A STUDY ON EFFECT OF BRAND INGREDIENTS ON CONSUMER PERCEPTION TOWARDS BUYING OF SKIN CARE PRODUCTS: AN EMPIRICAL STUDY IN THE REGION OF JALANDHAR PUNJAB

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ABSTRACT

Each of the five characteristics studied in this study was found to have a positive influence on Jalandhar consumers' purchasing intentions for skin care products. Product quality was shown to be the most critical element affecting customers' purchase intentions for skincare products. As a consequence, it is evident that in order to acquire a competitive advantage over their competitors, Company must generate perceived quality qualities that are significant to both the industry and customers. The relevance of the other elements, however, should not be disregarded. Customers build a positive or negative brand image as a consequence of brand reputation, which influences their connection with the brand and, as a result, influences their purchase intent. Brand identity is equally crucial since no discussion or transaction would be possible without it. Firms should also preserve consumer brand loyalty, since devoted customers would stick with the same brand and not switch. Customers who are loyal to a brand are also more willing to pay a premium price for it and to recommend it to others, resulting in a significant impact on purchase intent. To summarise, as the skincare industry gets more competitive, it is necessary to research and understand customer behaviour, preferences, and expectations in order to provide solutions that continually please them. Packaging promotion is unquestionably an important step in conquering competition and standing out from the crowd.

KEYWORDS: consumer perception, skin care products, brand ingredients.

INTRODUCTION

Any product's use and purchase decisions are heavily influenced by the consumer's perception of it. The effectiveness with which a product is promoted shapes perception. Firms are putting up their best efforts in marketing these days in order to attract client attention and leave a great impression on the customer's mind. **(Kazmi, 2012),** consumer perception is also identified by the colour, shape, and taste of the product **(weinsblit 1999).**

Personal care items are products that a customer utilises for his or her own personal purposes. Talc, cold cream, fairness cream, toothpaste, toothbrush, perfume, deodorant, hair oil, and other forms of infant care and beauty care goods are included. These are the most common FMCG items. These goods are required by everyone on a daily basis.

The FMCG sector includes personal care items. In a nutshell, personal care goods are the backbone of the FMCG sector. The need for personal care goods is rising day by day as time passes, and the future of these items is likewise quite bright and profitable. **(Che Wel.C.A, 2011)**

There was a period when people did not spend a lot of money on personal care items. However, people are not only keen to spend more money on beauty items these days, but they are also seeking for a decent and reputable brand for the particular product. The rise in demand for personal care products is mostly due to modern media and advertising. Folks in metro centres are too brand conscious, but people in semi-urban and rural locations are also on the lookout for a solid brand for a certain product. **(Chan Yin Yee, 2016)**

Thanda Thanda Cool Cool Navratna talc, Himani Fair and Handsome Mardon Wali Fairness Cream, International Lux etc. are the some of the front drive of advertisement in the way of the success of personal care products.

Over the last two decades, the Indian cosmetics industry has grown at a breakneck pace. In that period, India's cosmetic and beauty product selection has greatly

expanded. The majority of beauty product makers in India cater to the high demand for low and medium-priced cosmetics and toiletries, since these items have always been in high demand in India. **(Diagne, 2009)**

However, in recent years, India's competitors in the cosmetics business have begun to produce items to meet an international demand. For example, herbal cosmetics from India are in high demand in the international market, and many cosmetic companies are based in India.

Today, India manufactures items that are sold to worldwide vendors. branded cosmetics, such as those from The Body Shop. New information has been discovered.

Many international firms are now outsourcing cosmetics to India, according to a series of cosmetics business market study India, and the industry of cosmetic goods in India is developing at an average rate of about 20% per year.

Environmental awareness has risen as a result of the degradation of natural resources, resulting in eco-friendly consumption known as "green consumerism" **(Moisander, 2007).** Environmental ethics has had an influence on the behaviours of US consumers as the topic of environmental protection has gained traction **(Kangun et al., 1991; Martin and Simintiras, 1995; Todd, 2004)**. Consumer demand in the United States has resulted in a greater variety of green product categories, such as laundry detergents, personal care products, and energy-efficient devices (**Martin and Simintiras, 1995; Schlegelmilch et al., 1996).** As green products have grown in popularity, more people are looking for greener options **(Nimse et al., 2007)**. Following the food business, the personal care industry accounted for the second-largest share of revenues in the organic industry in the United States **(Organic Trade Association, 2006)**. Consumers' environmental concerns, according to **D'Souza et al. (2006),** may be crucial considerations in the marketing of cosmetic items.

Although the rapid rise in sales of organic and natural personal care products has piqued researchers' curiosity, the majority of previous study on the business has focused on marketing methods rather than customer behaviour. It is difficult to develop effective marketing tactics for this product category without a thorough grasp of consumer behaviour.

