



BrainStalker

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# Assessing Customer Choices for Herbal and Synthetic Skin Care Products Based on Advantages



**International Academic  
Research Competition  
2024**

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# Background of the Study



Marketing professionals are keen to find out more information about consumers' using intentions in order to increase sales of their new or current products or services. In light of this, pertinent information about client intentions may be essential for making marketing decisions. Several factors affect the consumer's intention. The goal of this observation was to determine what factors people used to decide whether to buy herbal and synthetic skin care products offline or online.

# Herbal vs Synthetic

- ◆ Marketing
- ◆ Socio-cultural
- ◆ Situational
- ◆ Psychological



# Methodology

This study uses an exploratory survey approach. As a consequence, situational, psychological, personal, socio-cultural, marketing, and many other aspects were addressed, and the collected data was assessed using Microsoft Excel software. The statistical population includes everyone who uses the items in Bangladesh, Brazil, Canada, Egypt, Malaysia, and the United States. Since the sampling method utilized was random and the statistical population had no bounds, the sample size was set at 36. The information was gathered via a questionnaire with a five-option likert scale and 11 items (both major and demographic). At the very least, the validity and reliability standards were met. The researchers received 50 completed questionnaires out of the original 36 surveys. There were two layers of descriptive and inferential data analysis. The results showed that each of the four factors significantly affected consumers' inclinations to utilize herbal or synthetic products in the research region.

