Impact of Product'S Country of Origin on Consumer Buying Behavior (Case Study of Beauty Care Products)

Ayesha Iftekhar
Muhammad Ali Jinnah University, Karachi, Pakistan
E-Mail Id: Ayeshaiftekhar@Hotmail.Com

Abstract
Consumers give importance to the Product origin as well as Brand name, Product quality, Brand Loyalty, Price, and Design to buy Beauty care product; especially this category is in touched with fashion and skin matters. The focus of this study is to know the factors involve in buying behavior. Data was collected through questionnaire in which that majority of people think product origin matters to buy beauty care product .Other than product origin there are some intrinsic and extrinsic values which also are considered up to some extent as part of consumer buying behavior. Marketers of Local manufacturer will get help through this study to how they will expand their market size.
Keywords: Product origin, buying behaviors

Chapter 1
1.1: Introduction
Behavior of consumer depends upon selection, consumption, purchase and satisfaction to the services. In consumer preferences many processes are entangled. Firstly the consumer search out the products they want to use then they choose only that product which has more usefulness. After choosing the products, the user forecast the expenditure which will come to purchase it and money which they can use. The user compares the pre-existing prices of products and decides whether to consume product or not. Besides this, there are also some other reasons which effecting the buying of user like cultural, personal, social and psychological.

The word 'cosmetics' is used for the products which are used to enhance the external appearance and beauty of the body, by likening and softening the color and by protecting the skin, hair, lips and eyes. So cosmetics are the products which are used to make the human body attractive and beautiful. The above definition elaborates the materials which are used in manufacturing of the cosmetic product. The market of beauty cosmetic products depends upon the awareness of the consumer who knows about his or her personal care, grooming and beauty so by having the knowledge in this field we can know the user requirements and to make marketing criteria which directly depends upon the user purchasing behavior.

1.2: Objectives
The objectives of this research are as follows:
- To identify reasons for selecting global / international brands
- To identify impact of product's origin on brand selection
- To identify impact of other important factors in selecting brand

1.3: Problem Statement
It has been observed that the consumer choice has been affected by the origin of product specially for personal care products related to hair and face due to high involvement of consumer it is considered as a highly significant factor while devising the marketing plan of these products; however, due to the presence of global brands in the market, the local brands have been highly neglected by customer. The underlying reason of this is general perception of consumers that products that have been manufactured and/or imported from other countries are of comparatively higher quality than those manufactured locally. Generally, if consumer gives preference to international brand then is it possible that if service is strong so the product's origin does not matter. This study aims to target this issue and identify how consumers become biased in selecting on the basis of product's origin.

1.4: Scope of the study
The scope of this study is being carried out is to evaluate the performance of our local brands in reflection of the foreign brand specially for hair and face cosmetic products that our people by this we can also try to identify the lackings associated with our local brands.

Chapter 2
2.1: Literature Review
Ghazali, Othman, Yahya, & Ibrahim, (2008) said the influence of the country on buyer's intention is as old as three decades and Consumer choice is one of the most crucial aspect which is to be taken in attention in purchase

behavior, a/c to the business literature.

According to Zeugner-Roth & Diamantopoulos, (2010) In past over 40 years origin of country seeks that 'origin country' of product responses on the consumer's decision to purchase or not .

Michaelis, Woisetschläger, Backhaus, &Ahlert(2008) & Chen, Wu, & Chen (2011) origin of a country is a symbolic subject when investigating consumer decision to buy as per international products. Its also a symbol for brands, which comprehends the consumers to get aware of the firm and the origin country of that product.

There are many researchers Bilkey and Nes, &Cattin et al., (1982), Han and Terpstra, (1988), Lee and Schaninger, (1996), Papadopoulos, (1993) and White (1979), describe origin country of the product as "The country of manufacture".

Early researches have concluded that consumers have more positive brand awareness and loyalty for overseas brands as compared to their home country's brands or products. (Lee, Knight and Kim, 2008; Bhardwaj, Kumar and Kim, 2009).

Many alternatives are for customer to purchase certain products as there are already many aspects that have an influence on choice of brand.

2.2: Motivation

These days, the international market is in strong competitive situation and lots of new ideas are in the market for customers. Intention of Person's motivation is to perform behavior. Other definition defines the intention of purchase is the awareness that individuals have to experiment for buying a brand (Shabbir, M. S., Kirmani, S., Iqbal, J., & Khan, B. 2009.

