The factors influencing consumers' choice of local products - Cosmetic products - (A field study on a sample of women in Algeria)

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Abstract

This study delves into the factors influencing Algerian women's purchasing decisions regarding locally produced cosmetics. In an increasingly competitive market, understanding consumer behavior, particularly concerning local products, is crucial for economic growth and the promotion of national industries.

This research explores the interplay of product-related attributes, promotional strategies, and psychological and social factors that shape women's choices in the Algerian cosmetic market. By examining these influences, alongside the impact of personal variables like age, education, occupation, income, and residence, this study aims to identify the key drivers behind the preference for local cosmetic products. T

He findings will provide valuable insights for businesses seeking to develop and market local cosmetics effectively

Keywords: Consumer Behavior, local products, Cosmetic products, women in Algeria.

Introduction:

The significance of local products has come to the forefront of consumer consciousness. Local products, defined as those goods that originate from a specific geographical area and are produced using local resources and expertise, play a vital role in fostering economic sustainability and cultural identity. In Algeria, local products not only reflect the nation's rich heritage and resources but also serve as a testament to the skills of its people.

This study explores the characteristics of local products, emphasizing their origin, nature, and the value they bring to the economy. The concept of consumer behavior is pivotal in understanding how individuals and groups make decisions regarding the acquisition and use of goods and services. This exploration is particularly relevant in the context of local products, as consumer preferences often shift in response to various internal and external factors, including cultural influences and social dynamics.

Focusing on women's purchasing behavior, this study examines how gender influences consumer choices, particularly in the realm of local cosmetic products. Understanding the motivations and preferences that drive women's purchasing decisions can offer valuable insights for marketers and businesses aiming to promote local products effectively.

Through a structured methodology, including a comprehensive questionnaire, this study seeks to analyze the factors influencing Algerian women's choices of local cosmetics. By employing statistical analysis, the research aims to shed light on the complex interplay between consumer

behavior and local product promotion, ultimately contributing to a deeper understanding of the dynamics within the Algerian market**.**

Study Questions:

This study seeks to answer the following questions:

-What is the most influential factor among (product-related factors, promotional factors, and psychological and social aspects) in the choice of local cosmetic products by women in Algeria?

-Are there statistically significant differences in the responses of participants related to personal variables (age, occupational level, occupation, income, and residence) in choosing local cosmetic products by women in Algeria?

Study Objectives:

This study aims to:

-Analyze the factors influencing Algerian women's choice of local cosmetic products and identify the most significant factor among (product-related factors, promotional factors, and psychological and social aspects).

-Measure the impact of personal variables (age, educational level, occupation, income, place of residence) on purchasing decisions and identify statistically significant differences.

Research Divisions:

The research is divided into:

-First Axis: The theoretical aspect of the study.

-Second Axis: The practical aspect.

I.   Theoretical Aspect:

1-Definition of Local Product:

A local product is an Algerian product that indicates its origin, its source, and its economic nationality.

It is produced in a specific geographical area using local skills and resources for its production.

Thus, when we talk about a local product from a country, we refer to the country of origin, meaning it is manufactured in that country.[1]

2-Characteristics of Local Products:

Local products are distinguished by a set of characteristics, which we will explain as follows:[2]

 Country of Origin: Products are locally produced to be described as local; the country of origin is what gives them this status.

Nature of Products: Products that are manufactured on vessels belonging to the local country.

Plant-based products harvested within the local country, products extracted from outside territorial waters but where the local country has full rights to use those waters or soil, animals born and raised in the local country, products obtained from fishing in local seas or hunting in local lands, and products obtained from live animals in the local country.

Added Value: For a product to be considered local, the country must contribute a certain percentage to its production. This local product generates significant revenue for the public treasury through the taxes collected.

3-Definition of Consumer Behavior:

All decision-making actions taken at the individual or group level that are directly related to acquiring goods and services and using them to meet current and future needs, including the decision-making processes that precede and determine these actions.[3]

The American Marketing Association has provided two definitions of consumer behavior as follows:

-The dynamic interaction of cognitive influences, behavior, and the environment through which people exchange in their lives;

-Consumer behavior or the behavior of decision-makers in the market for products and services, which is often used to describe the interdisciplinary scientific study that seeks to understand and describe such behavior[4].

