MAKERERE UNIVERSITY

MAKERERE UNIVERSITY BUSINESS SCHOOL

CONSUMER PERCEPTION, CONSUMPTION VALUES AND PRODUCT USAGE IN BEAUTY AND COSMETICS INDUSTRY OF UGANDA

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PLAN A

DECLARATION

This research report is my original work and has not been presented for a degree in any other university.

Signed ……. Date……..

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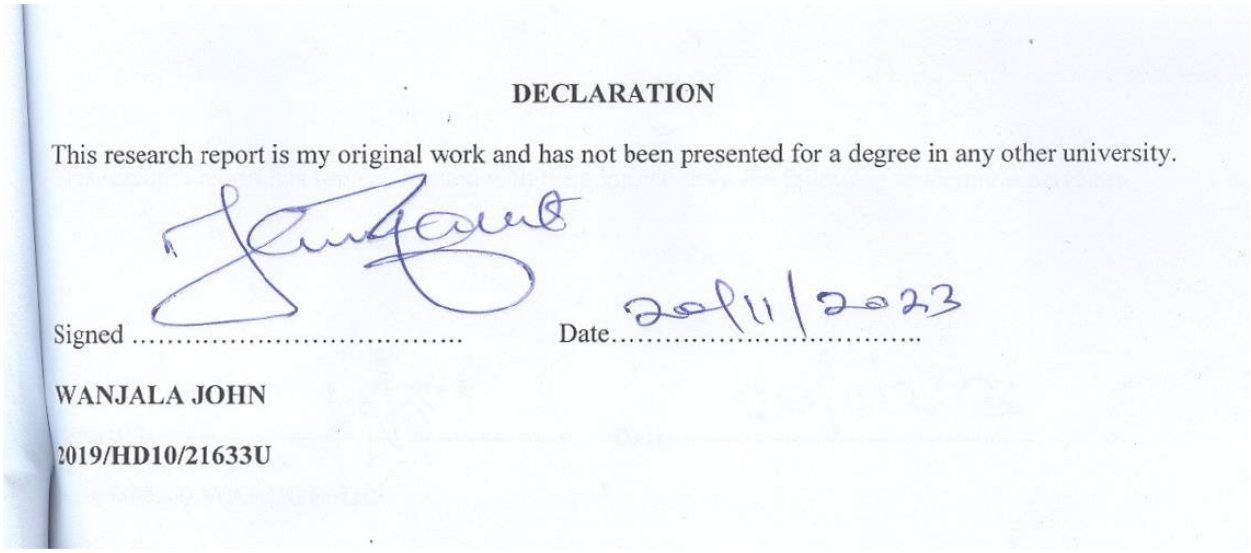

APPROVAL

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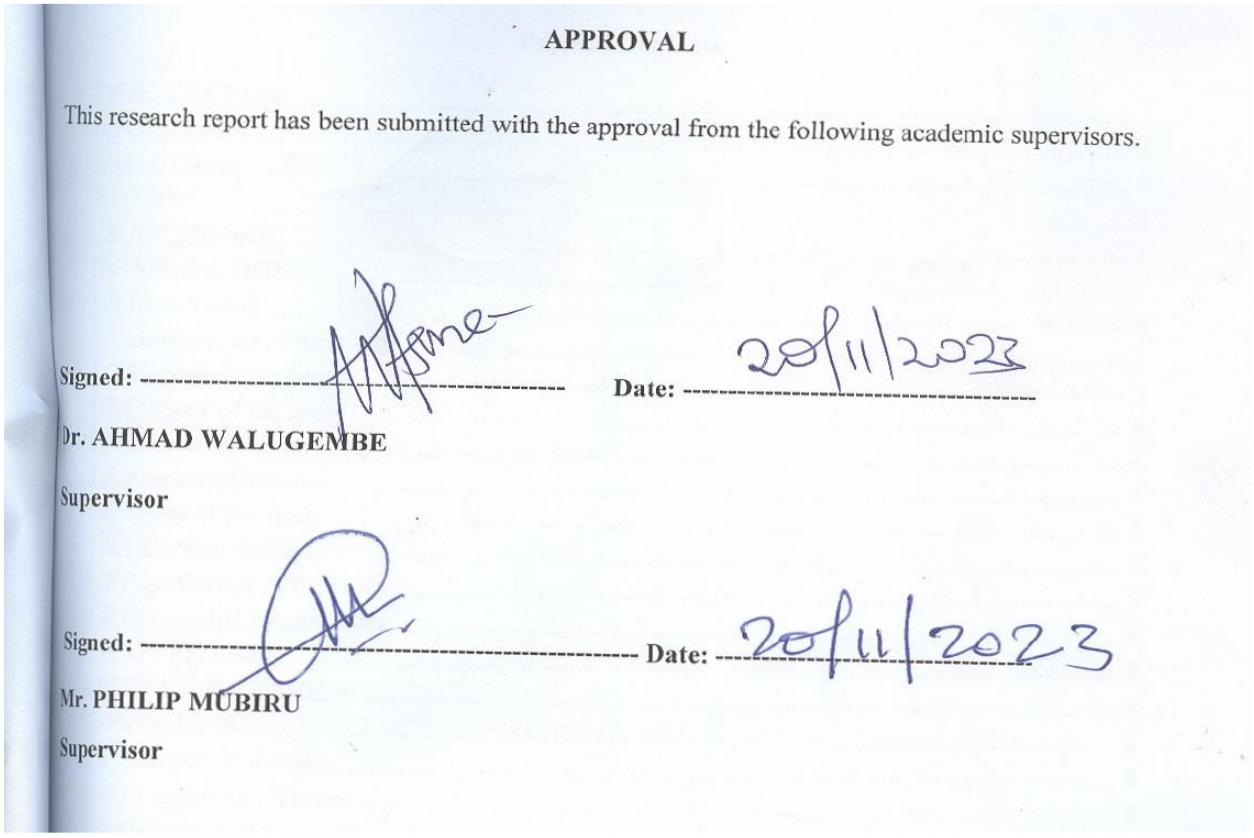

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Abstract

The study focused on examining the relationship between consumer perception, consumption values, and product usage of cosmetic products in Uganda. The study was guided by three objectives namely; to establish the relationship between consumer perception and product usage to establish the relationship between consumption values and product usage and to examine the combined effect of Consumer perceptions, consumption Values on product Usage The study adopted a cross sectional design because the researcher collected data from one specific point in time. The study also adopted a quantitative approach since it is meant to test rather than generate theory and focused on describing and drawing inferences from the relationships of the variables. Quantitative research was used because it was conclusive in its purpose, as it tries to quantify a problem and understand how prevalent it is by looking for projectable results to a larger population. The Unit of inquiry were consumers of Cosmetic products in Uganda focusing mainly on those in Kampala because being the urban district, most of the people use cosmetics and the unit of analysis were customers of the major companies producing the cosmetics products based on the customer registers of the companies which 1,403 customers. A sample size of 302 respondents was selected from consumers as determined by Krejcie and Morgan (1970).

