

Assessing Consumer Perception and Buying Behavior Towards Beauty Product Retailer in Cabiao Nueva Ecija: A Basis for Developing Effective Marketing Strategies

Lhaica B. Francisco¹, Wilbert Roy R. Permison², Mark Angelo T. Quiambao³, Princess M. Vinuya⁴

¹²³⁴ Bachelor of Science in Business Administration Major in Marketing Management, Polytechnic University of the Philippines-Cabiao Campus, Nueva Ecija

DOI: <https://doi.org/10.51584/IJRIAS.2026.11080072>

Received: 19 August 2026; Accepted: 24 August 2026; Published: 07 September 2026

ABSTRACT

Consumer perception has an important role in influencing purchasing behavior, especially in the highly competitive beauty industry, where the preferences and demands of the customers keep changing periodically. This research was conducted to measure the impact of consumers' perception and purchasing behavior on Pearl House of Beauty being the cosmetics products retailer on Cabiao, Nueva Ecija, to develop effective marketing strategies for the business. Based on the Theory of Planned Behavior, the consumer's perception was measured based on the concepts of attitudes, subjective norms, perceived behavioral control, while the purchasing behavior was measured on the personal, psychological, cultural, social and economic factors.

Descriptive quantitative research was used, whereby a researcher-made questionnaire was used to gather data through administering it to 100 respondents, comprising existing as well as potential consumers of Pearl House of Beauty. The convenience sampling method was used to collect data. Weighted Mean analysis was used to determine what level of agreement there is between consumer perception buying behavior. Additionally, Spearman's rho test was used to determine if there is any relationship between consumer perception and buying behavior. The analysis of the findings showed that participants tend to show positive agreement on various variables of consumer perception and buying behavior. In addition, it was found that a positive relationship exists between consumer perception and buying behavior, this signifies that consumer tend to be highly influenced by positive perceptions in terms of purchase. Various factors including social factors, brand trust, perceived value and economic factors, tend to contribute significantly to consumer behavior.

Overall, this study is that understanding perception is critical in shaping purchasing behavior. The results are very important in developing effective marketing strategies that take into consideration the needs and preferences of consumers, hence ensuring the competitiveness and growth of the beauty product retailer.

INTRODUCTION

The beauty market is highly competitive, with numerous brands and companies vying for customer attention and loyalty. In the realm of beauty and cosmetic products, consumer buying behavior is shaped by a variety of factors—chief among them is customer perception. This refers to how individuals interpret and evaluate the quality, value, and trustworthiness of a product or service. In an industry where trends evolve rapidly and customer expectations constantly shift, understanding these perceptions is key to building brand loyalty and driving sales (Kotler et. al, 2016).

This study aims to examine customer perception and purchasing behavior toward a beauty product retailer, which can serve as a basis for developing effective marketing strategies. In particular, it focuses on Pearl: House of Beauty, a well-known name in the beauty sector. For companies like Pearl, understanding how consumers view their brand is critical for adapting their products and marketing approaches to align with

customer needs. Several factors play into this perception—product quality, pricing strategies, promotional activities, brand image, and the overall customer experience (Ashshiddiqi, 2025).

Beauty companies often leverage favorable customer perceptions to influence purchasing decisions, build consumer confidence, and differentiate themselves from competitors. These areas of focus help retailers better understand their target market and refine their product offerings to meet consumer demand more effectively. Perception and buying behavior are closely intertwined and form the foundation for long-term success in the beauty industry. While perception shapes how customers view a brand, this in turn directly influences their purchasing behavior (Schiffman et. al, 2010). For example, if a company is perceived as luxurious, stable, or innovative, consumers are more likely to make a purchase—even at a premium price.

Ultimately, this research seeks to provide insights into consumer attitudes and buying behavior specifically related to Pearl: House of Beauty. The findings are expected to help the company simplify its marketing and branding efforts, while also contributing to a broader understanding of consumer behavior in the beauty industry.

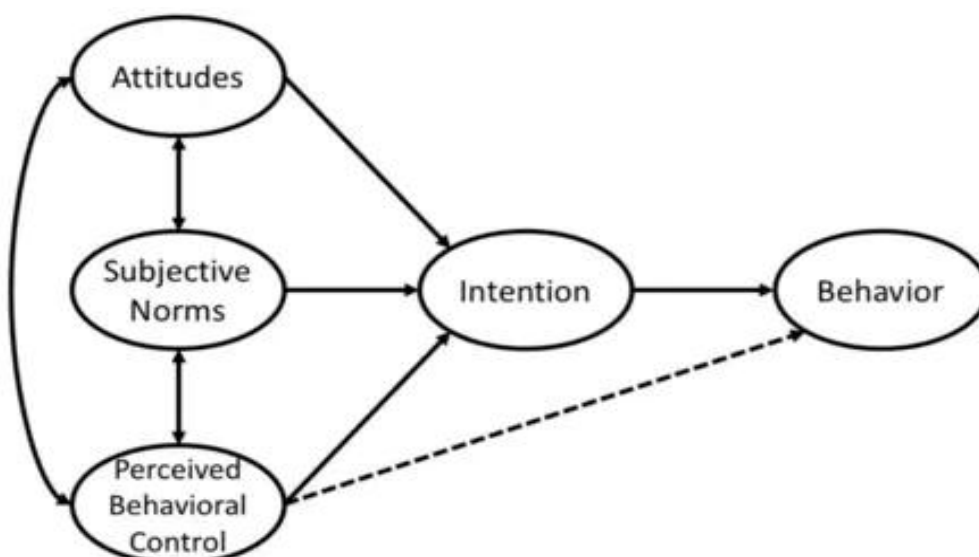
THEORETICAL FRAMEWORK

Theory of Planned Behavior

The Theory of Planned Behavior (Ajzen, 1991), is a widely recognized psychological framework used to explain how human behavior is shaped by individual intentions. According to this theory, an individual's intention to perform a certain behavior is influenced by three primary components: attitude, subjective norms, and perceived behavioral control. These factors are interrelated and serve as predictors of whether a person is likely to engage in a particular action. The TPB has been extensively applied across disciplines such as psychology, health, marketing, and the social sciences to better understand and influence behavior.

In the context of this study, the TPB provides a foundational framework for analyzing the impact of customer perception on consumer buying behavior. It emphasizes that purchasing behavior is not solely a function of individual perception but is also shaped by social influence and environmental factors. By applying this theory, the study seeks to understand how consumers form intentions to purchase beauty products from Pearl: House of Beauty—driven by their attitudes, the expectations of others, and their perceived ability to make the purchase. This approach not only deepens the academic understanding of consumer behavior in the beauty industry but also offers practical insights that can be used to improve retail strategies, customer engagement, and brand positioning.

Figure 1. Theory of Planned

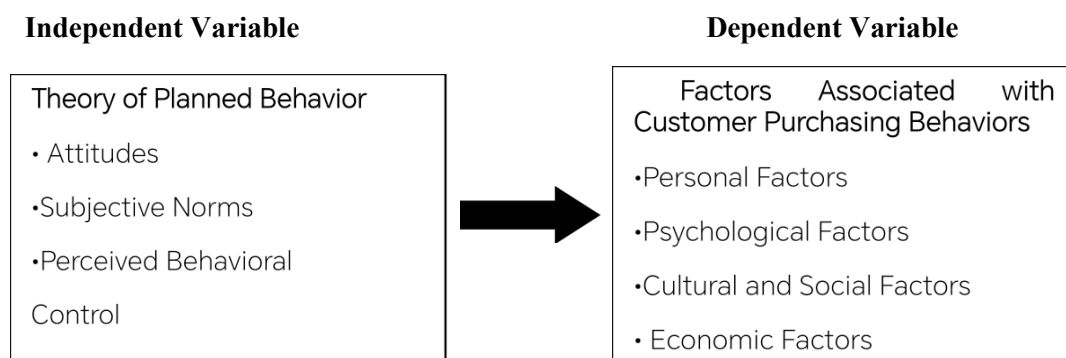


Factors Affecting Consumer Buying Behavior

Consumer buying behavior by (Qazzafi, 2020), measures how the consumer makes a decision when they purchase, which can be determined by four main factors such as personal factors, psychological factors, cultural and social factors, and economic factors.