3-1-Definition of Consumer Purchasing Behavior:

It is the process of searching, selecting, purchasing, and using or consuming goods and services by individuals to satisfy their needs and desires. All of these behavioral activities ultimately determine the consumer's satisfaction or dissatisfaction[5]

3-2-Factors Influencing Purchasing Behavior:

Each of these factors interacts to shape the consumer's decision-making process and purchasing habits:

-Internal Factors Affecting Consumer Behavior:

To effectively reach consumer behavior and the factors influencing it, marketing companies investigate internal influences that drive consumers to either make a purchase decision or refrain from it. Among these factors are:[6]

-Needs and Motivations: Needs serve as the starting point in studying consumer behavior, varying from one consumer to another and depending on each individual's surrounding circumstances. The motivation behind purchasing a product may stem from a personal need for satisfaction or personal use, whereas others may be driven by a desire to display ownership. Thus, a need represents a sense of lacking something essential that an individual seeks to fulfill. The need for a product changes according to the consumer's surrounding conditions and their cultural and economic environment.

-Perception: Perception is one of the psychological factors affecting consumer behavior. It can be defined as "the image that a consumer forms of the external world" or as "the process of selecting, organizing, and interpreting information or signals received through the senses, which enables an individual to perceive their environment." Alternatively, perception is described as "the process by which a consumer receives and interprets marketing stimuli."

-Personality: Personality refers to "those internal psychological traits and characteristics that define and reflect how an individual behaves and responds to all internal or external environmental stimuli encountered periodically or systematically."

-Learning and Attitudes: In marketing, learning is defined as "all the continuous actions and processes...

-External Factors Affecting Consumer Behavior:

-The Surrounding Environment: The changing environment influences consumer behavior and guides their actions, such as local culture.

Individuals interact daily with various social, political, and economic factors, which can lead to cultural differences among people, reflecting diverse consumption patterns.

-Family Influence: Research has shown that the consumer is not necessarily the initiator, influencer, decision-maker, or purchaser. They may play one or more of these roles. For example, a mother may buy a toy for her children to use, while the father may influence the family's purchasing decision. When an individual acts to purchase a particular item, they express this behavior through their buying and consumption choices.[7]

-Reference Groups: These are groups made up of social and professional groups that provide individuals with personality traits and influence their beliefs, opinions, and aspirations.

Reference groups are groups of individuals that a consumer refers to when they intend to make a purchase to assist them in making decisions.[8]

3-3-Definition of Women's Purchasing Behavior:

Just as a person's gender influences their consumer behavior, it is even more nuanced. In addition to "biological sex" (i.e., gender from a structural and physical standpoint), there is also what psychologists refer to as "sexual identity" — that is, an individual's tendency toward one gender over another in their behavior and consumer preferences.

Generally speaking, men (or individuals with predominantly masculine behavior) tend to be more adaptable and easily swayed compared to women, who exhibit greater persistence in supporting new attitudes.

In terms of motives, cognitive motives usually prevail among men, while affective motives (emotional ones) are more influential among women, who are typically more influenced by advertisements and opinion leaders. Additionally, women are often more tactile, particularly in determining product quality through touch[9].

II.   The practical aspect

1-Study Methodology

This applied study focused on utilizing research tools and information-gathering methods, as well as various stages preceding the application of the Statistical Package for the Social Sciences (SPSS).

The questionnaire was designed in two sections:

-Section One: Related to the personal data of the respondents, including age, occupational level, occupation, income, and residence.

-**Section Two**: Included statements regarding the factors (product-related, promotional, and psychological and social aspects) that influence Algerian women's choice of local cosmetic products. This section contained 15 statements, and respondents were asked to select the statement they found most appropriate.

The five-point Likert scale was employed to measure the responses of the sample participants, as follows:

Table 1: Five-Point Likert Scale

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Rating	1	2	3	4	5

Source: Prepared by the researchers.

Subsequently, the weighted average was calculated to determine the general tendency of the sample by assessing the range to which the arithmetic mean of each dimension belongs.

This allows for the identification of agreement levels for the arithmetic mean, as follows:

The previous statements carry the following weights: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1).

It is noted that there are 4 intervals between the Likert scale statements and 5 representing the number of choices. Thus, the calculation proceeds as follows: (4/5 = 0.8). This value of 0.8 represents the length of the new interval; starting from value 1, we add 0.8, resulting in the weighted mean as shown in the following table:

Table 2: Agreement Levels for the Arithmetic Mean ("Weighted Average") According to the Five-Point Likert Scale

Range	1 - 1.8	1.8 - 2.6	2.6 - 3.4	3.4 - 4.2	4.2 - 5
Agreement Level	Very Weak	Weak	Moderate	Strong	Very Strong

Source: Prepared by the researchers.

This table assists in analyzing each statement by calculating the weighted average and standard deviation, thereby clarifying the responses of the sample participants.

Questionnaires were distributed to a group of women in Algeria based on the study's objectives, and the study sample included 30 respondents, with the questionnaires deemed valid for conducting the study.