The findings indicated a strong positive relationship between Consumer Perception and Product Usage. A higher level of consumer perception, which may include positive attitudes, beliefs, and opinions about the cosmetic product, is associated with a greater likelihood of increased usage. The study findings established that there was a positive and significant relation between consumption values and product usage. The findings indicate that both Consumer Perceptions and Consumption Values have significant positive effects on Product Usage of cosmetic products. Therefore, companies have to focus on gaining positive consumer attitudes and ensuring positive consumption values towards their products so as to increase products usage of cosmetics products. Both consumption values and consumer attitude can lead to improvement of product usage of cosmetic products.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter covers the background to the study, statement of the problem, purpose of the study, objectives of study, research questions, and scope of the study and significance of the study.

1.1 Background of the study

The main purpose of various products manufactured is to be used by consumers, making product usage, a behavioral concept that provides information about when and how customers use a product and the duration with which they choose to use it (Javed, Rahman, & Romanos, 2019). Understanding product usage is the secret to gaining more customers, planning for new product lines and designing them to best fit the needs of the target consumers (Sheehan & Dommer, 2020). Product usage gives an understanding on how popular the product is amongst consumers by identifying how the product affects the consumers' preferences (Trudel, Argo, and Meng 2016). Through the use of product usage metrics like usage frequency, customer retention and time spent using the product, companies have been able to evaluate and improve product performance and quality in order to enhance user experience (Voet, Altenholf,, Ellerich, Schmitt & Linke 2019). Once viewed as an opportunity for beauty enhancement the cosmetic industry has undergone significant transformation with a growing focus on skin nourishment, customers demand for nourishing skin solutions with natural and organic options.

The cosmetics industry in Uganda grew by 50% from 2015 to 2018 to reach $45 million. Its growth trajectory is set to continue with a forecast compound annual growth rate of 4.7% between 2019 and 2021, according to market data (Asoko, 2019). According to the UMA (2019) there are fewer than 40 companies involved in the manufacturing of cosmetics. Despite the efforts by cosmetic companies

in Uganda to improve product usage there has been a decline in the consumption of their products for example, in 2018, Samona Products Limted reported a 60 percent drop in revenue which is interpreted as the usage of the product to UGX 1.4billion and a 16 percent decline in revenues (Samona Annual Report, 2019). Consequently, the firm is struggling as its per-capita consumption of its products hit record breaking low in revenue performance forcing the company to implement a downsizing strategy where an estimated 1,600 to 1,800 employees were cut off to help the company costs (Samona Annual Report, 2019). A similar scenario has been experienced with other companies in the country and some facing closure. Such decline in usage is as a result in the decline in the number of customers. Empirical evidence indicates that the prevailing declining usage among cosmetic companies is highly linked to changing consumption values as consumers gravitate towards natural options; their positive attitudes towards these products decline (Vartanian, Schwartz, and Brownell, 2017).

The study was anchored to the consistency theory which states that individuals have a preference for their thoughts, beliefs, knowledge, opinions, attitudes, and intents to be congruent, which is to say that they don't contradict each other. Further, these facets should be congruent with how individuals see themselves and their subsequent behaviors (Fritz, 1950). On that instance Consumer perception is a notion that explains why consumer behaves in a certain way and what consumers believes in, in different aspects of life (Montaner, and Pina, 2016). Relatedly Consumer perception theory: self-perception, price perception and perception of a benefit to quality of life as three areas of Consumer perception theory. Consumer perception of a product highly influence the consumption values towards a product (Blank, 2015). Consumer perception greatly impacts on the business and that is why it is time for us to accept that we cannot take consumers for granted because they can only consume where they spot a difference. Perception looks at a broad imagination that people create in their mind and interpret that imagination as a bigger meaningful picture (Raji and Zainal, 2016).

However, customer creates an image of that product based on the value of the product. Sometimes they say the value is low price; value is whatever customers want in a product; value is the quality customers get at the price paid, and value is what customer gets for what they give. Therefore, Amin, Falk, and Schhmitt (2014) state that the customer perception has been generated at the first impression about the product, however, the customers form a judgment about the value of a product immediately before purchasing. Hence, Rani (2015) agrees that judgment is a process like buying behavior whereby customers try to understand the product and scrutinize it up until getting on the right track or making a decision to buy or not to buy. Perception is the process by which a person interprets his or her sensory inputs to give them meaning (Agyekum, *et al*, 2015).

Such decline in usage is as a result in the decline in the number of customers. Empirical evidence indicates that the prevailing declining usage among cosmetic products is highly linked to changing consumption values as consumers gravitate towards more organic options their positive attitudes towards other cosmetics decline (Vartanian, *et al*, 2017).Therefore, appealing to a consumer's desires may see an increase in product usage because it will influence people's attitude towards a product for an extended period of time (Zeigler-Hill, 2013). This study therefore is intended to establish the relationship between consumer perceptions, Consumption Values, and product Usage of beauty and cosmetic products in Uganda.

1.2 Problem Statement

Despite Uganda's rapid expansion and enormous potential for beauty and cosmetics products, actual consumption of these goods is still relatively modest (Nantaba, 2017). Consumer values and perceptions regarding these cosmetic products are rapidly shifting as a result of this information, resulting in a drop in the use of various cosmetic products in Uganda and around the world.

In Uganda, the current level of consumption of these products has been on the decline (Lule, 2019).