Daneshvary and Schower (2000) studied the relationship between the motivation and other demographic elements such as age, gender, class and education Lu, M (2007)

C.L Wang, Li, Barnes & Ahn (2012) analyzed and their results revealed that there is a strong

impact of certain factors over the customer's choice some of them which were taken in consideration were perception of consumers, the origin of the country of the product have a significant impact on the customer's choice. Also the intention or the willingness of purchasing is termed as the act or any certain action which portray the person's behavior or the way he/she reacts towards it X. Wang & Yang (2008)

2.3: Country Image

L.Y Lin & Chen (2006) claimed a statement towards the image of the country where the product is being manufactured as "The unique picture, stereotype and the position, which the consumers have in perception for that particular country, so this can be further divided into Historical, economical and traditional customs of that country."

Martin and Eroglu (1993), further explained the position that the country has bears a prominent importance in the eyes of its consumers like "Economical, political, technological and social system of any country".

In total, some other studies considered the subject of the country image pertains to the characteristics of the product being considered.

Other researchers showed that the image of the country and their people, and, it also designs by the experiences that people get from usage of the product. Other studies portray the detailed importance of the country and the part it plays while deciding or willingness to purchase a certain product.

The inclusion of the country image and its position plays one of the major parts in the buying decision as when consumers want to purchase goods like of wine, cosmetics, cigars etc they automatically rates those products on the basis of their respective country, that is the country in which those goods are produced.

While analyzing the country image people added that Japan's image economically, politically and technologically is as sound that people make their decision on it because of their technologically sound products. On the other hand the forthcoming countries which are considered to be strong and high ranked in products are USA and Canada however Korea and China are the lowest in ranking for the country.

2.4: Brand Loyalty

Aaker and Keller (1990) focused on the loyalty which people have in their mind with certain other factors

In which Experience is a variable that is most important and builds up the Loyalty of the customers. The customers will get loyal to the product only if they feel content with that brand and then take the purchasing decision.

The important ingredients of the brand loyalty contains its name, price, design and the quality.

2.5: Brand Name

Kohli and Thakor (1997), revealed that name that a brand bears does building of the reputation or the progress

of the brand recognition and it is an expensive at the same time a long term process.

2.6: Product Quality

The characteristics or the attributes that a product or service possess is its capability to fulfill the required needs of the ultimate consumer. If more specifically stated "fitness for usage" or "Conformance to need or requirment" Russell and Taylor (2006)

The customers may retain the brand relationship by sticking to a certain single brand showing their faith in the fulfillment of their needs only because of its tangible worth. The characteristics in cosmetics contain quick dry, breathable, waterproof, light weight and durability. Quality consciousness can be defined as the will and awareness for high standard and quality products and the will to make the intended choice and required choice. Sproles and Kendall, (1986)

2.7: Price

Cadogan and Foster (2000), price bears a unique importance while considering product by any consumer. Those consumers who are highly loyal to their product agrees to pay any premium amount for their willful brand so the purchase decision is not always influenced by the price in some cases. Additionally they have a strong faith in price and the value that the brand delivers they do comparison of prices with certain other alternative brands. Keller(2003).

Long term relationship with a brand resists the change by any customer of the product because they perceive the case as the high risk situation because they prefer brand whether price gets increased. Yoo & Kim (2000)

2.8: Design

Consumers that are fashion conscious get attracted as soon as they see stylish packaging that appeal their eyes. Study conducted by Duff (2007) analyzed that in women's cosmetics people are more attracted to the fashionable and attractive positioning of the products like more attractive design, as consumers try to have different type of makeups on separate occasions.
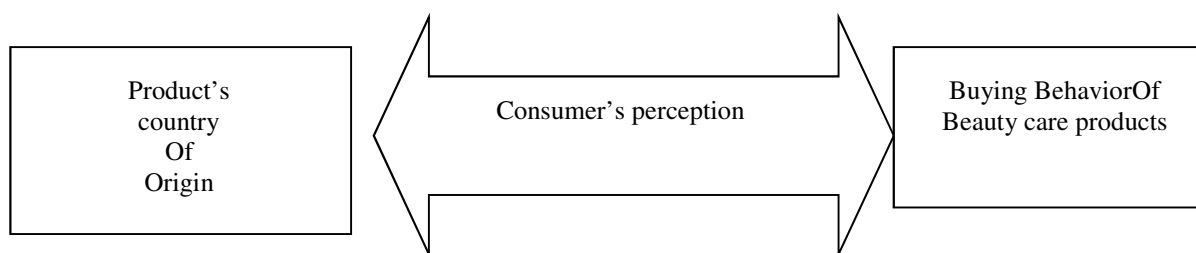
Sproles and Kendall (1986), Being fashionable can be generally explained as the knowledge towards designs, changing fashions and attractive stylish packaging.