2-Statistical Analysis Tools

Data was analyzed using a range of statistical methods, including:

-Percentages to aid in the descriptive analysis of the study sample respondents.

-Arithmetic mean and standard deviation to assess the level of agreement and the dispersion of respondents' answers.

-Pearson correlation coefficient to verify the construct validity of the questionnaire and to measure the correlation between the study variables.

-Cronbach's alpha to ensure the reliability of the questionnaire and to measure the internal consistency of the questionnaire items.

-One-Way ANOVA to infer differences in respondents' answers related to personal variables.

3-Correlation Coefficients Between Study Variables

Table 3: Correlation Matrix of Various Factors Influencing Consumer Choice of Local Cosmetic Products

Variables	Product-Related Factors	Promotional Factors	Psychological and Social Factors	Overall Factors
Product-Related Factors	/	0.474**	0.680**	0.799**
Promotional Factors	0.474**	/	0.625**	0.858**
Psychological and Social Factors	0.680**	0.625**	/	0.897**
Overall Factors	0.799**	0.858**	0.897**	1

Source: Prepared by the researchers based on SPSS v26 outputs

Analysis:

-All values are positive, indicating a direct relationship between all factors; that is, an increase in one factor is associated with an increase in the other factors.

-All values are statistically significant, meaning the relationships between the variables are not random but reflect a true correlation among the factors influencing consumer choice.

-Psychological and social factors exhibit the highest correlation with overall factors at 0.897, indicating a significant influence on the decision to purchase local cosmetic products.

-Promotional factors are strongly correlated with overall factors at 0.858, suggesting that successful promotion significantly contributes to enhancing demand for local products.

-Product-related factors are strongly correlated with psychological and social factors at 0.680, indicating that product quality and design impact purchasing decisions influenced by psychological and social factors.

-The weakest relationship between variables is observed between product-related factors and promotional factors at 0.474, suggesting that promotion alone is not sufficient to attract consumers; it must be supported by the quality of the product itself.

4-Reliability of the Research Instrument

To verify the reliability of the questionnaire, Cronbach's alpha coefficient was utilized to assess the internal consistency of the questionnaire items.

The table below provides further details:

Table 4: Cronbach's Alpha Coefficient

Variables	Number of Items	Cronbach's Alpha Value
Factors Influencing Consumer Choice of Local Cosmetic Products	15	0.795

Source: Prepared by the researchers based on SPSS v26 outputs

Analysis

The reliability of the factors influencing consumer choice of local cosmetic products was measured using 15 items, resulting in a Cronbach's alpha value of 0.795.

-Since the Cronbach's alpha value is 0.795, this indicates that the scale has good reliability, suggesting that the factors being measured are largely interrelated and consistent.

-This result indicates that the questionnaire used to measure the factors influencing consumer choice of local cosmetic products is highly reliable and can be depended upon for statistical analysis and result extraction.

5-Descriptive Analysis of the Study Sample

Table 5: Distribution of the Study Sample

Variable	Category	Frequency	Percentage
Age	25 years and below	/	86.7%
	26-35 years	4	13.3%
	36-45 years	/	/
	46 years and above	/	/
Educational Level	High school and below	9	30%
	University	21	70%
	Postgraduate studies	/	/
Employment Status	Employed	17	56%
	Unemployed	12	44%
Income	5,000 DZD and below	/	20%
	6,000 - 20,000 DZD	6	6%
	21,000 - 40,000 DZD	9	30%
	41,000 - 60,000 DZD	13	44%
	61,000 DZD and above	/	/
Residence	Urban area	23	76%
	Rural area	7	24%

Source: Prepared by the researchers based on SPSS v26 outputs

Analysis:

-Age:

The age group of 25 years and below represents the vast majority of the sample at 86.7%, indicating that the study focuses on the younger segment of women. The age group of 26-35 years comprises 13.3%, which is a relatively small percentage compared to the younger group. There is no data available for the age groups of 36-45 years and 46 years and above, which may affect the generalizability of the results.

-Educational Level:

The majority hold a university degree (70%), while 30% have a high school education or lower. There are no individuals without formal education, suggesting that the sample is entirely educated.

-Employment Status:

56% of the respondents are employed, while 44% are unemployed, indicating a relatively balanced distribution between the two groups.

-Income:

The income category of 5,000 DZD and below represents 20% of the sample. The category of 6,000 - 20,000 DZD is the lowest at 6%. The income range of 21,000 - 40,000 DZD accounts for 30%, while the highest income bracket of 41,000 - 60,000 DZD is the largest at 44%.

