Effects of the Thriving Local Makeup Brands to Purchasing Behavior of Students Studying within the City of Manila

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Abstract: **This study investigates the impact of local makeup brands on the purchasing behavior of students within the City of Manila, addressing four key research questions. The research explores demographic factors, brand image, product quality, and price sensitivity in influencing purchasing decisions. Utilizing a cross-sectional research design, data were collected through purposive sampling from the student population in Manila. Findings from the regression analysis using gretl software reveal significant effects: Brand image, price, and quality positively influence purchasing behavior, while demographic factors show no significance. The absence of errors such as autocorrelation, multicollinearity, serial correlation, and heteroskedasticity improves the study's reliability. Descriptive statistics and Normality Test were employed as modes of analysis. The research contributes valuable insights for local makeup brand users to make informed choices, aids brands in optimizing marketing strategies, and serves as a basis for future studies in the field.**

Keywords: **local makeup brands, purchasing behavior, demographic factors, brand image, product quality, price sensitivity, students, city of Manila.**

1. Introduction

Amid the aftermath of the pandemic, local cosmetics companies are optimistic about a potential rebound by the middle of next year. As operations gradually normalize, these companies anticipate a recovery in the $4-billion industry, which was significantly affected by the global health crisis, as reported by the Philippine Daily Inquirer. In accordance with Bom's findings in 2019, cosmetics, as outlined in the current European cosmetics regulation (European Commission, 2015), pertain to substances or combinations intended for application on the external surfaces of the human body, such as the skin, hair, nails, lips, external genital organs, teeth, and oral cavity. The primary objectives of these substances include cleansing, perfuming, modifying appearance, safeguarding, sustaining, or rectifying body odors. Furthermore, Fran Galetić and Nika Požega (2019) assert that the cosmetic market encompasses diverse categories, such as skincare, hair care, makeup, perfumes, toiletries, deodorants, and oral cosmetics. Among these categories, skincare is the dominant segment, constituting approximately 36 percent of the global cosmetic market.

In recent years, the Philippines' makeup industry has grown significantly, driven by the increasing demand for beauty products among Filipinos, which is not only limited to young adults but also applicable to old-aged adults (Conde, 2018). According to the official website of the International Trade Administration, the market is dominated by some well-established international brands over the past years such as Maybelline, Shiseido, Estee Lauder Companies, L'Oreal, and MAC. However, with the rise of interest in beauty products and the growing influence of social media influencers in product promotion (Lim et al., 2022), there has also been a surge of local makeup brands entering the Philippine market. The rise of local makeup brands in the Philippines can be attributed to a variety of factors, including a rising interest in supporting local businesses (Salud & Yap, 2022), the availability of affordable and high-quality ingredients, and the popularity of digital and influencer marketing, which has allowed small brands to gain exposure (Lim et al., 2022). According to an article entitled "Philippines' Cosmetics and Skincare Products", some of the most popular local makeup brands in the Philippines include BLK Cosmetics, Happy Skin, Sunnies Face, Colourette Cosmetics, and Vice Cosmetics, which offer a range of products from lipsticks and foundations to eyeshadow palettes and skincare. These brands have gained a loyal customer base by offering unique, trendy, and inclusive products that cater to the diverse skin tones and preferences of Filipinos. Additionally, some of these brands are owned by popular celebrities. With this, it is easier to market brands, as their fame and influence can be leveraged to capture the market.

Over the recent years, there has been a significant growth in the makeup industry in the Philippines, as more domestic brands have entered the market (Santiago, 2020) and the demand for beauty products among consumers has also increased. As a result of this development, there has been a heightened competition between makeup brands, leading to arguments about how the industry is affecting the purchasing behavior of the consumers. Therefore, this study has three objectives, namely: (1) To explore how demographic factors

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such as age, sex, income, and education level influence purchasing behavior towards local makeup brands among students studying within the City of Manila; (2) to assess the role of brand image and product quality in purchasing behavior towards local makeup brands among students studying within the City of Manila; and (3) To investigate the extent to which price sensitivity affects purchasing behavior towards local makeup brands among students studying within the City of Manila.

This study holds significant benefits for users of local makeup brands by providing them with valuable insights into the factors that influence their purchasing decisions. By understanding the importance of brand image, product quality, price sensitivity, and demographic factors, users can make more informed and rational purchasing decisions that align with their unique needs and preferences. This study can also help users identify the local makeup brands that best cater to their preferences and circumstances, leading to a more satisfying and fulfilling purchasing experience. The findings of this study can contribute to a more informed and competitive marketplace for local makeup brands, ultimately benefiting consumers through better product offerings and pricing strategies. Furthermore, this study can serve as a basis for future research in the field of purchasing behavior towards local makeup brands, which can further benefit users by advancing knowledge and understanding in this area.