Furthermore, while there have been several research on green product attitudes and purchasing behaviours **(Chen, 2007; Magnusson et al., 2001; Padel and Foster, 2005; Zanoli and Naspetti, 2002)**, most of these studies have focused on organic food goods and were done outside of the United States.

Improvements in technology, science, society, economics, and education have given individuals a higher quality of living and lifestyle in the globalisation age. The fast rise of the beauty care sector, especially in this decade, is influenced by the development of consumer spending power and the market trend of people being more mindful of hygiene and beauty **(Diagne, 2009)**. The global cosmetics industry, particularly professional skin care, has become stronger as a result of rising customer demand, particularly for skin care brands, and the health sector's development has accelerated in 2011. The majority of individuals wish to be attractive, healthy, and attractive. It is a well-known truth that most individuals aspire to appear like models. A smooth and brilliant skin with an optimum body shape for a joyful existence is the same for men and women **(Nair, 2007)**. Not only do women require aesthetic care, but males should be given more attention as well. With today's uncertain weather, everyone need a cosmetic that can protect their skin from the effects of the environment. The usage of cosmetic skin care is especially important for males who are constantly exposed to severe exterior environments.

Review of Literature
Product Quality
Consumer may switch around several brand as consumer consider the product is low quality. For example, consumer use cosmetic for work, leisure and sport thus the functional **(Chan Yin Yee, 2016)** characteristic in cosmetic such as breathable, quick-dry, lightweight, waterproof and durability is an essential consideration in purchasing cosmetics. Besides that, consumer will carefully observed the product quality through product features, functions and packaging because consumers demanded new features for the product and the tangible quality of the sold product leads to repeated purchase of a single brand or switch around several brands **(Khraim, The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female, 2011)**. Consumers may move between brands if they believe the product is of poor quality. Consumers, for example, utilize cosmetics for work, pleasure, and sports, therefore functional characteristics in cosmetics such as breathable, quick-drying, lightweight, waterproof, and durability are important considerations when selecting cosmetics. Furthermore, because customers expected new features for the product, and the tangible quality of the sold goods leads to recurrent purchases of a single brand or switching brands, consumers would closely observe the product quality through product features, functions, and packaging. **(Khraim, The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female, 2011).**

Product Packaging
Packaging serves a variety of purposes. It provides information about the product and the company, as well as a way to engage with customers and ensure product quality **(Silayoi & Speece, 2007).**

The study, according to **Rita Kuvykaite1 (2009),** demonstrates that self-service and altering customers' lifestyles have the most impact on consumer choice. The increase in impulsive purchase behaviour is also communicated to the buyer through labelling.

Saeed, Lodhi, Mukhtar, Hussain, Mahmood, and Ahmad (2013) examine the impact of brand image, brand attachment, and environmental factors on customer purchasing decisions. The findings show that brand image has no positive relationship with purchase decision, brand attachment has a moderate positive relationship with purchase decision, and environmental effects have a moderate positive relationship with purchase decision but no positive relationship with purchase decision **(Ahmed & Kazim, 2011).**

Product Pricing
According to **(Ong, 2010)**, price is one of the factors that Malaysian consumers examine when deciding whether to buy local or imported items. However, Malaysian consumers are less concerned with pricing since they believe that high prices offer more value than cheap prices. According to **(Khraim, The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female, 2011)**, price is the most important factor for the average consumer, but consumers with high brand loyalty are willing to pay a premium for their preferred brand because they will compare and evaluate alternative brands and have a strong belief in the price and value of their preferred brand. Consumers will purchase a product if the perceived value exceeds the cost, hence pricing will have little impact on their decision. Meanwhile, pricing will have no impact on consumer purchase intentions since brand loyalty is already built into the brand, and committed customers are willing to pay more even if the price rises to avoid any perceived dangers **(Singh, 2014)**

Brand Reputation
According to **(Che Wel.C.A, 2011)**, brand loyalty is described as maintaining long-term preferential ties with a certain product or service, as well as some level of commitment to a brand's quality, which is a result of both favourable sentiments and repeat purchases. Customers may also be loyal due to significant switching barriers associated to economic and psychological factors that make it costly or difficult for the client to move, according to **(Khraim, 2011)**. Furthermore, according **to (Ehsan Malik, 2013)**, devoted clients make purchases with confidence based on prior experiences rather than evaluating the brand. In other words, people may be loyal to a brand because they are satisfied with it and wish to prolong their relationship with it. Furthermore, **(Sasmita, 2015)** discovered that loyal customers have a preference for and consistency in purchasing a product or service, with the importance of loyal customers acting as information channels, informally connecting networks of friends, relatives, and other potential customers to the product.

