

The Influencing Factors on Consumption Intention towards Beauty Supplements: A Proposed Model

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Abstract

The beauty industry has evolved from merely focusing on outer physical beauty improvement to now beauty from within. This has led a profound shift in market offerings as beauty products are no longer confined to topically applied cosmetics but are now moving towards ingestible cosmetics which are also known as beauty supplements. The purpose of this paper is to review the literature on consumer consumption intention towards beauty supplements and then to propose a model identifying the influencing factors that might impact consumption intention. The developed model is based on possible identifying factors, namely, Consumption Intention, Trust, Past Behaviour, Attitude, Anticipated Emotions, Subjective Norms and Perceived Behavioural Control on Intention. The model's intention is mediated by Desire, as well as Model of Goal-Directed Behaviour (MGB). The proposed is usable in understanding consumer's consumption intention toward beauty supplements. The research findings can provide valuable insights for beauty supplements retailers on motivating for consumers to consume and purchase from them. The findings of this study will enrich existing literature on beauty supplements as well as broaden and deepen the Model of Goal-Directed Behaviour. It may also contribute towards necessary policy changes surrounding the introduction and sales of beauty supplements.

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1. Introduction

In the past, the beauty industry relied on how humans used cosmetics to cover up their imperfections or to enhance their existing beauty to conform to the beauty standards set by one's culture and society (Jones, 2011; Hunt & Dodds, 2011). Through the advancement of technology, invasive methods such as cosmetic surgery and botox injections were introduced to the market as there was a high need for instant gratification in achieving the goal of being beautiful (Walker, 2015). Things took a slight turn when people still wanted instant gratification of seeing themselves beautiful but were also

concerned about their long-term well-being. They wanted a less-invasive method to attain beauty and in a healthier way. This led to a sudden search for beauty products that adhered to the concept of beauty from within (Morosini, 2017).

As such, in the recent years, the global beauty industry has been profoundly shifting its focus from topically applied beauty care products and invasive cosmetic procedures to products that are consumed orally through the creation of innovative and novel products that promote the idea of beauty from within (Euromonitor International, 2017b). The global beauty industry

continues to thrive despite political, economic or even social setbacks (Holson, 2017). As a testament to its continuous growth, the global beauty industry is valued at a staggering amount of US\$532 billion in 2019 (Biron, 2019). Furthermore, Asia Pacific alone has contributed USD141 billion to the beauty industry with a 5.2% value growth in 2016 and is forecasted to show a Compound Annual Growth Rate (CAGR) close to 4% within the period of 2016 until 2021 (Euromonitor International, 2017b). As such, Asia is now a dominant consumer market position in the beauty and personal care industry when compared to the remaining six major regions which are Latin America, Middle East/Africa, Eastern Europe, Australasia, North America and Western Europe (Euromonitor International, 2017b). All in all, the beauty industry shows staying power and persistent growth which makes it very attractive for current players to push on as well as inviting for potential new entrants into this market.

Beauty supplements or nutricosmetics can be defined as a combination of nutraceuticals (fortified food products) and cosmetics that are aimed at providing aesthetic benefits to consumers, especially to one's skin (Patel et al., 2015). Nutricosmetics are meant to be ingested orally and comes in the form of pills, tablets, capsules, liquids, powders and are also incorporated in food and beverages with the purpose of contributing towards one's beauty (Taeymans et al., 2014). Researchers and the media have referred to beauty supplements with many names such as nutricosmetics, oral cosmetics, beauty pills and even beauty food (Wray, 2018).

What makes this shift even more interesting is how other existing supplements such as dietary supplements or nutraceuticals are being rebranded and repositioned as being able to contribute towards one's beauty in order to ride on this trend and widen its market reach (Soyoul et al., 2018; Spiro & Lockyer, 2018; Hussain et al. 2017). Ingestible nutritional supplements in the form of pills, tablets, drinks and powders are remarketed to be aligned with beauty benefits and proving to be very profitable for the firms involved (Morosini, 2017; Munson, 2017). The expansion of such products' consumer base and its increased appeal when repositioned as a beauty product has allowed it to be extensively distributed through multi-channels such as pharmacies, beauty supply stores, sundry stores, beauty salons, food and beverage outlets, online platforms and many more places where there is a demand for it (Soyoul, 2017; Spiro & Lockyer, 2018; Hussain et al. 2018).