2. Literature

A. Introduction

The Philippine makeup industry has been rapidly growing in recent years, with more local brands emerging and consumers becoming more interested in beauty products. Moreover, there is also a rising number of Asian brands expanding to Western nations (Southworth & Kim, 2015). One reason that explains the continuous expansion of the makeup industry could be attributed to consumers becoming more mindful of their physical appearance, attractiveness, and overall hygiene (Dalziel & Klerk, 2021). In today's modern society, appearance is considered as a valuable tool for expressing one's identity and enhancing overall well-being, as reflected by the phrase "appearance is an asset" (Song, Bae, & Lee, 2017). Domzal and Kernan (1993) further state that the desire to improve one's appearance and be attractive to others often leads to increased consumption of cosmetic and beauty products, driven by personal satisfaction with physical well-being and motivation to participate in social activities. As a result, the beauty and cosmetic (C&B) industry has experienced significant global development (Hansen et al., 2012). However, one of the most difficult challenges for local makeup brands is their reputation for inferior quality (Southworth & Kim, 2015). COVID-19 had also a significant impact on the purchasing behavior of beauty products, according to Ma and Kwon (2021), during the outbreak, a vast majority of individuals sought advice from online sources. The findings of the study states that the purchasing behavior of beauty products has experienced significant shifts in the past and present, with a notable increase

in non-face-to-face market environments as a result of the impact of COVID-19. This, in turn, led to media personalities with significant influence becoming influencers and playing a crucial role in shaping changes in consumer behavior. As a result, there has been an increase in expenditure on influencer marketing over the past few years. The industry was anticipated to keep growing, thanks to its dynamic alterations through influencer marketing and the establishment of makeup lines by celebrities (Gardner et al., 2021). Roy and Datta (2022) discussed consumer behavior, drawing on the insights of Anderson and Golden (1984) that consumer behavior involves psychological processes such as recognition of desires, search for solutions, purchase decisions, information evaluation, plan formulation, and plan execution. Roy and Datta (2022) further identified key factors that influence consumer behavior, including personal, social, cultural, and emotional aspects, as discussed in their study. This theory could be applied to understand how consumers in the Philippines perceive and respond to local makeup brands, and how their buying behavior is affected by factors such as brand image, price sensitivity, and product quality. Numerous possibilities for the cosmetics and beauty products industry are growing. This sector has adopted market trends such as eco-friendly products being introduced to the market (Pudaruth et al., 2015) and the necessity for beauty products that are time-efficient and have long-lasting effects to the consumers (Dalziel & Klerk, 2021). This chapter aims to provide a comprehensive review of the literature on the factors that impact consumers' purchasing behavior towards local makeup brands within the City of Manila is divided into four main sections: brand image, product quality, price sensitivity, and demographic profile.

B. Brand Image

The first section of the chapter examines the concept of brand image and its significance in the perception of consumers to the makeup industry. Brand image refers to the perception that consumers have of a brand. It encompasses consumers' beliefs, feelings, and attitudes toward the brand and how they perceive it in relation to other brands in the market (Zhang, 2015). Possible factors that can be considered are social and cultural implications, income, advertisements and social media influencers.

The social and cultural implications of the makeup industry's growth in the Philippines are positively significant, particularly in relation to changing beauty standards and purchasing behavior. Appearance, personal hygiene, and grooming have become crucial in today's society for building social image and relationships. As a result, there have been significant advancements in the makeup industries, as highlighted by Okonkwo in 2016 (Ajitha & Sivakumar, 2017). Moreover, Gupta (2022) stated that cosmetics have become an integral component of contemporary living. This is due to the fact that certain research has acknowledged that buying luxury brands can boost a person's self-esteem and fulfill their emotional needs for acceptance (Smith Maguire and Hu, 2013; Li et al., 2022; Xi et al., 2022) and this results in an increase in the global cosmetics market that reaches a value of $380.2 billion in 2019

and is projected to expand to \$463.5 billion by 2027 (Gupta, 2022).

According to the study conducted by Lopaciuk and Loboda (2013) which also stated that the global beauty industry is experiencing growth due to similar factors such as an increase in consumer income and evolving lifestyles, particularly among aging baby boomers who have more disposable income. Triwijayati et al. (2019) examined the relationship between social class, income, and purchasing behavior. The study finds that income plays a more significant role compared to social class in influencing consumer decisions related to convenience items. Ampofo (2014) identified several factors that positively influence the purchase of beauty products, including the buyer's income or available pocket money, the product's price and brand, and recommendations from others. Consumers with higher income or more disposable income tend to purchase more beauty products than those with lower income. Consumers are often willing to pay more for well-known brands and high-quality products that have been proven effective through advertising and personal recommendations.

Over the past few years, the cosmetic industry has experienced significant growth due to various factors, including technological advancements, globalization, and increased purchasing power among consumers. This has led to a greater focus on hygiene and beauty, causing women's behavior when it comes to buying and using cosmetics to change. One of the reasons for this shift in behavior is the increase in advertising, as stated by Shaji (2020).

Advertising is aimed at creating a specific perception of the brand in the minds of consumers, and this perception influences how consumers view the brand's products or services. Consumers are more aware of what they put on their bodies due to advanced education provided by brands regarding their products' ingredients and benefits, leading to advertising having a significant influence on their taste and preference when making purchasing decisions (Anute & Deshmukh, 2015). This significantly affects the brand image of makeup companies since consumers' evaluations are highly influenced by the brand image (Yang & Liu, 2014). However, traditional advertising is becoming less effective as consumers are becoming more skeptical of it. Traditional advertising refers to any advertising that is not created by influencers and is communicated through channels other than social media platforms (Gajanova, Majerova, & Nadanyiova, 2020). Banner and ad blindness, which are caused by the sheer volume of advertising messages people come across daily (averaging around 10,000), have led consumers to ignore or block ads, such as by using AdBlock (Potter, 2018; Rodgers & Thorson, 2017; Odabasi, 2019). Despite this, personal recommendations from family, friends, and influencers continue to be a significant factor in beauty product purchasing decisions (Sammis et al., 2016). Online influencers are particularly effective at influencing consumers' purchasing decisions because they create a personalized connection with their audience, who often perceive them as friends.