For instance, Samona Products Limted reported drastic drop in revenue from over UGX 800M to 500M per year which is interpreted as a drop in the usage of the product (Samona Annual Report, 2019). Consequently, the firm is struggling as its per-capita consumption of its products hit record breaking low in revenue performance forcing the company to implement a downsizing strategy where an estimated 1,600 to 1,800 employees were cut off to help the company costs (Samona Annual Report, 2019). A similar scenario has been experienced in Wispro Beauty Products manufacturers of Clere products where the firm registered a decline in product usage by a whopping 70% in 2018 almost facing closure. Different customer state some of the products produced by these companies because number of ailments like skin cancer, black heads, and many skin conditions due to the chemicals included in the ingredients as result many consumer's perception are shifting towards products that are more natural. This leaves companies with a question on how to improve the usage of their products. It is not clear whether consumption values and consumer attitudes are playing a role in the current consumption change of cosmetic and beauty products This study therefore would like to establish the relationship between Consumer perceptions, consumption Values, and Usage of beauty and cosmetic products in Uganda.

1.3 Purpose of the study

The study focused on examining the relationship between consumer perceptions, consumption values, and product usage of beauty and cosmetic products in Uganda

1.4 Objectives of the study

i. To establish the relationship between consumer perception and product usage
ii. To establish the relationship between consumption values and product usage
iii. To examine the combined effect of Consumer perceptions, consumption Values on product Usage

1.5 Research Question

i. What is the relationship between consumer perception and product usage?

ii. What is relationship between consumption values and product usage?

iii. What is the combined effect of Consumer perceptions, consumption Values on product usage?

1.6 Scope of the study

1.6.1 Content Scope

The study focused on the establishing the relationship between consumer perceptions, consumption values, and product usage of beauty and cosmetic products in Uganda

1.6.2 Geographical Scope

The study was carried out among consumers of Cosmetic products in Uganda located in the central region of Uganda in the districts Kampala, Wakiso and Mukono.

1.6.3 Time Scope

The study was carried between October 2022 and July 2023

1.7 Significance of the study

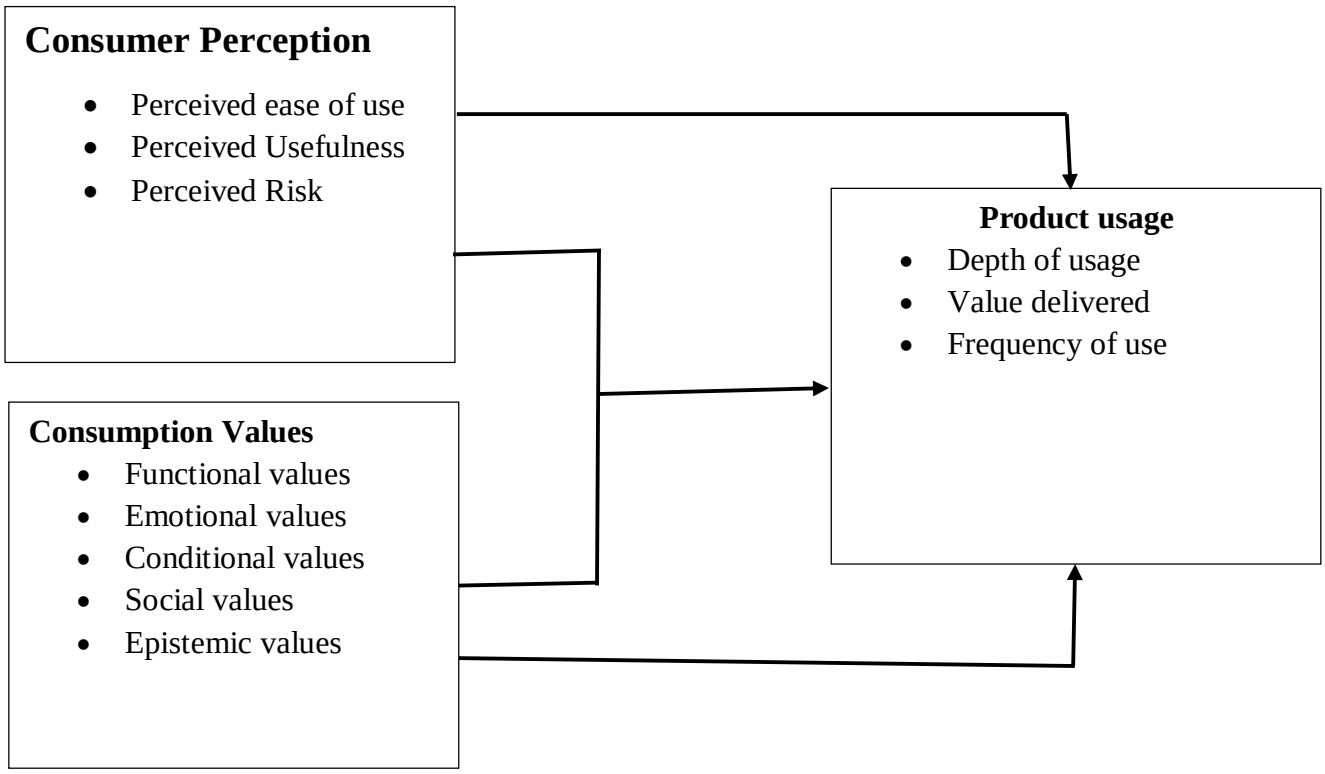
The study findings may benefit cosmetic companies. The study intends to help the key decision makers in these firms come with better strategies to gain positive consumer perceptions and brand equity that may give them a competitive edge.

The findings may provide information to managers in different organizations especially on knowing how to improve consumer perception towards cosmetic products.

The findings may also be valuable to future researchers and academicians as it extends the existing knowledge besides acting as a source of reference. In addition, the study would suggest areas for further research that future scholars and academicians can further knowledge on.