Brand Identity
A global brand is described as a brand that is considered to be promoted and recognized in various nations. A local brand, on the other hand, is manufactured locally for a specific national market and is often only available in that region **(Akram, 2011).** It has been shown that customers prefer a local brand when they can relate with people in their community, since the local brand is frequently positioned to understand local requirements and culture. Furthermore, global brands are regarded to be of superior quality in both developed and developing nations **(Kumar and Kim 2010)**. When a given brand is mentioned, the first phrase or image that springs to mind is brand image, although it may be influenced by fresh facts or harmed by media pundits. In western civilizations, a brand image may be likened to a distinct person being, however in collectivist cultures such as Malaysia, it might be quality and the expression of faith in a company **(Rahim. M.H, 2010)** Customers favour companies with a strong image when making purchase decisions, therefore brand image has a relative advantage in the entrance barrier to any market **(Nikhashemi, 2013)** According to **(Saydan, 2013)**, marketing professionals and customs must have a strong brand image.

ROBISON, FARIS AND WIND MODEL
According to the model, the industrial purchasing process is divided into several phases, each of which varies based on the sort of buying circumstance that a given buying organisation is dealing with. Webster and Wind's general model identifies four types of influences that influence industrial purchasing decisions. Individual, societal, organisational, and environmental factors all have a role. **(Dhar, 2013)**

Tasks and non-tasks are the two major types.
The organisational buyer is viewed as an economic man, or a rational buyer, in task models. Minimum price mode, lowest total cost model, reciprocal buying model, and restricted choice model are all considered in this situation. The non-task model highlights the importance of human reasons in the purchasing process, such as customers who respond to personal favours or attention, for example (Ego enhancement). It incorporates human characteristics into a well-organized industrial setting. **(Orji, 2013)**

VARIABLES
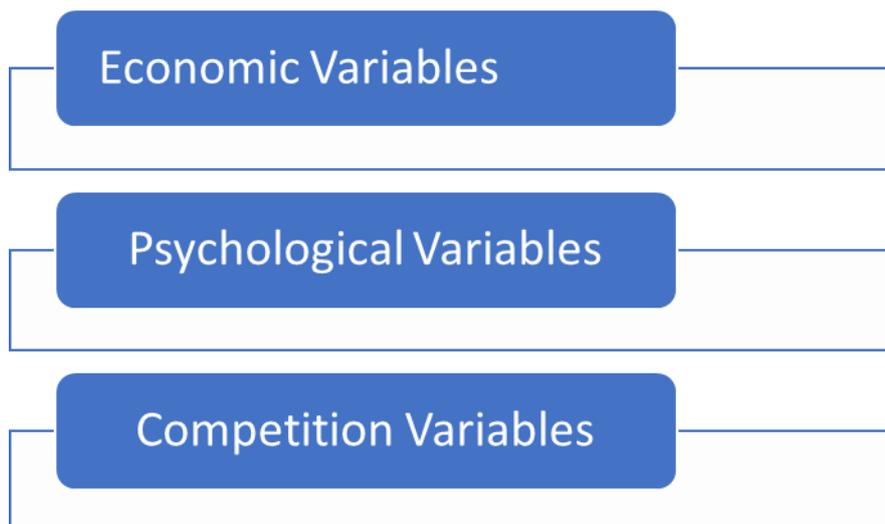
There are three types of marketing variables: "Economics," which includes sales, turnover, market share, and profit; "Psychological," which includes attention, awareness, topicality, image, and goodwill; and "Competition," which includes weakening competition and reduced sponsorship effectiveness. **(Ute Stephan, 2020)**

PROS & CONS of consumers buying behaviour towards products
Consumer behaviour is defined as "the behaviour that consumers exhibit when shopping for, using, assessing, and discarding items and services that they believe will meet their requirements."**(Kashyap, n.d.)** Consumer behaviour is the study of how people decide how to spend their limited resources (time, money, and effort) on things they want to buy. It entails examining what people purchase, why they buy it, when they buy it, where they buy it, how frequently they buy it, and how frequently they use it." **(Diksha Panwar, 2019)**

Normally, consumer behaviour is studied in terms of consumer behaviour for consuming products, but this research also includes buying behaviour. He may be the ultimate customer or he could be purchasing for someone else. Certain things, such as pharmaceuticals, are purchased on a physician's prescription, which is also part of consumer behaviour. **(Subaskaran, 2015)**

When it comes to capital assets, such as plants, equipment, machinery, and buildings, decisions are frequently made based on expert advice from others. When it comes to industrial raw materials, the selection is determined by the equipment provider. Then there are consumer items that have a short shelf life and expire after being consumed. Fast Moving Consumer Goods are what they're called. **(AMADEO, 2021)**

There are various pros and cons of factors affecting consumers buying behavior mentioned below

CONS.
1. There are ads for removing baldness by certain oils or creams.
2. In certain countries there are heavy damages under the contract act or other laws to safeguard the interest of consumers.
3. The personality, taste, attitudes of individuals or groups, life style, preferences especially on occasions like marriage. The demonstration influence consumers behavior. (Trupti)