In addition to advertising, makeup companies have shifted their marketing strategies from traditional print and television advertisements to social media ads due to the fact that social media websites are now where women seek product reviews and recommendations. Filieri et al. (2018) states that consumers nowadays rely on online consumer reviews (OCRs) to evaluate the quality and performance of products and services they intend to purchase, and the perceived expertise of the reviewer plays a significant role in influencing their purchase decisions. In addition, when consumers are looking for information to evaluate the quality of products or services, they give more importance to the content of the review, the expertise of the reviewer, and the popularity of the service, rather than considering how similar the reviewer is to themselves. Generally, advertisements have an impact on the way consumers perceive brands (Haider & Shakib, 2017).

According to Fernandez (2009), Luo (2019), and Dalziel (2021), the social environment that surrounds particularly young consumers, can shape their attitudes, beliefs, and behavior. This social environment may consist of significant individuals and those with whom they have close relationships with. As beauty standards continue to evolve, the makeup industry is positioned to meet these changes. Stated by Sandoval (2021), since selfies became a trend, millennial youth are now focused on making sure that their faces are suitable for posting on Instagram. This may be associated with the fashion industry, where fashion is a means by which a society and its culture express their norms through symbolic innovation. People use fashion to define themselves, visually communicate their identity to others, and enhance their self-esteem (Solomon et al., 2006; Evans, 1989; Jan and Abdullah, 2015; Dalziel, 2021). This makeup industry encompasses a wide range of techniques and products designed to enhance one's appearance to align with prevailing beauty standards (De Blasio, 2022). Nowadays, it's not just women who are keen on cosmetic products, as men are also becoming increasingly interested in using such products to enhance their appearance and better present themselves to others (Gupta, 2022).

Social media plays a vital role in today's advertising since most people nowadays have social media accounts, and the majority rely on social media to purchase products Lim (2022). According to Thackeray et al. (2008), social media enables sellers to establish connections with customers through more extensive and engaging media. These digital platforms provide an interactive space where sellers can share information with customers and customers can also share information with each other (Sashi, 2012). This allows for a two-way flow of communication, facilitating the exchange and sharing of information between all parties involved. Furthermore, social media can be utilized by both brands and consumers as a means of conducting their own research and analysis. Moreover, social media platforms are used as platforms for peers to collaborate and set beauty standards through social media posts (Serrano, 2020). Such posts not only construct images of beauty but also promote specific products, including makeup and skincare products, that are used to achieve the desired looks. According to the findings of the study by Abraham et al. (2022), the type of post significantly influences how brands are perceived and the level of interest they generate. These posts often feature paid

endorsements or recommendations for beauty products by social media influencers. Krywalski (2020) suggests that social media influencers have a positive impact on their online followers and are considered role models with desirable tastes, ideas, and attitudes. The use of influencer marketing can increase awareness and purchase intention for small and medium-sized enterprises (SMEs) when a beauty influencer promotes a product to their followers on Instagram (Konstantopoulou et al., 2018). However, people may doubt the authenticity of promotions and reviews from beauty influencers on social media. Factors such as trust, honesty, and authenticity are crucial for enhancing the impact of electronic word-of-mouth (eWOM), and people are more likely to trust beauty influencers whom they had positive experiences with. In summary, the fast spread of social media has become a significant force in shaping consumers' purchasing behavior (Wang, 2017). It plays a crucial role in shaping consumers' views and contributes greatly to the decision-making process of a consumer.

C. Product Quality

The second section of the chapter will explore the literature on the impact of product quality on purchasing behavior for local makeup brands. The study indicates that the majority of consumers consider product quality as the most crucial factor that influences their purchase decision over any other factor (Acharya et al., 2021). Stated in the study by Hinčica et al. (2021), product quality is considered a significant tool for competition in the worldwide market, as noted by Chowdhury and Andaleeb (2007), and is also deemed a crucial aspect of sustained success, according to Schniederjans et al. (2004). It refers to the perceived level of excellence or superiority of a product, and it is a significant driver for purchasing behavior. The profitability of a company is influenced by the level of customer satisfaction, which is primarily determined by the quality of the product provided (Park, 2020). In the study conducted by Song, Bae, & Lee (2017), high-quality hospitality and products result in increased customer satisfaction, which is crucial in establishing trust in a brand, increasing awareness of its theme, and ultimately securing customer support over time. However, the result of the study conducted by Yang and Liu (2014) suggests that product quality and service quality do not significantly affect customer loyalty, despite their impact on the quality of the relationship between customers and the company. According to the findings of Jamal et al. (2009), who conducted a study on a sample of 193 females residing in a prominent metropolitan city in the UK, using various makeup brands, perceived quality was found to influence the likelihood of customers recommending the product to others, but it was not found to have a significant impact on customer loyalty towards makeup brands (Hinčica et al., 2021). Moreover, the geographic origin of a product can significantly affect consumers' perception of its quality. Younger consumers (Generation X and Y) and older consumers (Baby boomers and Swing generations) perceive the quality of Asian brands, particularly those originating from Japan and China, differently (Southworth and Kim, 2015). Furthermore, if a website allows