CONCEPTUAL FRAMEWORK

Figure 2: Independent and Dependent Variables



This study utilized the Independent and Dependent Variable (IV-DV) model in conjunction with the Theory of Planned Behavior to explore the relationship between consumer perception and purchasing behavior. In this framework, the independent variable attitude, subjective norms, and perceived behavioral control—serve as the primary drivers of consumer decision-making. These are derived from the TPB and represent the behavioral determinants influencing the dependent variable, which is the consumer’s actual purchasing behavior. These determinants do not operate in isolation; rather, they interact with other critical factors such as personal, psychological, cultural, social, and economic influences. Together, these elements shape how consumers perceive a product or brand and how those perceptions translate into purchase decisions.

This theoretical framework allows the researchers to evaluate how beauty retailers, such as Pearl: House of Beauty, can strategically influence these variables through targeted marketing initiatives. Ultimately, it serves to measure how consumer perceptions affect buying behavior and how these insights can inform more effective marketing strategies.

Statement of the Problem

This study aimed to assess consumer perception and buying behavior toward a beauty products retailer, with the goal of providing a basis for developing effective marketing strategies. Specifically, the study sought to answer the following questions:

1. What is the level of agreement on consumer perception toward beauty product retailers in terms of the following variables:

1.1 attitudes;

1.2 subjective norms; and

1.3 perceived behavioral control?

2. What is the level of agreement on consumer buying behavior toward beauty product retailers in terms of the following factors:

2.1 personal factor;

2.2 psychological factor;

2.3 cultural and social factors; and

2.4 economic factor?

3. Is there a significant relationship between consumer perception and buying behavior toward beauty product retailers?

4. How may the findings of the study be utilized in formulating marketing strategies for beauty product retailers?

Hypothesis

There is no significant relationship between consumer perception and their buying behavior toward beauty product retailers.

Scope and Limitations of the Study

This study focused on assessing both existing and potential customers' perceptions and buying behavior toward beauty product retailers in Cabiao, Nueva Ecija. It specifically targeted individuals who used skincare products within the locality. The study was delimited to 100 respondents, selected purposively, who were identified as active users of skincare products. The researchers employed a descriptive quantitative approach, with data gathered through structured survey questionnaires. The scope of the study was limited to the analysis of consumer perception and buying behavior based on selected psychological, personal, cultural, and economic variables.

Significance of the Study

This research is expected to yield insights that are beneficial to the following stakeholders:

Retailers - The study will assist beauty product retailers in understanding consumer perceptions, preferences, and behaviors. It will inform decisions on improving marketing strategies, enhancing service quality, and increasing customer satisfaction, which in turn can lead to greater customer loyalty and increased revenue.

Business - Other beauty businesses and enterprises may benefit from the study by gaining a deeper understanding of consumer trends and purchasing behaviors. The findings can help them develop more competitive strategies, align their offerings with customer expectations, and improve their market positioning.

Future Researcher - This research can serve as a reference or foundation for future studies focused on consumer perception and behavior, particularly in the context of small or local beauty enterprises. Future researchers may build upon this study by exploring a broader population or applying the findings in different geographical settings.

LITERATURE REVIEW

Attitudes

According to (Chen et. al, 2024), their research examined the impact of green marketing and perceived product innovation on consumers' purchase intentions, specifically for environmentally friendly products, including those in the beauty industry.

The findings indicated that positive consumer attitudes toward green marketing and product innovation significantly influence purchase intentions. In the beauty sector—where eco-friendliness and innovation are

increasingly emphasized—such favorable attitudes promote strong consumer perceptions and heightened buying behavior. Moreover, social influence plays a substantial role in shaping these attitudes.

(Evans et al., 2017) found that the rise of social media and influencer marketing has dramatically increased consumer awareness of beauty product trends. Consumers are now more inclined to purchase products endorsed by their favorite influencers, indicating that positive attitudes toward influencers directly impact buying behavior. In a related study, (Khraim, 2024) explored how brand loyalty affects the purchasing behavior of female consumers in the cosmetics sector in the United Arab Emirates (UAE). The research concluded that brand loyalty significantly influences decision-making, as consumers with strong brand attachments tend to exhibit more favorable perceptions of their preferred brands. These perceptions are shaped by factors such as product quality, brand reputation, and previous experiences. The study also emphasized that emotional connection and trust contribute to long-term loyalty, leading to continued purchases and even brand advocacy.

In the context of digital platforms, (Ringim et. al, 2019) used the Theory of Planned Behavior to investigate the influence of social media on consumer purchase intentions for beauty products in Brunei Darussalam.

The findings revealed that perceived behavioral control, attitudes, and subjective norms all significantly impact buying decisions, with perceived behavioral control being the most influential. The study further demonstrated that social media amplifies these effects, acting as a powerful intermediary in shaping consumer attitudes and behaviors. Additional factors such as product quality, pricing, and peer recommendations were also found to play vital roles—particularly among young adults aged 26–32 who are highly engaged in online shopping.

(Wandebori et. al, 2016) examined how beauty vloggers on YouTube influence the purchasing behavior of undergraduate students in Indonesia for drugstore makeup products. Applying the Source Credibility Model, the study assessed the impact of trustworthiness, expertise, attractiveness, and the quantity of reviews on consumer attitudes. The results indicated that trustworthiness, expertise, and review volume positively influenced consumer attitudes, which in turn shaped purchase intentions. Interestingly, attractiveness did not have a significant effect, suggesting that credibility and information depth are more critical than physical appeal. The authors recommend that cosmetic brands collaborate with known and credible beauty vloggers to enhance marketing effectiveness which in turn will boost consumer trust in every way possible. The research results demonstrate that authentic and informative influencer marketing strategies are essential for guiding beauty consumers to make informed purchase decisions.

Subjective Norms

A growing body of research confirms that subjective norms—the perceived social pressure to perform or avoid certain behaviors—play a significant role in shaping consumer purchasing intentions, particularly within the beauty industry.

(Ayeh et. al, 2013) explored how subjective norms and attitudes influence consumer buying intentions for cosmetic products. Their findings indicated that while subjective norms exert a moderate but statistically significant influence, they nonetheless shape consumers' trust in products. The study emphasized that social influences—especially from close friends and family—play a critical role in forming consumer perceptions and decisions in the beauty market.

Similarly, (Dalziel et. al, 2021) investigated the perceptions of Generation Y women regarding beauty products and the influence of social pressure on their purchasing behavior. The study concluded that social influences and social media platforms significantly affect this demographic. In particular, subjective norms were found to have a direct impact on buying intentions, especially when products were endorsed or socially approved by their peers and online networks.

The role of subjective norms became even more prominent during the COVID-19 pandemic, as shown in the

study by (Satiroglu et. al, 2024). Their research focused on online purchasing behavior for beauty products and found that subjective norms emerged as a strong determinant of purchase intentions. Consumers increasingly relied on influencer suggestions, online reviews, and peer endorsements, especially during lockdowns when traditional in-store shopping experiences were limited. This shift underscores the amplified importance of digital social validation during health crises. Further supporting the social dimension of buying behavior, (Baiq et. al, 2019) examined the influence of South Korean dramas and country of origin on brand image and purchase intention among female students at the University of Mataram. The study revealed that South Korean media significantly enhances the brand image of Korean cosmetic products, which in turn positively influences consumer buying intentions. Exposure to dramas portraying strong brand identities—paired with South Korea’s global reputation as a producer of high-quality beauty products—boosted consumers’ trust and inclination to purchase.

