



Evaluating the influence of emotional factors on consumer purchase intention of personal care products

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Abstract: *The study delves into how emotional factors influence consumers' decisions to purchase personal care products. With emotional connections playing an increasingly important role in consumer behaviour, the research looks at how emotional value, relationships with social media influencers, and word-of-mouth impact purchasing choices. By reviewing current studies and real-world data, the research highlights emotional elements like trust, attachment, and satisfaction that shape how consumers view personal care brands. The results show that when emotional value is present, it can significantly boost purchase intentions, especially when paired with influencer marketing and recommendations from others. The study also shows how factors like gender and education can affect this relationship. Overall, the research offers valuable insights for marketers looking to create emotional connections that drive consumer engagement and loyalty in the personal care market.*

Key Words: *Emotional factors, Consumer purchase intention, Personal care products, Emotional value, Word-of-mouth (WOM), Social media influencers, Consumer behaviour, Purchase decision-making.*

1. INTRODUCTION

Personal care products are part of our everyday life and it is a large industry. It is very important for marketers to know what consumers give importance to when they buy these products. It will help them to produce, design and promote products focusing consumer's need and attract more consumers (Hossain & Shila, 2020). Cosmetics also known as make-up kit are care stuffs used to enhance or maintain appearance or odor of the person's body. In twenty first century the use of cosmetic is common phenomenon throughout the world (Yazdani, S. D. G., & Masum, I. M. (2018). The research Investigate whether consumer values (appearance consciousness, health consciousness, and environmental consciousness), openness to change, and perceived benefits influence purchase intentions and buying behavior of natural personal care products. Furthermore, the article also investigates the moderating role of consumer buying frequency on purchase intention and buying behavior (Minocharg etca, 2024). The consumer Purchase behaviour has emerged as a hot topic for the marketers of today. Keeping that in mind, the study aims to identify the major factors that determine millennial generation's purchase of personal care products (Dhanoa, R. 2019). The present paper focused on the buying behaviour of women consumers regarding personal care products. The study of consumer behaviour is the most important factor for marketing of any goods and services and it involved understanding the consumer mindset and their views on of personal care products (Lavuri, R., & Sreeramulu, D. 2019). This study aims to understand the consumers' purchase behavior of personal care products in India. The study will identify the various factors which impact the final purchase decision of the consumers (Surana, N., & Gandhi, A. 2022).

Objectives

1. To examine the relationship between social media influencers and perceived emotional value.
2. To analyse the product endorsers perceived emotional value.
3. To interpret the Word of mouth and perceived emotional value.
4. To evaluate the perceived emotional value and consumer purchase behaviours of personal care products