consumers to become acquainted with a service and assess its quality and effectiveness, it increases the likelihood of consumers making a purchase (Filieri et al., 2018). Cited in the study by Shen, Weng, and Ma (2021), according to Haddara et al. (2020), favorable evaluations generated by previous customers serve as evidence of a product's quality and reputation. Tang (2017) suggests that these positive reviews foster trust between potential customers and sellers, which is advantageous for both parties, particularly for online sales. The research also confirms that when evaluating the quality of cosmetic products, intrinsic cues hold greater importance compared to extrinsic cues (Hinčica et al., 2021).

D. Price Sensitivity

The third section of the chapter examines price sensitivity, which is the degree to which changes in price affect consumers' purchasing behavior (Nagle & Holden, 2018). Price sensitivity is an important factor that influences consumers' purchasing behavior, as consumers tend to be more sensitive to price changes for products that they buy frequently (Maslowska, 2017). This section will explore the literature on price sensitivity and how it affects consumers' purchasing behavior towards local makeup brands within the City of Manila. It will examine the factors that influence price sensitivity, such as income level, brand loyalty, and product category (Ampofo, 2014; Moslehpour et al., 2017). The study conducted by Ampofo (2014) showed that consumers tend to become less price-sensitive when they develop stronger emotional connections with a product. The findings of Moslehpour et al. 's (2017) study suggest that perceived price is a crucial factor that significantly affects the effectiveness of word-of-mouth marketing. Studies have also suggested that the presence of a vast array of beauty brands in the market has altered the perception of product pricing in terms of how people share their opinions about it with others (Neves et al., 2020). In addition, income level has been found to have a significant impact on price sensitivity, with low-income consumers being more sensitive to price changes compared to high-income consumers (Hinčica et al., 2021). Finally, brand loyalty and product category have also been identified as factors that influence price sensitivity, with loyal customers and consumers of luxury makeup brands being less price-sensitive compared to non-loyal customers and consumers of mass-market makeup brands (Davies et al., 2012; Maslowska, 2017). The price of beauty products is a factor that affects how consumers perceive their quality (Hinčica et al., 2021). This aspect is crucial in determining the quality of a product or service since in e-commerce, certain consumers may be motivated to make purchases based on additional offers rather than the reputation of the online store.

E. Demographic Factors

The final section of the chapter focuses on the demographic profile, including factors such as age, sex, income, education level and other variables that may influence consumers' purchasing behavior. According to Hinčica et al. (2021), there are significant differences in quality perception between young

and older generations in China, while Jothi (2015) found that age impacts the decision-making process of purchasing cosmetic products in relation to advertising, but not on other factors affecting consumers' purchasing behavior.

Lopaciuk and Loboda's (2013) study identified an increase in consumer income, evolving lifestyles, and aging baby boomers with more disposable income as key drivers of the global beauty industry. Pudaruth et al. (2015) found that women who identify as politically liberal and have higher levels of income and education tend to display a greater interest in environmental protection. Meanwhile, Triwijayati et al. (2019) found that income has a greater influence than social class on consumer decisions related to convenience items. Ampofo (2014) identified several factors that positively impact the purchase of beauty products, including the buyer's income or available pocket money, the product's price and brand, and recommendations from others.

In terms of sex differences, Jothi (2015) found that male customers exhibit more price-consciousness than female customers when purchasing cosmetic products. Kim and Hwang's (2016) study, cited in Hinčica et al. (2021), examined how the price sensitivity, bundle discount type, and price level of male cosmetics influenced consumers' perception of quality. The study involved 214 Korean male respondents in their 20s and 30s from Seoul and Gyeonggi. The findings indicated that these factors had a notable combined effect on the consumers' quality perception. Zeeshan's (2013) research also found that brand image is a significant factor that influences men's purchasing decisions.

Kotler and Keller (2009) found that various internal and external factors, such as perception, self-concept, social and cultural background, age, family cycle, attitudes, beliefs, values, motivation, personality, and social class, can influence consumer purchasing behavior. However, based on Jothi's (2015) study, he concluded that the study shows that demographic characteristics of customers do not have a significant influence on their decision to purchase a cosmetic product. Instead, product quality is found to be the most important factor compared to brand name, price, and advertising.

The cosmetics industry in the Philippines is undergoing significant expansion, with both local and Asian brands expanding their reach and consumers' growing interest in beauty products. The desire to enhance one's appearance and attractiveness is prevalent, as appearance is considered an important aspect of self-expression and overall well-being. However, the reputation for inferior quality of local makeup brands poses a challenge for them. Additionally, the COVID-19 pandemic has impacted consumer behavior, leading to an increase in non-face-to-face markets and influencer marketing.

Consumer behavior is shaped by a variety of factors, including personal, social, cultural, and emotional factors. This chapter focuses on the factors that influence consumers' purchasing behavior specifically for local makeup brands in the

Philippines. Among these factors, brand image plays a crucial role in shaping consumers' perception of a brand relative to others in the market. Advertising, particularly through social media and online reviews, has a significant impact on brand image, but personal recommendations remain a critical factor in purchasing decisions.