This is leading to an increased number of brands being developed and marketed as a beauty supplement to cater to the substantial demands worldwide. With this in mind, there is a need to better understand the beauty supplements market as its position in the beauty industry continues to be strengthened and consumers continue to demand for products that focuses on beauty from within.

Problem Statement

The lucrativeness of the beauty supplement industry has created a ripple effect. The new and sometimes unregulated companies are being formed with the sole intention of producing, marketing and selling beauty supplements that promote beauty from within, without any substantial proof to justify its claims (ERNA, 2014). Consequently seeing the profitability of the beauty supplement companies, other companies are moving towards positioning their existing non-beauty related products as beauty supplements as they see it as being more enticing to consumers who are goal-driven to be beautiful, even when that was not the main purpose of the product (Spiro & Lockyer, 2018). As a result, consumers are increasingly exposed to a wider range of products marketed as beauty supplements. As more consumers consume these products and believe that they work, they in return promote it to others. This contributes towards beauty supplements being publicly promoted through various types of media without being properly regulated. With that added publicity, it is generally assumed that the beauty supplements sold adhere to strict regulations and are closely monitored as well as controlled by the local regulatory bodies. All of these have created an unending vicious cycle that continues to entrap a larger number of consumers as they trust the sources of information which includes their social circle, the regulatory bodies as well as the media in which these supplements were marketed (Ross et al., 2014).

On the other hand, as the growth of existing and emerging beauty supplements increase to form a multi-billion-dollar industry, so does the reports of adverse effects and cautions being reported over the use of these high-selling beauty supplements (Menayang, 2018). A beauty supplement known as Sugarbear Hair supplement which was actively promoted by one of the top models, Kylie Jenner was found to contain lead which is neurotoxin to children and can cause cardiovascular diseases in adults (Wischhover, 2018). In addition to that, there have been permanent health damages and deaths associated with the use of beauty supplements. Take for instance, the Food and Drug Administration in the United States of America posted a safety alert of high doses of biotin in beauty supplements which had already taken a life (Katsipoutis, 2018; Wischover, 2018). In Asia, deaths have been attributed to the consumption of beauty supplements such as diet pills that improve one's bodily appearance (Abdul, 2017; Thai, 2018; Ghani et al. 2019). However, consumers continue to support controversial beauty supplements of home-grown and foreign brands that have no profound scientific test results to back up its claims on transforming or enhancing one's beauty from within (Maida, 2016, Siti Zulaikha et al., 2015). There is a lack of studies on the consumers' attitude, emotions, norms as well as behavioural factors that influences consumers' desire and intention to consume beauty supplements.

Therefore, the main objective of this study is to propose a theoretical framework that could effectively

predict the consumption behaviour with regards to the consumption of beauty supplements. It is important to investigate the rationale behind consumers' desires and intention to orally consume beauty supplements.

2. Literature Review

Model of Goal-Directed Behaviour (MGB)

This model evolved from Theory of Planned Behaviour (TPB) as the constructs of Attitude, Subjective Norm and Perceived Behavioural control is still present in determining a person's intention and behaviour but with new constructs added. The aspects that differentiates MGB from TRA and TPB is the inclusion of Past Behaviour in the form of frequency and recency as well as the affect aspect in the form of both Positive

Anticipated Emotions (PAE) and Negative Anticipated Emotions (NAE) as shown in Figure 1 (Perugini & Bagozzi, 2001). Most importantly, the addition of desire as a variable that mediates all the constructs with intention has provided a more composite view of the decision-making process of consumers. As a result, it is also noted that MGB provides a better predictive ability (Gabriel et al., 2016). Thus, for this study, MGB has been selected as the main underlying theory to be used in studying the consumption intention of beauty supplements because of its better predictive ability of social-psychological factors that may influence the consumption desire of beauty supplements and also because it may better reflect the context of this study which is the consumers' goal to be beautiful.

