prospering and being powerful. So, it becomes very important to all the companies in the industry to know the current trend and stay top compared to its rivalries by knowing and following the current trend in the industry. When we take current slot which generation Z into picture the entire definition and the way they look at the industry has changed because they have redefined the objective of the skincare compared to the previous generation. Gen z has started to adopt the trends in and around the world which mainly reflects the need and which has drastically upscaled for self-care, and they use the product which best suites their personality and expression. The evolving skincare and beauty trends around the world have highly influenced and preferences and the factors of the customers while buying or using the skincare products.

As the 26% of the global population are covered by generation z, we can say that current generation plays a very important role in building strong base for the industry in coming days, as they give importance to minute things while buying any kind of products as their buying decision as have been heavily forced by their values. For them the skincare or beauty routine is just now about the appearance its self confidence that they gain from it and their routine will also help them to be very expressive which will give them a platform for an experiment and exploration. As per the statistics the 16% of the new generation are ready to try new makeup products if enhances their personality. The industry is in constant development state and gen z

has brought vibrant shift in the trends. As an effect of this the beauty and skincare norms in India have been redefined and given all new purpose for the usage of the product and it is also empowering the individuals, their purchasing power has been influenced by the trends, celebrity endorsement and growing clean beauty. Their approach towards the beauty has become holistic. Which also included clean skincare routine, gluten free food diet and good workout etc, the current generation has understood that feeling good within is as important as looking good which adds to their personality and fundamental principles of the beauty and life as well.

The customers have become more responsible towards the environment and showing the same attitude while buying any kind of products, this has impacted on the skincare industry as well as the consumer has become more inclined towards clean and sustainable beauty buying, now they look and take products into consideration only if the company or the brand which they are buying are environmentally responsible along with cruelty free and organic products which will go well with their values and personality.

According to ESW (economic and sector work) almost 60% of the Z population prefer to buy the skincare products which are ecofriendly, cruelty free and sustainable in nature. When it comes to skincare or beauty products the consumers are always choosing products which are sustainable in nature and matches their values and personality. So, this trend and change in the industry has led foundation to grow of home-made brands and products which are mainly focusing on bio ingredients and sustainable products.

The skincare and beauty routine had developed to great extent where it has become gender inclusive beauty where there are breaking the regular traditional practices and are willing to buy and try new products regardless of gender stereotypes which has made companies to produce gender neutral products. The trend in the industry has created many new concepts one of which is known as “Skinimalism” which simply explains that the new generation aren’t preferring heavy makeups as they have become more health conscious and want to look natural, which basically has impacted and given an opportunity to new products which could multitask creams, serums etc with much more organic ingredients along with vitamins. The multifunctional products have a positive impact in the current trend as it matches the busy lifestyle of the consumers which save their time and being efficient in the same time.

As the earlier generation had more interest in foreign brands it didn’t give a chance to homegrown brands to prove but due to latest trend and change in generation Z it has led a foundation to promote and use Indian brands as they have deep interest in the beauty products which has Indian roots, ayurvedic and ecofriendly.

Overall the generation Z have understood the ancient skincare and their importance on health and also have understood the benefits that provides, so they want to adopt this in their trend which basically helps them to connect and bring back the cultural touches and infuse them in the modern era which will align with the values and personality, as the industry is seeing upward trend in the beauty industry they want to ignite the change along with the innovation of the products which will basically help them to restore the cultural values and sustainability and bring them back into practice. So, the generation Z is redefining the beauty and skincare norms and helping the industry to grow and accept constant change of the consumers.