PROS
Consumer behaviour is influenced by the socioeconomic class in which they reside. Socio-Economic Classification is the name given to the classification of socioeconomic groupings (SEC). **(Chand, 2019)** Social class is relatively a permanent and ordered division in a society whose members share similar value, interest and behaviour. Social class is not determined by a single factor, such as income but it is measured as a combination of various factors, such as income, occupation, education, authority, power, property, ownership, life styles, consumption, pattern etc. Consumer behaviour is determined by the social class. **(Ali, 2016)**

which they belong. The classification of socioeconomic groups is known as Socio-Economic Classification (SEC). Social class is relatively a permanent and ordered division in a society whose members share similar value, interest and behaviour. Social class is not determined by a single factor, such as income but it is measured as a combination of various factors, such as income, occupation, education, authority, power, property, ownership, life styles, consumption, pattern etch ich they belong. The classification of socioeconomic groups is known as Socio-Economic Classification (SEC). Social class is relatively a permanent and ordered division in a society whose members share similar value, interest and behavior. Social class is not determined by a single factor, such as income but it is measured as a

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1. The social factor is one of the most affected factor which affect on consumer buying behavior.
2. The social factor includes the group, social network, online social network and family of a person the

word-of-mouth is also a part of social factor which influenced the consumer buying . **(Qazzafi, 2020)**
3. The family is maybe the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, acquire values. However, he must also acquire views and thoughts on a variety of topics, including politics, society, social interactions, and himself and his ambitions. The buyer's behaviour is heavily impacted by family members. As a result, marketers are attempting to determine the roles and clout of the husband, wife, and children. If a woman's effect on a product's purchase choice is significant, marketers will attempt to target women in their advertising. **(Rani, 2014)**

Conceptual model of consumer perception towards brand ingredients
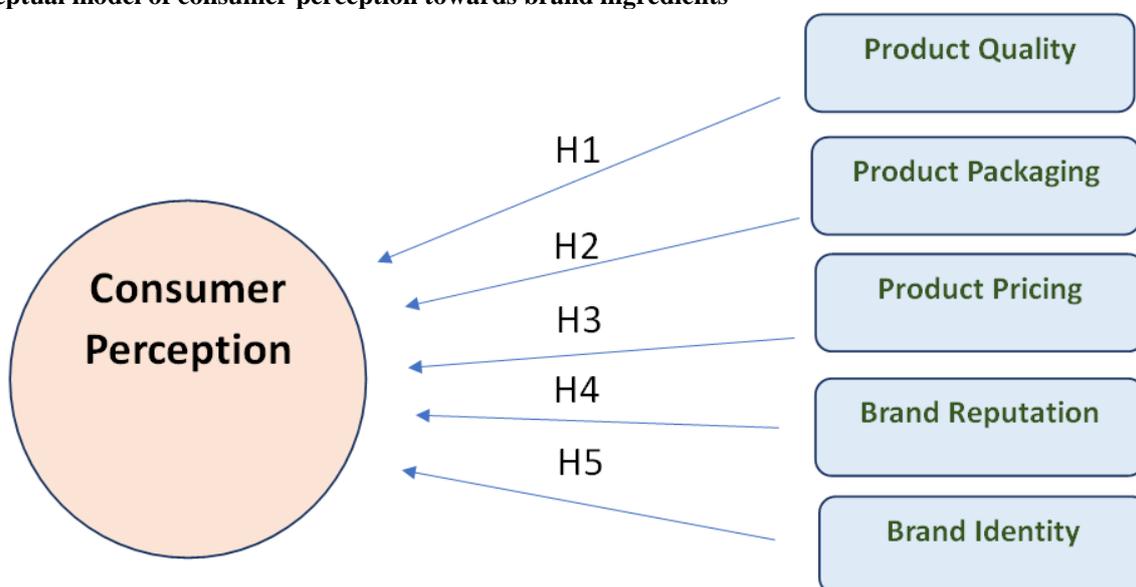
Product Quality - Have you ever had to return a purchase due to poor quality? What is your current opinion of the brand? The odds aren't in your favour.

It's a no-brainer that product quality has a significant impact on brand perception. The quality of items should correspond to price, branding, and product promises. That isn't to say that everything company offer needs to be of the highest possible quality; it just has to match client expectations. For a premium brand, this might imply the highest quality available. It might be a product that functions effectively but lacks fancy features for a cheap chain. Is the quality of your products consistent with your brand?

Product Packaging - Packaging has such an impact on how people perceive a brand that it may be considered a selling factor in and of itself. Color, design, language, eco-friendliness, and sturdiness will all influence customer perceptions. Luxury items may be packed in black and gold, whilst cheap items will be packaged in

black, white, and red. To represent the product's quality, packaging for pricey tech items is generally strong and safe. Items aimed at environmentally aware customers will be packaged in recyclable materials and will be coloured green or brown. Many clients' initial interaction with a brand is through packaging.