1.8 Conceptual Frame Work

Figure 1: Conceptual Framework



Source: Sheth, Newman, & Gross, (1991b), Czinkota, & Ronkainen, (2013), Brandes & Erlhoff, (2006)

From the conceptual frame work above consumer perception the independent variable (IV) will be measured using perceived ease of use, perceived usefulness, and perceived risk, consumption value another independent variable will be measured using functional values, emotional values, conditional

values, social and epistemic values. The dependent variable Product Usage will be measured using depth of use, value added, and frequency of use.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In this chapter, the theoretical foundation for the study is presented. The researcher made a critical review of the existing literature that has been written and published by the various authors on the subject of consumer perception, consumption values and product usage

2.1 Theoretical Review

2.1.1 Consistence Theory

The consistency theory states that individuals have a preference for their thoughts, beliefs, knowledge, opinions, attitudes, and intents to be congruent, which is to say that they don't contradict each other. Further, these facets should be congruent with how individuals see themselves and their subsequent behaviors (Fritz, 1950). on the other hand, Read & Simon, (2012) suppliment that incongruence or asymmetry leads to tension and unpleasant psychological states, and individuals will seek change in order to reach congruency, reduce tension, and achieve psychological balance. When our inner systems (beliefs, attitudes, values, etc.) all support one another and when these are also supported by external evidence, then we have a comfortable state of affairs. The discomfort of cognitive dissonance occurs when things fall out of alignment, which leads us to try to achieve a maximum practical level of consistency in our world (Ayduk, Gyurak, Akinola, & Mendes, 2013). Individuals have a very strong need to believe we are being consistent with social norms. When there is conflict between behaviors that are consistent with inner systems and behaviors that are consistent with social norms, the potential threat of social exclusion often sways people towards the latter, even though it may cause significant inner dissonance.

2.2 Definition of concepts

2.2.1 Consumer perceptions

Perception is defined as a broad imagination that people create in their mind and interpret that imagination as a bigger meaningful picture (Raji and Zainal, 2016). However, customer creates an image of that product based on the value of the product. Sometimes they say the value is low price; value is whatever customers want in a product; value is the quality customers get at the price paid, and value is what customer gets for what they give. Therefore, Amin, Falk, and Schhmitt (2016,) state that the customer perception has been generated at the first impression about the product, however, the customers form a judgment about the value of a product immediately before purchasing. In addition, the customer perception is prejudiced by the experience already received with the similar product. Hence, Rani (2016) agrees that judgment is a process like buying behavior whereby customers try to understand the product and scrutinize it up until getting on the right track or making a decision to buy or not to buy. Nevertheless, they create an image of that product based on the value of the product. Sometimes they say the value is low price; value is whatever customers want in a product; value is the quality customers get at the price paid, and value is what customer gets for what they give. Perception, according Wunderlich, & Gatto, (2015), is concerned with how consumers pick and recognize sensory facts offered by our surroundings. Perception, in other words, is a complex process through which people choose, organize, and interpret sensory stimuli to form a meaningful picture of the world. Consumer perception is a notion that explains why consumer behaves a certain way and what consumers believes in, in different aspects of life.

2.2.2 Consumption Values

Human values do not so often have a direct impact on behaviour, but rather, the relationship is mediated by attitudes. It is generally agreed that such values are abstract while attitudes are more contextual and are better predictors of behaviour (Homer, & Kahle, 2016). Consumption value, however, relates

specifically to the product or service being considered and to the perceived utility of the product (Biswas & Roy, 2015).). This perceived utility can be defined as expected satisfaction, in line with Vroom's (1964) expectancy model of human motivation. Thus consumption value is a pre-purchase phenomenon, in contrast to satisfaction, which is a post-purchase phenomenon (Westbrook & Oliver, 2015). Various consumption values have been suggested by Sheth et al (1991a; 1991b) and these seem to have a direct effect on purchase behaviour. (Dodds, , 2016)

The most common definition of consumption value in the marketing literature is the ratio or trade-off of quality to price (Dodds, 2016). While consumption value has traditionally been viewed as a trade-off of these two components (quality and price), this has been argued to be too simplistic (Bodker, et al, 2019; Park, & Rabolt, 2009). Consumption value is an abstract concept that is related to quality, benefits and price (Rockefeller, 2017; Zeithaml, 1988). Zeithaml (1988) concluded that "perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given." Sheth et al (1991a; 1991b) suggested there were five consumption values that consumers might consider at the point of sale which they termed functional, social, emotional, epistemic and conditional values. Consumption values are one of the factors that are effective in customers' product and brand preferences. The dimension of functional values is described as the benefits obtained from the performance, quality and price of a product. Social values are described as the social benefits that a person obtains upon using a product. In this case, the reaction of society in the preference of a brand will be an element of social risk for individuals. For the dimension of emotional values, the feelings created by the use of environment friendly products are considered. The dimension of conditional values arises as a result of changes in consumers' buying preferences in certain specific situations. Epistemic value is described as the new and creative qualities of a product and the satisfaction it can provide for consumers' exploring needs (Sheth, et al. 1991a).

According to Park, & Rabolt, (2019) when a consumer is evaluating an item for purchase, they quickly, but systematically, working their way through a mental list of consumption values (functional, social, emotional, epistemic, and conditional) to determine if the item fits all their criteria. While the consumption values are universal and are applied by consumers worldwide, the actual values themselves are interpreted differently in different countries based on prevailing cultural norms.

Functional value: this is the utility from an item salient to its physical or functional purpose. For a beauty product this would be the ability to satisfy the consumers reason for purchasing the drink either to quench a thirst or to reduce hunger and increase sugar (glucose) levels in the body among others at a quality level perceived to be consistent with the price level of the cosmetic product

Social value: this is the feeling the consumer receives from being associated with one or more distinctive social groups. For example consumer, a high-cosmetic products like moisturizers, cleansers, and make-up makes her feel more exclusive, more part of a social group that can afford such products.

Emotional value: this is the feeling the consumer receives from using the product. For a consumer, that feels relaxed and confident after using a particular prodct giving the consumer a feeling of excitement and contentment

Epistemic value: this is the feeling of novelty, curiosity, or knowledge received from the product. For the consumer, it is likely that virtually all aspects of the drink are novel or curious and the knowledge of how satisfying the beverage is interesting and delightful.

Conditional values: this is the temporary value that is received during a specific set of circumstances. For the consumer, the purchase of cosmetic products could coincide with the holiday entertaining season. If she is hosting numerous parties over the holidays, the conditional value of a type of cosmetic they

apply to their skin to how guests will react is much higher than during the rest of the year. So, from an international marketer's perspective, it is critical to remember that different cultures will assign different consumption values to the same product. It is, therefore, equally critical to consider the messaging and how it should be changed for different audiences (Back, & Par ks, 2003).

