Cosmetics Buying Behavior of Young UAE Female Consumers: The Influence of Demographics

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Abstract

The purpose of this article is to investigate the influence of demographics on cosmetic buying behavior of young female consumers in the Emirate of Abu Dhabi in the UAE. To achieve this purpose, the descriptive research methodology was employed. Convenience sampling procedure used to choose female consumers between 16 to 42 years. The findings of this study indicated that female consumers tend to compare price of different brands, prefer brands made in specific countries as well as brands that are heavily advertised. Another important outcome found from this research that personality and self-concept are not important for femle consumers. Finally, there was a singificant difference in the consumer age, education, and income.

Keywords: *Female buying behavior, Consumer Demographics, Cosmetics, UAE*

Introduction

The history of cosmetics spans at least 6,000 years of human history, and almost every society on earth. In the Western world, the use of cosmetics became prominent in the Middle Ages, typically among members of the upper classes. Although it is generally believed that cosmetics as they are now known originated in the Far East, the study of non-industrial cultures indicates the use of cosmetics in every part of the world. The war paint of native Americans, the tattooing and scarification (making of superficial incisions of the skin) practiced by many peoples (the Maori of New Zealand and numerous African cultures, for instance), and the use of woad (a plant dye used by ancient Britons to paint their bodies blue) are all forms of cosmetic used for psychological intimidation of the enemy as well as adornment (Draelos, 2007).

Cosmetics is general term applied to all preparations used externally to condition and beautify the body, by cleaning, coloring, softening, or protecting the skin, hair, nails, lips, or eyes. The U.S. Food and Drug Administration (FDA), which regulates cosmetics in the United States, defines cosmetics as products "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." This broad definition includes any material intended for use as a component of a cosmetic product. The FDA specifically excludes soap from this particular category.

The worldwide annual expenditures for cosmetics is estimated at U.S. $18 billion. Of the major firms, the oldest and the largest is L'Oréal, which was founded by Eugene Schueller in 1909 as the French Harmless Hair Colouring Company. The market was developed in the United States during the 1910s by Elizabeth Arden, Helena Rubinstein, and Max Factor. These firms were joined by Revlon just before World War II and Estée Lauder just after (Mayell, 2004). The growth of cosmetics and beauty products markets have surged significantly as consumers are increasingly becoming aware about appearance, beauty, grooming and choice of personal care products. There are more than 3,300 companies manufacturing and distributing cosmetic and skin care products in the United States alone. Even the government does not know exactly how many of these companies are in existence, or the vast number of beauty products marketed. Each company claims its products are unique (Whittaker, 2007).

Research Significance And Objectives

Despite the importance of consumers buying behavior in general, the literature on this issue in developing countries in general and the UAE in particular, has been neglected. It is hoped that this study will contribute towards a better understanding of the importance of consumer bying behavior, to some extent, help in covering the gap in the literature. In addition, studies of consumer behavior in general on Abu Dhabi are nonexistent. This type of study is particularly crucial to this Emirate as it yields such information that will make better utilization of resources. Through marketing research in general and consumer studies in particular, manufacturers would have better understanding of the required output of all citizens of UAE society. Thus, this study provides useful information on Abu Dhabi society, to the government of this Emirate and to all dealers in the business sectors. This information should be of valuable use to marketers in the planning of their marketing strategies to ensure greater efficiency in their use of resources and greater effectiveness. For example, pricing, quality of the product and the distribution and promotional efforts of these firms are directly related to consumer purchasing behavior, and so effective marketing decisions depend on valid information pertaining to their behavior. Based on the above, the objectives of this paper are to:

1) Provide an overview of cosmetics market in the UAE and its importance.
2) Study the female buying behavior of cosmetics in the UAE.
3) Describe the influence of demographics on female buying behavior

Background On The Emirate Of Abu Dhabi

Abu Dhabi is the capital of, and the second largest city in the United Arab Emirates. Abu Dhabi lies on a T-shaped island jutting into the Persian Gulf from the central western coast. The city proper, making up an area of 67,340 km2, had an estimated population of 869,751 in 2009. Abu Dhabi houses important offices of the federal government, and is the seat for the United Arab Emirates Government and the home for the Emarati Royal Family. Abu Dhabi has grown to be a cosmopolitan metropolis. Its rapid development and urbanisation, coupled with the relatively high average income of its population, has transformed Abu Dhabi, making the city more Westernized than most other Arab cities. Today the city is the country's center of political, industrial activities, and a major cultural, and commercial centre due to its position as the capital. Abu Dhabi alone generates 15% of the GDP of the United Arab Emirates (Gulfnews, 2009).