Chapter 3
3.1: Theoretical Framework
Independent Variable   **Dependent Variable**

- Ho: Product's origin ofbrands doesn't affect consumers to get influence.
- HA: Product'sorigin of brands affects consumers to get influence.
- Ho: Buying behavior is not depended on Intrinsic & Extrinsic values of a product.
- HA: Buying behavior is depended on Intrinsic & Extrinsic values of a product.

Chapter 4
4.1: Research Methodology

In this chapter you will get info about how research method conducts including collection of data, sampling and the tool used to conduct this report.

4.2: Research Method:

The method used in this study is Quantitativeapproachby using questionnaire which will become structured because of involving large number of respondents this will help in getting structured result to better analyze impact of variables. For getting conclusion of variables McDaniel and Roger in (2002) said quantitative approach of research is helpful.

4.3: Data Collection:
Collection of data use in this study is Primary and also secondary data which includes research work previously conducted on this topic and reference from article and journals.

4.4: Primary data:
Close ended questionnaires were used to collect responses from consumers. Information about respondents including their demographical information about gender, age , status level was also collected to better analyze results. The Likert scale option questionnaire was used.
According to Fisher (2007) To know viewpoint, feelings & persuasion of defendant Likert scales was practiced in which fix on a point named as five-point scale surrounded by strongly agree and strongly disagree which is like that:

Strongly agree = 1
Agree = 2
Neutral= 3
Disagree = 4
Strongly Disagree = 5
Highest score acts 1 and the lowest acts 5.

4.5: Sampling:
Its difficult to get response from a large no. of population therefore we will take sample which represents the data of population so the size of sample is 100 individuals including male & female from age of 22 to 30 above, which covers responses from of student level to higher Managerial level.

4.6: Data Analysis:
Collected data was analyzed by using statistical tool SPSS which shows Descriptive analysis, Correlation ,Regression, Anova.
- By correlation we can analyze relationship between dependent variable with independent.
- A/c. to Wagner (2007) regression analysis helps to predict information of one variable to other variable. Sykes (n.d.) said by procedure of multiple regression it grants to make an entrance of additional factors to test so researchers can quantify effective impact on various simultaneous influences upon a single dependent variable.
- ANOVA is used to analyze the variation between the groups.

Chapter 5
5.1: Finding Result & Analysis
This chapter shows the analysis of correlation & regression which we found by our respondents.

5.2: Descriptive Statistics
The method to study the relationship between variables i.e: country image, Brand name, Product quality, Price, Brand loyalty, Design for consumer buying behavior are Correlations and regression.

Question	N	Minimum	Maximum	Mean	Std. Deviation
Do u consider product origin matters in purchasing product	100	1	3	2.05	0.73

The Mean of Product origin shows **2.05** which indicates majority agrees on this.

Question	N	Minimum	Maximum	Mean	Std. Deviation
will u buy locally manufactured product for personal care	100	2	5	3.61	1.136

As per our second observation Mean 3.61 goes towards 4 which shows majority are disagree to purchase local

manufactured brand .

Question	N	Minimum	Maximum	Mean	Std. Deviation
an international manufactured product as compared to local performs as it promise	100	1	5	2.31	0.861

The Mean **2.31** shows the result of consumer that they agree on Motivational factor

Question	N	Minimum	Maximum	Mean	Std. Deviation
product origin and brand name attract to buying a product	100	1	4	2.1	0.772

Mean **2.1** shows majority agrees that Product origin and Brand Name attracts individual to buy a product.

Question	N	Minimum	Maximum	Mean	Std. Deviation
once find a quality product which suits me i stick with it	100	1	4	1.97	0.904

As we see Mean **1.97** moves towards **2** which show result towards agree on this statement.