2.2.3 Product Usage

Users create the meanings of products in use (for example Boess, & Kanis, 2017; Krippendorff & Butter, 2019). The design of products contributes something to that situation of use. McGrenere & Ho, (2015) and other anthropologists showed how people's use of products could be quite different from the expectations of designers, technologists, and organizations.

The degree of product usage has widely been recognized as a major variable relevant to strategy (Laurent & Kapferer, 2018). Thus, to know the level of product usage is very important to a manager. However, how can a manager know whether a usage of a product is high or low? Some literature has suggested that a person could be use product (Howard and Sheth, 2018). Product usage can be looked at in a way of the number or active consumers who buy the product, value delivered to the consumers, and the frequency of consumption of the product by a consumer (Brandes & Erlhoff, 2006). Product usage has been hypothesized to lead to a greater perception of attribute differences, greater product importance, and greater commitment to brand choice (Howard and Sheth, 1969). As a result of this and other work, more questions were raised on whether people were able to use the things being designed for them, especially with regard to new technology. Several authors have revealed that product use should be problematized in design (for example Norman, 1988; Moore & Conn, 1985; Clarkson, Coleman, Keates & Lebbon, 2003). These authors show how people are being disabled or discouraged from accessing and using commodities and public services in several ways. For example, people might be disabled by the physical

dimensions of their environments. Or products might be stigmatizing their users. Or people may simply be unable to make sense of things. Brandes & Erlhoff, (2006) stated that product usage majorly focuses on active consumers of a particular product while keeping in mind on the value delivered by the product and the rate at which the consumers use a particular product.

2.3 Relationship between consumer perception and product usage

Agyekum, Haifeng and Agyeiwaa (2015) believe that the quality based on price lies in the eyes of the customers and that message is conveyed as a perception of that product. Therefore, customers use the price as an indicator of a product quality. Aulia, Sukati and Sulaiman (2016) add to their theory that the perception might be generated by the relationship between customer and product whereby customers need to be benefited in return for the product for which they paid. Therefore, once the customer has benefited or not benefited the perceived value is the customer's overall assessment about that product.

Furthermore, Amin, Falk and Schhmitt (2014) state that the customer perception has been generated at the first impression about the product, however, the customers form a judgment about the value of a product immediately before purchasing. In addition, the customers' perceptions is prejudiced by the experience already received with the similar product. Hence, Rani, (2014) agrees that judgment is a process like buying behaviour whereby customers try to understand the product and scrutinize it up until getting on the right track or making a decision to buy or not to buy. According to Engel, Blackwell and Miniard (2016) believe that perception is based on the decisions of the customers which take place when they make a purchase of any personal nature. Henceforth, Schiffman, Kanuk and Bearden et al (2016) support the above authors that mental and emotional concerns of the customers are the entities which create strong perception because they tend to choose and search the right product that will satisfy their needs and wants.

Khaniwale (2015), state that literature reveals that customers are the kings of every business corner of the world; there is no company without customers. The markets fortunately understand how customers think, judge, and select the alternative product among other products. Therefore, the marketing field is playing a very significant role in this study for testing and touching the customer's feeling. Nevertheless, the mind of the customer has become very important to the marketers. Furthermore, the marketers even need to understand the dynamic of the customers' decisions making, because it will help the company to achieve more productivity during product development (Prasad and Jha 2014). Zhang (2015) reports that the 16 brand image is the key driver that takes the customers to another destination and they react rapidly against the brand image. Therefore, the company marketers must work harder on that area because it draws serious customer attention and feeling about the brand, and it strongly influences customer's perception and attitude toward the brand image. However, establishing a good brand image in the customer's mind will stimulate the customer's actual buying behaviour, and it will increase the sales to the company.

Perception plays a vital role for consumers because, it can be either positive or negative towards a product. For example, some may say tea is good and relieves tension, others may say too much of tea is not good for health (Khraim, & Jordan, 2011). Human beliefs are not accurate and can change according to situations which creates a strong link between consumer attitudes and product usage. Consumers have certain specific feelings towards some products or brands. Sometimes these feelings are based on certain beliefs and sometimes they are not. For example, an individual feels uneasy when he thinks about cheese burst pizza, because of the tremendous amount of cheese or fat it has. Behavioral intentions show the plans of consumers with respect to the products (Back, & Parks, 2016). This is sometimes a logical result of beliefs or feelings, but not always. For example, an individual personally might not like a restaurant, but may visit it because it is the hangout place for his friends (Atrek, *et al*, 2019).

2.4 Relationship between consumption values and product usage

Functional value is "the perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance" (Sheth et al., 2018). Consumers may seek the maximum number of benefits at the lowest possible costs, as well as the qualities with which it functions. The importance of a product's function is perceived as the major determinant of a buying decision (Nowlis and Simonson, 2010). For example, De Marez et al. (2017) found that functions and technical compatibility largely contribute to early majority and later adopters in their adoption of using products and services. The importance of quality and utility derived from products will be a determinant in adopting this product. The consumption value of product usage in this study is understood by the multidimensional construct consisting of functional, social, epistemic, conditional and emotional values (Moisescu, & Bertoncelj, 2016). The five original consumption value dimensions developed by (Khraim, & Jordan, 2016). Kim, & Kim, (2019) have been applied to predict and analyze product usage for many types of products and brands. Previous studies confirm that perceived value has been identified as a reliable construct in predicting product usage (Cronin et al., 2015; Hellier et al., 2013).

Product usage is acquired from an alternative's association with one or more specific social groups" (Bengül, 2016). The use of products may be concerned with symbolic value, which is associated with social class, as well as consumption motives that consumers have beyond a product's function. Consumers have been found to purchase products for reasons beyond the functional properties of a product (Leigh and Gabel, 2011). The symbolic image and the level of technology reflected as a known user of convergence products may be a factor leading to their use by early adopters (De Marez et al., 2007).

The usage of different products can be acquired from an alternative's capacity to arouse feelings or affective states" (Ahammad, et al., 2013). The use of different products may provide novelty and

curiosity, thereby satisfying consumers' knowledge-seeking aspirations. Back, & Parks (2016) found that consumers' desire to seek a variety of products in order to attain a satisfactory level of stimulation. Also, in a study by Bourdeau et al. (2016), being able to learn via e-mail and the World Wide Web are considered major values that attract university students. Converged products may serve the needs of consumers' curiosity, knowledge and novelty needs.