Abu Dhabi is home to important financial institutions such as the Abu Dhabi Securities Exchange, the Central Bank of the United Arab Emirates and the corporate headquarters of many companies and numerous multinational corporations. One of the world's largest producers of oil Abu Dhabi, which has roughly 10 percent of the world's proven oil reserves and 4 percent of its natural gas. However, as reports of business in this region often note, doing business with these countries and the firms within them demands a tolerance for the risks associated with fluctuating oil and gas demand as well as a solid understanding of the region and its consumer and business requirements (Giunipero and Flint, 2001). Abu Dhabi has actively attempted to diversify its economy in recent years through investments in financial services and tourism. Abu Dhabi is the third most expensive city in the region, and 26th most expensive city in the world (City Mayors, 2009). Fortune stated in 2007 that Abu Dhabi was the richest city in the world.

Islam is the faith of the people of Abu Dhabi and all other Emirates. The nature of Abu Dhabi social and cultural structures and its organization are rooted in the values and traditions of Arab Muslim culture. Peoples buying behavior is heavily influenced by the values, norms, and expectations of Islam. The Islamic products range from popular Islamic banking to alcohol-free hotels, while halal cosmetic is still in its infancy in Asia and a mere novelty for Muslims in the Arab world (Mandi, 2009). Abu Dhabi social structure involves strong kinship patterns and the clan is the basis of Abu Dhabi tribal society. The extended family is the foundation of rural and urban society, and thus there is a strong sense of loyalty to the clan or family. Therefore, one can imagine the intensive social interaction that takes place in Abu Dhabi and its impact on Emiratis buying behavior.

The climate of Abu Dhabi is considered generally hot and humid throughout the summer season. The temperature fluctuates between 35 and 45 degrees Celsius andthe humidity between 60 and 100 percent. In winter, the weather is pleasant and the temperatures vary between 18 and 25 degrees Celsius, and the humidity is low

Cosmetics In The UAE Market

Arab women are known to have the healthiest and youngest looking skin in the world. Maintaining the flawlessness of their skin is the most important factor of their everyday beauty regime. It is estimated that Emirati women alone spend close to AED 1 billion (US $272 million) per year on beauty products and treatments (Mena Report, 2009). Preventing the harmful effects of sun on their skin is the product of a tradition kept alive by generations of women throughout the Arab world. Being tanned is not a desire for them, far from it in fact. They use all kind of measures to prevent themselves from sun exposure. While many women cover their faces for religious or cultural reasons, others who do not do so, still use parasols or scarves to protect their skin.The beauty and grooming business in the UAE and the region is expected to buck the recessionary trend.

In addition, the working women with high disposable income spend more on cosmetics and beauty products in recent years and the international brands are more popular in the UAE. The total cosmetics and personal care market in the UAE alone was worth more than $414.2 million at retail sales value in 2005. Spurring on sales is shopping mall space growing at 50% a year. According to Retail International, retail accomodation for beauty product retailers has grown 30% in the last three years to account for 25-30% of all retail space in the UAE. European and American cosmetics sell well in the UAE, largely due to lack of local cosmetics manufacturers (Cochrane, 2006). With more than 2000 companies involved in trading cosmetics and perfumes, the Emirates wants to attract manufacturers and multinational firms to the newly established Jebal Ali Free Zone Authority's Fragrance Beauty and Fashion Park to give the UAE a greater regional role in the growing market. The park will span 2m sqm with a full range of facilities, from state of the art test laboratories to wholesale outlets. Consumption of cosmetics and fragrances in the Gulf States is one of the highest per capita in the world. Table 1 show the huge market and spendings in the UAE. Consumers in the GCC region including UAE spend on the average Dh 1,226 per head on cosmetics each year and it is one of the highest rates in the world.The market in the UAE alone was worth more than Dh 1.5 billion in retail sales last year and 8.4% increase over Dh 1.41 billion the previous year.