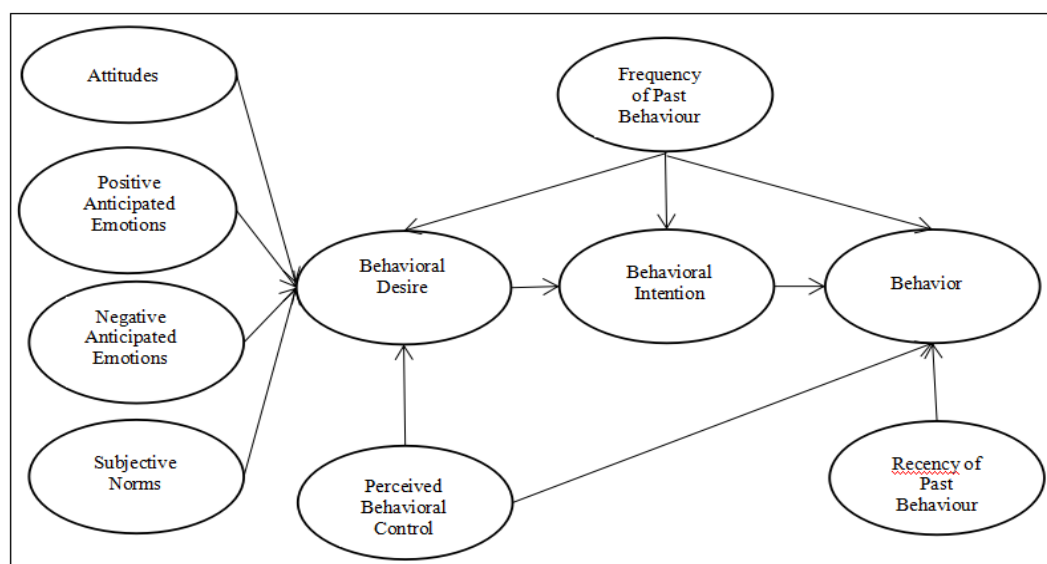


Figure 1: The model of goal-directed behaviour (Perugini & Bagozzi, 2001).

However, as it is with all theories and models, there will always be room for some modification or an extended version of it. The evolution of theories is continuous, in line with the search for better predictiveness and better fit for the context being studied. The developers of MGB had also stated that there may be other explanatory variables that may come into play when exploring MGB in different contexts (Perugini & Bagozzi, 2001). In line with the scholarly contributions by researchers, various versions of MGB were developed for the purpose of each study and known as an extended Model of Goal-Directed Behaviour (Kim & Preis, 2016). For this study, the MGB will be extended further to suit the nature of this study that involves ingestible beauty supplements.

Proposed Research Model and Proposition Development

This study intends to understand why consumers may be willing to consume beauty supplements that could be detrimental to their well-being. Therefore, there is a need

to introduce and test new constructs to this goal-directed behaviour model. Trust construct will be added to this model, together with the proposed factors influencing one of the constructs. The proposed constructs are Trust as an independent variable influencing consumption desire and in turn influencing consumption intention. Social Trust, Regulatory Trust and Media Trust are the three factors that will influence the Trust construct.

2.2.1 Social Trust and Trust

Social trust (ST) is defined as when a person believes in the individuals that he or she is exposed to and whose opinions and actions influences him or her (Welch et al., 2005). Several studies show that a person's social trust influences their overall trust in a brand or product (Mau et al., 2014; Ross et al., 2014). Additionally, Malaysians scored highly on depicting a collectivist culture which shows interdependence on each other (Ken & Cheah, 2013). On the other hand, there are also studies that indicate that there are times when a person may not trust

those around them at face value due to cultural context as well as psychological distances between consumers (Fan et al., 2018). Overall, the results of past researches indicate that social trust does a play a role in influencing consumers' perception. As such, this study postulates that:

Proposition 1: There is a relationship between one's social trust and their trust.

2.2.2 Regulatory Trust and Trust

In the context of this study, regulatory trust (RT) concerns the trust that people have on the government and regulatory bodies that oversees the production and sales of beauty supplements (Samson & Voyer, 2014). In light of recent events around the world, it appears that regulatory trust is on a decline as regulatory bodies as well as government officials fail to carry out their duties in monitoring producers of goods and the industry (Carter & Morgan, 2018). Contradicting this, it appears that in Malaysia, most consumers simply assume and trust that the products sold in Malaysia would have already been rigorously tested before it hits the shelves and thus would be safe to consume (Abdul Karim, 2017). Furthermore, a recent survey's results indicated that Malaysians trust the new government and its governance (Cheah, 2019). Therefore, this study proposes the following assumption:

Proposition 2: There is a relationship between one's regulatory trust and their trust.