When a consumer uses a particular product it can arouse curiosity, provide novelty, and/or satisfy a desire for knowledge" (Back, & Parks, 2016). Product usage may be associated with consumers' feelings (e.g. feeling good, excited) and affective states, which results in positive evaluations of a product (Brown and Reingen, 2010). Norman (1993) maintains that the business environment has drastically changed, as have consumers' desires to obtain the functional, as well as the hedonic aspects of a product. Van der Heijden (2004) found that perceived enjoyment is an important predictor of intentions to use information systems providing hedonic values. Consumers who hold strong emotional value describe product use as an experience, in general (Holbrook, 2006).

The above mentioned literature shows that there remains a gap in our understanding of consumption Values and product usage. The first part of the discussion emphasized the relationship between the product usage and consumption values. The above discussion was couched in general terms and equated product usage with the flow of consumption utilities.

2.5 Combined effect of Consumer perceptions, consumption Values on product usage

Belief plays a vital role for consumers because, it can be either positive or negative towards a product. For example, some may say tea is good and relieves tension, others may say too much of tea is not good for health (Khraim, & Jordan, 2011). Consumers have certain specific feelings towards some products or brands. Sometimes these feelings are based on certain beliefs and sometimes they are not. For example, an individual feels uneasy when he thinks about cheese burst pizza, because of the tremendous amount

of cheese or fat it has. Behavioral intentions show the plans of consumers with respect to the products (Back, & Parks, 2003). This is sometimes a logical result of beliefs or feelings, but not always. For example, an individual personally might not like a restaurant, but may visit it because it is the hangout place for his friends (Atrek, *et al,* 2009). Marshall and Heslop (1988) found consumers' attitudes for the use of different product and their responses to such product usefulness for predicting subsequent usage. They revealed that an orientation towards convenience was positively correlated with usage, whereas more socially-oriented consumers were less likely to us some products. In addition, positive attitudes and familiarity with technology in general were also related to usage.

Tan and Teo (2010) studied consumer intention and behavioral tendencies to use internet services through attitude, subjective norms, and behavioral controls. Mols (2018) examined behavioral issues pertaining to online banking, such as satisfaction, word of mouth, repurchase intentions, price sensitivity, propensity to complain, and switching barriers. Sathye (2019) examined the effects of security, ease of use, awareness, pricing, resistance, and infrastructure on adoption of online systems. Higher perceived trust is found to significantly enhance customers' adoption of technological system transactions (Mukherjee and Nath, 2015). All these studies revealed a strong linkage between consumer attitude and product usage.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter includes the research design, population to be studied, sampling method and size, measurement of variables, data processing and analysis, how reliability and validity will be established. It further shows present the data collection methods and the limitations that may be encountered throughout the study.

3.1 Research design

The study adopted a cross sectional design because the researcher collected data at one point in time. The study also adopted a quantitative approach since it is meant to test rather than generate theory and focused on describing and drawing inferences from the relationships of the variables. Quantitative research was used because it is conclusive in its purpose, as it tries to quantify a problem and understand how prevalent it is by looking for projectable results to a larger population.

3.2 Population

The Unit of inquiry were consumers of Cosmetic products in Uganda focusing mainly on those in Kampala because being the urban district, most of the people use cosmetics and the unit of analysis were customers of the companies producing the cosmetics products based on the customer registers of the companies which 1,403 customers.

3.3 Sample Size

A sample size of 302 respondents was selected from consumers as determined by Krejcie and Morgan (1970).

Table 1: Sample Size distribution

Organization	No. of registered Customers	Sample Size
Movit Products Ltd	350	75
Samona Products	321	69
Avis Products	245	53
Oriflame	214	46
Dynapharm	150	32
Wispro (U) Ltd	123	26
Total	**1,403**	**302**

3.4 Sampling Method and Procedure

Simple random sampling were used to select the respondents. According to Mugenda and Mugenda (2003), simple random sampling involves allocating equal chance to the selected elements in the population. In a simple random sample of a given size, all such subjects of the frame are given an equal probability, without bias from the target/accessible population. This was carried out by dividing the Kampala region into partition let's say according to the divisions and a number of respondents were selected from every division randomly to participate in the study.

3.5 Data Collection Instrument.

A self-administered structured questionnaire was used to measure the perception of the respondents since they help in gathering data over a large sample and saves time. If a structured questionnaire is self-administered, detailed instructions on how to complete the questionnaire are usually given to the respondents ((Amin, 2005). The questions in the questionnaire will be close-ended because they are exhaustive and mutually exclusive. The questionnaires were administered with the help of research assistants. Questions were rated using a 5-point Likert Scale of strongly agree (5), agree (4), uncertain (3), disagree (2) strongly disagree (1). The questionnaire was divided into sections to address specifically all the variables in the model.

3.5 Measurement of variables

Consumer perception, Consumption values, and product usage will be measured through their indicators as shown in the table 1 below:

Table 2: Measurements of the Research Variables

Variable	Author	Measures
Consumer Perception	Sheth, Newman, & Gross, (1991b),	• Perceived ease of use • Perceived Usefulness • Perceived Risk
Consumption Values	Sheth et al., (1991b)	• Functional values • Emotional Values • Conditional Values • Social Values • Epistemic values
Product Usage	Brandes & Erlhoff, (2006)	• Number of active consumers • Value delivered • Frequency of consumption

Source: Secondary Data

3.6 Validity and reliability

3.6.1 Reliability

Reliability is the ability of a measure to produce consistent results when the same entities are measured under different conditions (Field, 2009). The Cronbach Alpha coefficient was used to test for reliability of the instrument and if the Cronbach's alpha coefficient is above 0.70, the instrument was considered reliable (Amin, 2005). Reliability analysis was carried out on the questionnaire and the results are presented in table 2 below

3.6.2 Validity

Validity determines whether the research instrument truly measures what it was intended to measure or how truthful the research results are (Golafshan, 2003). The questionnaire scale for expert validity was used to establish the validity. The questionnaire was given to a number experts

to evaluate the relevance of each item in the instrument to the objectives and how well scores on one measure predict scores on another measure of interest. In this study, the researcher concentrated on content validity to ensure that the content of the questionnaire is appropriate and relevant to the study purpose. Results of the CVI were indicated in table 2 above.