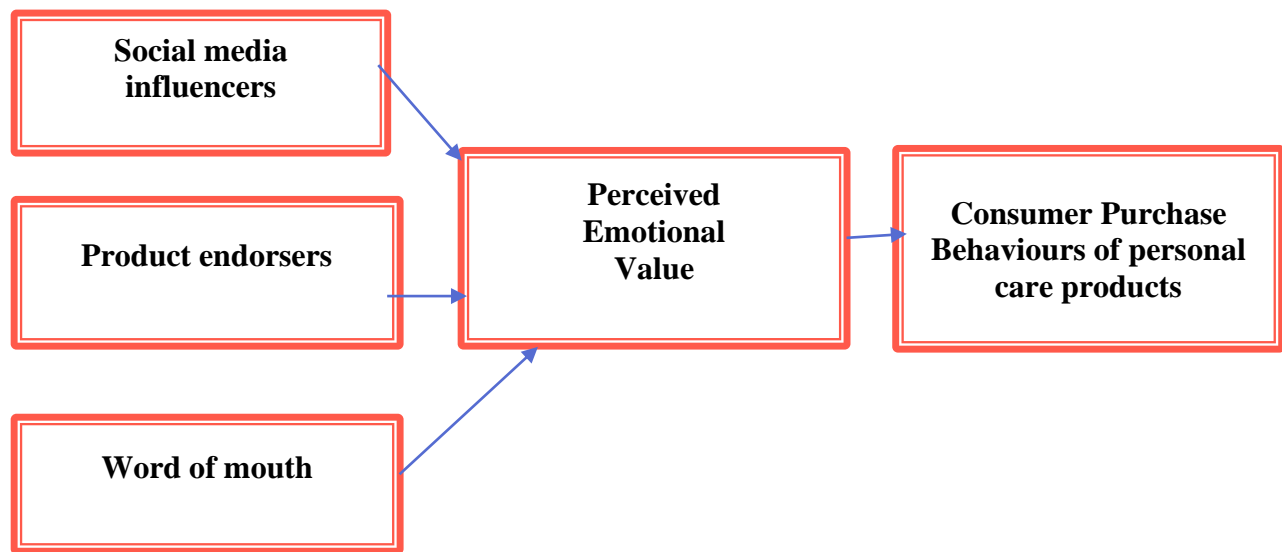


Fig: Conceptual Frame work

2. LITERATURE REVIEW & HYPOTHESIS FORMULATION

Social media influencers

One of the most important factors that social media viewers value about influencers is their emotional value. The authenticity and emotional connection that influencers project are highly valued by audiences, and this has a big impact on how they view and interact with the influencers (Adeline & Zainal, 2023). On the effectiveness of influencer marketing, social media influencers like Natasha Surya increase perceived emotional value by developing close emotional bonds with their followers. This increases perceived influence and, in turn, has a positive impact on purchase intentions (Natalia, 2023). Regarding social media influencers, "perceived emotional value" is not particularly discussed in the article. Nonetheless, it emphasises that influencers are dependable thought leaders who have the power to sway the choices of their followers and maybe change how they feel about certain types of information (Kiatkawsin & Lee, 2022). Social media influencers build closeness and familiarity with their followers by being viewed as responsive and self-disclosing, which greatly affects their purchasing decisions. For influencer marketing methods to be successful, this emotional connection is essential (Zhang & Mac, 2023). The study emphasises how customers' perceptions of brand value, including emotional worth, are greatly influenced by social media influencers. Influencers have a significant impact on consumers' emotional perceptions of brands, as seen by the way their influence impacts customer engagement, contentment, and brand favorability (Impact of Social Media Influencers on Consumer Engagement and Its Consequences in the Emerging Environment of Metaverse," 2023).

H1: social media influencers positively influence consumers' purchase intentions.

Product endorsers

According to the research, product endorsers have a positive impact on perceived value, which means that if endorsers are more effective or appealing, customers will view the product as having more value, which will ultimately influence their desire to buy (Kumalasari, 2024). Although the study talks about "celebrity endorsers" and how they can positively impact consumers' purchasing decisions, it makes no mention of "perceived emotional value." Rather, it emphasises "green perceived value" and how it relates to green trust and purchasing patterns (Puspawati & Sugandini, 2024). According to the study, repurchase intention is greatly influenced by celebrity endorsers, but perceived value is also quite important. However, the research findings do not specifically address the issue of "perceived emotional value." (Anjun Novitasari et al., 2023). According to the article, "celebrity endorsement" is a significant determinant of purchase intention, whereas "perceived value" refers to the total value that customers place on a product, which may include sentimental elements. But "perceived emotional value" isn't mentioned explicitly (Andriyani & Arifianto, 2023). Since the Emotion subscale may affect the relationship between Perceived Value and Purchase Intention, the study removed it from the structural model. The impact of perceived emotional value on the efficacy of athlete endorsements should be investigated in future studies (Braunstein-Minkove et al., 2011).