-Residence:

76% reside in urban areas, compared to 24% in rural areas.

6-Responses to the Study Questions and Discussion:

To address the study questions, we relied on statistical analysis, including means, standard deviations, and one-way ANOVA.

6-1- Response to the First Question:

What is the most significant factor (related to the product, promotion, and psychological and social aspects) influencing women's choice of local cosmetic products in Algeria?

Table 6: Means and Standard Deviations of Factors Influencing Algerian Women's Choice of Local Cosmetic Products

Factors	Mean	Standard Deviation	Response Level	Rank of Response Level
Product-related factors affecting the choice of local cosmetic products	3.9533	0.465890	Strong	
The improvement in the quality of local cosmetic products affects my choice of them	4.1000	0.547720	Strong	2
The availability of samples for testing affects my choice of local cosmetic products	4.4667	0.628810	Very Strong	1
The price of local cosmetic products compared to the utility derived from them affects my choice	4.0333	0.808720	Strong	3
The design and packaging of local cosmetic products affect my choice of them	3.3667	1.15917	Moderate	5
The shortage of foreign cosmetic products affects my choice of local cosmetic products	8000	1.24291	Strong	4
Promotion-related factors affecting my choice of local cosmetic products	3.3867	0.696660	Strong	
Advertisements through social media (Instagram and Facebook) affect my choice of local cosmetic products	4.1333	0.571350	Strong	1
Advertisements through traditional media (television, magazines, and posters) affect my choice of local cosmetic products	2.2667	1.08066	Weak	5
The use of influencers and content creators on social media for local cosmetic products affects my choice	3.5000	1.16708	Strong	3
The abundance of sales points affects my choice of local cosmetic products	3.7333	0.980270	Strong	2
The abundance of discounts and promotions affects my choice of local cosmetic products	3.3000	1.02217	Moderate	4

Psychological and social factors affecting my choice of local cosmetic products	3.8267	0.595920	Strong	
My needs affect my choice of local cosmetic products	3.8667	0.973200	Strong	2
My desires affect my choice of local cosmetic products	3.8667	0.819310	Strong	2
Shopping with my friends affects my choice of local cosmetic products	4.1667	0.874280	Strong	1
My income level affects my choice of local cosmetic products	3.8000	1.24291	Strong	3
My sense of responsibility to support local products affects my choice of them	3.4333	1.25075	Moderate	4

Source: Prepared by the researchers based on SPSS v26 outputs

<u>Analysis:</u>

Through the analysis of means, we find that:

-Product-related Factors

In general, product-related factors have a strong influence on women's choices of local cosmetic products, with a mean of 3.9533. The most influential factor in this category is the availability of samples for testing (mean = 4.4667), indicating that experiencing the product before purchase enhances trust and encourages consumers to make purchasing decisions. This is followed by improvements in product quality (mean = 4.1000), suggesting that continuous enhancements in the quality of local products increase consumer interest. The price relative to the perceived utility (mean = 4.0333) ranks third, meaning that consumers prefer products that offer good value for the price paid.

-Promotion-related Factors

These factors achieved a mean of 3.3867, indicating a strong influence but to a lesser extent compared to product-related factors. The most impactful promotional element is advertising via social media (mean = 4.1333), highlighting the importance of platforms like Facebook and Instagram in directing purchase decisions. This is followed by the abundance of sales points (mean = 3.7333), which suggests that product availability in multiple locations facilitates purchase and increases consumer interest. Conversely, traditional advertising through television and magazines (mean = 2.2667) ranked last with a weak influence, reflecting the decline of these media in the digital transformation.

-Psychological and Social Factors

These factors received a mean of 3.8267, indicating a strong influence on purchasing decisions. The most influential factor in this category is shopping with friends (mean = 4.1667), emphasizing the role of social influence in purchasing decisions. This is followed by personal needs and desires (mean = 3.8667), indicating that women rely on their needs and preferences when choosing local products. Income level (mean = 3.8000) ranked third, suggesting that purchasing power plays an important role, though it is not the most decisive factor.

Based on the analysis and in response to the first question of the study, the factor with the greatest influence on women's choices of local cosmetic products in Algeria is product-related factors, as indicated by the highest mean (3.9533). Within this category, the availability of samples for testing is the most influential factor, with the highest mean (4.4667), indicating that the opportunity to experience the product before purchasing is a key determinant in Algerian women's decisions when buying local cosmetics.

6-2- Response to the Second Question:

Are there statistically significant differences in the responses of the participants related to personal variables (age, educational level, occupation, income, residence) regarding women's choices in Algeria for local cosmetic products?