Product Pricing: product cost is one of the most important elements influencing brand impressions. Pricing, on the other hand, may have a wide range of consequences on our reputation, making it more of an art than a science. High costs can represent elegance, quality, and a positive consumer experience in some circumstances. Others may perceive them as out-of-touch, snooty, and unrealistic. Low pricing, on the other hand, may attract bargain-hunting clients or drive away customers concerned about quality concerns.

Brand Reputation: It's been proven that accepting responsibility for what went wrong, speaking honestly, and doing everything we can to rectify problems may go

a long way toward repairing a tarnished image. Don't get too comfortable if we've never had a controversy. All companies should have a sound communications plan in place since we never know when scandal may hit, especially in the age of social media.

Brand Identity
Organizations may use a brand to set themselves out from their competition. Brands, on the other hand, assist to drive client loyalty. Companies benefit on many levels from having a brand because they may develop successful business strategies that assist market the firm. Building a brand also entails developing an identity that sets you apart from the competition, which might take the shape of a logo, a name, or a business plan.

CONCEPTUAL FRAMEWORK
Hypothesis 1
H1: Product Quality has a direct and positive influence on Customer Perception towards skin care products.

A higher level of trust among consumers will result in a higher level of consumer satisfaction which occurs on the basis of product quality on buying behaviour. There are various ways to identify the product quality after the purchasing process, identified by consumers as either positive or negative, and they are represented by complaints or compliments, and recommendations or warnings. Consumer satisfaction is usually related to positive communication, indicated that social influence is an important factor that affects consumers when they use e-commerce sites. In the research, the consumer's post-purchasing experience evaluation needs more investigation, while more research was focusing on purchase intentions and the brand quality Therefore, the following hypothesis is proposed.

Hypothesis 2
H2: Product Packaging has a direct and positive influence on Customer Perception towards skin care products.
A higher level of social influence among consumers will result in a higher level of consumer satisfaction due to their attractive way of product packaging on buying behaviour. There is a strong relationship product packaging and trust. Trust can build up in social network sites via interaction between users, such as on Consequently, the consumer will have a high level of trust when he or she receives the correct information from product packaging and by the surrounding people or from the people with whom he or she interacts. Therefore, the following hypothesis is proposed.

Hypothesis 3
H3: Product Pricing has a direct and positive influence on Customer Perception towards skin care products.
A higher level of social influence among consumers about the product pricing will result in a higher level of trust on buying behaviour. Pricing is one of the important key factors in enhancing trust. It is the process of

creating needs and information about the product ingredients between consumers, either through formal or informal methods provide various ways for consumers to share information, such as reviews, recommendations and ratingson pricing variances. Therefore, the proper form of pricing stratergy improves the level needs and demand between consumers and companies. One of the features that the Internet can facilitate is communication between buyers and sellers, which can save time in an online shopping environment. In addition, communication plays a main role in online communities, and consumers who are likely to share their experiences and information, trust online shopping and online companies. In communications trust is essential for consumers to trust the organisations as they are exchanging experiences and information. Thus, the following hypothesis is proposed.

Hypothesis 4
H4: Brand Reputation has a direct and positive influence on Customer Perception towards skin care products.
An increase in the level of brand reputation among consumers has a positive impact on the level of trust on buying behaviour. Information quality about the brand reputation refers to the absolute, correct and most recent information presented by any website to different users. An argue that in shopping environments, consumers usually depend on the information provided by the markets about a product or service due to limited information. Therefore, the information quality provided by companies has a direct impact on consumer trust Therefore, the following hypothesis is proposed.

Hypothesis 5
H5: Brand Identity has a direct and positive influence on Customer Perception towards skin care products.
The quality of information on brand identification has a positive impact on the level of trust on buying behaviour. When consumers believe in the company's level of honesty about the particular brand available in the market. When a company has a good reputation or image, and target segments their consumers usually have a high level of trust in their operations and services they are providing. In addition, companies that seek success must have a good reputation or specific identification to gain consumer trust and increase the level of buying preposition. In other words, consumers always share the reputation of a company and it plays a main role in increasing trust users are likely to consider the company's reputation when evaluating his or her level of trust before making any purchases of services or products. Therefore, the following hypothesis is proposed.

Objectives of the study
of the study
1) To study demographic profile of consumers buying cosmetic products.
2) To study factors affecting buyers decision for purchasing cosmetic products.

3) To study most widely used cosmetic product category amongst customers.

4) To study purchase pattern of consumer for cosmetic products.

5) To study brand preference for cosmetic products of the study

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1. To Investigate the factors affecting buyers decision for purchasing skin care products.

RESEARCH METHODOLOGY
1. Data Collection Method
The work of data gathering begins when a research issue has been determined, data was gathered for this investigation. We utilized the Questionnaire approach to obtain data. All questions on consumer perception towards brand ingredients are collected in five segments i.e., Product Quality, Packaging, Pricing, Brand Identity and Brand Reputation questions were asked. We used Google forms to collect the data, due to the Covid-19 Restriction we preferred online data collection, by using various online platforms like WhatsApp, Email and LinkedIn. We referred the questions to various segments of the peoples and collected the data.