H2: *Perceived emotional value mediates the relationship between product endorsers and consumers' purchase intentions.*

Word of mouth

According to the study, parents' decisions are influenced by perceived value more than by word of mouth (WOM), which is statistically insignificant and relatively weak. This suggests that perceived value is more important than WOM when it comes to decision-making (Julio & Shihab, 2024). Consumers' trust is greatly influenced by word-of-mouth when making purchases, and trust and perceived value are positively correlated. The lack of a substantial correlation between trust and emotional intelligence, however, suggests that emotional elements could not have a direct influence on customer behavior in this situation (Hoang & Quang, 2020). According to the study, "word of mouth" has a favorable impact on customer satisfaction, and "perceived emotional value" is a component of customer value that, through satisfaction, has a major impact on loyalty. For Ojesa services to increase customer loyalty, both elements are essentially (Waroh et al., 2023). Perceived emotional value has a favorable effect on customer satisfaction, which in turn increases consumers' intention to recommend energy-efficient products to others. Its significance in consumer behaviour is highlighted by the fact that this relationship varies greatly depending on people's educational attainment (Le & Nguyen, 2024). The study emphasises the beneficial effects of perceived value and electronic word-of-mouth (WOM) on Vietnamese consumers' intentions to make green purchases. It doesn't, however, particularly address "perceived emotional value" (Nguyen et al., 2023).

H3: *Customer satisfaction mediates the relationship between perceived emotional value and word-of-mouth behavior.*

Perceived emotional value

The relationship between "perceived emotional value" and consumer purchasing patterns for personal care goods is not particularly discussed in the article. It focusses on how attitudes, subjective standards, and perceived behavioural control affect consumers' intentions to purchase cruelty-free goods (Amalia & Darmawan, 2023). According to the study, the association between online reviews and the intention to buy skincare products is considerably moderated by perceived emotional worth. This suggests that emotional connections can improve customer purchasing behaviours in the personal care industry, especially in Indonesia. According to the study, the association between online reviews and the intention to buy skincare products is considerably moderated by perceived emotional worth. This suggests that emotional connections can improve customer purchasing behaviours in the personal care industry, especially in Indonesia (Mulyana & Layman, n.d.). The relevance of brand value in influencing consumer behaviour is emphasized in the study, which does not expressly address "perceived emotional value" but rather shows how perceived value—including social and utility dimensions—positively influences consumer purchase intentions for domestic cosmetics (Wu, 2024). The relationship between "perceived emotional value" and consumer purchasing patterns for personal care goods is not particularly discussed in the article. It highlights quality perceptions, environmental concerns, and health consciousness as the main determinants of millennials' views and purchase intentions (Lupindo et al., 2024). The study shows that men's inclinations to buy skincare products are strongly influenced by perceived value, including emotional advantages. In order to favourably influence consumer behaviours about personal care products, businesses should concentrate on strengthening emotional ties through content marketing and product innovation (Vidyanata et al., 2024).

H4: *Perceived emotional value positively influences consumers' purchase intentions for personal care products.*

"Consumer purchase behaviors of personal care product"

According to the report, recommendations from friends and family have a big impact on Indian consumers' decisions to buy personal care products. Before purchasing from local establishments, consumers frequently conduct research online, underscoring the significance of retail touchpoints and consumer data for marketers (Singh & Gandhi, 2022). Brand name, quality, cost, brand loyalty, and salesperson recommendations are some of the elements that affect consumers' decisions to buy personal care goods. Women's purchasing decisions in this industry are also greatly influenced by demographic variables such as marital status and educational attainment (Lavuri & Sreeramulu, 2019). According to the study, consumers regularly buy private label personal care items like wet wipes, toothbrushes, and tissues because they are impacted by characteristics including price-quality perception and value consciousness, but their repurchase intentions are adversely affected by perceived risk (Pektaş & Semiz, 2021). According to the report, women's personal care product buying habits have changed since the epidemic, with XYZ Supermarket seeing a significant 25% drop in sales. Interview insights reveal a variety of decision-making processes, which calls for customised marketing plans based on product characteristics (Fairuz & Sufiati, 2024).



H5: Recommendations from friends and family significantly influence consumer purchase behaviour of personal care products.