In addition to brand image, product quality is the most significant driver of consumer purchasing behavior, impacting customer satisfaction and loyalty. Price sensitivity is another essential factor, with factors such as income level, brand loyalty, and product category affecting consumers' sensitivity to price changes. Demographic factors, such as age, sex, income, and education, also play a role in consumer purchasing behavior, with younger generations perceiving quality differently from older generations and women with higher income and education displaying a greater interest in environmental protection.

In conclusion, the cosmetics industry in the Philippines is adapting to market trends, such as eco-friendly products and time-efficient, long-lasting effects, to meet consumers' evolving needs and preferences.

3. Method

A. Research Design

The research design for this study was cross-sectional, where data were collected from a sample of participants at a specific point in time. This design was appropriate for the research's objectives as it allowed the researchers to examine the relationship between brand image, product quality, price sensitivity, demographic factors, and the purchasing behavior of students studying within the City of Manila towards local makeup brands. In this study, various statistical software was utilized as the primary tools for conducting the necessary statistical tests and analyses for the research.

1) Data

The study utilized purposive sampling as the method for selecting the sample. Purposive sampling involves deliberately selecting participants based on specific criteria or characteristics relevant to the research study (Etikan, Musa, and Alkasim 2015), with the aim of obtaining information that aligns with the research objectives. This method allows the researcher to target a particular subgroup of the population that is of interest for the research study. This method is a non-probability sampling technique, which means that the sample selected may not be representative of the entire population being studied, and the findings may not be generalized to the broader population.

The Raosoft (2004) online sample size calculator was utilized to determine the appropriate sample size for this study, considering a 95% confidence level and a 5% margin of error.

There were several limitations to the cross-sectional research design. The design only captures data at a single point in time, which may not capture changes or trends over time.

Locus of the Study	Total Population of Students Studying Within the City of Manila (A.Y. 2020-2021)	Confidence Level	Margin of Error	Sample Size *(n)*
Schools in the City of Manila	305,878	95%	5%	384

Additionally, convenience sampling may introduce sampling bias, as the sample may not be fully representative of the target population. Generalizability of the findings may also be limited to the specific context of the study (i.e., urban areas of the Philippines).

This research has chosen to focus on the Universities and Colleges within the City of Manila as the geographical area for the study due to several factors. Firstly, the target respondents of this study are primarily students, and since the City of Manila encompasses different Universities and Colleges, it provides a suitable location for conducting surveys. Additionally, data from the Commission of Higher Education (CHED) for Academic Year 2020-2021 indicates that the total population of the City of Manila was 305,878 as of April 5, 2022 which is enough to conduct the survey for this study. Thus, the chosen location of the study is expected to provide ample information and data, given its significant population of Generation Z and Generation Alpha individuals, who are likely to be the target respondents for this research.

B. Data Instrument

The study chose to collect primary data for gathering information. The survey includes standardized questions that operationalize the measurement constructs, aiming to provide a consistent stimulus to respondents for ensuring comparability of their responses. Research has demonstrated that slight modifications in question wording or order can significantly impact responses, underscoring the assumption that questions must be asked verbatim and in the same sequence to obtain data that can be meaningfully compared (Martin, 2006). The research variables would produce indicators that can be used to evaluate the impact on the association between the independent and dependent variables. The questions included are related to respondent's demographic profile, view on brand image, product quality, and price sensitivity.

1) Data Gathering Procedure

The data for this study was primarily collected through online questionnaires issued to respondents who had internet access, an active email address, and a device with web browsing capability. The study involved approximately 5 to 10 minutes of participant engagement, which encompassed the data collection method of answering the survey. Participants were informed in advance about the expected time commitment and duration of their involvement in the study. The data instrument used in the study included operational and specific measures of the variables, incorporating the socio-demographic profile of the respondents. Additionally, participants were thoroughly informed about the study's nature, including its background, objectives, and ethical considerations, through various communication channels such as social media platforms, email, and other means of communication. Furthermore, participants were provided with an option in the final section of the survey form to express their preference regarding access to the study's findings.

2) Ethical Considerations

The confidentiality and anonymity of participant responses in this study were strictly maintained. Collected data were treated as highly private and protected in accordance with Republic Act 10173, also known as the "Data Privacy Act of 2012." Participation in the study was voluntary, without any coercion or force. Participants provided informed consent and were treated fairly, equally, and ethically throughout the entire study. They were assured that their data would only be used for the study's purpose and not for any other purpose. The informed consent form was attached to the questionnaire to ensure respondents' awareness and consent prior to participation. Non-consenting respondents were automatically excluded from the study if they indicated 'no' to a certain question on the consent form. Lastly, to ensure adherence to ethical standards and protect the well-being of participants, the data instrument used in this study underwent a thorough ethics review conducted by the Educational Policy Research and Development Center at the Philippine National University. This crucial step was implemented to safeguard participants from potential harm and maintain the highest ethical standards throughout the research process.