2. Instruments
The questionnaire comprised of certain questions related to Consumer Perception towards skin care products were asked. The questionnaire consisted of 21 questions related to consumer perception identification. The questionnaire was developed using multi-item scale and five-point Likert scale.

3. Sources of Data
Data was collected through primary and secondary data sources.

•Primary Data- Primary data is collected with the help of online designed structured questionnaire. Data was collected through various online platforms like WhatsApp, Email and direct push messaging.

• Secondary Data- Secondary data is collected with the help of published journals, websites.

4. Sampling Size and Sampling Technique
A sampling technique is the identification of the specific process by which the entities of the sample have been selected. We took Sample size of 220 people. In this research we have used simple random probability sampling method for the easiness of data collection and respondents are selected from different descriptive profiles.

➢ Data Collection – Primary
➢ Test Used – Factor analysis
➢ Type of Research – Descriptive
➢ Judgemental sampling

Data Analysis
All statistical analyses were performed using (SPSS) version 15.0 with a 0.05 threshold of significance. The data set was inspected for inaccurate data input, missing values, normalcy, and outliers, among other things. In this research, descriptive statistics are used initially, followed by inferential statistics such as factor analysis.

To evaluate the causal-effect link between distinct variables and to comprehend their co-relation, several statistical approaches were used. The core of this research segment was formed by extensive data analysis and investigation. We evaluated the data using a variety of methods, including basic percentage analysis, tabular display, and chart presentation. The responses were analysed using SPSS, Google Forms Analytics, MS Excel, and Tableau software. Then, to create summaries of the data and its metrics, we employed descriptive statistics. Thus, we conducted the final analysis of the data using SPSS, where we examined its normality, ran various tests, and employed Factor analysis and Multiple regression techniques.

We have covered Jalandhar region of Punjab to take the survey which include 6 Areas with following percentage of data as shown below for 220 samples.
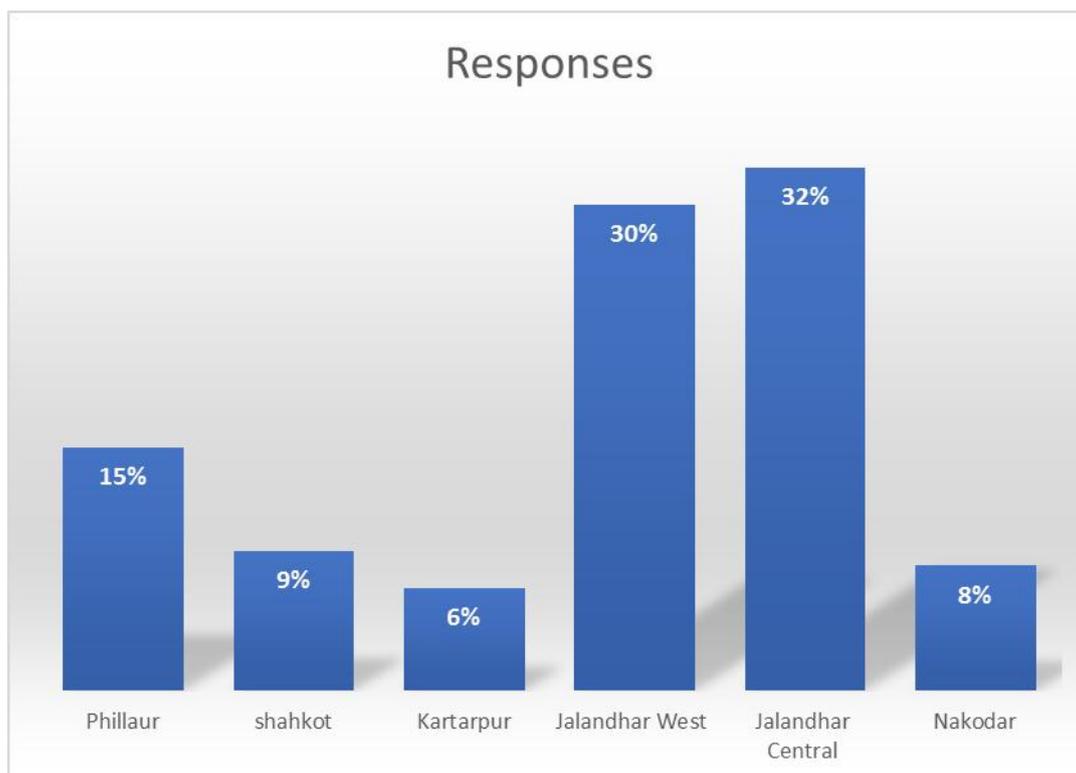
DESCRIPTIVE STATISTICS

A descriptive statistics is a rundown measurement that quantitatively portrays or sums up highlights from an assortment of data, while unmistakable insights is the most common way of utilizing and examining those measurements.