3. RESEARCH METHODOLOGY

evaluate the impact of emotional factors on consumer purchase intentions toward personal care products. A **descriptive and analytical research design** was adopted to systematically explore the relationship between emotional factors and consumers' intention to purchase personal care products. Respondents were selected from urban areas with diverse demographic backgrounds to ensure variability. A total of **200 respondents** participated in the study. Primary data was collected using a **structured questionnaire**. The questionnaire consisted of two main sections:

- **Section A:** Demographic Profile of the respondents (age, gender, income, education.)
- **Section B:** Statements related to emotional factors and purchase intention, measured using a **5-point Likert scale** (ranging from strongly disagree to strongly agree).

The collected data was analyzed using **Statistical Package for the Social Sciences (SPSS)**. The following statistical techniques were applied:

- **Correlation Analysis** to examine relationships between emotional factors and purchase intention.
- **Multiple Regression Analysis** to determine the predictive strength of emotional factors on consumer purchase intention.

4. DATA ANALYSIS & INTERPRETATION

| Variables | Numbers of Items | Cronbach Alpha | Consistency |
|-----------------------------|------------------|----------------|--------------------|
| Social Media Influencers | 4 | 0.705 | Acceptable |
| Product Endorsers | 4 | 0.781 | Good |
| Word of Mouth | 5 | 0.747 | Acceptable to Good |
| Perceived Emotional Value | 4 | 0.763 | Good |
| Consumer Purchase Intention | 4 | 0.715 | Acceptable |

The reliability analysis of the variables reveals that all constructs used in the study have acceptable to good internal consistency, as indicated by their Cronbach's Alpha values. For social media influencers, the Cronbach's Alpha is 0.705, which is above the acceptable threshold of 0.7, suggesting a reliable measure of influence. Product endorsers show a 0.781 alpha, demonstrating good reliability. Word of mouth has a Cronbach's Alpha of 0.747, indicating that the items used to measure it are consistent. Perceived emotional value, with an alpha of 0.763, also exhibits good internal consistency, while consumer purchase intention, at 0.715, shows an acceptable level of reliability. Overall, these results indicate that all variables are measured reliably and are suitable for further analysis.

Hypothesis Testing through Regression

| Hypothesis | Variables | Beta Coefficient | R ² | P- Value |
|------------|--|------------------|----------------|----------|
| H1 | Social Media Influencers & Perceived Emotional Value | 0.422 | 0.178 | 0.00 |
| H2 | Product Endorsers & Perceived Emotional Value | 0.432 | 0.168 | 0.00 |
| H3 | Word of Mouth & Perceived Emotional Value | 0.546 | 0.299 | 0.00 |

INTERPRETATION

The results from the regression analysis provide valuable insights into how different factors influence perceived emotional value. For H1 (Social Media Influencers & Perceived Emotional Value), the positive relationship is shown by a Beta coefficient of 0.422, meaning that as social media influencers increase their presence or influence, the



emotional connection felt by consumers also rises. However, social media influencers explain only about 17.8% of the emotional value consumers feel. The p-value of 0.00 confirms that this effect is statistically significant. Similarly, in H2 (Product Endorsers & Perceived Emotional Value), the positive impact of product endorsers is clear, with a Beta of 0.432, suggesting that they also enhance consumers' emotional connections with the brand, explaining 16.8% of the variance. Again, the p-value of 0.00 shows this effect is statistically meaningful. The strongest influence comes from H3 (Word of Mouth & Perceived Emotional Value), where the Beta of 0.546 indicates a strong positive impact. Word-of-mouth explains a significant 29.9% of the emotional value, highlighting how recommendations from friends, family, and others can greatly affect how consumers feel about a product. All three factors show significant positive relationships, but word-of-mouth has the most powerful influence on perceived emotional value.