Finally, (Shimul et al., 2021) studied the influence of subjective norms on purchasing natural beauty products among female consumers. Their research found that opinions and recommendations from family and friends strongly impacted buying intentions. In addition, societal values such as sustainability, environmental consciousness, and health awareness were identified as major contributing factors to the positive perception of eco-friendly products. This indicates that societal expectations can serve not only as external pressures but also as moral motivators driving consumer choices.

Overall, these studies affirm that subjective norms are a crucial component in the consumer decision-making process, particularly in the beauty industry. Peer influence, cultural media, and online communities help shape perceptions and can significantly enhance or inhibit purchase intentions depending on the social message conveyed.

Perceived Behavioral Control

Perceived behavioral control refers to an individual’s belief in their capacity to perform a specific behavior, particularly in relation to available resources, knowledge, and situational factors. Within the context of beauty product purchasing, this concept plays a critical role in influencing consumer trust and intention to buy beauty products.

According to (Koay et. al, 2021), in their study titled “How Perceived Behavioral Control Affects Trust to Purchase in Social Media Stores”, perceived behavioral control has a significant effect on consumer trust and purchase intentions in digital retail environments. The research investigated how consumers’ sense of control over their purchasing behavior—such as the ability to access product information, make secure payments, and navigate online platforms—shapes their willingness to engage in transactions via social media stores. The study concluded that higher levels of perceived behavioral control contribute to stronger consumer trust, thereby increasing the likelihood of a purchase. Specifically, transparent product information, user-friendly interface designs, and secure transaction systems were identified as key enablers that reinforce the consumer’s feeling of control. This finding underscores the importance for online retailers, especially in the beauty industry, to implement systems that empower consumers and reduce purchase-related uncertainty.

In contrast, the study conducted by (Rahmi et. al, 2016) offered a nuanced perspective on the role of perceived control in relation to beauty vlogs and consumer behavior. Their findings suggested that beauty vlogs did not directly influence purchase intention nor significantly impact the perceived trustworthiness or expertise of the content creator. Interestingly, the study found that prior product experience played a modest moderating role in the relationship between information sources and purchase behavior. That is, beauty blogs or vlogs were more effective in reinforcing buying intentions among consumers who had already used the product, indicating that previous experience—an aspect closely linked to perceived behavioral control—can increase the effectiveness of such marketing tools. The implication is that perceived control derived from familiarity with a product may heighten consumers’ responsiveness to marketing content, even when the source itself is not deemed highly trustworthy or expert.

Together, these studies highlight that perceived behavioral control significantly shapes purchasing decisions in both social media-based commerce and influencer marketing. Consumers are more inclined to make a purchase when they feel confident in their ability to evaluate the product, navigate the purchasing process, and avoid risk. In beauty retailing, ensuring that consumers feel empowered, informed, and secure may be just as critical as promotional messaging or influencer endorsements.

Personal Factor

Personal factors play a pivotal role in influencing consumer buying behavior. These factors encompass characteristics such as age, occupation, personality, lifestyle, income, and core values, all of which shape individual preferences, needs, and purchasing decisions.

According to (Qazzafi, 2020), personal characteristics have a substantial impact on how consumers behave in the marketplace. As individuals progress through various life stages, their needs and preferences evolve. For example, a young adult may prioritize trendy and expressive products such as cosmetics or sporty vehicles, while older consumers may favor practicality and comfort. Occupation and income also influence consumer behavior significantly; individuals in high-income, professional roles are more likely to purchase luxury or premium products, whereas those with lower incomes may prefer economical and value-oriented alternatives.

Furthermore, personality traits influence preferences and brand choices. For instance, adventurous or extroverted individuals may seek out new and innovative products, while conservative consumers may remain loyal to traditional brands. Lifestyle, which includes hobbies, interests, and daily habits, also guides purchasing patterns. Health-conscious individuals, for example, tend to prioritize organic, wellness, or environmentally friendly products. In addition, core values—such as sustainability, quality, or social responsibility—shape the brands and products that consumers perceive as aligned with their personal beliefs. Marketers who understand these personal dimensions are better equipped to tailor campaigns and product offerings to appeal to diverse consumer segments.

In a related study, (Shemshaki et. al, 2024) explored how the Big Five personality traits—extraversion, conscientiousness, openness to experience, agreeableness, and neuroticism—impact consumer decision-making and brand engagement. Their findings revealed that: Extraverted individuals actively seek novel experiences and social engagement, often showing higher satisfaction and brand loyalty. Conscientious consumers make well-considered decisions and remain loyal to brands that align with their values. Those high in openness are more willing to try new or unconventional products, increasing their purchasing satisfaction. Agreeable consumers, due to their cooperative nature, tend to build trust in brands more easily and view product value more favorably. In contrast, neuroticism, associated with emotional instability, can lead to reduced brand loyalty and inconsistent purchasing behavior.

The study further emphasizes that impulsivity and cognitive-emotional factors, such as decision-making style and emotional regulation, also influence buying behavior. For instance, impulsive shoppers often make spontaneous purchases, while analytical consumers rely on information and comparisons before deciding. Understanding these traits enables businesses to design targeted strategies that resonate with varying consumer profiles. Moreover, (Uraon et. al, 2024) affirm that age, lifestyle, personality, and income level are fundamental personal factors affecting consumer behavior. They stress that these dimensions serve as a basis for segmenting markets and crafting customized marketing strategies. As each consumer brings a unique set of personal attributes, businesses that integrate these insights into their branding, advertising, and product development are more likely to achieve greater customer engagement and loyalty.

In summary, personal factors are essential in understanding consumer behavior. They provide a nuanced view of how individual differences influence product choices, brand preferences, and shopping patterns, offering marketers valuable guidance in developing personalized and effective marketing strategies.

Psychological Factors

Psychological factors play a crucial role in influencing consumer buying behavior as they represent the internal cognitive and emotional processes that shape how individuals evaluate and respond to products and marketing messages. These factors include perception, motivation, learning, and attitude (Uraon et. al, 2024).

Perception refers to the process through which consumers interpret and make sense of sensory information to form a meaningful understanding of a product or service. Motivation involves the internal drive that prompts individuals to fulfill specific needs or desires, often influencing urgency in purchasing behavior. Learning is shaped by past experiences and can affect how consumers respond to marketing strategies over time. Lastly, attitudes represent a consumer's consistent evaluations, feelings, and tendencies toward a product or brand, which directly influence their willingness to buy.

According to (Yaroslav, 2023), emotional and psychological states significantly impact not only consumer decisions but also labor productivity, highlighting the profound influence of psychological drivers in behavioral outcomes. This reinforces the importance of understanding how emotional appeal in marketing can lead to stronger purchase intentions. Emotional triggers such as happiness, trust, fear, or urgency are frequently used in beauty and cosmetic marketing to prompt consumer action and build brand attachment.

Overall, psychological factors represent the foundation of consumer behavior analysis, offering insights into how inner cognitive and emotional processes dictate purchasing decisions and brand loyalty.

Cultural and Social Factors

Consumers do not operate in isolation; rather, they are shaped by the cultural and social environments in which they live. As social beings, individuals are heavily influenced by their families, peer groups, social roles, status, and broader cultural frameworks. These influences collectively shape consumer preferences, expectations, and purchasing behaviors (Uraon et. al, 2024).

Cultural factors include three primary components: culture, subculture, and social class. Culture represents the shared values, norms, and customs that guide behavior within a society. Subcultures, such as ethnic, religious, or regional groups, further refine individual behavior within the larger culture.

