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Research of Female Consumer Behavior in Cosmetics Market Case Study of Female Consumers in Hsinchu Area Taiwan

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ABSTRACT

The rapidly changing social situation in the latter part of the 20th century, such as revolutionary movement for women's equal rights, significantly affects the women consumer behaviors as well as improves their social status. The awakening of female consumer's consciousness during the recent years leads to alteration of consumer behavior, and influences the women's usual conception for pursuing fashion and cosmetics application, in fact, the makeup practice has already been regarded as a social politeness and necessary requirement for interpersonal activities. By employing the Means-End Chain theory, this study intends to explore the attribute, result, and value attached importance by female consumer towards cosmetic products, in order to realize consumer's cosmetics application process. The female consumers in Hsinchu are taken as research targets for this study to conduct variable analysis of their lifestyle and demographic statistics. Totally 550 questionnaires were released and 390 copies are effective among the retrieved ones. Methods as factor analysis and ANOVA are applied for examining various study hypotheses. Moreover, the implementation of Means-End Chain theory allows cosmetics industry to better understand the signification of product attribute valued by consumers so as to anticipate the details of consumer result and value recognition experienced by consumers.

KEYWORDS

Lifestyle Variable, Demographic Statistics Variable, Product Attribute, Mean-End Chain, Consumer Behavior

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