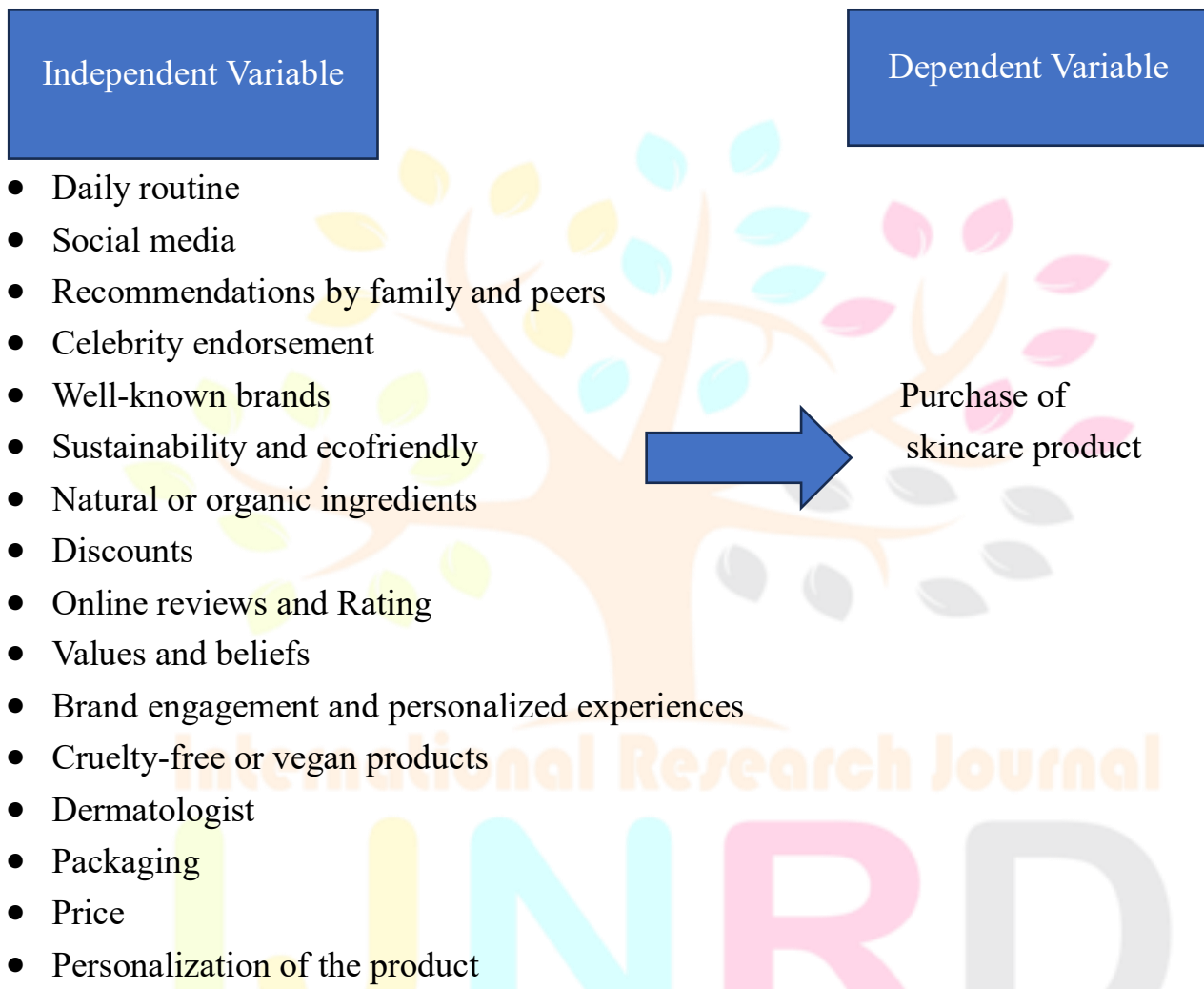
**KEYWORDS:**

- Skincare, Beauty and factors influencing

**OBJECTIVES:**

This paper is to see what are the factors that are influencing generation Z while purchasing or using skincare products.