Question	N	Minimum	Maximum	Mean	Std. Deviation
if quality of product related to hair and facial care brand are better still product origin matters	100	1	3	2.18	0.702

The products is used for their Personality and skin related matter that's why people are not likely to experiment with their skin which result shows the Mean **2.18** that consumers agree .

Question	N	Minimum	Maximum	Mean	Std. Deviation
will you buy local manufactured product if its available in low price	100	1	5	3.33	1.256

Majority disagree on this statement as result show **3.33** Mean which goes towards **4**.

Question	N	Minimum	Maximum	Mean	Std. Deviation
i can memorize the pattern and label of brand when not at the situation of purchase	100	1	4	2.44	0.715

The Brand Name & Logo is very important factor for purchasing a product, Mean**2.44** shows the result.

Question	N	Minimum	Maximum	Mean	Std. Deviation
Mostly sureness on renowned brand because of the celebrity endorsement	100	1	5	2.38	1.071

Brand association with Celebrity shows the level of Mean **2.38**.

Question	N	Minimum	Maximum	Mean	Std. Deviation
high priced cosmetic brand usually have all day staying power	100	1	4	2.24	0.806

Consumers agree to pay high priced brand because of their reliability and durability with the Mean **2.24**.

Question	N	Minimum	Maximum	Mean	Std. Deviation
Habitually buy foreign cosmetic brand	100	1	4	2.64	0.612

Mean **2.64** moves towards **3** which shows the result that consumers are not purchase foreign brand usually.

Question	N	Minimum	Maximum	Mean	Std. Deviation
a well known hair color brands is always durable than local ones	100	1	4	2.14	0.752

As per Mean of this statement **2.14** shows that people agrees.

Question	N	Minimum	Maximum	Mean	Std. Deviation
Normally sense the result of international quality brand for (face wash, cream) would last longer	100	1	4	2.25	0.796

The result of International brand as compare to local ones would last longer as per mean **2.25**

CORRELATION:

		do u consider product origin matters in purchasing product	will u buy localy manufactured product for personal care	an international manufactured product as compared to local performs as it promise	product origin and brand name attract to buying a product	once find a quality product which suits me i stick with it	if quality of product related to hair and facial care brand are better still product origin matters	will you buy local manufactured product if its available in low price	i can memorize the pattern and label of brand whe not at the situation of purchase	Mostly sureness on renowned brand beacuse of the celebrity endorsement	high priced cosmetic brand usually have all day staying power	Habitually buy foreign cosmetic brand	a well known hair color brands is always durable than local ones	Normally sense the result of international quality brand for (face wash,cream) would last longer
do u consider product origin matters in purchasing product	Pearson Correlation	1	-.366**	.055	.152	.293**	.258**	-.459**	.093	.247*	.237*	.493**	.373**	.326**
	Sig. (2-tailed)		.000	.584	.130	.003	.009		.358	.013	.018	.000	.000	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
will u buy localy manufactured product for personal care	Pearson Correlation	-.366**	1	-.082	.010	-.316**	-.215*	.728**	-.023	-.109	-.360**	-.204*	-.207*	-.137
	Sig. (2-tailed)	.000		.419	.918	.001	.032	.000	.821	.279	.000	.042	.039	.175
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
an international manufactured product as compared to local performs as it promise	Pearson Correlation	.055	-.082	1	.059	-.014	.024	.017	.203*	.320**	.270**	-.112	-.208*	-.070
	Sig. (2-tailed)	.584	.419		.558	.891	.815	.870	.043	.001	.007	.267	.038	.489
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
product origin and brand name attract to buying a product	Pearson Correlation	.152	.010	.059	1	.178	.507**	-.191	-.062	-.022	-.218*	.013	.115	-.123
	Sig. (2-tailed)	.130	.918	.558		.076	.000	.057	.539	.828	.030	.899	.255	.222
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
once find a quality product which suits me istick with it	Pearson Correlation	.293**	-.316**	-.014	.178	1	.343**	-.543**	.489**	.033	.398**	.291**	.303**	.474**
	Sig. (2-tailed)	.003	.001	.891	.076		.000	.000	.000	.746	.000	.003	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
if quality of product related to hair and facial care brand are better still product origin matters	Pearson Correlation	.258**	-.215*	.024	.507**	.343**	1	-.286**	.183	-.159	-.202*	.082	-.010	-.027
	Sig. (2-tailed)	.009	.032	.815	.000	.000		.004	.069	.114	.044	.418	.922	.789
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
will you buy local manufactured product if its available in low price	Pearson Correlation	-.459**	.728**	.017	-.191	-.543**	-.286**	1	-.366**	-.057	-.289**	-.449**	-.477**	-.336**
	Sig. (2-tailed)	.000	.000	.870	.057	.000	.004		.000	.576	.004	.000	.000	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
i can memorize the pattern abd label of brand when not at the situation of purchase	Pearson Correlation	.093	-.023	.203*	-.062	.489**	.183	-.366**	1	-.115	.130	.204*	-.097	.302**
	Sig. (2-tailed)	.358	.821	.043	.539	.000	.069	.000		.255	.196	.042	.338	.002
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Mostly sureness on renowned brand because of the celebrity endorsement	Pearson Correlation	.247*	-.109	.320**	-.022	.033	-.159	-.057	-.115	1	.502**	-.221*	.272**	.077
	Sig. (2-tailed)	.013	.279	.001	.828	.746	.114	.576	.255		.000	.027	.006	.446
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
high priced cosmetic brand usually have all day staying power	Pearson Correlation	.237*	-.360**	.270**	-.218*	.398**	-.202*	-.289**	.130	.502**	1	.177	.361**	.252*
	Sig. (2-tailed)	.018	.000	.007	.030	.000	.044	.004	.196	.000		.078	.000	.011
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Habitually buy foreign cosmetic brand	Pearson Correlation	.493**	-.204*	-.112	.013	.291**	.082	-.449**	.204*	-.221*	.177	1	.572**	.581**
	Sig. (2-tailed)	.000	.042	.267	.899	.003	.418	.000	.042	.027	.078		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
a well known hair color brands is always durable than local ones	Pearson Correlation	.373**	-.207*	-.208*	.115	.303**	-.010	-.477**	-.097	.272**	.361**	.572**	1	.582**
	Sig. (2-tailed)	.000	.039	.038	.255	.002	.922	.000	.338	.006	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Normally sense the result of international quality brand for (face wash,cream) would last longer	Pearson Correlation	.326**	-.137	-.070	-.123	.474**	-.027	-.336**	.302**	.077	.252*	.581**	.582**	1
	Sig. (2-tailed)	.001	.175	.489	.222	.000	.789	.001	.002	.446	.011	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