Table: 1 Cosmetics Spending in the UAE

Average annual amount spent per head in the UAE on cosmetics and perfume	Dh1,226 ($334)
Sales value of cosmetics and perfume market in the UAE last year	Dh1.50 billion
The increase over the previous year	8.4 per cent
Expected number of Dubai hotels offering world-class spa treatment by 2015	200 Hotel
Current GCC spend on medical spa treatment	Dh 272 billion

This rapid growth in cosmetics sales and market in the UAE grabs the attention of beauty and skin care companies throughout the World. More international outlets are expected to open in the GCC. Paris Gallery, which has 26 outlets and controls around 60 percent of high-end cosmetics and fragrance sales in the UAE, is expected to see growth of more than 20 percent per year. Paris Gallery is planning to open another 40 retail outlets within its existing UAE, Qatar and Saudi Arabia base as well as Bahrain, Kuwait and Oman. Major brands are very active and more of the key suppliers are expected to follow such as Christian Dior and Coty. Several have established their own subsidiaries in the Gulf region to manage logistics, marketing and to work directly with their local distributors. The market's growth is also attributed to the region's demographics, with a population of young, fashionable trendsetters with high disposable income (Abed Al Aziz, 2006).

Review Of The Literature

Consumer Buying Behavior

Despite the importance of consumers' buying making the literature on this issue in developing countries in general and the UAE in particular, has been neglected. We hope this study will contribute towards a better understanding of female buying behavior and, to some extent, help in covering the gap in the literature. Sproles and Kendall (1986) defined consumer decision-making style as a mental orientation characterizing a consumer's approach to making choices. Sproles and Kendall (1986) view this construct as basic consumer personality, analogous to the concept of personality in psychology (p. 268). Research on this onstruct can be categorized into three main approaches: the consumer typology approach (Moschis 1976) the psychographics/lifestyle approach (Lastovicka, 1982) and the consumer characteristics approach (Sproles and Kendall, 1986; Sproles and Sproles, 1990). The unifying theme among these three approaches is the tenet that all consumers engage with certain fundamental decision-making modes or styles including rational shopping, consciousness regarding brand, price, and quality among others. Among the three approaches, the consumer characteristics approach seems to be the most powerful and explanatory since it focuses on the mental orientation of consumers in making decisions. As such, this approach deals with cognitive and affective orientations of consumers in their process of decision-making. It assumes that decision-making styles can be determined by identifying general orientations towards shopping and buying. It is useful to marketers since it provides a quantitative instrument for classifying heterogeneous decision-making styles among consumers into discrete categories of orientation. Such knowledge is also useful in terms of identifying segments or clusters of consumers sharing similar orientations to shopping.

Consumers buying behavior is highly affected by demographic characteristics of consumers which affect the methods and means they use to progress through the purchase decision process model. For example, a "catch them young" theory has been gaining in popularity. The sheer size of the teen demographic makes them extremely important from a marketing perspective (MMR, 2000). Meyer (2001) assert that "consumers establish their brand preferences between the ages of 15 (sometimes younger depending on the category) and 25". If marketers miss this crucial period, it could require that they expend two to three times more marketing dollars in an attempt to capture them as they move into their twenties and beyond. Meneely et al. 2009 found that as age increases older consumers' retail buying and food-related behaviour changes as well as a decline in patronage of multiple retailers is evident as age increases. Taylor and Cosenza, 2002 found that increased information search is prevalent as education and income increase. In addition, as consumers grow older, information search and evaluation of product attributes decreases. Ailawadi et al. (2001) report that education is positively related with quality consciousness, suggesting that educated consumers are more likely to use simplifying decision heuristics: for instance, buying only more expensive and branded products.