Hypothesis Testing through Correlation

| | Social Media Influencer | Product Endorser | Word of Mouth | Perceived Emotional value |
|---------------------------|-------------------------|------------------|---------------|---------------------------|
| Social Media Influencer | 1 | | | |
| Product Endorser | .557** | 1 | | |
| Word of Mouth | .392** | .520** | 1 | |
| Perceived Emotional value | .422** | .432** | .546** | 1 |

Correlation is significant at the 0.01 level (2-tailed)

INTERPRETATION

A correlation evaluation showcased in determines that Social Media Influencer connects positively to Product Endorser and both relationships together with Word of Mouth and Perceived Emotional variables. All examined variables demonstrate meaningful positive relationships in the study findings. Social Media Influencer demonstrates a positive relationship with Product Endorser and Word of Mouth and Perceived Emotional at levels of $r = .557^{**}$ and $r = .392^{**}$ and $r = .422^{**}$ respectively. This indicates that rising social media personality influence tends to produce stronger product endorsements and more word-of-mouth promotion as well as increased emotional responses. Results reveal that Product Endorser has strong positive relationships with Word of Mouth ($r = .520^{**}$) and Perceived Emotional ($r = .432^{**}$), showing reliable endorsements strengthen both customer-to-customer conversations and emotional reactions. Research shows Word of Mouth positively influences Perceived Emotional at the $.546^{**}$ level because consumer-led conversations powerfully affect emotional perceptions. The research findings with significant statistical relationships at $p < .01$ support the proposed theoretical connections between these constructs which demonstrates that promotional elements unite with emotional factors to influence consumer conduct.

Hypothesis Testing through Correlation

| H4: Perceived Emotional & Consumer Purchase Intention | Perceived Emotional | Consumer Purchase Intention |
|---|---------------------|-----------------------------|
| Perceived Emotional | 1 | |
| Consumer Purchase Intention | .545** | 1 |

INTERPRETATION

The correlation analysis in Table-3 shows a positive and significant relationship between Perceived Emotional Value and Consumer Purchase Intention. The correlation coefficient of 0.545 indicates a moderate to strong positive relationship, meaning that as consumers perceive higher emotional value from a brand or product, their intention to make a purchase also increases. This suggests that emotional connections play an important role in influencing consumer purchasing behavior, highlighting the importance of emotional value in driving purchase intentions.

5. CONCLUSION

This study highlights the significant role that emotional factors play in shaping consumer purchase intention of personal care products. Emotions such as trust, happiness, brand attachment, and a sense of personal identity strongly influence consumer decisions, often more than functional attributes like price or quality. The findings suggest that emotional engagement with a brand can enhance consumer loyalty, drive repeat purchases, and create lasting relationships. By understanding and strategically leveraging these emotional drivers, marketers and personal care brands can craft more



effective communication and branding strategies that resonate deeply with their target audiences. Ultimately, recognizing the emotional dimension of consumer behavior provides valuable insights for both academic research and practical marketing applications within the personal care industry.

6. LIMITATIONS

While this study provides valuable insights into the influence of emotional factors on consumer purchase intention of personal care products, it is not without limitations. First, the research was limited to a specific geographic region and demographic profile, which may affect the generalizability of the findings to other populations. Second, the use of self-reported data through surveys may have introduced response bias, as participants might not accurately reflect their true emotions or intentions. Third, the study focused on a predefined set of emotional factors, potentially overlooking other relevant emotions that could influence purchase decisions. Additionally, the cross-sectional nature of the study limits the ability to observe changes in consumer emotions and purchase behavior over time. Future research could address these limitations by incorporating a more diverse sample, using longitudinal methods, and exploring a broader range of emotional variables.

7. SCOPE FOR FUTURE RESEARCH

Future research on evaluating the influence of emotional factors on consumer purchase intention of personal care products can delve deeper into how specific emotional dimensions—such as trust, happiness, nostalgia, and brand attachment—affect buying behavior. Studies could investigate how these emotional drivers vary across different demographic groups, including age, gender, and socioeconomic status, to understand their differential impact on purchase intention. Additionally, researchers can explore the moderating role of digital marketing, social media engagement, and influencer credibility in shaping emotional connections with personal care brands. Cross-cultural comparisons may further uncover how emotional influences on consumer behavior differ in global markets. Finally, incorporating advanced tools such as biometric feedback and sentiment analysis can provide more accurate evaluations of emotional responses, enhancing the overall understanding of their role in shaping consumer purchase intention for personal care products.

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