Descriptive Statistics					
	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
QualityQuestion1	220	1	5	3.15	1.378
QualityQuestion2	220	1	5	2.95	1.350
QualityQuestion3	220	1	5	3.01	1.375
QualityQuestion4	220	1	5	2.95	1.444
QualityQuestion5	220	1	5	3.14	1.396
PricingQuestion1	220	1	5	3.17	1.330
PricingQuestion2	220	1	5	2.94	1.387
PricingQuestion3	220	1	5	2.99	1.451
PricingQuestion4	219	1	5	2.90	1.430
PackagingQuestion1	220	1	5	3.10	1.418
PackagingQuestion2	220	1	5	2.99	1.363
PackagingQuestion3	220	1	5	3.09	1.458
PackagingQuestion4	220	1	5	2.94	1.395
IdentityQuestion1	220	1	5	3.03	1.393
IdentityQuestion2	220	1	5	2.94	1.331
IdentityQuestion3	220	1	5	3.05	1.416
IdentityQuestion4	220	1	5	2.95	1.453
ReputationQuestion1	220	1	5	3.01	1.377
ReputationQuestion2	220	1	5	2.93	1.395
ReputationQuestion3	220	1	5	3.08	1.386
ReputationQuestion4	220	1	5	2.91	1.335
ReputationQuestion5	220	1	5	2.95	1.442
Valid N (listwise)	219				

Factor Analysis

SPSS is a broadly involved program for factual investigation in friendly science. It is likewise utilized by economic specialists, wellbeing scientists, study organizations, government, instruction analysts,

showcasing associations, information excavators, and others.

Factor analysis
Kaiser-Meyer-Olkin test in factor analysis shows that how adequate is our data. Here, in above table the KMO value is 0.712 which means that sampling of Effect of brand ingredients on consumer perception towards buying of skin care products: An empirical study in the region of Jalandhar Punjab data is adequate and the KMO statistics confirm the sampling adequacy for the further study of variable.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.712
Bartlett's Test of Sphericity	Approx. Chi-Square	792.319
	df	231
	Sig.	.000

TOTAL VARIANCE EXPLAINED
There is the extraction of 7 components which explained total of 37.220% variance. From 1 to 7 components variance is in descending order. First component explained 6.901% variance after rotation. Second component explained 12.885% variance after rotation.

Third component explained 18.313% variance after rotation while the fourth has 23.722%, fifth has 28.675%, sixth has 33.424% and seventh has 37.220% variance in the below table. This means 7 factors have been extracted and these seven factors are essential for further study through principal component analysis.

Total Variance Explained									
Factor	**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	3.119	14.175	14.175	2.691	12.230	12.230	1.518	6.901	6.901
2	1.970	8.955	23.130	1.287	5.849	18.079	1.316	5.984	12.885
3	1.620	7.364	30.494	1.020	4.635	22.714	1.194	5.428	18.313
4	1.500	6.819	37.313	.913	4.152	26.866	1.190	5.409	23.722
5	1.440	6.544	43.857	.831	3.775	30.641	1.090	4.953	28.675
6	1.274	5.790	49.647	.783	3.558	34.199	1.045	4.749	33.424
7	1.206	5.483	55.130	.665	3.021	37.220	.835	3.796	37.220
8	.980	4.455	59.585						
9	.949	4.316	63.901						
10	.877	3.988	67.889						
11	.859	3.904	71.792						
12	.790	3.592	75.384						
13	.764	3.470	78.854						
14	.728	3.309	82.163						
15	.712	3.235	85.399						
16	.639	2.906	88.305						
17	.570	2.592	90.897						
18	.519	2.358	93.255						
19	.499	2.267	95.521						
20	.411	1.869	97.391						
21	.315	1.430	98.821						
22	.259	1.179	100.000						
Extraction Method: Principal Axis Factoring.									

CONCLUSIONS AND SUGGESTIONS
It was discovered that each of the five variables examined in this study had a beneficial impact on buying intentions of Jalandhar Consumers towards skin care products. The most important factor influencing customers' purchase intentions for skincare products was revealed to be Product quality. As a result, it is clear that Company must develop perceived quality traits that are important to both the industry and customers in order to gain a competitive edge over their competitors.

Nonetheless, the importance of the other components should not be overlooked. Brand Reputation aids customers in forming a favourable or bad brand image, which impacts the relationship they have with the brand and, as a result, influences their buy intent. Brand Identity is equally important since without it, no conversation or transaction would take place. Firms should also maintain customer brand loyalty, as committed customers will continue to purchase the same brand and will not switch. Loyal clients are also more

inclined to pay a higher price for the brand and are more likely to promote it to new customers, resulting in a considerable influence on purchase intent. To summarise, as the skincare market becomes more competitive, consumers' behaviour, preferences, and demands must be discovered and understood in order to produce solutions that will consistently delight them. Promoting on packaging is surely a crucial step in overcoming competition and standing out from the crowd.