Table 3: Reliability and Validity Test Results.

Variable	Anchor	Cronbach Alpha Value	Content Validity Index
Consumer Perceptions	5 Point	.752	.723
Consumption Values	5 Point	.775	.767
Product Usage	5 Point	.897	.821

Source: Primary Data 2023

3.7 Data Processing and Analysis

The data were coded, cleaned, edited and computed using Statistical package for social scientists (SPSS) version 25. The descriptive statistics such as frequency units, percentages and inferential statistics such as Pearson correlating coefficient, multiple regression were conducted.

3.8 Ethical Consideration

The researcher gave attention to the ethical issues associated with carrying out the study by adhering to the following procedures:

Permission of the respondents was sought to conduct research involving them. This was done by seeking permission from individuals through an introductory letter from the university and allowing the respondents to choose to be a part of the study or not. Written or verbal informed consent from all respondents was sought before the questionnaires were distributed and the purpose and objectives of the study will be carefully explained to the respondents.

The researcher took into consideration the privacy and confidentiality of the respondents by safe guarding the information of the respondents and providing explanation for the relevance of the information they provide as well as who it will be shared with. The researcher ensured that there was anonymity of the respondents by requesting the respondents not to provide their names, designations and contacts. Here the researcher designed the tools in such a manner that the respondents were not required to provide personal details. The major ethical problem in this study was privacy and confidentiality of the respondents.

3.9 Limitations of the study

- The data collection instrument was a standard questionnaire which was limited the ability to collect views about information outside asked question this was handled by making extensive statements in the questionnaire.
- Some respondents were willing to give all the required information because of fear. This was mitigated by explaining to the respondents the sole purpose of the study.
- Another limitation of this study was time and financial resource constraints which affected coverage of the study. This was solved by using the most convenient data collection methods and tool. .
- Fear of giving confidential information. Here the researcher assured the respondents of utmost good faith with supporting documents for undertaking the study

CHAPTER FOUR

PRESENTATIONS AND INTERPRETATION OF THE FINDINGS OF STUDY.

4.0 Introduction.

This chapter presents the findings of the study.

The data analysis aimed at satisfying the following research objectives;

i. To establish the relationship between consumer perception and product usage
ii. To establish the relationship between consumption values and product usage
iii. To examine the combined effect of Consumer perceptions, consumption Values on product Usage

4.1 Response Rate

Table 4: Response rate

Response	Result
Sample Size	302
Response	299
Percentage	99.01%

Source: Primary data

From table 3 above, out of 302 sampled respondents, only 299 were able to respond to the questionnaires representing 99%. This was a fair response and the rest of the findings are based on these respondents since data was collected from various locations and required constant movement. According to Fincham (2008) response rates approximating 50% and above for most research should be the goal of researchers. The response was obtained where respondents were at the company outlets by the time the questionnaire was delivered to the company and non-response was due to cases where respondents deliberately refused and following ethical principles, these were left to opt-out. To the study, this response was good enough to provide representation and findings can thus be taken to represent the views of the target sample.

4.2 Background information

4.2.1 Gender of respondents

Table 5: Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	136	45.5	45.5	45.5
	Female	163	54.5	54.5	100.0
	Total	299	100.0	100.0	

Source: Primary Data 2023

According to the results in table 5, female respondents made up the majority of those who participated in this study (54.5%) compared to male respondents (45.5%). This implies that women participated highly in the study.

4.2.2 Age of respondents

Table 6: Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	45	15.1	15.1	15.1
	26-30 years	70	23.4	23.4	38.5
	31-35 years	89	29.8	29.8	68.2
	36-40 years	69	23.1	23.1	91.3
	Above 40 year	26	8.7	8.7	100.0
	Total	299	100.0	100.0	

Source: Primary Data 2023

According to the results in table3, the majority of respondents were between the ages of 31 and 35, accounting for (29.8%), followed by respondents between the ages of 26 and 30, accounting for (23.4%), respondents between the ages of 36 and 40, accounting for (23.1%) respondents between the ages of 18 and 25 accounting for (15.1%), and respondents over 40 accounting for (8.7%). As a result, the majority of respondents were mature enough to provide valid responses. Also indicated the middle aged respondents are the greatest user of cosmetic products.

4.2.3 Education level of Respondents

Table 7: Education level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	89	29.8	29.8	29.8
	Degree	156	52.2	52.2	81.9
	Postgraduate	54	18.1	18.1	100.0
	Total	299	100.0	100.0	

Source: Primary Data 2023

According to the results in table 4 (52.2%) of the respondents had a bachelor's degree, (18.1%) had a Postgraduates, and (29.8%) had a certificate. This implied that the respondents possessed the ability and qualifications to respond to the questionnaire's questions.

4.3 Correlation

The main objective of the study was to figure out and understand how consumption values, consumer attitude and product usage are related. To achieve this, a Pearson correlation matrix was used to test the relationship that exists between the independent variables (consumer perception, consumption values) against the dependent variable (product usage) the results of the study are shown in the table below;

Table 8: Correlation results

	1	2	3	4	**5**	6	7	8	9	10	**11**	12	13	14
Consumer Perception (1)	1													
Perceived Ease of Use (2)	.769**	1												
Perceived Usefulness (3)	.762**	.621**	1											
Perceived Risk (4)	.768**	.501**	.462**	1										
Consumption Values (5)	**.676****	**.357****	**.331****	**.427****	**1**									
Functional Values (6)	.681**	.314**	.336**	.450**	.388**	1								
Emotional Values (7)	.636**	**.484****	**.501****	**.516****	.379**	**.444****	1							
Conditional Values (8)	.427**	.299**	.303**	.384**	.242**	.337**	.854**	1						
Social Values (9)	.588**	.446**	.500**	.446**	.366**	.388**	.715**	.347**	1					
Epistemic Values (10)	.557**	.477**	.465**	.413**	.339**	.339**	.730**	.365**	.549**	1				
Product Usage (11)	**.672****	**.419****	**.455****	**-.492****	**.431****	**.444****	**.695****	**.395****	**.540****	**.541****	1			
Depth Usage (12)	.673**	.319**	.341**	-.376**	**.338****	.358**	.473**	.314**	.406**	.849**	.793**	1		
Frequency Usage (13)	.616**	.230**	.356**	-.364**	**.240****	.331**	.348**	.261**	.319**	.659**	.631**	.666**	1	
Value Delivered (14)	.544**	.353**	.305**	-.340**	**.349****	.282**	.462**	.282**	.443**	.942**	.743**	.743**	.861**	1