2.2.3 Media Trust and Trust

Media trust is defined as the trust that consumers have on the credibility of the media and it holding accountability over what it allows to be promoted or advertised through its channel (Fisher, 2018). The continuous exposure that one gets from various media sources plays a significant role in forming one's opinion and trust in what is being advertised. The review of past literature on media trust (MT) shows mixed results. A literature review of the influence of media on consumers shows that it positively affects their trust as it helps mitigate perceived risk (Chowwanapoonpohn et al., 2015). Thus, consumers believe that the products being promoted through various printed, online, social and broadcasted media to be safe for consumption (Daniller et al., 2017). From another perspective, there are also studies that portrayed the lack of trust in the media by some due to negative experiences that these people may have encountered in the past (Lewis, 2018). Keeping all this in mind, the following proposition is conceptualised:

Proposition 3: There is a relationship between one's media trust and their trust

2.2.4 Frequency of Past Behaviour and Consumption Desire

Past behaviour reflects the consumers' experience of having consumed, used or purchased a particular product which could then lead to having the desire to repeat the behaviour in the future (Perugini & Bagozzi, 2001; Verplanken & Orbell, 2003). The more frequent the

behaviour, the more likely the wish to repeat it, especially if the past experience of consuming the product was good (Azjen, 2002a; Perugini & Bagozzi, 2001). Desire is said to be a stronger predictor of consumers' behaviour as compared to intention (Esposito et al., 2016; Perugini & Bagozzi, 2001). When reviewing past literature, it was found that frequency of past behaviour affected desire (Gabbiadini et al., 2017). On the contrary, there were also studies that either found a weak link or failed to find a direct effect of frequency of past behaviour on desire (Lee et al., 2012). However, as this study involves respondents who either have or have not had previous experience with beauty supplements and may be first-time users, it is postulated that:

Proposition 4: There is a relationship between frequency of past behaviour and consumption desire.

2.2.5 Trust and Consumption Desire

Trust is paramount in establishing any relationships, be it interpersonal or business relationships (Lewicki & Bunker, 1995). Generally, it is defined as the belief one has on the reliability, ability and credibility of a person, organisation, thing or a system (Simpson, 2012). Trust plays a vital role when the situation involves some form of risk, uncertainty or a completely new experience and as such, the more a person has trust in something, the higher the desire to try the product out (Ross et al, 2014). It is also within human nature to depend on each other in obtaining assurance that the product, service, support or information received is trustworthy (Kang & Hustvedt, 2014). Taking into consideration the three influential factors on the trust construct (social trust, regulatory trust and media trust) as well as its introduction for the first time into MGB, the following assumption is proposed:

Proposition 5: There is a relationship between trust and consumption desire.

2.2.6 Attitude and Consumption Desire

Attitude is an evaluation of something or someone to some degree of favour or disfavour, in which it is displayed towards the person or thing, otherwise known as attitude object (Tormala & Rucker, 2018). The past literature reviewed showcased a significant effect of attitude on desire (Gabbiadini et al., 2017). In addition, a study offered empirical evidence that for an attitude to translate to behaviour, it must first convert into desire (Kruglanski et al., 2018). Based on the supportive position of Malaysians towards beauty supplements, it is postulated:

Proposition 6: There is a relationship between attitude and consumption desire.

2.2.7 Anticipated Emotions and Consumption Desire

Anticipated emotions are defined as the emotional consequences that consumers believe they would feel if the goal is met or unmet and can be categorised into positive anticipated emotions and negative anticipated emotions (Chunli, 2017; Perugini & Bagozzi, 2001).