# Proposed Timeline

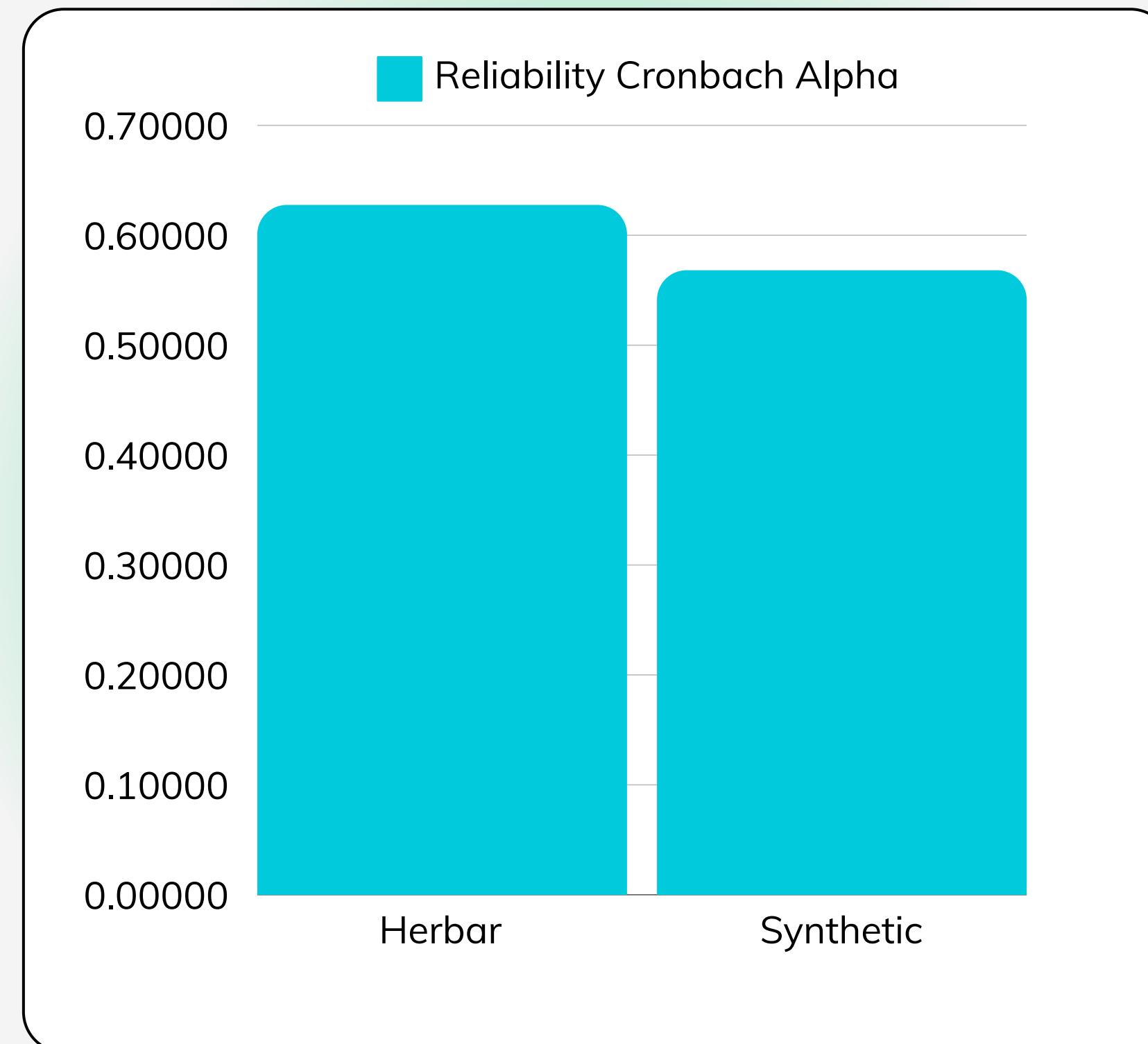
August

Write Research  
Proposal

September

Write Research Draft  
and Collect Data for  
Analysis

Outcome Results and  
Final Paper



## Reliability coefficients of the test (Cronbach's Alpha)

Shows that all of the values fall between poor and questionable. The factorial analysis was used to examine all the items' validity, and the results revealed good factorial loading (meaning more than 0.05) in this regard.