Empirical Research

A review of the empirical research indicates that, although research is investigating consumer buying behavior and market practices in much of the world, a significant gap remains when it comes to the Middle East region. Ben Amour (2009) paper intend to determine the effectiveness of product sampling in terms of usage in the cosemtic industry and to draw a consumer profile who is reactive to free samples and to determine product characteristics that would lead to free samples usage. To accomplish those objectives, Perfume, skin care and make-up samples were given away to 500 women. Outcome of this research shows that launching product sampling campaigns is quite effective as free samples usage appears to be high (72 per cent). Managers should give away samples of new products involving important advertising budgets. They also should offer samples of product types with a high-penetration rate. In addition, it is better to sample well-known brands rather than unknown ones. Moreover, the authors recommend targeting family brand users when offering free samples. In addition, it is not profitable to target consumers with low-annual spending within the product category. Finally, the authors suggest giving away samples to non-working house wives will help in understaning consumer attitude.

Another sudy by Guthrie et al. (2008) who examines women's perceptions of brand personality in relation to women's facial image and cosmetic usage. The study seeks to develop a better understanding of how various factors influence perceptions of cosmetic brands in the USA. The survey included items measuring facial image, cosmetic usage, brand personality, and brand attitude. The findings show that despite the brand personality of competence found to be important across all three brands, consumer perceptions pertaining to the remaining brand personality traits differed. The study found that consumers' facial image influenced the total quantity of cosmetics used but not the variation in quantity in different situations. Results also indicate that a relationship exists between facial image and brand perceptions. In addition, they find that a different group of brand personality traits influenced brand attitude for each cosmetic brand.

Finally, Weber (2002) investigates the differences in purchasing behavior between the US and French cosmetic markets. The study suggests that a difference should exist due to psychological factors, social influences, and the purchase situation. The paper discusses the underlying theoretical perspectives, and illustrates the various components that influence consumer behavior in this particular marketplace. The analysis and investigation is based on the cosmetic industry in terms of comparing US and French consumers and their historical purchase patterns. The results indicate that there are in fact notable differences in purchase behavior. The findings provide support for the theoretical perspectives, in addition to important managerial implications in terms of developing appropriate product development, distribution and marketing strategies

Research Methodology, Sampling Procedure, And Data Collection

In order to solicit necessary information regarding issues of high importance to UAE female consumers, the questionnaire used in this study was developed and pilot tested through personal interviews with 5 senior level professionals at Paris Gallery, the most famous cosmetics outlet in UAE. All the Paris Gallery managers and supervisors are specialized, fully aware and familiar with almost all international brands, and they enjoy massive experience in their respective fields. The questionnaire was translated into Arabic language and then given to friends and colleagues for examination. The questionnaire contained two sections: the first section about consumers' demograpics and the second section about cosmetics buying behavior (Appendix 1). Convenience sampling procedure was used to choose female consumers between 16 to 42, using five-likert scale ranging from 1= Strongly Disagree to 5= Strongly Agree. The survey was distributed at Abu Dhabi city at three malls namely; Abu Dhabi mall, Marinah mall, Madinat Zayed Shopping Centre, in addition to Paris Gallery and it took two months starting from 25-Nov-2008 to 25-Jan-2009. The sample size was 382 female respondents.

Cronbach's alpha test was used to ensure the reliability of the questionnaire. The results indicate acceptable value (α= 0.71).

Analysis

The first phase of analysis compared the results of the three demographic category including age, education and income. A description of the highest and least three important statements for each segement will be provided. The second phase of analysis focused on testing if there is any statistical difference within each category.

As shown in Table 2 female consumers aged between 16–24 choose statement number 6 "cosmetics affordability" as the highest important statement with 97 percent answer agree and strongly agree. In the second place statement 4 "Cosmetics sold at a specialty stores are better quality" with 92 percent answer agree and strongly agree. While statement 7 "I usually buy the mostly advertised cosmetics", ranked third with 85 percent answer agree and strongly agree. The above results show that relatively young female consumers prefer cosmetics with affordable prices, since most of them are students and not working at this age. While choosing statement 4 and 7 respectively can be attributed to the lack of experience of this segement, and therefore advertisement can be very influential for this age segement. On the other hand, 70 percent of this segement said that they disagree and strongly disagree with statement 1 "Usually I try new cosmetics just for the fun of it". Whereas 65 percent favor statement 2 "I like to use cosmetics whenever I go out", and 60 percent for statement 10 "I use cosmetics to enhance my self confidence".