Positive anticipated emotions (PAE) are deemed as the positive feelings such as excitement, joy, satisfaction or pride that arises from imagined goal achievement (Perugini & Bagozzi, 2001). The impact of PAE on desire proves to be more inclined towards studies that shows a positive relationship between both variables (Lee et al., 2012) as compared to those that showed no effect (Shiu et al., 2008a). Contrary to the previously mentioned positive anticipated emotions, negative anticipated emotions (NAE) such as dissatisfaction, anger, disappointment, sadness or even worriedness are deemed as the negative feelings a person undergoes when he imagines failure to achieve his goals (Perugini & Bagozzi, 2001). The impact of NAE on desire proves to be inconclusive as there are studies that showed NAE to have weak or no impact on desire (Song et al., 2012a). Therefore, the need to study both PAE and NAE within the context of beauty supplement consumption leads to the following propositions:

Proposition 7: There is a relationship between positive anticipated emotions and consumption desire.

Proposition 8: There is a relationship between negative anticipated emotions and consumption desire.

2.2.8 Subjective Norm and Consumption Desire

Subjective norm (SN) is defined as the consumers' perceived social pressure to engage or not to engage in a behaviour (Esposito et al., 2016). It is usually influenced by those closest to the consumers or of those whose opinions matter to the consumer. It cannot be definitively concluded that subjective norm influences a person's desire as a review of past literature showcased mixed results (Gabbiadini et al., 2017). However, as Malaysians display a more collective approach in their behaviour (Ponnusamy et al., 2018), the following assumption is proposed:

Proposition 9: There is a relationship between subjective norm and consumption desire.

2.2.9 Perceived Behavioural Control and Consumption Desire

Perceived behavioural control (PBC) is viewed as the consumers' perception of control and self-efficacy over their behaviour which helped explain both intentional and non-intentional behaviour (Ajzen, 1985; Perugini & Bagozzi, 2001). Strangely, some researches done in the past concluded that PBC did not have much influence over desire (Lee et al., 2012) while others showed a direct effect of PBC on desire (Gabbiadini et al., 2017). It appears that the role of PBC was very much dependent on the context being studied. For the context of this study which involves the consumers actively seeking beauty supplements to fulfil their personal beauty goals, it is proposed that:

Proposition 10: There is a relationship between perceived behavioural control and consumption desire.

2.2.10 Frequency of Past Behaviour and Consumption Intention

Frequency of past behaviour refers to the numbers of times the consumer has engaged in displaying the behaviour being studied (Gabbiadini et al., 2017). It is used to indicate if the consumer has formed a habit of displaying the studied behaviour which could in turn reflect the intentions of the consumer (Ajzen, 2002b; Verplanken & Orbell, 2003). As it is believed that if the consumer has done so in the past, it would be more likely for them to have the intention to repeat that behaviour in the future. However, there is a study that found frequency of past behaviour to be only significant in affecting desire but not intention (Song et al., 2012a). This warrants further testing. Overall, this study brings forward the proposition that:

Proposition 11: There is a relationship between frequency of past behaviour and consumption intention.

2.2.11 Consumption Desire and Consumption Intention

Desire is said to be a better predictor of the actual behaviour and thus helped extend the original Theory of Planned Behaviour into the Model of Goal-Directed Behaviour (Esposito et al., 2016; Perugini & Bagozzi, 2001). Perugini and Bagozzi (2001) found that desire fully mediated the effects of attitude, PAE, NAE, SN as well as PBC on intentions. Despite that, not all researches showed full mediation of all the variables on intention but it still indicated that most of the time desire lead to intention (Koo et al., 2016). Thus, the study postulates:

Proposition 12: There is a relationship between consumption desire and consumption intention.

2.2.12 Frequency of Past Behaviour, Consumption Desire and Consumption Intention

Previous theories associated with consumer behaviour and decision making have omitted the role of automated actions and habits (Armitage & Corner, 2001). Thus, the use of MGB in this study bridges that gap as the inclusion of frequency of past behaviour acts as a representation for the strength and impact that habit has on consumption desire and intention. The greater the desire to consume due to favourable past behaviour in consuming, the greater the intention to do so (Zhu et al., 2013). Thus, the following is proposed:

Proposition 13: There is a relationship between frequency of past behaviour and consumption intention.

2.2.13 Trust, Consumption Desire and Consumption Intention

For the purpose of this study, trust is added to extend MGB as it is believed to impact desire which then impacts intention. People desire products that they trust to be beneficial for them and this leads to a higher probability of intending to take the action to consume or purchase the product (Lu et al., 2016). However, there is still much to explore on the relationship between these constructs, especially as it is being introduced in MGB for the first time for the study of the intention to consume beauty supplements. Thus, it is proposed that:

Proposition 14: Consumption desire mediates the relationship between trust and consumption intention.