**Conceptual Model**



**LITERATURE REVIEW:**

- This paper talks about the how improvement in the technology, education and huge growth in the economy has given a chance to people to have better standard of living, which has given an opportunity in purchasing power. How the media and people have influenced the new generation towards the purchase of the beauty items and this study mainly focuses on the independent variables which has influenced the buying power of the consumers. ((Koshy)
- This paper talks about the cosmetic and beauty industry as how it has evolved over a period of time as people have increased their stander of living the main agenda of the

study is to know what factors are influencing the female customers while buying skincare products pertaining to ayurvedic ingredients. ((Pathmaperuma)

- This research study which was quantitative in nature primarily focused on the how purchasing decision of skincare influenced by quality of the product, brand image and few other factors influenced the buying behaviour of the skincare products (Iskandar)
- This particular research paper talks about the how interacting with the social groups and consumer socialization has an impact on the buying skin care products, the main reason of the study was to find out which social factors has influenced the buying behaviour of the consumer on personal products. ((Sudhakar)
- This paper talks about Consumer behaviour have evolved as a result of increased public knowledge of various environmental issues, and green items are now more frequently chosen as purchases. The purpose of this study is to explain, using the theory of planned behaviour (TPB), the influences of attitude, subjective norm, and perceived behavioural control on consumers' intentions to buy green skincare products. It also seeks to ascertain whether price sensitivity and the COO moderate the relationships between consumers' intentions to buy and their precedence factors. Structural equation modelling is used to compare data from 300 respondents in Taiwan to the study model. The findings show that behavioural control perception, subjective norm, and attitude all significantly influence the likelihood that consumers will buy green skincare products. (Hsu)

## Methodology

The Research was descriptive in nature, 110 respondents has been taken in to consideration to conduct the research, a questioner was floated and the generation z have filled the form, Multiple linear regression, factor analyse and discriminate analyse were performed using SPSS software to know what are the factors that are influencing generation z on purchase or use of skin care products.

## Data Analysis and Discussions:

### **Multiple linear regression:**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.701 <sup>a</sup>	.492	.399	.971	1.720

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.222	16	5.014	5.317	.000 <sup>b</sup>
	Residual	82.978	88	.943		
	Total	163.200	104			

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.254	.575		-.442	.659		
	dailyroutine	.304	.113	.282	2.692	.009	.526	1.902
	Socialmedia	.390	.117	.378	3.337	.001	.451	2.218
	peersandfamily	-.063	.115	-.059	-.548	.585	.500	2.001
	celebrityendrosment	-.072	.115	-.068	-.625	.533	.484	2.067
	wellknowbrands	.072	.117	.066	.611	.543	.489	2.044
	sustainability	-.009	.156	-.006	-.055	.957	.454	2.203
	organicingredients	.023	.133	.019	.169	.866	.471	2.122
	discounts	-.063	.109	-.064	-.582	.562	.481	2.081
	onlinereviewandrating	-.064	.125	-.057	-.515	.608	.476	2.103
	valuesandbeliefs	.110	.133	.084	.825	.412	.562	1.779
	brandengagementandpersonalization	.107	.127	.090	.841	.403	.505	1.981
	crueltyfreeorvegan	.196	.111	.164	1.766	.081	.672	1.488
	Dermatologist	-.045	.099	-.044	-.449	.654	.611	1.637
	packaging	-.012	.091	-.011	-.128	.899	.721	1.386
	price	-.134	.145	-.110	-.920	.360	.401	2.493
	personalizedtomyskin	.294	.157	.226	1.872	.064	.396	2.522

a. Dependent Variable: skincareroutine

## Descriptive Statistics

	Mean	Std. Deviation	N
skincareroutine	3.60	1.253	105
dailyroutine	3.64	1.161	105
Socialmedia	3.08	1.214	105
peersandfamily	3.30	1.170	105
celebrityendrosment	2.56	1.192	105
wellknowbrands	3.87	1.161	105
sustainability	3.92	.906	105
organicingredients	3.97	1.042	105
discounts	3.22	1.263	105
onlinereviewandrating	3.69	1.103	105
valuesandbeliefs	3.89	.954	105
brandengagementandpersonalization	3.79	1.053	105
crueltyfreeorvegan	3.52	1.048	105
Dermatologist	3.63	1.227	105
packaging	2.95	1.228	105
price	3.59	1.035	105
personalizedtomyskin	4.09	.962	105