While for the second segement of age 25-33 as shwon in Table 3, statement 9 "I usually compare the price of different brands before buying cosmetics" ranked first with 87 percent of respondents agree and strongly agree. With less than 2 percent from statement 9, statement 8 "I prefer using cosmetics made in a specific country" arrived second with 85 percent. At the third place, statement 4 "Cosmetics sold at a specialty store are better quality" with 80 percent agree and strongly agree. It's worth mentioning that again statement 4 came amongst the highest important statement for the first and second age segement. Conversely, for a second time statement 1 "Usually I try new cosmetics just for the fun of it" came at the first position, but it received higher denial with 80 percent answering disagree and strongly disagree. With 70 percent statement 12 "I use cosmetics in order to be accepted by others" arrived in the second place, and finally statement 10 ranked third with 45 percent.

Reaching the third age segment 34-42 as shwon in Table 4, results was different from previous age segments as well. For example, statement 9 "I usually compare the price of different brands before buying cosmetics" once again ranked first, but with slightly lower response rate that is 82 percent of respondents agree and strongly agree. Having good appearance was important for older consumer since statement 11 "I use cosmetics to have a good appearance" arrived second with 78 percent. While with very slight difference again like segement one, statement 7 "I usually buy the mostly advertised cosmetics" ranked third with 79 percent. While for the statement that got the lowest support, statement 12 "I use cosmetics in order to be accepted by others" got the lowest support among others with 71 percent answer disagree and strongly disagree. Following statement 12, statement 1 "Usually I try new cosmetics just for the fun of it" with 70 percent and statement 10 "I use cosmetics to enhance my self confidence" again ranked third with 55 percent.

Table 2: Age from 16-24

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	70%	10%	20%
2	65%	5%	30%
3	20%	4%	76%
4	5%	3%	92%
5	15%	10%	75%
6	2%	1%	97%
7	10%	5%	85%
8	20%	1%	79%
9	15%	5%	80%
10	60%	10%	30%
11	20%	5%	75%
12	40%	3%	57%

Table 3: Age from 25-33

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	80%	5%	15%
2	40%	10%	50%
3	25%	15%	60%
4	15%	5%	80%
5	20%	20%	60%
6	13%	24%	63%
7	10%	15%	75%
8	5%	10%	85%
9	3%	10%	87%
10	45%	6%	49%
11	30%	2%	78%
12	70%	4%	26%

Table 4: Age from 34-42

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	80%	5%	15%
2	40%	10%	50%
3	25%	15%	60%
4	15%	5%	80%
5	20%	20%	60%
6	13%	24%	63%
7	10%	15%	75%
8	5%	10%	85%
9	3%	10%	87%
10	45%	6%	49%
11	30%	2%	78%
12	70%	4%	26%

Respondent Education

The second element of the deomgraphic factor, level of education exhibit many discrepancies in respondent answers as well. In the first segement as shown in Table 5, respondents with school level choose statement 9 "I usually compare the price of different brands before buying cosmetics" with 87 percent agree and strongly agree. Usually consumers utilize this buying technique when they lack information and experience about the product. Another way to minimize uncertainty is buying cosmetics made in a specific country. Based on that, respondents select statement 8 with 82 percent. Advertisement can be a good source of information, so statement 7 "I usually buy the mostly advertised cosmetics" came third with 74 percent. On the other hand, 82 percent reject the idea that the main reason to use cosmetics is to be accepted by others as mentioned in statement 12. In the same direction 62 percent answered that they dont try new cosmetics just for the fun of it as ststement 1 pointed out. Yet again, a personal factor has no any influence on cosmetics buying behavior since 56 percent answered disagree and strongly disagree for statement 10.