# Survey Participation

Population Age

Under 18

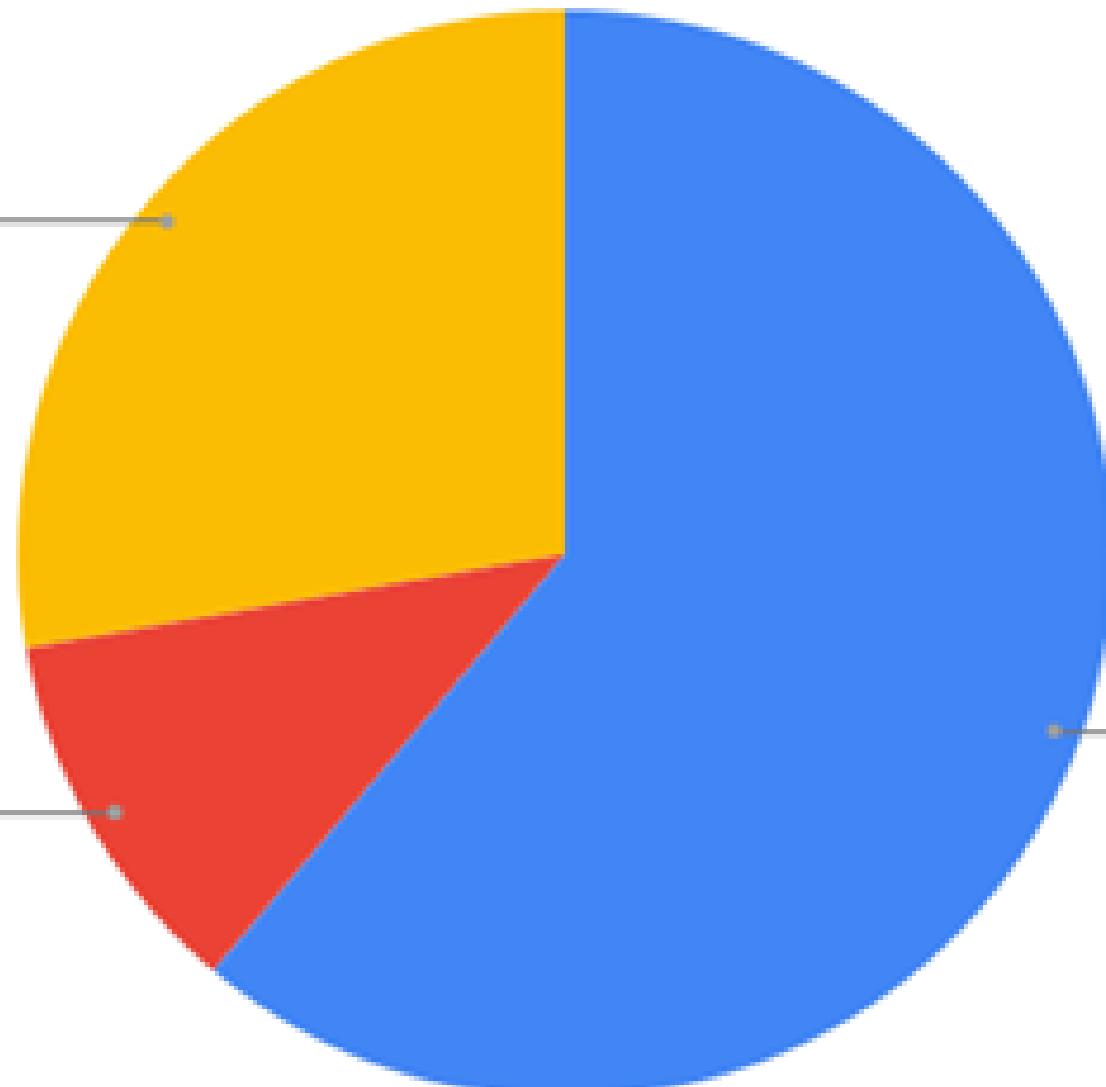
27.8%

25-34

11.1%

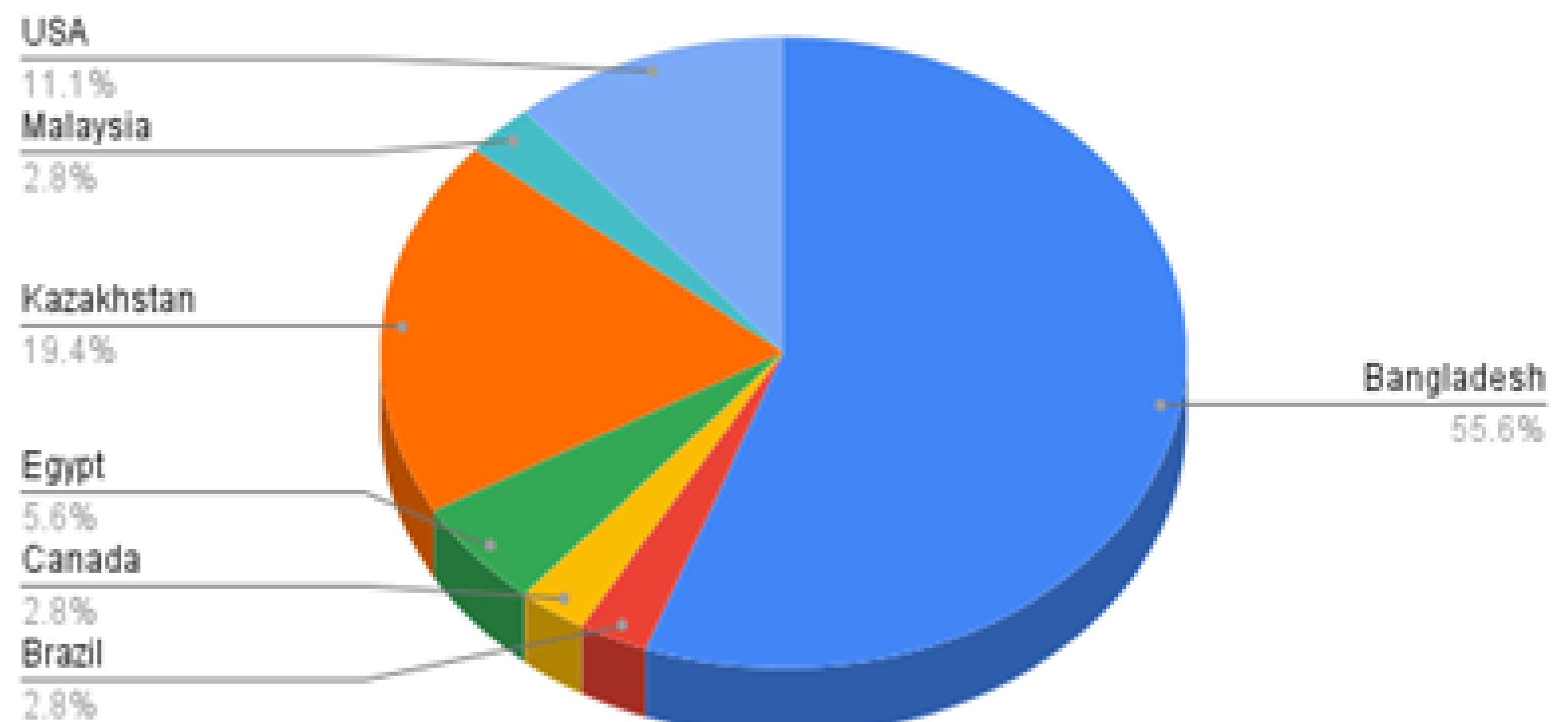
18-24

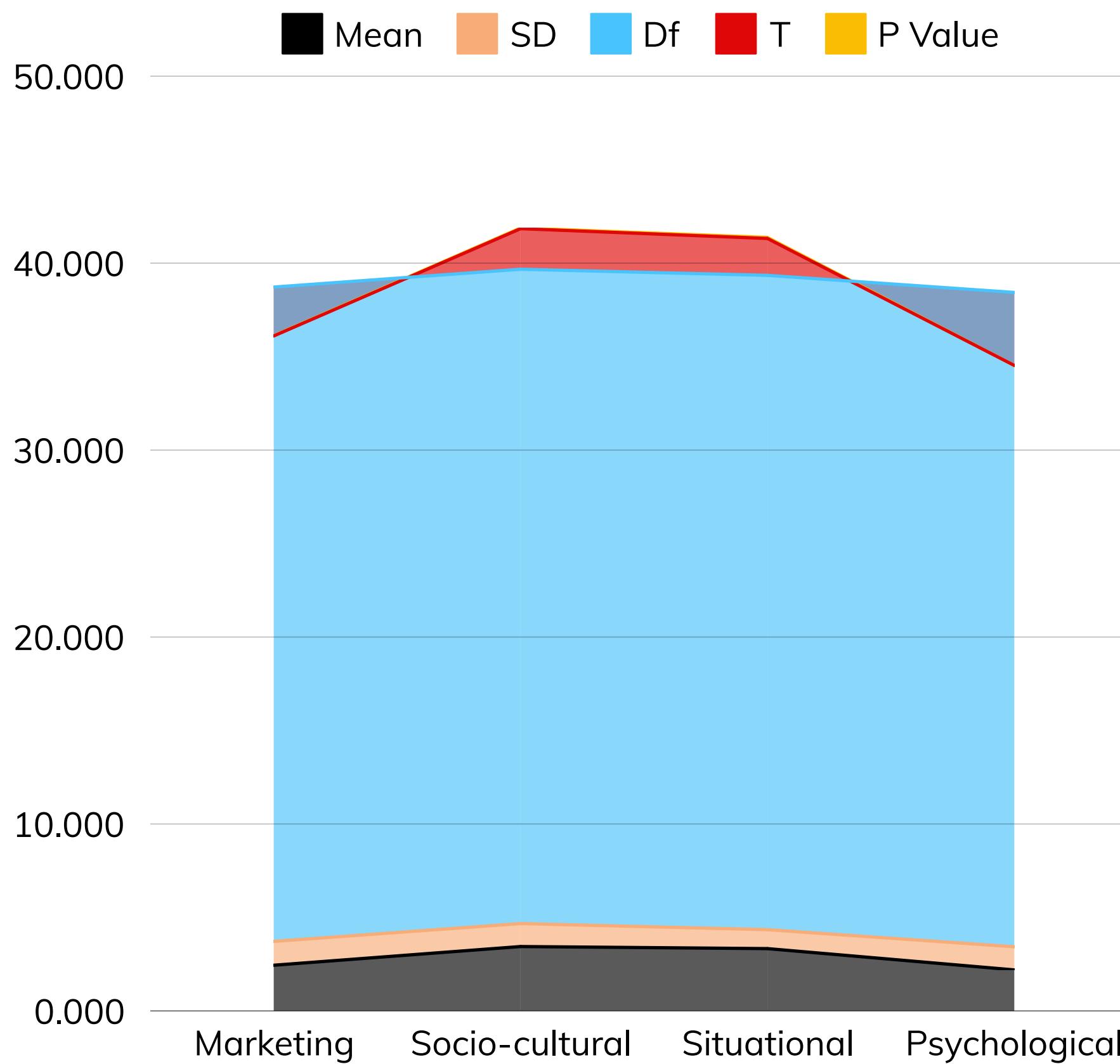
61.1%



# Survey Participation

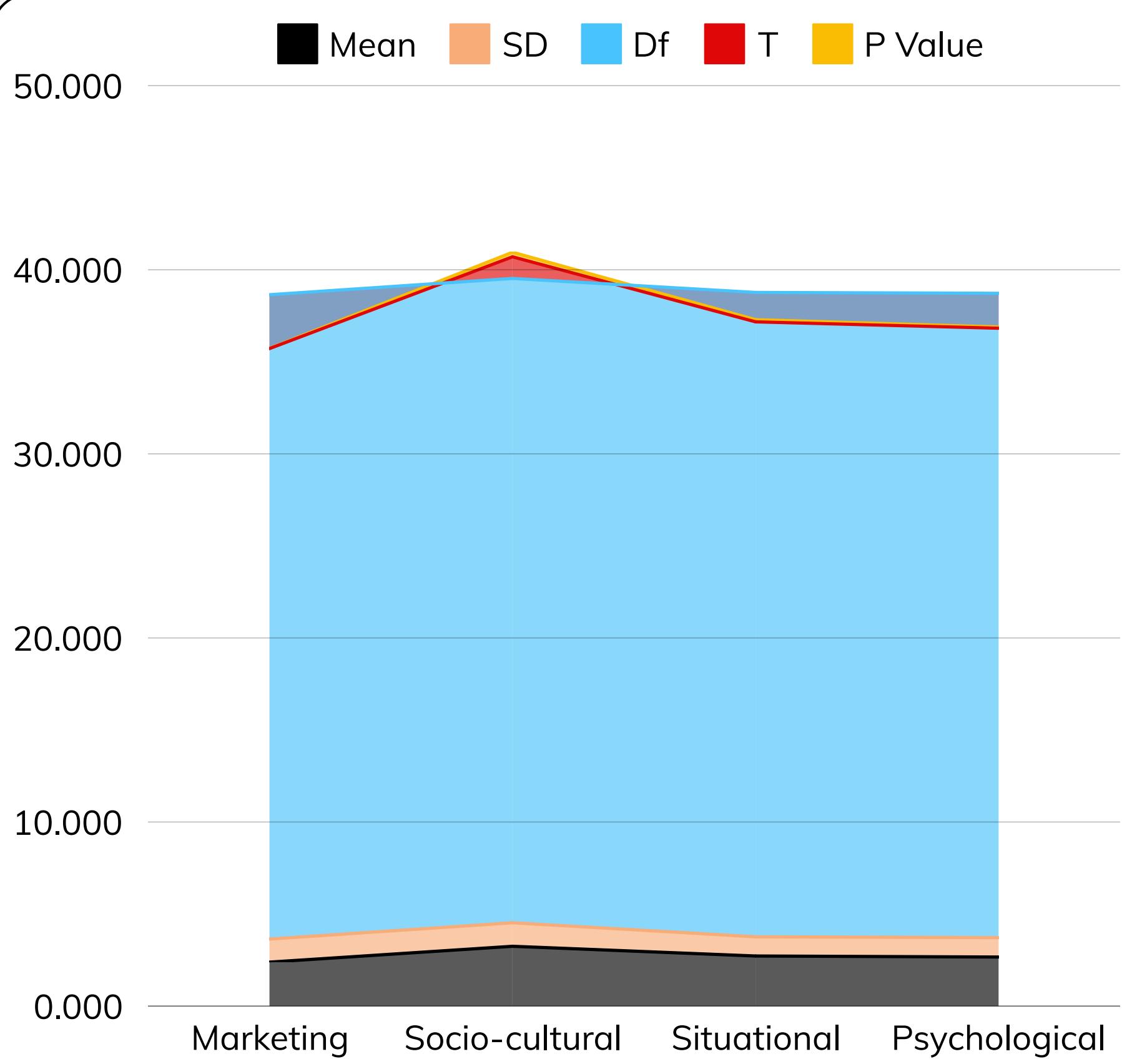
Countries participation of this survey





# Single t.test for herbal skin care products (N=36)

Shows that all of the t statistics for the usage of herbal skin care products are significant. The values and the outcomes can be viewed as evidence supporting or refuting the alternative hypothesis. In reality, every relevant hypothesis has been rejected as the null hypothesis.



# Single t.test for synthetic skin care products (N=36)

Graph results show that all t statistics are significant in terms of synthetic usage ( $P\text{-value} = 0.0$ ), as can be shown. In actuality, the operational hypotheses have been rejected as the null hypothesis.