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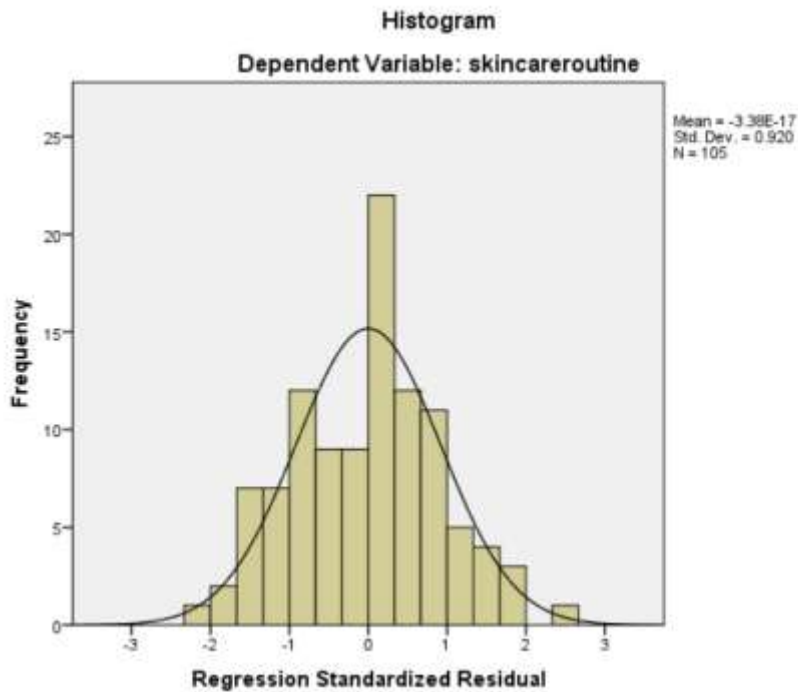
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
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1	(Constant)	-.254	.575		-.442	.659		
	dailyroutine	.304	.113	.282	2.692	.009	.528	1.902
	Socialmedia	.390	.117	.378	3.337	.001	.451	2.218
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	organicingredients	.023	.133	.019	.169	.866	.471	2.122
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	valuesandbeliefs	.110	.133	.084	.825	.412	.562	1.779
	brandengagementandpersonalization	.107	.127	.090	.841	.403	.505	1.981
	crueltyfreeorvegan	.196	.111	.164	1.766	.081	.672	1.488
	Dermatologist	-.045	.099	-.044	-.449	.654	.611	1.637
	packaging	-.012	.091	-.011	-.128	.899	.721	1.386
	price	-.134	.145	-.110	-.920	.360	.401	2.493
	personalizedtomyskin	.294	.157	.226	1.872	.064	.396	2.522

a. Dependent Variable: skincareroutine

### Interpretation of MLR:

- Form the descriptive statistics in the output we can analysis the means of the independent variables, we have performed the regression analysis for the same.
- When we look into correlation table we can see that the value is close to zero which clearly indicates that the correlation amongst the variables is weak where it said to be independent relation between the independent variables.
- When we look into model summary it explains R and Adjusted r square So, r square in our output is 0.492 which talks 49% of dependent is explained by the independent factors which we have taken in consideration for the analysis.
- Next, we ANOVA which talks about the significant value weather its significant or not, in our case the value is less than 0.05 so we can say that the model is statically okay.
- In the model summary we also have Durbin Watson test which basically test the autocorrelation in the model ideal the value has to be in-between 1.5 to 2.5 in our case the value is 1.720 which clearly indicates that it is a positive auto correlation.
- When we look into Variation inflation factor (VIF) which talks about the independence of independent variables, ideally it should have less than 4  
In our output when we refer into correlation table all the values are well below that range that is below 4 which clearly indicates that the predative variables are independent. Which clearly say No relation to each other.