The second segement of education show very different behavior. For the first time, female with undergaradute education emphaize on personal needs. Statement 11"I use cosmetics to have a good appearance" got the highest results with 77 percent of consumer agree and strongly agree. We can attribute this to the university environment where those students used to socialize with others. Again, country of origin attains the second position with 73 percent choosing statement 8. While 63 percent of the undergraduate respondents state that they usually know in advance the brand they going to buy. This indicates that higher level of education can paly a very important role in influencing the process of decision-making. On the other side, 82 percent said that they don't use cosmetics in order to be accepted by others. On the same track, 80 perencet of repondents state that they don't use cosmetics to enhance their self-confidence. This is a strong indication that cosmetics have no direct influence on female consumer personality. In line with previous result, 57 percent of consumers said that they dont buy cosmetics from people who are experts in the field. To some extent this can true since consumers usually know in advance the brand they going to buy.

The third segement for education as shwon in Table 7 is postgraduate. They show results that are more balanced and there were no extreme answers. Similar to undergraduate, postgraduate choose Statement 11"I use cosmetics to have a good appearance" but with 66 percent. Once again, buying the mostly advertised cosmetics and using cosmetics made in a specific country appears among the highly rated statements with 62 and 57 percent respectively. It was not surprising to get the same results with unsupported statements like the previous segement, but with different percentage. About 90 percent said that they don't use cosmetics in order to be accepted by others. While70 perencet of repondents state that they don't use cosmetics to enhance their self-confidence. Moreover, 65 percent of consumers said that they dont buy cosmetics from people who are experts in the field.

Table 5: Education Level: High School

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	62%	22%	16%
2	38%	10%	52%
3	45%	25%	30%
4	33%	5%	62%
5	35%	5%	60%
6	19%	20%	63%
7	20%	6%	74%
8	13%	5%	82%
9	4%	9%	87%
10	56%	5%	39%
11	30%	1%	69%
12	70%	4%	26%

Table 6: Education Level: Undergraduate

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	44%	40%	16%
2	29%	20%	51%
3	57%	15%	28%
4	26%	25%	49%
5	22%	15%	63%
6	20%	18%	62%
7	15%	35%	50%
8	22%	5%	73%
9	40%	10%	50%
10	80%	10%	10%
11	17%	6%	77%
12	82%	3%	15%

Table 7: Education Level: Postgraduate

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	30%	55%	15%
2	40%	10%	50%
3	65%	5%	30%
4	31%	15%	44%
5	25%	5%	50%
6	30%	20%	50%
7	15%	23%	62%
8	38%	5%	57%
9	30%	20%	50%
10	70%	20%	10%
11	22%	10%	68%
12	90%	5%	5%

Respondent Income

The third demographic factor to be tested is respondent income. Table 8 exhibits the first income segement that cover those with income between 3000 to 10000 DH. The results show that advertisement play a very important role again with 59 percent go for statement 7. While with very slight difference "comparing the price of different brands before buying cosmetics" arrive second with 56 percent answering agree and strongly agree. Another reappearing statement was

“I prefer using cosmetics made in a specific country” with 55 percent. Whereas 80 percent rejected the idea of buying cosmetics will enhance self-confidence. Followed by statement 3 “Usually I buy cosmetics from people who are experts in the field” with 75 percent also rejected it because they may think that consulting experts can lead to expensive brands. Once more, 75 percent of the respondents rejected statement 12 “I use cosmetics in order to be accepted by others”. From the preceding results, it is noticeable that those results are very similar to other demographic factors examined in this research so far.

Table 9 exhibit consumer answers with income range from 10001-20000 DH. It is worth mentioning that respondent answers were very close from each other. Approximately 59 percent choose statement 4 “Cosmetics sold at a specialty store are better quality than those sold in a discount store”. About 56 percent of the respondents assert that they like to use cosmetics whenever they go out. In addition, same as the previous income segement statement 9 came among the most important issues with 51 percent saying that they tend to compare the price of different brands before buying cosmetics. Compared with the least important issues with previous income segement, this segement give more emphasis on refusing the direct influence of cosmetics on their personaltly. About 60 percent of the respondents rejected statement 12 “I use cosmetics in order to be accepted by others”. With this direction, about 54 percent as well rejected that they use cosmetics to have a good appearance. While only 50 percent rejected statement 10 that emphasize using cosmetics to enhance self-confidence.

