

**ACOS230-003: Factors Influencing Cosmetic Product Purchases Among Malaysian Consumers:
A Systematic Review**

Muhammad Farhan Abdul Rashid^{1*}, Ernieda Md Hatah²

¹Ungku Shahrin Medical Aesthetic Research & Innovation (USMARI) Centre, Petaling Jaya,
Selangor

²Faculty of Pharmacy, Universiti Kebangsaan Malaysia

Corresponding author email: farhan411715@gmail.com

The Malaysian cosmetics industry has witnessed substantial growth, yet the determinants impacting consumer purchasing behavior in this sector remain largely unexplored. This study aims to systematically assess these influential factors affecting the purchasing of cosmetic products among Malaysian consumers. A systematic review was conducted, searching for relevant articles across three electronic databases, namely Web of Science, Scopus, and Science Direct, spanning from 2013 to 2023. The inclusion criteria include all study designs that investigated or reported factors influencing the purchase of cosmetic products and were available as full-text articles. Exclusions criteria comprised conference proceedings, books, encyclopedias, protocols, or articles published in languages other than English. Predetermined search strings were utilized to identify articles, resulting in a total of 2,823 research articles found, of which 38 were included. The majority of the studies (n=18) employed the Theory of Reasoned Action and Theory of Planned Behavior to elucidate and predict consumer purchasing behavior concerning cosmetic products. The Stimulus-Organism-Response (SOR) Model was used as a conceptual framework to categorize the factors influencing consumer purchasing behavior for cosmetic products. The identified factors related to cosmetics were classified into stimuli, organism, and response. These stimuli encompassed social and marketing stimuli. Among these, marketing stimuli, consisting of extrinsic and intrinsic factors, were predominantly studied (n=74) compared to social stimuli (n=16). These stimuli trigger consumer evaluation, termed as organism, leading to their response. The organisms identified included theoretical adaptation (n=65) and psychological evaluation (n=3), ultimately determining consumer purchasing behavior and actual product purchase. This study has shed light on the multifaceted factors that influence consumer behavior, encompassing both marketing and social stimuli. Recognizing and adapting to these drivers enables companies to effectively tailor their strategies to meet the evolving needs and preferences of Malaysian consumers regarding cosmetic products.

Keywords: Cosmetic, Purchase Behavior, Malaysia, Marketing, Factors