From this we can get the know that the data is normally distributed as it is will within the range and it doesn't have the outlalyers as well.

**FACTOR ANALYSIS:**

Here we have performed the factor analysis which will group the independent variables into factors and with the help of that factor we have performed multiple linear regression to check the significant of the model.

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.836
Bartlett's Test of Sphericity	Approx. Chi-Square	681.537
	df	120
	Sig.	.000

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**Communalities**

	Initial	Extraction
dailyroutine	1.000	.702
Socialmedia	1.000	.608
peersandfamily	1.000	.563
celebrityendorsement	1.000	.563
wellknowbrands	1.000	.575
sustainability	1.000	.688
organicingredients	1.000	.577
discounts	1.000	.671
onlinereviewandrating	1.000	.512
valuesandbeliefs	1.000	.538
brandengagementandpersonalization	1.000	.517
crueltyfreeorvegan	1.000	.523
Dermatologist	1.000	.385
packaging	1.000	.445
price	1.000	.611
personalizedtomyskin	1.000	.656

Extraction Method: Principal Component Analysis.



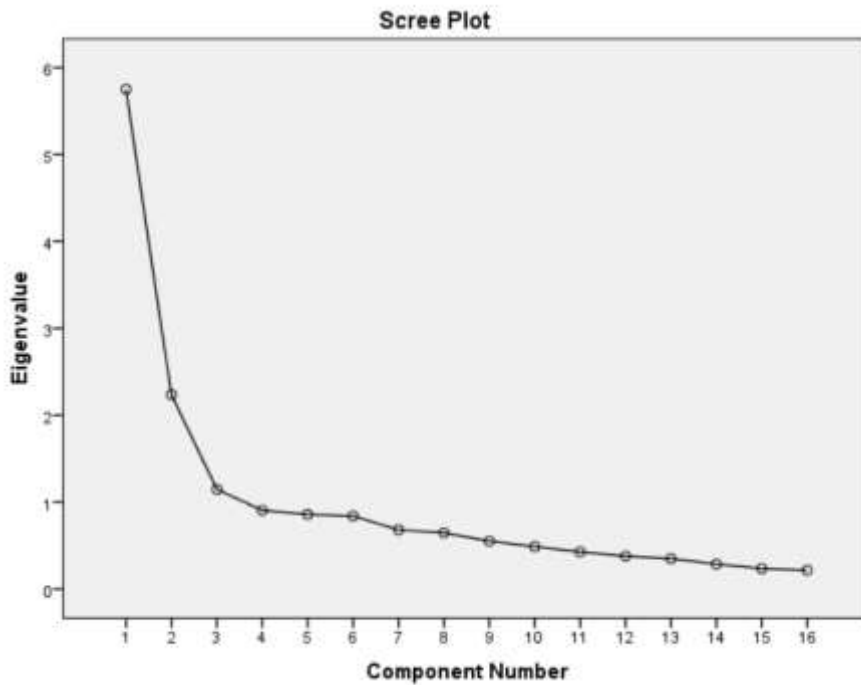
**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.751	35.946	35.946	5.751	35.946	35.946	3.797	23.732	23.732
2	2.236	13.975	49.921	2.236	13.975	49.921	2.899	18.119	41.851
3	1.148	7.173	57.093	1.148	7.173	57.093	2.439	15.242	57.093
4	.905	5.656	62.749						
5	.859	5.369	68.118						
6	.841	5.254	73.372						
7	.681	4.254	77.626						
8	.647	4.046	81.671						
9	.551	3.445	85.116						
10	.488	3.049	88.165						
11	.427	2.669	90.834						
12	.378	2.363	93.197						
13	.350	2.185	95.381						
14	.287	1.794	97.175						
15	.235	1.472	98.647						
16	.216	1.353	100.000						

Extraction Method: Principal Component Analysis.







Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
dailyroutine	.012	.187	.817
Socialmedia	.680	-.075	.374
peersandfamily	.578	.012	.478
celebrityendrosment	.742	-.063	.090
wellknowbrands	.431	.148	.607
sustainability	.005	.821	.119
organicingredients	.129	.717	.214
discounts	.807	.137	-.016
onlinereviewandrating	.585	.286	.298
valuesandbeliefs	.069	.625	.378
brandengagementandperso nalization	.477	.303	.445
crueltyfreeorvegan	.048	.721	.031
Dermatologist	.335	.508	.123
packaging	.654	.119	-.053
price	.685	.306	.221
personalizedtomyskin	.103	.420	.685

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 5 iterations.



- The KMO test tells if the data which is collected for the research is adequate or not the value should be minimum of 50% if the value is less than 50 it is said to be that the data is not adequate for the survey and need to collect more sample data, closer to 1 the better the data is

In our output we have a KMO value of .836 which tells the data is good and adequate for the study, and model is also significant as it has the value less than 0.05%.

- When we consider the communalities table in the output, we can see that almost all the variables except 2 variables which are dermatologist and packaging have more than 50 percent variation on the dependent variable.

The cumulative percentage of the output is 57.093 which basically tells that 57% of the variation on dependent variable is explained with 3 factors which explains majority of the variation and all those 3 factors have eigen value more than 1.

- When we look into rotated component matrix we can see that price, discounts and celebrity endorsements have been grouped into one factor with (with 0.8, 0.7 and 0.6) respectively
- In the next factor we can consider sustainability, cruelty or vegan free and values and believes into sconed factor
- In the third factor daily routines, well known brands and personalization of the product can be grouped as one factor.

On these factors we have performed multiple linear regression. Here are the output:

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.632 <sup>a</sup>	.399	.381	.986	1.797

a. Predictors: (Constant), REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

b. Dependent Variable: skincarerroutine

**ANOVA<sup>a</sup>**

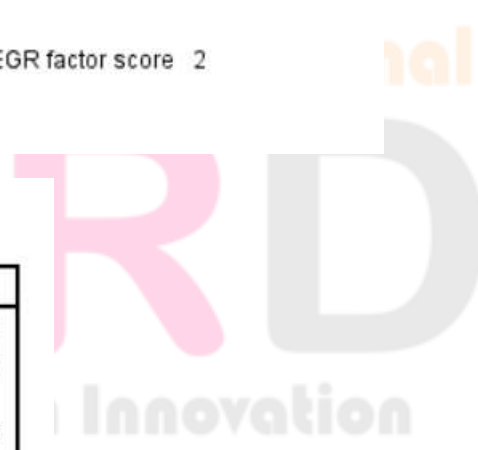
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.105	3	21.702	22.344	.000 <sup>b</sup>
	Residual	98.095	101	.971		
	Total	163.200	104			

a. Dependent Variable: skincarerroutine

b. Predictors: (Constant), REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

**Descriptive Statistics**

	Mean	Std. Deviation	N
skincarerroutine	3.60	1.253	105
REGR factor score 1 for analysis 1	0E-7	1.00000000	105
REGR factor score 2 for analysis 1	0E-7	1.00000000	105
REGR factor score 3 for analysis 1	0E-7	1.00000000	105



**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.600	.096		37.431	.000		
	REGR factor score 1 for analysis 1	.130	.097	.104	1.348	.181	1.000	1.000
	REGR factor score 2 for analysis 1	.322	.097	.257	3.328	.001	1.000	1.000
	REGR factor score 3 for analysis 1	.711	.097	.568	7.358	.000	1.000	1.000

a. Dependent Variable: skincareroutine

- The R square is .399 or 40% basically explains that the 40 % of dependent variables have been explained by the independent variables
- The Durbin Watson talks about the autocorrelation in the model the value should be in-between 1.5 to 2.5 so in our model summary the value is 1.7 which shoes positive auto correlation
- The model is also significant has the significant value is less than 0.05
- The VIF is also within the range which is below 4 which tells that the independent variable is independent to each other.