3) Econometric Model

In this study, the purchasing behavior is the dependent variable, while the independent variables are Brand Image, Product Quality, Price Sensitivity, and Demographic Factors.

$$PB = \beta_0 + \beta_1 BI + \beta_2 PQ + \beta_3 PS + \beta_4 DF + e$$

The dependent variable, PB, represents purchasing behavior towards local makeup brands, with β_0 being the intercept parameter. The slope coefficients for the independent variables are β_1 for Brand Image (BI), β_2 for Product Quality (PQ), β_3 for Price Sensitivity (PS), and β_4 for Demographic Factors (DF). The error term, represented by e, accounts for other independent variables not included in the study.

4. Results and Discussion

This investigation is structured to examine the impact of specific independent variables—namely, Brand Image, Product Quality, Price Sensitivity, and Demographic Profile—on the Purchasing Behavior of students in educational institutions located within the City of Manila. The empirical findings were obtained by administering an ethically approved questionnaire to pertinent subjects at the identified location from the fourth week of June to the third week of November 2023. The acquired data underwent meticulous analysis and interpretation, employing advanced econometric tools such as Descriptive Statistics, Ordinary Least Squares, Variance Inflation Factors, the Breusch-Godfrey Serial Correlation LM Test, and the Heteroskedasticity Test: ARCH.

A. Empirical Results

This study employed the Ordinary Least Squares method to conduct particular regression analysis tests and obtain the essential regression outcomes. The summary of the regression analysis is presented in the tables below.

Table 1
Regression analysis result

Dependent Variable: PURCHASING_BEHAVIOR
Method: Least Squares
Included observations: 387

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Constant	0.837111	0.432224	1.936751	0.0535
BRAND_IMAGE	0.167367	0.054609	3.064837	0.0023
PRICE_SENSITIVITY	0.436009	0.058341	7.473491	0.0000
PRODUCT_QUALITY	0.245205	0.055521	4.416476	0.0000
AGE	0.014341	0.015920	0.900800	0.3683
ALLOWANCE	-0.009988	0.040603	-0.245980	0.8058
SEX	-0.034374	0.082609	-0.416097	0.6776
R-squared	0.444568	Mean dependent var		5.244832
Adjusted R-squared	0.435798	S.D. dependent var		0.789938
S.E. of regression	0.593349	Akaike info criterion		1.811854
Sum squared resid	133.7839	Schwarz criterion		1.883453
Log likelihood	-343.5937	Hannan-Quinn criter.		1.840245
F-statistic	50.69207	Durbin-Watson stat		1.932584
Prob(F-statistic)	0.000000			

Table 2
Variance inflation factors

Variance Inflation Factors
Included observations: 387

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
Constant	0.186818	205.3570	NA
BRAND_IMAGE	0.002982	90.27401	2.233815
PRICE_SENSITIVITY	0.003404	80.25179	1.545387
PRODUCT_QUALITY	0.003083	93.19648	2.177989
AGE	0.000253	131.7679	1.256118
ALLOWANCE	0.001649	21.40033	1.575328
SEX	0.006824	1.667007	1.296561

Table 3
Breusch-Godfrey serial correlation LM test

Breusch-Godfrey Serial Correlation LM Test:

F-statistic	0.500504	Prob. F(1,379)	0.4797
Obs*R-squared	0.510395	Prob. Chi-Square(1)	0.4750

Table 4
Heteroskedasticity test: ARCH

Heteroskedasticity Test: ARCH

F-statistic	0.020697	Prob. F(1,382)	0.8857
Obs*R-squared	0.020805	Prob. Chi-Square(1)	0.8853

The coefficient column in Table 1 shows the relationship between the Brand Image, Product Quality, Price Sensitivity, and Demographic Profile to the Purchasing Behavior of students studying in the City of Manila. The first independent variable is the Brand Image, which positively affects the Purchasing Behavior of students when buying local makeup brands. The p-value of the variable is 0.0023, which interprets that Brand Image is positively significant since the value is less than the alpha of 0.05. The significant relationship between brand image and purchasing behavior has the same result as the studies by Yang and Liu (2014), Anute and Deshmukh (2015), Pudaruth et al. (2015), Ishak et al. (2019), Lee et al. (2019), Wang (2021), and Castillo et al. (2022).

The result of the analysis for Price Sensitivity, which is the second independent variable, shows that it has a significant relationship with the Purchasing Behavior of students when buying local makeup brands. The p-value of the variable is 0.0000, which can be interpreted to mean that price sensitivity is positively significant since it is less than the alpha of 0.05. The same result was found in the studies by Maslowska (2017),

Lee et al. (2019), Nagle and Holden (2018), Ampofo (2014), and Neves et al. (2020).

The third independent variable is Product Quality. The regression analysis results show that the variable positively affects the Purchasing Behavior of students when buying local makeup brands. The p-value of the variable is the same as the p-value of Price sensitivity, which is 0.0000. This indicates that product quality is also positively significant since the value is less than the alpha of 0.05. The positive relationship between product quality and purchasing behavior is also seen in the studies by Acharya et al. (2021), Shaharudin (2011), Anwar (2015), and Anis (2015).

The last variable is the Demographic Profile, which consists of Age, Allowance, and Sex are all insignificant to the Purchasing Behavior of students when buying local makeup brands. The regression analysis shows that the following has a p-value of 0.3683, 0.8058, and 0.6776, respectively. The values are all greater than 0.05 alpha and indicate that the independent variable is insignificant. The result can also be found in the studies by Hinčica et al. (2021), Jothi (2015), Ampofo (2014), Lopaciuk and Loboda (2013), and Kim and Hwang (2016).