2.2.14 Attitude, Consumption Desire and Consumption Intention

Past studies have depicted how attitude positively affects desire as well as intention (Kruglanski et al., 2018). However, a positive attitude may not always lead to the intention to consume the product (Hassan et al., 2016). Thus, to bridge this gap, it is postulated that:

Proposition 15: Consumption desire mediates the relationship between attitude and consumption intention.

2.2.15 Anticipated Emotions, Consumption Desire and Consumption Intention

Previous literature had suggested that anticipated emotions were added to the MGB model to make up for the gap noted from the previous TRA and TPB models which were how consumers consider the emotional implication when deciding to take action (Laubie, 2011; Perugini & Bagozzi, 2001). However, not much is known on the relationship between this construct on desire as well as intention to consume beauty supplements. Thus, the following are proposed:

Proposition 16: Consumption desire mediates the relationship between positive anticipated emotion and consumption intention.

Proposition 17: Consumption desire mediates the relationship between negative anticipated emotion and consumption intention.

2.2.16 Subjective Norm, Consumption Desire and Consumption Intention

Past literature has not been able to successfully confirm the impact of subjective norm on desire, thus, its effect on intention remains inconclusive (Gabbiadini et al., 2017; Song et al., 2012a). On the other hand, there are also research that states there is a correlation between these constructs (Perugini & Bagozzi, 2001; Song et al., 2012a). As such, this warrants further exploration of the following proposition:

Proposition 18: Consumption desire mediates the relationship between subjective norm and consumption intention.

2.2.17 Perceived Behavioural Control, Consumption Desire and Consumption Intention

The mediation effect of desire on perceived behavioural control and intention remains unconfirmed and this is attributed to the impact of the context of which these constructs are studied (Hua, 2015). Although, there are researches that concluded otherwise by indicating that desire mediates the relationship between perceived behavioural control and intention, there remains the need to examine this relationship within the beauty supplements context (Gabbiadini et al., 2017). Thus, it is postulated that:

Proposition 19: Consumption desire mediates the relationship between perceived behavioural control and consumption intention.

2.3 Proposed Model

The proposed theoretical framework for this study is illustrated in Figure 2 below. In this figure, the dependent variable, which is consumers' consumption intention towards beauty supplements. The independent variables is located at the left-hand side of the theoretical framework, as illustrated below.

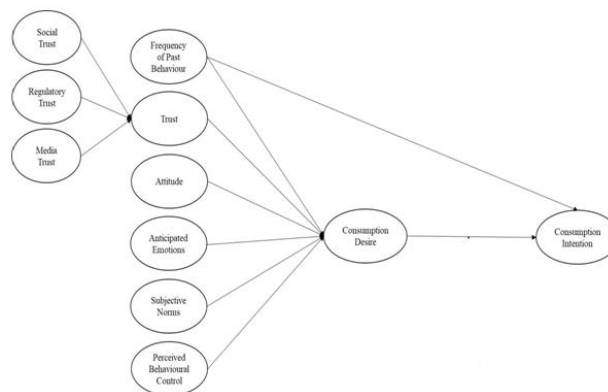


Figure 2: Extended Model of Goal-Directed Behaviour (Developed for this study)

3. Conclusion

Overall, this study managed to identify factors that influence consumers to arrive at the intention to consume beauty supplements from the review of the literature. In line with that, the Model of Goal-Directed Behaviour has been used to help develop the current model on this task. MGB was selected for its predictive ability which is considered better than the other models. Several constructs were added to the model in an attempt to make it a better fit for the context studied. The constructs are Trust and its influential factors (Social Trust, Media Trust and Regulatory Trust). The model proposed on the consumption intention of beauty supplements should have both theoretical and practical significance. It will extend the knowledge of consumer behaviour within the theory of MGB while also providing the necessary input to indicate a need to implement policy changes and tighten regulations to safeguard the well-being of consumers. It is suggested for researchers to empirically tested this model to investigate its usefulness and validity. The model may be used for other similar issues and other issues as well.

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