While the last income segement range from 20001-30000 DH as shown in Table 10. The descriptive results indicate that 69 percent of the respondents with high income like to use cosmetics whenever they go out. This statement reappears in the previous segement as well. Comparing the price of different brands before buying cosmetics appear to be important with 61 percent picked this stateement. While 60 percent declare that they use cosmetics to have a good appearance. On the other hand, 70 percent of the respondent disgree and strongly disagree with statement 12 that they use cosmetics in order to be accepted by others. On the same track and parallel with the previous result, 60 percent of the respondents did not support that they use cosmetics to enhance self-confidence. Finally, 55 percent of the respondents did not support statement 3 “Usually I buy cosmetics from people who are experts in the field”. We can attribute this to the fact that they have substantial experience and knowledge about different brands in the market.

Respondent Income

Table 8: Income from 3000-10000 DH

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	52%	43%	5%
2	30%	18%	52%
3	75%	5%	20%
4	25%	24%	51%
5	35%	15%	40%
6	30%	17%	53%
7	15%	24%	59%
8	30%	15%	55%
9	20%	24%	56%
10	80%	9%	11%
11	43%	7%	50%
12	70%	11%	19%

Table 9: Income from 10001-20000 DH

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	40%	55%	5%
2	10%	34%	56%
3	46%	5%	49%
4	36%	5%	59%
5	40%	10%	50%
6	33%	20%	47%
7	25%	25%	50%
8	45%	5%	50%
9	30%	19%	51%
10	50%	26%	24%
11	54%	18%	28%
12	60%	15%	25%

Table 10: Income from 20001-30000 DH

Question	Disagree/Strongly Disagree	Uncertain	Agree/Strongly Agree
1	40%	55%	5%
2	22%	9%	69%
3	55%	2%	43%
4	50%	5%	45%
5	31%	19%	50%
6	15%	31%	54%
7	41%	5%	54%
8	45%	14%	41%
9	20%	19%	61%
10	60%	16%	24%
11	26%	14%	60%
12	70%	13%	17%

Furthmore, to get more indepth about the differences between the demograhpic factors One way Anova test was performed to see if there is any difference between the various categories. As shown in Table 11, there a significant difference between the age groups as well as education, while regarding income it was partially significant.

TABLE 11: Results of One Way ANOVA of Consumers Demographic

	Age	Educ	Incom
Usually I try new cosmetics just for the fun of it.	002	.001	.009
I like to use cosmetics whenever I go out.	.000	.000	.000
Usually I buy cosmetics from people who are experts in the field.	.000	.007	.004
Cosmetics sold at a specialty store are better quality than those sold in discount store.	.000	.006	.033
I usually know in advance the brand I am going to buy.	.000	.000	NS
I prefer cosmetics that are affordable.	.001	.007	NS
I usually buy the mostly advertised cosmetics.	.000	.000	.033
I prefer buyingg cosmetics made in a specific country.	.009	.003	.024
I usually compare the price of different brands before buying cosmetics.	.000	.009	NS
I use cosmetics to enhance my self-confidence.	.005	.002	NS
I use cosmetics to have a good appearance.	.000	.000	NS
I use cosmetics in order to be accepted by others	.000	.000	NS

Significant at 0.05 level. NS: Not Significant

Summary Of Major Findings

This research has provided insights into female consumer buying behavior in the Emarate of Abu Dhabi. Marketers agree that classifying and developing an understanding of target customers and segments are important inputs in differentiating products and enhancing selling propensity. Most of the studies concerning buying behavior and choice profiling tend to generalize rather than develop useful segment information. Thus, most results are not useful for targeting and positioning. This study contributes to the body of knowledge in the area of consumer buying behavior and cosmetic markets. From this study, we can gain a better understanding of female consumers buying behavior by analyzing three demograph ics elements and its influence on cosmetic buying behavior, which provide brand marketers with valuable information.