Social class, often defined by education, income, and occupation, plays a significant role in determining consumption patterns and brand preferences. For instance, consumers from higher social classes may seek premium or luxury beauty brands, while others may prioritize affordability or practicality. (Yakup Durmaz et al., 2021) emphasize that cultural and social factors exert a profound and direct impact on purchasing decisions. The family is particularly influential, often acting as the first point of exposure to consumption habits and brand preferences. Additionally, reference groups—such as friends, colleagues, and influencers—exert social pressure or serve as aspirational figures, prompting consumers to conform to group norms or trends. Roles and status within these groups also affect purchasing choices; individuals may buy products that align with the expectations or responsibilities associated with their social roles. In the beauty industry, these factors manifest in how trends are adopted and promoted, especially through the influence of social media, peer approval, and cultural beauty standards. For example, certain beauty routines or products may be perceived as more desirable depending on the cultural ideals and social validation present in a consumer's environment.

In conclusion, cultural and social factors are integral to understanding consumer behavior. They provide the contextual framework within which individual psychological and personal factors operate, making them essential considerations in the formulation of effective marketing strategies.

Economic Factors

Economic factors are external variables that significantly affect consumer behavior. These include personal income, family income, expected future income, liquid assets, and savings (Uraon et. al, 2024). These elements

determine an individual's purchasing power and influence the type, quantity, and frequency of product purchases.

For example, consumers with higher disposable income are more likely to invest in premium or luxury beauty products, whereas those with limited financial resources may prioritize affordability and practicality. Additionally, economic expectations, such as anticipated income changes or job security, can lead to more cautious or impulsive purchasing behavior.

According to (Liu, 2024), economic conditions are a critical determinant in shaping consumers' purchasing decisions. Factors such as inflation, unemployment rates, and economic uncertainty influence consumer confidence, which in turn affects their willingness to spend on non-essential items like beauty products. Promotions, discounts, and value-based pricing are particularly effective during periods of financial constraint, helping retailers maintain engagement with cost-conscious customers.

In the context of the beauty industry, pricing strategy, installment options, and seasonal promotions play a vital role in influencing purchasing decisions. Retailers who align their marketing strategies with prevailing economic conditions are more likely to retain customers, even in fluctuating financial climates.

METHODOLOGY

This study employed a descriptive survey method to assess consumer perception and buying behavior. The descriptive research method is appropriate when the objective is to gather information on current conditions, opinions, or behaviors and to interpret relationships between variables (Sirisilla, 2023).

It enables researchers to systematically collect data, identify patterns, and describe characteristics of a specific population without influencing the environment in which it exists.

In this study, descriptive research allowed the researchers to evaluate various factors such as attitudes, subjective norms, perceived behavioral control, and other personal, psychological, cultural, and economic variables influencing consumer behavior. This method was chosen because it facilitates the collection of data directly from the respondents, providing valuable insights into customer decision-making processes, preferences, and perceptions in the beauty industry, including their purchasing behavior.

Population, Sample Size, and Sampling Technique

The study was conducted in Cabiao, Nueva Ecija, and involved a total of 100 respondents. The population was composed of both existing and potential customers of Pearl: House of Beauty—a local beauty product retailer.

It has 30 respondents were current customers of Pearl: House of Beauty and 70 respondents were potential customers, identified as residents of Cabiao who regularly use beauty products but had not yet purchased from the said retailer.

The researchers used a convenience sampling technique, a non-probability sampling method where participants are selected based on their availability and accessibility to participate on the research in short period of time.

This study employed convenience sampling, a non-probability sampling method that allows researchers to select participants based on their availability and proximity. According to (Dhanya, 2024), convenience sampling is a practical and efficient approach that enables researchers to quickly gather relevant data from accessible respondents, especially in studies requiring time-sensitive data collection or limited resources.

This technique was deemed suitable for this study, as the researchers aimed to collect data from residents of Cabiao, Nueva Ecija, who were easily reachable and willing to participate. Although convenience sampling

may limit the generalizability of results, it provides valuable insights into consumer perceptions and behaviors within the specific context of this locality.

Description of Respondents

The respondents of this study were residents of Cabiao, Nueva Ecija, selected based on their accessibility and willingness to participate. A total of 100 respondents were chosen, all of whom were active regular users or potential users of beauty products. Prior to participation, the respondents were informed about the purpose of the study and were asked for their voluntary consent to complete the questionnaire. The researchers ensured that all ethical standards were followed, including the confidentiality of personal information and the right to withdraw from the study at any point. The participants' cooperation helped the researchers gather meaningful data regarding consumer perception and buying behavior toward beauty product retailers.

Research Instrument

The primary tool for data collection was a researcher-made questionnaire, specifically developed to assess consumer perception and buying behavior. To ensure clarity and reliability, the questionnaire was pre-tested on 30 individuals who were not included in the actual sample. Feedback from the pre-test phase was used to refine and finalize the instrument.

The finalized questionnaire was composed of four main parts:

- Instructions – Clear directions were provided at the beginning to guide respondents on how to properly complete the questionnaire.
- Demographic Profile – This section collected classification data such as age and gender to provide context for the responses.
- Perception and Buying Behavior Assessment – This part used a Likert scale format to measure respondents' agreement levels with various statements related to attitudes, subjective norms, perceived behavioral control, and consumer behavior factors.
- Checklist and Multiple-Choice Items – Additional questions in checklist and multiple-choice formats were included to gather more specific insights into respondents' preferences and behaviors.

The use of a Likert scale allowed the researchers to quantify subjective responses and analyze trends in consumer perception and behavior more effectively.

The research instrument was initially reviewed by the thesis adviser, Mr. Erwin M. Matunan, to ensure that the content aligned with the study's objectives and effectively addressed the research questions. Following this, the instrument underwent further validation by Ms. Dina Grace T. Magnaye and Mr. Ville Andrei M. Villano, who critically assessed the questionnaire for clarity, content validity, and overall appropriateness for data collection.

Based on their expert feedback, necessary revisions were made to enhance the reliability and validity of the instrument. These revisions aimed to improve question structure, ensure consistent interpretation by respondents, and eliminate ambiguities that could compromise the accuracy of the responses.

Data-Gathering Procedure

A formal letter of request was prepared and submitted to Pearl: House of Beauty in Cabiao, Nueva Ecija, seeking permission to conduct the research within its premises and among accessible customers and residents in the surrounding area.

Upon receiving the confirmation and consent from the business owner, the researchers began the data collection process. Prior to the distribution of the questionnaire, the researchers briefly introduced the business, including its products and services, to provide context and determine whether the respondents were existing or potential customers. Participants were approached respectfully, and their informed consent was obtained

before they proceeded to answer the questionnaire. Adequate time was given to each respondent to ensure thoughtful and complete responses. The questionnaire items were specifically designed to align with the research objectives and were administered in a manner that respected the respondents' convenience and availability. The data collection process was completed over a span of 20 days, during which the researchers successfully gathered 100 complete questionnaires for analysis.

Statistical Treatment of Data

To accurately interpret the data collected from respondents, the researchers employed the following statistical tools:

Weighted Mean

The weighted mean was used to determine the overall level of agreement of respondents regarding consumer perception and buying behavior toward Pearl: House of Beauty. As noted by (Cortes, 1712), the weighted arithmetic mean is calculated by summing all observations multiplied by their respective weights and dividing the result by the total number of responses. This method is particularly effective in analyzing responses from Likert-scaled questionnaires.

The formula used to compute the weighted mean is:

$$wx = fx/n$$

Where:

wx = the weighted mean

x = is the number of samples

f = is the frequency

n = number of respondents

This measure helps interpret the level of satisfaction, agreement, or impact based on the respondents' choices.

Likert Scale

The study utilized a five-point Likert scale to interpret respondent feedback regarding consumer perception and buying behavior. The scale was designed to measure the degree of agreement or disagreement with specific statements related to the research topic.