It is shown in Table 1 that the value of R-squared is approximately 44.46% of the variance in the dependent variable, which is explained by the independent variables. The result implies a moderate level of explanatory power since higher R-squared values were generally advisable. Furthermore, the F-statistic value is 50.69207, which suggests that the model is more likely to be significant with a Probability value of 0.000000, proving that the overall model is statistically significant. Moreover, the table shows if there is no Autocorrelation error with the use of the Durbin-Watson Statistic test. This test implies that if the value is close to 2, there is no firm evidence of autocorrelation. In this study, the value of the Durbin-Watson Statistic is 1.932584, proving that there is no Autocorrelation Error in the regression model.

Table 2 reveals the absence of Multicollinearity Error in the regression model. Multicollinearity, a condition where independent variables are highly correlated, can complicate the isolation of individual variable effects on the dependent variable. However, the results demonstrate that the values in Centered VIF fall within the acceptable range of less than 5 but

greater than 1. This suggests a moderate degree of correlation among predictors, posing no significant threat to the stability and interpretability of the regression coefficients. With each variable contributing unique information, coefficients can be confidently interpreted. While moderation is advised in the interpretation of coefficients, the findings overall affirm that multicollinearity is not a substantial concern in the analyzed regression model.

The third table highlights the absence of serial correlation errors, as indicated by the probability chi-squared value. With a value of 0.4750, notably higher than the significance level of 0.05 alpha, the Breusch-Godfrey Serial Correlation LM Test results demonstrate no significant serial correlation issue in the model. This high probability value lends robustness to the findings of the regression model, reinforcing the reliability of its results.

The last table, Table 4.0, shows that there is no heteroskedasticity error. Based on the Heteroskedasticity Test (ARCH) results, there is no substantial evidence suggesting heteroskedasticity in the residuals. The p-values associated with the F-statistic (0.8857) and the Probability Chi-Square (0.8853) exceed conventional significance levels of 0.05 alpha, indicating that homoskedasticity is not a significant concern in the model, which shows the regression results are reliable.

B. Discussion

The results of the study showed that students studying in the City of Manila have a favorably significant Brand Image in their Purchasing Behavior. This suggests that a 0.167-unit increase in purchase behavior corresponds to a one-unit increase in brand image perception. According to the study's results (Lee et al., 2019), brand awareness positively and significantly affects customers' purchase intentions. Wang (2021) also shows that group consensus has a big impact on how people view local beauty companies, which in turn affects how likely it is that people will buy them. It is also evident that brand image is one of the factors influencing consumers' purchase decisions. One finding of the Castillo et al. (2022) study is that there is a significant relationship between respondents' purchasing intentions and their image. Moreover, a finding obtained from the Pudaruth et al. (2015) study indicated that usage experience and brand perception affect how much makeup and other beauty care product purchases are made by women. Anute and Deshmukh (2015) conducted a study titled Consumer Buying Behavior Towards Cosmetic Products, and one of the findings is that 65% of respondents prefer to purchase local products. People's purchase decisions are influenced by brand image, but other aspects are also impacted, such as product quality, as demonstrated by Yang and Liu's (2014) study. Furthermore, some people place a high value on brands. One group of people that exhibit this is Muslims; Ishak et al. 's (2019) study, Cosmetics Purchase Behavior of Educated Millennial Muslim Females, reveals that for these women, the brand is the most important factor to consider when making cosmetic purchases. In conclusion, the thorough examination of numerous studies demonstrates the complex nature of the brand image, illustrating its widespread impact on a range of consumer groups and highlighting its ongoing importance in influencing cosmetic purchase behavior.

Secondly, the study disclosed a positive and significant relationship between Product Quality and the Purchasing Behavior of students within the City of Manila. This implies that a one-unit increase in the perception of product quality corresponds to a 0.245-unit increase in purchasing behavior. This suggests that students emphasizing product quality are inclined to exhibit heightened purchasing behavior. In line with Acharya et al.'s (2021) research, most consumers prioritize product quality as the foremost determinant influencing purchasing behavior. The findings underscore the significance of the quality of local makeup brands in shaping students' purchasing behavior. Consistently, this study affirms that students prioritizing product quality tend to display increased purchasing behavior, confirmed by Shaharudin's (2011) assertion that high quality positively influences customer purchase decisions. Moreover, these results align with Anwar's (2015) assertion that Product Quality significantly and positively impacts Purchase Decisions. Finally, the current research aligns with Anis's (2015) study, reinforcing the notion that product quality positively influences purchase decisions.

Thirdly, the importance of price sensitivity in influencing consumers' purchasing behavior is highlighted in the literature, especially for products purchased frequently (Maslowska, 2017). The study conducted on students in the City of Manila affirms this by revealing a positive and significant correlation between price sensitivity and purchasing behavior. Specifically, a one-unit increase in price sensitivity corresponds to a 0.436-unit increase in purchasing behavior, suggesting that students with higher price sensitivity tend to exhibit elevated purchasing behavior (Lee et al., 2019). These findings align with existing literature emphasizing the pivotal role of price sensitivity in shaping consumer decision-making (Nagle & Holden, 2018). Despite budget constraints among students, the positive significance of the price variable indicates that changes in prices of local makeup brands have the anticipated impact. The study challenges Ampofo's (2014) proposition that emotional connections decrease price sensitivity, indicating that, in this context, students remain significantly influenced by fluctuations in prices. The competitive market in the City of Manila, characterized by a large number of beauty brands, underscores the crucial role of price sensitivity in shaping students' decisions regarding local makeup brands, confirming the literature's indication that market dynamics can indeed alter perceptions of product pricing (Neves et al., 2020).