Limitations of the Study
• As the survey was done during the pandemic situation and also there was time constraints so we were not able to do the survey on broad prospect.
• This survey was conducted in particular region of the state Punjab and in Jalandhar region. The cities coming under the Jalandhar region are:
➢ Philaur
➢ Shahkot
➢ Kartarpur
➢ Jalandhar west
➢ Jalandhar Central
➢ Nakodar

So the survey was done via online questionnaire where the responses were not précised as it would be if the survey would have been done offline or say in physical mode.
• Also due to the pandemic situation the secondary datasets like pre-published research works were taken into consideration.
• The study is only related to the Impact of price sensitivity on buying Behaviour of online education courses in the Malwa Region of Punjab and was not be able to be confined on outside the India.
• As the sample size is limited to the geographic location of the Punjab so might be it's not possible to generalize in the world.
• As the online education was the only option for the students to study in pandemic situation so the responses can be in favor of the online courses in majority.
• So after some time when the pandemic situation may vanish, then the Behaviour of interest of people in the online education may vary, therefore the graph can be different at that point of time.

RECOMMENDATIONS
Several recommendations are presented for upcoming research related to this topic. First, future studies are advised to employ a probability sampling method in evaluating the consumers' purchase intention towards skincare products. This sampling method provides understanding purchase intention and known chances to all elements in the intended population to be chosen as a sample, generating a more accurate representation of the population. Furthermore, as this research only focuses on skincare industry, similar empirical investigation can be carried out to explore other industries, such as clothing,

services, food and beverages, and fast moving consumer goods. This further exploration will contribute to a deeper understanding of the significance of brand equity elements on consumers' purchase intention towards different industries. The present research only focused on the response of Jalandhar Region within the age range of 18 to above 25 years old. Hence, forthcoming research can delve into a wider age group so that the effect of age groups on the purchase intention of skincare products can be evaluated. Lastly, as this research comprised of more Jalandhar Females, future studies should consider to include more respondents of other ethnicity and also recruit more male respondents. These factors will contribute to producing a more convincing outcome that can generalise the whole Jalandhar population.

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Appendix -1
Questionnaire
1. Email address_____
2. Age
- 10-20

- 20-30
- 30-40
- More than 40

3. Gender
- Male
- Female

4. Profession
- Student
- Home Maker
- Self Employed
- Working Professional

Product Quality
5. Quality of Mamaearth Products is.
- Very Poor
- Poor
- Neutral
- Good
- Very Good.

6. In compare of mamaearth products the Product Offered by other brands is Good in Quality?
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

7. Whats your experience regarding quality and performance of mamaearth products?
- Very Poor
- Poor
- Neutral
- Good
- Very Good.

8. For Your next purchase how likely are you to purchase from mamaearth products.
- Very likely 5
- Somewhat likely 4
- Not sure 3
- Somewhat unlikely 2
- Very unlikely 1

9. How satisfied you are with the natural ingredients of mamaearth products.
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Product Packaging
10. How Important is the packaging design for the mamaearth products
- Most Important

- Important
- Just Ok
- Less Important
- Not Important At all

11. Are you willing to pay an extra amount for good packaging
- Certainly
- Probably
- Not sure
- Probably not
- Never

12. How agree you are that the material used for packaging is environmental friendly?
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13. How Visually Appealing is the packaging?
- Extremely Appealing
- Very Appealing
- Somewhat appealing
- Not So Appealing
- Not at all appealing

Product Pricing
14. Do you agree that mamaearth products is costly compared with other brands?
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

15. Do you agree that the product is valuable according to price?
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Brand Identity
16. How Satisfied You are with the advertisement strategies of Mamaearth?
- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

17. How Do You Feel About This Brand
- Very Negative
- Negative
- Neutral

- Positive
- Very Positive

18. How Likely are you to recommend this Brand to a friend or Colleague?
- Very likely
- Somewhat likely
- Not sure
- Somewhat unlikely
- Very unlikely

19. How would you describe your latest experience with this brand ?
- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Brand Reputation
20. How Likely you are to switch to another brand if they provide similar products.
- Very unlikely
- Somewhat unlikely
- Not sure
- Somewhat likely
- Very likely

21. How Likely Are You Coming Back For another purchase?
- Very unlikely
- Somewhat unlikely
- Not sure
- Somewhat likely
- Very likely
22. How likely are you to expand the use of mamaearth product?
- Very unlikely
- Somewhat unlikely
- Not sure
- Somewhat likely
- Very likely

23. How well do customer support team answer your questions?
- Worst
- Worse
- Neutral
- Quite well
- Very well

24. How likely are you to convince others to use Mamaearth products ?
- Very unlikely
- Somewhat unlikely
- Not sure
- Somewhat likely
- Very likely