Each point on the scale corresponds to the following interpretation: The Likert scale allowed the researchers to quantify qualitative opinions and analyze trends and levels of agreement on various factors influencing consumer behavior.

Scale	Range	Description	Interpretation
5	4.21 – 5.00	Always	Strongly Agree
4	3.41 – 4.20	Often	Agree
3	2.62 – 3.40	Frequent	Slightly Agree
2	1.81 – 2.60	Seldom	Disagree
1	1.00 – 1.80	Never	Strongly Disagree

The Likert scale allowed the researchers to quantify qualitative opinions and analyze trends and levels of agreement on various factors influencing consumer behavior.

Spearman's Rho Correlation

Spearman's rho correlation, also known as Spearman's rank-order correlation coefficient, was introduced by Charles Spearman (Zar, 2005). This statistical method is used to measure the strength and direction of a monotonic relationship between two ranked variables. It determines whether higher ranks of one variable are associated with higher (or lower) ranks of another variable.

This technique is especially useful when the data do not meet the assumptions of parametric tests, such as linearity or normal distribution, making it ideal for ordinal data or non-linear relationships.

Figure 3: Spearman's rho

Formula:

$$\rho = 1 - \frac{6d_i^2}{n(n^2-1)}$$

Where:

ρ = Spearman's rank correlation coefficient

d_i = difference between the two ranks of each observation

n = number of observations

CONCLUSION

H_a = There is a significant relationship between the consumer perception and buying behavior towards Pearl: House of Beauty in Cabiao, Nueva Ecija at 0.05 level of significance.

H_o = There is no significant relationship between the consumer perception and buying behavior towards Pearl: House of Beauty in Cabiao, Nueva Ecija at 0.05 level of significance.

Decision Rule:

Reject the null hypothesis (H_o) if the computed ρ is greater than the critical value of ρ at the 0.05 level of significance. Otherwise, fail to reject H_o , indicating no significant correlation exists.

RESULTS AND DISCUSSION

This chapter presents the analyzed data gathered from the respondents and interprets the findings in relation to the research objectives. The presentation is organized based on the sequence of the research problems stated in Chapter 1. The analysis focuses on identifying patterns, significant relationships, and relevant insights that can serve as a basis for developing effective marketing strategies

Respondents' Level of Agreement on their Perception toward Beauty Product Retailers in Cabiao, Nueva Ecija:

As shown in Table 1, the respondents' level of agreement on their perception toward beauty product retailers—specifically Pearl: House of Beauty—in terms of attitudes resulted in an overall weighted mean of 4.18, interpreted as “Agree” on the Likert scale. The highest-rated statements were: “I feel that Pearl: House of

Beauty offers a good selection of skincare products” and, “I think Pearl: House of Beauty provides high-quality products”, both receiving a weighted mean of 4.25. “I am interested in learning more about the products of Pearl: House of Beauty”, with a weighted mean of 4.24. Other statements such as: “I think Pearl: House of Beauty offers products that help improve my appearance”(4.20), “I am interested in trying the whitening and skincare products offered by Pearl: House of Beauty” (4.18). “I think Pearl: House of Beauty is a reputable brand in the beauty industry” (4.11), and “I am easily persuaded by advertisements on social media” (4.03), also received favorable responses.

These results suggest that respondents perceive Pearl: House of Beauty as a trustworthy and appealing brand, known for offering both variety and quality in its skincare product lines. The positive attitudes expressed by the respondents indicate a strong interest in the brand and its product offerings. This aligns with the findings of (Vidhya et. al, 2013), who emphasized that consumer buying behavior is largely influenced by attitude. In the cosmetics industry, positive consumer attitudes—shaped by product quality, brand reputation, and perceived value—play a critical role in purchasing decisions.

Table 1 Respondents' Level of Agreement on their Perception Toward Beauty Product Retailers in Cabiao, Nueva Ecija, in Terms of Attitudes

Attitude	WM	Verbal Interpretation
1. I feel that Pearl: House of Beauty offers a good selection of skincare products.	4.25	Strongly Agree
2. I think Pearl: House of Beauty offers a product that helps to improve my appearance.	4.20	Agree
3. I am interested in trying the whitening and skincare products offered by Pearl: House of Beauty.	4.18	Agree
4. I am easily persuaded by advertisements on social media	4.03	Agree
5. I am interested in learning more about the products of Pearl: House of Beauty	4.24	Strongly Agree
6. I think Pearl House of Beauty is a reputable brand in the beauty industry.	4.11	Agree
7. I think Pearl: House of Beauty provides high-quality products	4.25	Strongly Agree
Overall	4.18	Agree

Legend:4.21-5.00 Strongly Agree;3.41-4.20 Agree;2.62-3.40 Slightly Agree;1.81-2.60 Disagree;1.00-1.80 Very Disagree

Table 2 Respondents' Level of Agreement on their Perception Toward Beauty Product Retailers in Cabiao, Nueva Ecija, in Terms of Subjective Norms

Subjective Norms	WM	Verbal Interpretation
1. I will feel more confident purchasing from Pearl House of Beauty if I see positive customer reviews online.	4.35	Strongly Agree
2. I am more likely to try a new beauty product if my friends or family use it.	4.48	Strongly Agree
3. I feel more comfortable buying beauty products when I see positive feedback from others.	4.48	Strongly Agree
4. I often consult my social circle before making decisions about beauty products or services.	4.28	Strongly Agree

5. My buying decision on beauty products is often based on what others are currently using.	4.08	Agree
6. I usually go for beauty products that are endorsed by a celebrity.	3.98	Agree
7. Social media posts will make me visit Pearl: House of Beauty.	4.17	Agree
Overall	4.26	Strongly Agree

Legend:4.21-5.00 Strongly Agree;3.41-4.20 Agree;2.62-3.40 Slightly Agree;1.81-2.60 Disagree;1.00-1.80 Very Disagree

As shown in Table 2, the respondents' level of agreement on their perception toward Pearl: House of Beauty in Cabiao, Nueva Ecija in terms of subjective norms yielded an overall weighted mean of 4.26, interpreted as "Agree" on the Likert scale.

The highest-rated statements were: "I am more likely to try a new beauty product if my friends or family use it" and "I feel more comfortable buying beauty products when I see positive feedback from others", both receiving a weighted mean of 4.48, "I will feel more confident purchasing from Pearl: House of Beauty if I see positive customer reviews online" (4.35), and "I often consult my social circle before making decisions about beauty products or services" (4.28), "Social media posts will make me visit Pearl: House of Beauty" (4.17), "My buying decision on beauty products is often based on what others are currently using" (4.08), and "I usually go for beauty products that are endorsed by celebrities" (3.98), also showed a generally positive level of agreement.

These results suggest that consumer behavior is significantly influenced by the opinions, actions, and endorsements of others, particularly family, friends, and online communities. The presence of positive reviews, recommendations, and social approval creates a sense of trust and reassurance, increasing the likelihood of purchase. This supports the findings of (Fitri, 2022), who stated that subjective norms—social pressures or perceived expectations—have a strong influence on customers' purchase intentions. When individuals perceive that other around them approve of or engage in certain buying behaviors, they are more likely to follow suit.