# Single t.test for herbal skin care products (N=36)

Variables	Mean	SD	Df	T	P Value
Marketing	2.444	1.275	35	-2.61456	0.013089
Socio-cultural	3.444	1.230	35	2.169304	0.036936
Situational	3.333	1.014	35	1.972026	0.056550
Psychological	2.194	1.238	35	-3.904279	0.000411
Total	11.416	3.280		15.392131	0.000000

Table shows that all of the t statistics for the usage of herbal skin care products are significant. The values and the outcomes can be viewed as evidence supporting or refuting the alternative hypothesis. In reality, every relevant hypothesis has been rejected as the null hypothesis.

# Single t.test for synthetic skin care products (N=36)

Variables	Mean	SD	Df	T	P Value
Marketing	2.389	1.253	35	-2.925	0.006002
Socio-cultural	3.25	1.278	35	1.174	0.248246
Situational	2.722	1.044	35	-1.597	0.119314
Psychological	2.666	1.054	35	-1.898	0.066054
Total	11.027	3.069		15.697	0.000000

Table results show that all t statistics are significant in terms of synthetic usage (P-value = 0.0), as can be shown. In actuality, the operational hypotheses have been rejected as the null hypothesis.

# Fridman test and variable's preference herbal skin care products (N=36)

Variables	Df	F(t)	Critical Value	Chi Square	P Value
All 4	3	13473.542	7.815	0.00	0.00

The statistics were utilized to determine if all the elements (P-value = 0.00) have not a significant influence and to decide the propensity to use herbal skin care products. (Shown at the table 4)

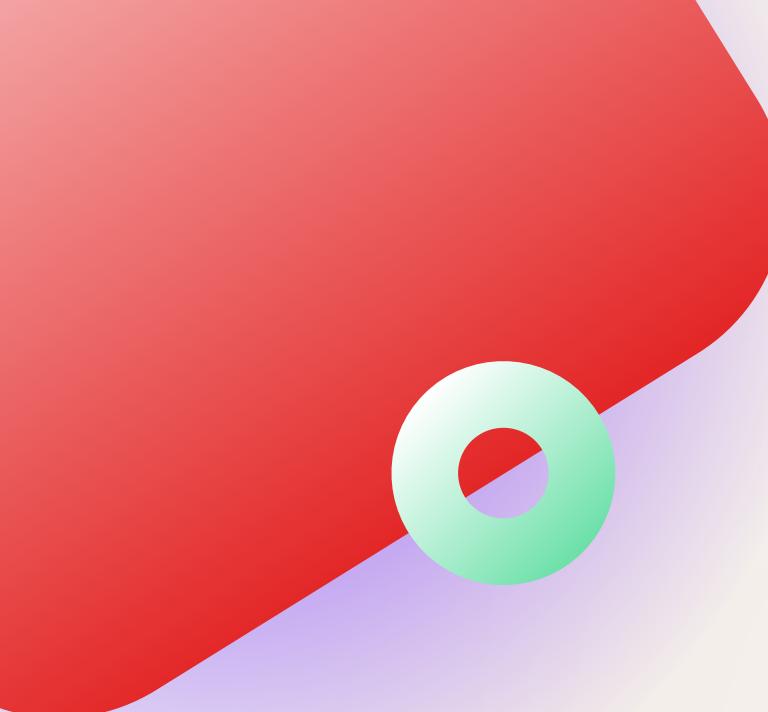
# Fridman test and variable's preference synthetic skin care products (N=36)

Variables	Df	F(t)	Critical Value	Chi Square	P Value
All 4	3	13473.542	7.815	0.00	0.00

The statistical approach was used to demonstrate that all the elements (P-value = 0.00) have not a significant influence in influencing and molding the using intention for synthetic skin care products.

# Conclusion

According to the study, since marketing has the power to affect consumers' desire to buy, companies should design their goods to fit the characteristics of a competitive market. Success depends on having integrity, concentration, price, situational considerations, sociocultural considerations, and product feedback. Impulsive purchasing is influenced by psychological and personality characteristics as well. Women, however, are unable to advertise or show the results of synthetic or herbal skin care products on customers. Only synthetic goods and those that stop color-tuning and other dermatological problems may be advertised.



# For inquiries, contact us.

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