Table 07: One Way Analysis of Variance (ANOVA)

		Sum of Squares	df	Fisher F	Significance Level (sig)
Age	Total Factors	0.221	0.642		There is no significant effect of age on women's choice for local cosmetic products.
	Within Groups	0.057	1		
	Between Groups	7.233	28		
	Total	7.290	29		
Educational Level	Total Factors	0.055	0.816		There is no significant effect of educational level on women's preferences in Algeria.
	Within Groups	0.014	1		
	Between Groups	7.275	28		
	Total	7.290	29		
Occupation	Total Factors	0.472	0.629		There are no significant differences based on occupation.
	Within Groups	0.246	2		
	Between Groups	7.043	27		
	Total	7.290	29		
Income	Total Factors	1.076	0.376		Income did not show a significant effect on product choices.
	Within Groups	0.805	3		
	Between Groups	6.484	26		
	Total	7.290	29		
Residence	Total Factors	0.032	0.859		There is no significant effect of place of residence on preferences for local products.
	Within Groups	0.008	1		
	Between Groups	7.281	28		
	Total	7.290	29		
Source:	Compiled by the researchers based on SPSS v 26 outputs				

Source: Prepared by the researchers based on SPSS v26 outputs

<u>Analysis:</u>

Through the analysis of the impact of five personal variables (age, educational level, occupation, income, residence) on women's choices for local cosmetic products in Algeria, we find the following:

-Age:

-F-value = 0.221 and Sig = 0.642, which is greater than 0.05, indicating no significant effect of age on the selection of local cosmetic products. This suggests that women from different age groups have similar attitudes towards local products.

-Educational Level:

F-value = 0.055 and Sig = 0.816, indicating no significant effect of educational level on women's preferences in Algeria. This implies that preferences for purchasing local cosmetic products are not influenced by educational level, suggesting that purchasing decisions may depend on other factors such as product quality or promotional offers.

-Occupation:

F-value = 0.472 and Sig = 0.629 indicate no significant differences based on occupation. This suggests that women, whether employed or unemployed, make similar purchasing decisions regarding local cosmetic products.

-Income:

F-value = 1.076 and Sig = 0.376, which is greater than 0.05, indicating that income is not a significant factor in the selection of local products. This may be due to local products typically being accessible to various economic segments, and thus income does not significantly affect the purchasing decision.

-Residence:

F-value = 0.032 and Sig = 0.859 indicate no significant effect of place of residence on preferences for local products. This means that women in different areas (cities, suburbs, rural areas) share the same influencing factors in their choices for local cosmetic products.

Based on the analysis and in answer to the second question of the study, according to the results of the one-way analysis of variance, there are no statistically significant differences in the responses of participants related to personal variables (age, educational level, occupation, income, residence). All Sig values are greater than 0.05, indicating that these personal factors do not significantly influence women's choices for local cosmetic products in Algeria.

III.   Conclusions and Recommendations

The most significant findings from this study are as follows:

-Women prefer to try products before purchasing them.

-Product-related factors generally had a more substantial impact than promotional and social factors.

-Promotional factors had a noticeable effect, but not as strong as product-specific factors.

-Purchasing decisions may be influenced by the social environment.

-There are no statistically significant differences in the choices of Algerian women regarding local cosmetic products based on personal variables (age, educational level, occupation, income, residence).

This may be attributed to the following:

-Algerian women's preferences for local cosmetic products are not significantly linked to personal factors such as age, educational level, or income.

-Purchasing decisions may be related to other factors such as quality, brand reputation, price, product availability, marketing campaigns, or social influence, rather than solely personal variables.

Recommendations:

The study concludes with several recommendations:

-Local businesses should focus on offering free and trial samples of their products to increase consumer interest.

-Improving product quality remains a critical factor in enhancing consumer trust and encouraging women to choose local products over imported ones.

-Promotion through social media is an effective tool for influencing purchasing decisions and should be a fundamental part of marketing strategies.

-Enhancing the geographical availability of products through multiple sales points facilitates access for consumers and increases purchasing opportunities.

-Leveraging social influence through marketing strategies that rely on personal recommendations and shared experiences with friends.

-Given the lack of significant differences based on personal variables, it can be inferred that the most influential factors in women's choices of local cosmetic products are related to product quality, availability of trial samples, and promotion through social media.

-Manufacturers should focus on improving product quality and expanding the provision of free samples instead of targeting specific segments based on age or income.

-Standardizing marketing strategies without the need to tailor them based on demographic variables, as the results showed that purchasing preferences are similar across different groups.

-Strengthening promotional campaigns through social media, as it was previously identified as an influential factor according to Table 6.

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