Table 3 Respondents' Level of Agreement on their Perception Toward Beauty Product Retailers in Cabiao, Nueva Ecija, in terms of Perceived Behavioral Control

Perceived Behavioral Control	WM	Verbal Interpretation
1. It is easy for me to find products I need at Pearl: House of Beauty.	4.00	Agree
2. The products I'm interested in are generally available when I need them.	4.13	Agree
3. I think the products offered are worth the price I pay.	4.25	Strongly Agree
4. I am more likely to buy from Pearl House of Beauty if they offer free samples before purchase.	4.25	Strongly Agree
5. I am confident in my ability to choose the right products for my needs from Pearl: House of Beauty.	4.12	Agree
6. I will use customer assistance to help me choose products.	4.22	Strongly Agree
7. I feel I have enough control over my shopping experience at Pearl: House of Beauty.	4.20	Agree
Overall	4.17	Agree

Legend:4.21-5.00 Strongly Agree;3.41-4.20 Agree;2.62-3.40 Slightly Agree;1.81-2.60 Disagree;1.00-1.80 Very Disagree

Table 3 presents the respondents' level of agreement regarding their perception of Pearl: House of Beauty in terms of Perceived Behavioral Control, yielding an overall weighted mean of 4.17, interpreted as "Agree" on the Likert scale.

The statements with the highest level of agreement were: "I think the products offered are worth the price I pay" and "I am more likely to buy from Pearl: House of Beauty if they offer free samples before purchase", both receiving a weighted mean of 4.25. "I will use customer assistance to help me choose products" with a weighted mean of 4.22. "I feel I have enough control over my shopping experience at Pearl: House of Beauty" (4.20). "I am confident in my ability to choose the right products for my needs" (4.12). "The products I'm interested in are generally available when I need them" (4.13). The statement "It is easy for me to find products I need at Pearl: House of Beauty" received a slightly lower—but still positive—score of 4.00.

These results indicate that customers feel capable, informed, and empowered when making purchasing decisions at Pearl: House of Beauty. Factors such as perceived value, product accessibility, customer assistance, and confidence in personal choice contribute to a high level of perceived behavioral control.

This finding aligns with Ajzen's Theory of Planned Behavior (1991), which asserts that perceived behavioral control directly influences both intention and actual behavior. When individuals believe they have sufficient resources, knowledge, and control, they are more likely to follow through with their intentions—in this case, making purchases from the beauty retailer. This means that customers who feel confident in their ability to choose the right products, manage their budget, and access the store or platform are more motivated to complete their purchase. As a result, improving customer support, providing clear product information, and ensuring convenient purchasing options may further strengthen their buying decisions and increase overall sales

Respondents' Level of Agreement on their Buying Behavior Towards Pearl: House of Beauty in Cabiao, Nueva Ecija

Table 4 Respondents' Level of Agreement on their Buying Behavior toward Beauty Product Retailers in Cabiao, Nueva Ecija, in terms of Personal Factors

Personal Factor	WM	Verbal Interpretation
1. My personal beauty preferences influence my decision to buy from Pearl: House of Beauty.	4.18	Agree
2. I prefer to purchase beauty products from brands that offer a wide variety, like Pearl: House of Beauty.	4.21	Strongly Agree
3. I am more likely to buy from Pearl: House of Beauty if I find their products match my personal style.	4.39	Strongly Agree
4. The convenience of purchasing products from Pearl: House of Beauty makes me more likely to shop there.	4.14	Agree
5. I feel more confident in my appearance when I use products from Pearl: House of Beauty.	4.13	Agree
6. I am likely to recommend Pearl: House of Beauty to others based on my personal satisfaction with their products.	4.25	Strongly Agree
7. I consider my personal needs (e.g., skin type, hair type) when choosing products from Pearl: House of Beauty.	4.36	Strongly Agree
Overall	4.24	Strongly Agree

Legend: 4.21-5.00 Strongly Agree; 3.41-4.20 Agree; 2.62-3.40 Slightly Agree; 1.81-2.60 Disagree; 1.00-1.80 Very Disagree

Table 4 shows the respondents' level of agreement on their buying behavior of Pearl: House of Beauty in terms of Personal Factors, yielding an overall weighted mean of 4.24, interpreted as "Agree" on the Likert scale. The highest-rated item was: "I am more likely to buy from Pearl: House of Beauty if I find their products match my personal style" with a weighted mean of 4.39. This was followed by: "I consider my personal needs (e.g., skin type, hair type) when choosing products from Pearl: House of Beauty" (4.36), and "I am likely to recommend Pearl: House of Beauty to others based on my personal satisfaction with their products" (4.25). "I prefer to purchase beauty products from brands that offer a wide variety, like Pearl: House of Beauty" (4.21), "My personal beauty preferences influence my decision" (4.18), "The convenience of purchasing from Pearl: House of Beauty" (4.14), and "I feel more confident in my appearance when using their products" (4.13).

These findings suggest that personal preferences, needs, convenience, and satisfaction are significant drivers of consumer behavior. When a brand aligns with the consumer's individual style, lifestyle, and beauty goals, it increases the likelihood of purchase, customer satisfaction, and positive word-of-mouth.

This supports the findings of (Solomon, 2017), who emphasized that self-concept, lifestyle, and personality are pivotal in shaping consumer behavior, particularly in industries such as beauty and personal care, where individual identity and personal image are central to the decision-making process.

Table 5 Respondents' level of agreement on their Buying Behavior toward Beauty Product Retailers in Cabiao, Nueva Ecija, in terms of Psychological Factors

Psychological Factor	WM	Verbal Interpretation
1. I believe trying beauty products from Pearl: House of Beauty could improve my confidence.	4.14	Agree
2. I would consider buying from Pearl: House of Beauty if I thought their products could positively impact my appearance.	4.16	Agree
3. I am motivated to try new beauty products from Pearl: House of Beauty if I feel they could enhance my self-esteem.	4.32	Strongly Agree
4. If I were to buy from Pearl: House of Beauty, I would expect to feel more confident in my appearance.	4.20	Agree
5. If I saw others expressing satisfaction with Pearl: House of Beauty's products, I would be more likely to consider buying from them.	4.33	Strongly Agree
6. The emotional appeal of Pearl: House of Beauty's branding would influence my decision to try their products.	4.17	Agree
7. I am concerned about the potential side effects of whitening products, which affects my decision to buy them.	4.37	Strongly Agree
Overall	4.24	Strongly Agree

Legend:4.21-5.00 Strongly Agree;3.41-4.20 Agree;2.62-3.40 Slightly Agree;1.81-2.60 Disagree;1.00-1.80 Very Disagree

The Table 5 below presents the respondents' level of agreement regarding their buying behavior of Pearl: House of Beauty in terms of Psychological Factors affecting their buying behavior, with an overall weighted mean of 4.24, interpreted as "Agree" on the Likert scale.

The following statements received the highest weighted means: "I am concerned about the potential side effects of whitening products, which affects my decision to buy them" – 4.37, "If I saw others expressing satisfaction with Pearl: House of Beauty products, I would be more likely to consider buying from them" – 4.33, "I am motivated to try new products from Pearl: House of Beauty if I feel they could enhance my self-esteem" – 4.32, "I believe trying beauty products from Pearl: House of Beauty could improve my confidence"

– 4.20, “I would consider buying from Pearl: House of Beauty if I thought their products could positively impact my appearance” – 4.17, “The emotional appeal of Pearl: House of Beauty branding would influence my decision to try their products” – 4.16, “If I were to buy from Pearl: House of Beauty, I would expect to feel more confident in my appearance” – 4.14.

These results indicate that internal psychological factors—such as self-esteem, confidence, emotional appeal, and concern for safety—play a critical role in shaping consumer purchasing behavior. Customers are more likely to buy products they believe will enhance their self-image, emotional well-being, and social validation.

This aligns with the findings of (Durmaz, 2014), who emphasized that motivation, perception, learning, beliefs, and attitudes significantly influence consumers’ purchasing decisions. These internal psychological drives determine how individuals recognize their needs, assess product benefits, and ultimately decide to make a purchase. Understanding these psychological motivators can help Pearl: House of Beauty design marketing strategies and product offerings that resonate with the emotional and mental states of their target consumers.