Lastly, examining the complex relationship between demographic variables and purchasing behavior, the study's findings reveal that age, allowance, and sex are not statistically significant factors within the student population in the City of Manila. Despite literature suggesting age's impact on quality perception in China and its influence on advertising-related decision-making for cosmetic products, as observed by Hinčica et al. (2021) and Jothi (2015), respectively, the non-significance here implies that age might not be a decisive factor in how students respond to local makeup brands. Similarly, the lack of significance for allowance indicates that contrary to studies by

Ampofo (2014) emphasizing income's positive impact on beauty product purchases and considering the evolving lifestyles and disposable income of aging baby boomers highlighted by Lopaciuk and Loboda (2013), students' allowances may not significantly sway their purchasing behavior. In the realm of sex differences, where past research by Jothi (2015) emphasized varying price consciousness between males and females, and Kim and Hwang's (2016) study highlighted the influence of price sensitivity on male consumers' perception of quality, the non-significance in this study suggests that, among Manila's students, sex may not play a substantial role in shaping responses to local makeup brands in terms of purchasing. This nuanced perspective aligns with Jothi's (2015) conclusion that demographic characteristics might not markedly influence cosmetic product purchases compared to factors like product quality, enriching the broader understanding of the intricate relationship between demographic variables and consumer choices within specific contexts.

This study explores various factors influencing students' purchasing behaviors in Manila. The manner in which Price Sensitivity, Demographic Profile, Product Quality, and Brand Image interact shows various factors that collectively shape this ever-changing city's consumer market. The results improve knowledge of these variables and provide opportunities for more in-depth research into the changing dynamics of consumer behavior in Manila's thriving urban center.

5. Conclusion

The study sought to identify the effects of the independent variables (Brand Image, Product Quality, Price Sensitivity, and Demographic Profile) on the dependent variable (Purchasing Behavior) of students within the City of Manila. Data collection occurred from June 24, 2023, to November 17, 2023, utilizing online survey questionnaires. The primary data instrument consisted of four sections encompassing both independent and dependent variables. Ordinary Least Squares was employed for regression analysis. The empirical results demonstrated the significance of Brand Image, Product Quality, and Price Sensitivity in influencing the purchasing behavior of students, whereas Demographic Profiles (Age, Allowance, and Sex) showed no statistical significance.

The present study concludes a positive correlation among brand image, product quality, and price sensitivity, indicating their extensive interaction in shaping purchasing decisions. The results underscore the influential roles of positive brand image and high product quality, with a beneficial impact on consumer purchasing decisions. Notably, demographic variables exhibited no statistical significance in this study, suggesting their limited impact on observed purchase behavior. While brand image, product quality, and price sensitivity play pivotal roles, demographic factors appear to have a less influential role.

These insights affirm the significance of brand image and product quality and emphasize the strategic consideration of price in business practices. Recognizing and leveraging these connections, alongside understanding the limited impact of demographic factors, offers valuable insights for marketers and businesses aiming to optimize strategies tailored to the preferences and behaviors of their target audience. The findings of this study provide buyers of local beauty brands with insightful information that helps them make more informed choices. Buyers are urged to give priority to brands that correspond with their expectations and beliefs, given the substantial influence that price sensitivity, product quality, and brand image have on their purchasing decisions. Furthermore, users should choose local beauty items based more on their personal preferences than on demographic features, given the non-significant influence of demographic variables. This approach guarantees a more fulfilling and customized beauty purchasing experience. Buyers of local makeup brands stand to benefit by strategically leveraging the identified influencers of purchasing behavior. Emphasizing and cultivating a positive brand image can lead to increased buyer engagement and loyalty. Ensuring high product quality remains a priority, as our results indicate its positive and significant impact on purchasing behavior. Additionally, maintaining a competitive edge in the market requires knowing and accommodating buyers' price sensitivity. By aligning marketing and product strategies with these key factors, local makeup brands can enhance their appeal and effectively meet buyer expectations. The marketplace, enriched by the findings of this study, can foster a more competitive and buyer-centric environment. Regulatory bodies and industry stakeholders should consider incorporating insights from this research into policies and guidelines to promote fair practices and protect buyer interests. Additionally, fostering an environment that encourages businesses to invest in brand image, product quality, and pricing strategies can contribute to a more vibrant and dynamic marketplace for local makeup brands. Considering the complex dynamics this study revealed, future research endeavors should delve deeper into specific aspects of brand image, product quality, and price sensitivity. Examining the impact of cultural and societal factors on purchasing behavior can provide interesting insights. Longitudinal studies tracking evolving buyer preferences over time would contribute to a more comprehensive understanding of this dynamic landscape. Moreover, expanding research to encompass different geographical regions and diverse buyer demographics would further enrich the collective knowledge base.

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