Some of the results obtained from the age factor shows that older consumers tend to compare prices more than younger consumers, while young consumers prefer affordable price more than any thing else. There was an overwhelming conformity among young consumers about price affordabilty with 97 percent of them emphasize on its importance. While young consumers tend to belive more than others that cosmetics sold at a specialty store is better quality than those sold in a discount store. We can attribute this to the lack of experince of such consumers. Young consumers consider advertisement a very important source of information as well as a very influential factor in consumer decision making. Another important conclusion, personal factor was slightly influential except for older category, which aimed to improve personal apparance. Almost all female consumers believe that their beauty is a precious thing, and they think that they need to depend on expert people in the field of beauty. About 76 percent of female between 16-24 buy cosmetics from expert people and 60 percent of female between 25-33 also buy it from experts.While 45 percent of female consumers between 34-42 don’t buy it from experts because they think that they have good experience in choosing the product. It is important to note here that UAE is relatively composed of young population. Therefore, the sheer size of the young demographic makes them extremely important from a marketing perspective. Young consumers, as “future consumers” along with the money they will be spending over the remainder of their lives considered extremely important, even vital, to the continuing health of marketing. As a result, retailers are striving to improve their marketing efforts to young consumers.

With regard to education, female consumers with lower level of education emphaisze on the importance of price, and we can attribute this to the fact those consumers are still students and they spend famil money. It is very important to provide this segment with necessary information about brand features as well as to emphasize on the country of origin. With respondents from the level of the education factor are using COO as a catalyst for price and quality and to some extent to reduce the degree of risk since cosmetics can affect the external apperance of the consumer. Again, Advertisement can play a very important role in shaping the consumers outlook from different education level although with less power on those with undergraduate education. It is highly recommended to encode information about vital attribute such as price, COO, quality in the advertisement messege. In connection with advertisement, cosmetics companies should not worry their advertisement dollar, since In terms of processing information in advertisements, females are reported to perceive more clutter than males (Elliott and Speck, 1998). Another important outcome from this research that personality and self-concept are found not important for consumers from different educational backgrounds. Issues such as good appearance, enhancing self-confidence are not enough to attract consumers, which mean they think in rational way rather than irrational. For both udergradute and postgraduate, they don’t rely on the experts in the cosmetics field. Yet it is important to keep provide those consumers with updated infomration, since they rely on their expertise and knowledge in the market.

While the reults for income show that marketers must focus on advertisement in attracting consumers with low income. The content of advertisement should provide important information about price comparison as well as country of origin. Moving to consumers with income between 10001-20000, the store where they buy cosmtecis is considered very important for this segement since they believe that specialty store provide higher quality brands. In addition to that, they like to use cosmetics regularly, which highlight the importance of store patronage programes, and this can be applicable to consumers with income between 20000-30000. Despite the high income, compring price arise as an important tool in decision making.

Finally, marketing strategists should find it useful to understand how demographics can affect consumer-buying behavior in the marketplace, which can help in segmenting consumers and markets for their brands and marketing communication. By examining how cosmetic usage determines brand perceptions, companies can improve their marketing strategies to enhance customer satisfaction and increase their customer base. Moreover, by identifying the brand personalities that attract consumers, companies can pin-point the characteristics customers look for in a product, which in turn can be used to enhance brand image. Further research on different age groups and cultures should be conducted to better understand cosmetic consumers.

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Appendix 1: Questionnaire

Age: ☐ 16-24 ☐ 25-33 ☐ 34-42

Education: ☐ High school ☐ Undergraduate

☐ Postgraduate

Income: ☐ 3000-10000 DH ☐ 10001-20000 DH

20001-30000 DH

1) Usually I try new cosmetics just for the fun of it.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

2) I like to use cosmetics whenever I go out.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

3) Usually I buy cosmetics from people who are experts in the field.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

4) Cosmetics sold at a specialty store are better quality than those sold in a discount store.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

5) I usually know in advance the brand I am going to buy.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

6) I prefer cosmetics that are affordable.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

7) I usually buy the mostly advertised cosmetics.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

8) I prefer buyingg cosmetics made in a specific country.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

9) I usually compare the price of different brands before buying cosmetics.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

10) I use cosmetics to enhance my self confidence.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

11) I use cosmetics to have a good appearance.

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

12) I use cosmetics in order to be accepted by others

☐ Strongly Disagree ☐ Disagree ☐ Uncertain

☐ Agree ☐ Strongly Agree

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