Table 6 Respondents' Level of Agreement on their Buying Behavior toward Beauty Product Retailers in Cabiao, Nueva Ecija, in terms of Cultural and Social Factors

Cultural and Social Factor	WM	Verbal Interpretation
1. If I heard positive reviews about Pearl: House of Beauty from my friends or family, I would be more likely to buy from them.	4.47	Strongly Agree
2. I would be more likely to purchase from Pearl: House of Beauty if it aligns with the beauty trends in my community.	4.07	Agree
3. I would be more inclined to buy from Pearl: House of Beauty if I see influencers or social media personalities endorsing their products.	4.10	Agree
4. If others in my community view Pearl: House of Beauty positively, I would be more likely to try their products.	4.29	Strongly Agree
5. I would be more likely to purchase from Pearl: House of Beauty if I saw a lot of people around me using their products.	4.30	Strongly Agree
6. I would trust a brand like Pearl: House of Beauty more if I saw it widely used and accepted by my cultural group.	4.27	Strongly Agree
Overall	4.23	Strongly Agree

Legend:4.21-5.00 Strongly Agree;3.41-4.20 Agree;2.62-3.40 Slightly Agree;1.81-2.60 Disagree;1.00-1.80 Very Disagree

As shown in Table 6, the respondents’ level of agreement on their buying behavior toward Pearl: House of Beauty in Cabiao, Nueva Ecija, in terms of Cultural and Social Factors, yielded an overall weighted mean of 4.23, indicating a high level of agreement.

The highest rating was attributed to the statement: “If I heard positive reviews about Pearl: House of Beauty from my friends or family, “I would be more likely to buy from them” – 4.47, “I would be more likely to purchase from Pearl: House of Beauty if I saw a lot of people around me using their products” – 4.30, “I would trust a brand like Pearl: House of Beauty more if I saw it widely used and accepted by my cultural group” – 4.27.

Meanwhile, the following items received slightly lower, yet still highly favorable ratings: “I would be more inclined to buy from Pearl: House of Beauty if I see influencers or social media personalities endorsing their products” – 4.10, “I would be more likely to purchase from Pearl: House of Beauty if it aligns with the beauty trends in my community” – 4.07

These findings reflect the significant influence of cultural norms and social environments on consumer decision-making—particularly in the realm of beauty and personal care. The strong scores indicate that peer influence, family recommendations, and cultural validation play a major role in shaping purchase behavior.

According to (Durmaz et. al, 2021), social factors such as family, roles, and status directly affect consumer behavior. For instance, in many Filipino households, particularly in close-knit communities like Cabiao, women and family elders often guide purchasing decisions, especially those related to personal care and appearance. Moreover, social acceptance, influencer endorsement, and community trends further reinforce the appeal and trust in brands like Pearl: House of Beauty.

Table 7 Respondents' Level of Agreement on their Buying Behavior toward Beauty Product Retailers in Cabiao, Nueva Ecija, in terms of Economic Factors

Economic Factor	WM	Verbal Interpretation
1. I would consider buying from Pearl: House of Beauty if I felt their products were reasonably priced.	4.44	Strongly Agree
2. I would be more likely to purchase from Pearl: House of Beauty if they offered discounts or promotions.	4.39	Strongly Agree
3 I believe the products at Pearl: House of Beauty would offer good value for the price compared to other beauty stores.	4.23	Strongly Agree
4. I would purchase from Pearl: House of Beauty if they had products within my price range.	4.36	Strongly Agree
5. If I knew Pearl: House of Beauty offered products at affordable prices, I would be more likely to try them.	4.35	Strongly Agree
6. I would consider buying from Pearl: House of Beauty if their pricing was competitive compared to other beauty retailers.	4.34	Strongly Agree
7. I am more likely to try beauty products from Pearl: House of Beauty if I believe they offer the best deals.	4.43	Strongly Agree
Overall	4.36	Strongly Agree

Legend:4.21-5.00 Strongly Agree;3.41-4.20 Agree;2.62-3.40 Slightly Agree;1.81-2.60 Disagree;1.00-1.80 Very Disagree

As shown in Table 7, the respondents' level of agreement on their buying behavior toward Pearl: House of Beauty in Cabiao, Nueva Ecija, in terms of Economic Factors, yielded an overall weighted mean of 4.36, indicating a strong level of agreement.

All items received consistently high weighted means: “I would consider buying from Pearl: House of Beauty if I felt their products were reasonably priced.” – 4.44, “I am more likely to try beauty products from Pearl: House of Beauty if I believe they offer the best deals.” – 4.43, “I would be more likely to purchase from Pearl: House of Beauty if they offered discounts and promotions.” – 4.39, “I would purchase from Pearl: House of Beauty if they had products within my price range.” – 4.36, “If I knew Pearl: House of Beauty offered products at affordable prices, I would be more likely to try them.” – 4.35, “I would consider buying from Pearl: House of Beauty if their pricing was competitive compared to other beauty retailers.” – 4.34, “I believe the products at Pearl: House of Beauty offer good value for the price compared to other beauty stores.” – 4.23

These results highlight the critical role that price, affordability, and promotional strategies play in consumer buying behavior—particularly within the beauty retail sector. Respondents clearly indicated that reasonably priced products, promotions, and competitive pricing strongly influence their decision to purchase from Pearl: House of Beauty.

Table 8 Spearman's Rho Correlation Analysis on the Significant Relationship between the consumer perception and buying behavior towards Beauty Product Retailers in Cabiao, Nueva Ecija, in terms of Attitude.

Attitude				
	Spearman's rho	p-value	Decision	Conclusion
Personal Factors	0.641	<.001	Reject Ho	Significant
Psychological Factors	0.68	<.001	Reject Ho	Significant
Cultural and Social Factors	0.655	<.001	Reject Ho	Significant
Economic Factors	0.587	<.001	Reject Ho	Significant

Legend: Accepts Ho if computed $\chi^2 > \chi^2_{0.05}$ = Not Significant; Rejects Ho if computed $\chi^2 < \chi^2_{0.05}$ = Significant.

Table 8 showed that all four examined factors—personal factors ($\rho = 0.641$, $p < .001$), psychological factors ($\rho = 0.680$, $p < .001$), cultural and social factors ($\rho = 0.655$, $p < .001$), and economic factors ($\rho = 0.587$, $p < .001$)—have strong and statistically significant positive correlations with consumer attitudes. These results indicate that increases or improvements in any of these factors are associated with more favorable consumer attitudes. Since all p-values are less than 0.001, the null hypotheses for each relationship were rejected, confirming that these variables are significant predictors or correlates of attitudes.

Table 9

Subjective Norms				
	Spearman's rho	p-value	Decision	Conclusion
Personal Factors	0.625	<.001	Reject Ho	Significant
Psychological Factors	0.607	<.001	Reject Ho	Significant
Cultural and Social Factors	0.645	<.001	Reject Ho	Significant
Economic Factors	0.534	<.001	Reject Ho	Significant

Legend: Accepts Ho if computed $\chi^2 > \chi^2_{0.05}$ = Not Significant; Rejects Ho if computed $\chi^2 < \chi^2_{0.05}$ = Significant.

Spearman's Rho Correlation Analysis on the Significant Relationship between the consumer perception and buying behavior towards Beauty Product Retailers in Cabiao, Nueva Ecija, in terms of Subjective

Table 9 showed that all four examined factors—personal factors ($\rho = 0.625$, $p < .001$), psychological factors ($\rho = 0.607$, $p < .001$), cultural and social factors ($\rho = 0.645$, $p < .001$), and economic factors ($\rho = 0.534$, $p < .001$)—have strong and statistically significant positive correlations with consumer cultural and social factors. These results indicate that increases or improvements in any of these factors are associated with more favorable consumer cultural and social. Since all p-values are less than 0.001, the null Hypotheses for each relationship were rejected, confirming that these variables are significant predictors or correlates of cultural and social.