**DISCRIMINANT ANALYSIS:**

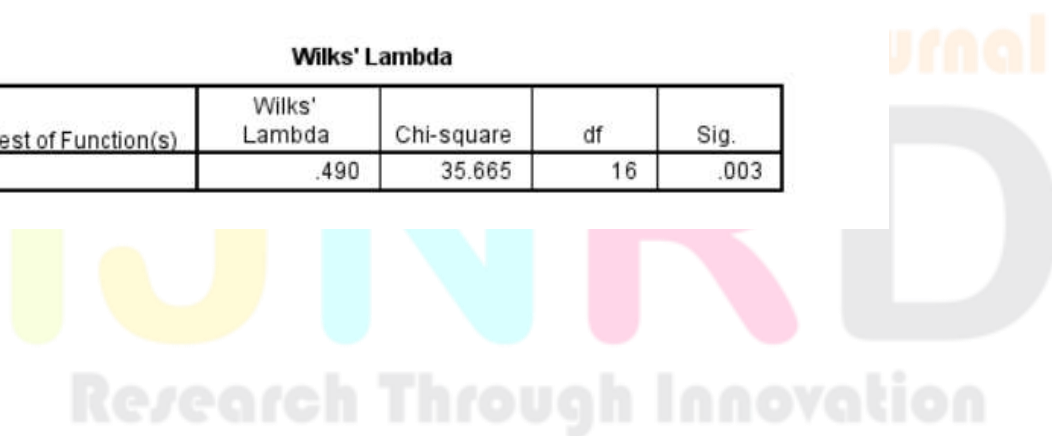
**Eigenvalues**

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.041 <sup>a</sup>	100.0	100.0	.714

a. First 1 canonical discriminant functions were used in the analysis.

**Wilks' Lambda**

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.490	35.665	16	.003



**Classification Results<sup>a,c</sup>**

		Do you use Skincare?	Predicted Group Membership		Total
			1	2	
Original	Count	1	32	6	38
		2	5	17	22
	%	1	84.2	15.8	100.0
		2	22.7	77.3	100.0
Cross-validated <sup>b</sup>	Count	1	29	9	38
		2	9	13	22
	%	1	76.3	23.7	100.0
		2	40.9	59.1	100.0

a. 81.7% of original grouped cases correctly classified.

b. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

c. 70.0% of cross-validated grouped cases correctly classified.

In the discriminate analysis the significance and wilks lambda plays an important role in understanding whether the model is good fit or not

- So, in the output the value of wilks lambda 0.490 which tells it has high discrimination power
- The model is also significant it has the value less than 0.05 which has the value 0.03
- In the classification results output we will get to know that 81.7% of the data has been classified rightly and 19% are not rightly classified.

**FINDINGS:**

- The study primarily focused on which all factors that were influencing the purchasing of generation z on skincare, so in order to find the factors we have performed the multiple linear regression, factor analysis and discriminate.
- From the output we can say the model is significant where it tells what are the important factors that are influencing the purchase of skincare product.
- In the factor analysis we have come to know what are the factors that are actually helping to know important variables on dependent variable.

**CONCLUSION:**

In this paper we have collected primary data from gen z to know what are the factors that are impacting the gen z on purchase or use of skin care. Then we have formed the hypotheses H<sub>0</sub>: there is no significant impact on purchase of skincare H<sub>1</sub>: there is significant difference on purchase of skincare. Then we have performed MLR, factor analysis and decrement analysis. With help of the output, we can know what are the important variables that are impacting the dependent variable, in all the 3 analysis we can see that the model is significant and satisfy

all the assumptions of the model and get to know the major independent variables impacting on purchase of skincare products.

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