		do u consider product origin matters in purchasing product	will u buy localy manufactured product for personal care	an international manufactured product as compared to local performs as it promise	product origin and brand name attract to buying a product	once find a quality product which suits me i stick with it	if quality of product related to hair and facial care brand are better still product origin matters	will you buy local manufactured product if its available in low price	i can memorize the pattern and label of brand whe not at the situation of purchase	Mostly sureness on renowned brand beacuse of the celebrity endorsement	high priced cosmetic brand usually have all day staying power	Habitually buy foreign cosmetic brand	a well known hair color brands is always durable than local ones	Normally sense the result of international quality brand for (face wash,cream) would last longer
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	N	100	100	100	100	100	100	100	100	100	100	100	100	100
will u buy localy manufactured product for personal care	Pearson Correlation	-.366**	1	-.082	.010	-.316**	-.215*	.728**	-.023	-.109	-.360**	-.204*	-.207*	-.137
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	N	100	100	100	100	100	100	100	100	100	100	100	100	100
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	N	100	100	100	100	100	100	100	100	100	100	100	100	100
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	Sig. (2-tailed)	.130	.918	.558		.076	.000	.057	.539	.828	.030	.899	.255	.222
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
once find a quality product which suits me i stick with it	Pearson Correlation	.293**	-.316**	-.014	.178	1	.343**	-.543**	.489**	.033	.398**	.291**	.303**	.474**
	Sig. (2-tailed)	.003	.001	.891	.076		.000	.000	.000	.746	.000	.003	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
if quality of product related to hair and facial care brand are better still product origin matters	Pearson Correlation	.258**	-.215*	.024	.507**	.343**	1	-.286**	.183	-.159	-.202*	.082	-.010	-.027
	Sig. (2-tailed)	.009	.032	.815	.000	.000		.004	.069	.114	.044	.418	.922	.789
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
will you buy local manufactured product if its available in low price	Pearson Correlation	-.459**	.728**	.017	-.191	-.543**	-.286**	1	-.366**	-.057	-.289**	-.449**	-.477**	-.336**
	Sig. (2-tailed)	.000	.000	.870	.057	.000	.004		.000	.576	.004	.000	.000	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
i can memorize the pattern abd label of brand when not at the situation of purchase	Pearson Correlation	.093	-.023	.203*	-.062	.489**	.183	-.366**	1	-.115	.130	.204*	-.097	.302**
	Sig. (2-tailed)	.358	.821	.043	.539	.000	.069	.000		.255	.196	.042	.338	.002
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
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	N	100	100	100	100	100	100	100	100	100	100	100	100	100
high priced cosmetic brand usually have all day staying power	Pearson Correlation	.237*	-.360**	.270**	-.218*	.398**	-.202*	-.289**	.130	.502**	1	.177	.361**	.252*
	Sig. (2-tailed)	.018	.000	.007	.030	.000	.044	.004	.196	.000		.078	.000	.011
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Habitually buy foreign cosmetic brand	Pearson Correlation	.493**	-.204*	-.112	.013	.291**	.082	-.449**	.204*	-.221*	.177	1	.572**	.581**
	Sig. (2-tailed)	.000	.042	.267	.899	.003	.418	.000	.042	.027	.078		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
a well known hair color brands is always durable than local ones	Pearson Correlation	.373**	-.207*	-.208*	.115	.303**	-.010	-.477**	-.097	.272**	.361**	.572**	1	.582**
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	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Normally sense the result of international quality brand for (face wash,cream) would last longer	Pearson Correlation	.326**	-.137	-.070	-.123	.474**	-.027	-.336**	.302**	.077	.252*	.581**	.582**	1
	Sig. (2-tailed)	.001	.175	.489	.222	.000	.789	.001	.002	.446	.011	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