Table 10 Spearman's Rho Correlation Analysis on the Significant Relationship between the consumer perception and buying behavior towards Beauty Product Retailers in Cabiao, Nueva Ecija, in terms of Perceived Behavioral Control

Perceived Behavioral Control				
	Spearman's rho	p-value	Decision	Conclusion

Personal Factors	0.762	<.001	Reject Ho	Significant
Psychological Factors	0.73	<.001	Reject Ho	Significant
Cultural and Social Factors	0.727	<.001	Reject Ho	Significant
Economic Factors	0.653	<.001	Reject Ho	Significant

Legend: Accepts Ho if computed $\chi^2 > \chi^2_{0.05}$ = Not Significant; Rejects Ho if computed $\chi^2 < \chi^2_{0.05}$ = Significant.

Table 10 showed that all four examined factors—personal factors ($\rho = 0.762$, $p < .001$), psychological factors ($\rho = 0.73$, $p < .001$), cultural and social factors ($\rho = 0.727$, $p < .001$), and economic factors ($\rho = 0.653$, $p < .001$)—have strong and statistically significant positive correlations with consumer perceived behavioral control. These results indicate that increases or improvements in any of these factors are associated with more favorable consumer perceived behavioral control. Since all p-values are less than 0.001, the null hypotheses for each relationship were rejected, confirming that these variables are significant predictors or correlates of perceived behavioral control.

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

Summary of Findings

Based on the results of the study, the following key findings were identified:

Respondents' Perception Toward Beauty Product Retailers in Cabiao, Nueva Ecija:

The study measured consumer perception based on three variables: attitudes, subjective norms, and perceived behavioral control.

Attitudes received an overall weighted mean of 4.18, indicating that respondents generally have a positive impression of Pearl: House of Beauty. They perceive the store as offering high-quality, effective, and attractive beauty products, with purchasing decisions being more influenced by product quality and variety than by advertising alone.

Subjective norms, with an overall weighted mean of 4.26, highlight the significant social influence on consumer behavior. Respondents reported being influenced by friends, family members, online reviews, and social media posts when deciding to purchase from Pearl: House of Beauty.

For perceived behavioral control, the overall weighted mean was 4.17, showing that consumers feel confident and empowered in their purchasing decisions. They agreed that product availability, reasonable pricing, and supportive customer service made the shopping experience manageable and satisfying.

Respondents' Buying Behavior Toward Beauty Product Retailers:

Consumer buying behavior was analyzed in terms of personal, psychological, social and cultural, and economic factors. Results showed strong agreement across all variables:

Personal factors (overall weighted mean = 4.24)—Consumers' individual lifestyle preferences, needs (e.g., skin or hair type), and satisfaction with the brand played a substantial role in shaping their purchasing decisions.

Psychological factors (overall weighted mean = 4.24)—Internal motivations such as self-confidence, self-esteem, and belief in product effectiveness, particularly regarding appearance-enhancing products, were significant drivers of buying behavior. Concerns about product safety, especially regarding whitening products, also influenced decisions.

Cultural and social factors (overall weighted mean = 4.23)—Community approval, peer usage, and local beauty norms and trends significantly influenced respondents' choices. Observing others using the products or seeing brand acceptance within their cultural group encouraged product trials and purchases.

Economic factors had the highest overall weighted mean of 4.36, confirming that price, affordability, promotions, and perceived value for money are the strongest motivators of consumer behavior. Respondents favored brands offering competitive pricing and attractive deals.

Significant Relationship Between the Customer perception and Buying Behavior

It found a positive and significant relationship between consumer perception and buying behavior.

This means that when consumers have favourable perceptions of the brand that influence their buying behavior.

Conclusion

Based on the findings of the study, the following conclusions were drawn:

Respondents' Perception Toward Pearl: House of Beauty

Attitudes: Respondents generally held a positive attitude toward Pearl: House of Beauty. They perceived the store as offering high-quality, effective, and attractive beauty products. However, the influence of advertising was found to be less significant compared to product quality and variety.

Subjective Norms: Respondents strongly agreed that social influence—particularly from friends, family, and online reviews—plays a crucial role in their decision to purchase from Pearl: House of Beauty. This highlights the power of peer recommendation and social validation in shaping consumer behavior.

Perceived Behavioral Control: The study found that respondents felt a high level of control in their purchasing process at Pearl: House of Beauty. Factors such as reasonable pricing, product availability, and helpful customer assistance contributed to their sense of ease and confidence while shopping.

Respondents' Buying Behavior Based on Key Influencing Factors

Personal Factors: Respondents strongly agreed that personal preferences, product relevance, and satisfaction influence their buying behavior. Consumers are more inclined to purchase when products align with their individual style, needs, and values.

Psychological Factors: Psychological drivers, including self-esteem, confidence, and trust in product effectiveness, play a major role in shaping buying behavior. Emotional appeal and perceived safety—especially with products like skin whitening—also influence decision-making. Many consumers purchase beauty products not only to enhance their appearance but also to feel more accepted, attractive, and secure in social situations. When a product promises visible results, boosts confidence, or improves one's self-image, customers are more likely to develop strong interest and loyalty toward that brand. In addition, consumers often rely on reviews, recommendations, and past experiences to determine whether a product is safe and worth buying.

Cultural and Social Factors: Respondents strongly agreed that community norms, peer influence, and local beauty trends affect their purchasing choices. Consumers tend to follow social and cultural cues, including endorsements from influencers or popular community figures.

Economic Factors: Economic considerations had the strongest influence on consumer behavior. Affordability, promotions, and competitive pricing were critical in driving purchasing decisions, confirming the importance of value-based marketing.

Relationship Between Consumer Perception and Buying Behavior

There is a significant relationship between consumer perception and buying behavior, indicating that understanding how consumers perceive a brand is essential for designing effective marketing strategies. The more positively consumers view a business, the more likely they are to engage in purchasing behavior.

Implications for Marketing Strategy Development

The findings of the study can be used to assess and improve marketing strategies for Pearl: House of Beauty by focusing on key factors such as peer influence, product quality, emotional engagement, and affordable pricing.

Businesses operating in Cabiao, Nueva Ecija—especially in the beauty sector—can use these insights to optimize promotional efforts, enhance customer service, and align product offerings with consumer expectations, thereby increasing customer satisfaction and loyalty.

Recommendations

Based on the findings and conclusions of the study, the following recommendations are proposed:

For Pearl: House of Beauty

The study results and its conclusions recommend that Pearl House of Beauty needs to improve its shopping experience through three main methods which involve providing trained employees for customer support and guaranteeing product stock and displaying product prices and quality details to customers. The store needs to improve its customer feedback systems which include surveys and reviews and testimonials because these systems help build social proof and show how well products perform. The store must continue to provide budget-friendly product bundles which deliver exceptional value because economic conditions greatly affect how customers decide to purchase products. The company needs to enhance its digital marketing activities because its limited online presence shows up as a major flaw which needs resolution through official social media platform development and existing platform improvements on Facebook and Instagram and TikTok which will help grow brand recognition and customer loyalty through constant promotion and product announcement and customer interaction activities.

For Retailers in the Beauty Industry

Beauty retailers must monitor new beauty trends while they should update their product lines to match changing customer needs and their current lifestyle patterns. Retailers must adopt competitive pricing methods because economic elements significantly influence consumer purchasing decisions which require them to develop seasonal marketing campaigns while providing an extensive selection of beauty products that meet various customer requirements.

For Future Researchers

The research provides important insights which researchers can use to study how consumers perceive and purchase products within the beauty industry. Future researchers should study how brand loyalty and digital marketing affect consumer buying behavior over time, while researchers need to expand their research scope through larger sample sizes and different geographical locations to achieve better result generalization, and researchers should investigate methods to improve psychological and emotional appeal effectiveness in beauty brand marketing.

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