The test indicates relationship enclosed by variables.

The **correlation values** show that there is a **strong positive correlation** of product origin with the selection of brands as it shows the value in above table i.e.; (.293**),(.258**),(.373**),(.493**) and (.326**) it shows that the majority of the customer choose foreign product and branded cosmetic item and forever stick with it due to their high quality.

Table also splash that self-reliant variable product origin obtain a positive correlation with honor to advertisement which attract the customer towards the brand showing the values (.247*) and (.237*).

Table shows that there is a strongly negative correlation of product origin with local brands as it shows the value (-.366**) and (-.459**) this shows that customers are not wailings to buy local quality products.

5.4: Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.327[a]	.107	.098	.41673
2	.328[b]	.107	.089	.41879

a. Predictors: (Constant), obj2
b. Predictors: (Constant), obj2, obj3

The Model summary from Multiple regression that **0.98 R square** which measure variationsamong the variables.

5.5: ANOVA:

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.042	1	2.042	11.756	.001[a]
	Residual	17.019	98	.174		
	Total	19.060	99			
2	Regression	2.048	2	1.024	5.838	.004[b]
	Residual	17.013	97	.175		
	Total	19.060	99			

a. Predictors: (Constant), obj2
b. Predictors: (Constant), obj2, obj3
c. Dependent Variable: obj1

The F ratio shows the significance level of variance in the dependent variable elucidated by the independent variable their cut value should be more than 7. So the F Test value of objective 2 (11.75) shows the combination of all variable, overall significances of the Model. While the f value of objective 3 (5.38) which is less than 7.

Conclusion

As we concluded through this research that many important factors for consumers for buying personal care products. However rand loyalty, Country image, Price, Brand name, Design and Product's origin matter most because products are used for facial and coloring concerns. Skin is very sensitive issue therefore, majority doesn't want to take risk with their skin.

- Ho: Product's origin of brands doesn't affect consumers to get influence.
- HA: Product's origin of brands affects consumers to get influence. (ACCEPTED)
- Ho: Buying behavior is not depended on Intrinsic & Extrinsic values of a product.
- HA: Buying behavior is depended on Intrinsic & Extrinsic values of a product. (ACCEPTED)

Recommendations

- Packaging should be improved by our local brands as compare to competitors.
- Brand should be strong in Global market then consumer will attract towards local brands, because it's a psychic of human behavior that a product available in foreign market is considered as high quality product.
- Country image also matters therefore brand should strong in quality, reliability first then consumers may switch towards Local brands.

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