****. Correlation is significant at the 0.01 level (2-tailed).**

4.3.1 Relationship between Consumer Perception and Product Usage

Results in table 5, revealed that there was a strong significant positive relationship between consumption values and product usage (r =.672** P-value<0.01). This means that as Consumer Perception increases, there tends to be an increase in Product Usage, and vice versa. Perceived ease of use (r = 419, P= <.01). This suggests that as perceived ease of use increases, product usage is also likely to increase. This means that when individuals perceive a product to be easy to use, they are more likely to use it more frequently. The ease of use factor seems to have a positive influence on the extent to which individuals engage with and utilize a particular product. Perceived usefulness ((r = 455, P<.01) this indicates that as Perceived Usefulness increases, Product Usage is also likely to increase. This means that when individuals perceive a cosmetic product to be useful, they are more likely to use it more frequently or extensively. The perception of usefulness plays a positive role in driving the extent to which individuals engage with and utilize a particular cosmetic product. On perceived risk and product usage (r= -.492, P =<.01) has a negative correlation with Product Usage. This means that as Perceived Risk increases, Product Usage tends to decrease.

4.3.2 Relationship between Consumption values and product usage

The results in Table 5 above indicated that there exists a significant and positive relationship between consumption values and consumer attitude (r = .431**, P<.01). This means that as Consumption Values increase, there tends to be an increase in Product Usage. The positive correlation indicates that when individuals attach higher importance or value to the act of consumption, they are more likely to engage in increased product usage. Results also showed that there is a significant positive relationship between functional values and product usage (r = .444, P =<.01). This suggests that when individuals perceive functional benefits or values associated with a product, they are more likely to use it more frequently or extensively. The perception of functional values positively influences the extent to which individuals engage with and utilize a

particular cosmetic product. Results also reveals that emotional values and product usage (r = .695, P<.01) have a significant positive relation. This indicates that as Emotional Values increase, Product Usage is also likely to increase. This suggests that when individuals perceive emotional benefits or values associated with a product, they are more likely to use it more frequently or extensively. The perception of emotional values plays a positive role in driving the extent to which individuals engage with and utilize a particular product. On conditional values findings revealed a positive relationship between conditional values and product usage (r = .395, P<.01). This means that as Conditional Values increase, Product Usage is also likely to increase. This suggests that when individuals perceive conditional benefits or values associated with a cosmetic product, they are more likely to use it more frequently. On social values findings revealed s positive relationship with product usage (r = .540, P= <.01). This means that as Social Values increase, Product Usage is also likely to increase. This suggests that when individuals perceive social benefits or values associated with a product, they are more likely to use it more frequently or extensively. The perception of social values positively influences the extent to which individuals engage with and utilize a particular product, potentially driven by social factors or the desire to fulfill social needs. On the relationship between epistemic values and product usage (r = .541, P=<.01). This indicates that as Epistemic Values increase, Product Usage is also likely to increase. This suggests that when individuals perceive epistemic benefits or values associated with a product (e.g., gaining knowledge, learning, exploring), they are more likely to use it more frequently or extensively. The perception of epistemic values positively influences the extent to which individuals engage with and utilize a particular product, potentially driven by the desire for intellectual or informational benefits. In social context Cosmetic products are often used as a means of self-expression and identity formation. Consumers may perceive cosmetic products as a way to enhance their appearance, boost confidence, or align with a desired self-image. Consumption Values associated

with self-expression and identity are likely to drive higher product usage among individuals seeking to convey a certain image or embody specific traits.

4.3.3 Relationship between consumer perception and consumption values

The results in Table 5 above indicated a significant and positive relationship between consumer attitude and product usage ($r = .676^{**} p < .01$). This means that as Consumer Perception increases, there tends to be an increase in Consumption Values. The positive correlation indicates that when consumers have a more positive perception of a product or brand, they are more likely to attach higher importance or value to the act of consuming that product. Similarly, when consumers have a higher level of Consumption Values, they are more likely to perceive the product more positively.

4.4 Regression Model Analysis

The results in Table 6 below show the prediction model which was presented to examine the level to which consumer values and consumer attitude can account for variances in sales performance.

Table 9: Regression Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.079	1.831		6.596	.000
	Consumer Perception	.187	.033	.391	6.963	.000
	Consumption Values	.530	.020	.844	6.170	.000
	R=.848 R^2=.719, Adjusted R^2=.717, F=375.913, Sig=.000					

a. Dependent Variable: Product Usage

The combination of Consumer Perceptions and Consumption Values has a significant influence on Product Usage. The adjusted R-squared value of 0.717 indicates that approximately 71.7% of the variance in Product Usage can be explained by the combined effect of Consumer Perceptions and Consumption Values. This suggests that these two factors, when considered together, are highly predictive of Product Usage in the context of cosmetic products. The best predictor of product usage was consumption values (r = .530, Sig. <.01) followed by consumer Perception (r = .187, Sig. <.01) and all values were significant. The regression model was well specified (F Statistic= 375.913, p<.01), meaning that both of the independent variables consumer perception and consumption values were significant predictors of product usage.

CHAPTER FIVE
DISCUSSION OF FINDINGS CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter provides a discussion, conclusion of the analysis and interpretation of the results, and strategic recommendations. The discussion explains in detail the results compared to other scholars and the conclusion addresses the final observations regarding the study objectives goals. The chapter ends by raising the limitations of the study and raises areas of further research consideration.

5.1 Discussion of findings

5.1.1 Relationship between Consumer Perception and Product Usage

The findings indicated a strong positive relationship between Consumer Perception and Product Usage. A higher level of consumer perception, which may include positive attitudes, beliefs, and opinions about the cosmetic product, is associated with a greater likelihood of increased usage. On the other hand, a lower level of consumer perception may lead to decreased product usage. This is in agreement with Liang, Liu, and Huang (2017) found that positive consumer perceptions of e-commerce platforms, including trust, perceived usefulness, and perceived enjoyment, positively influenced users' intention to continue using the a product. The relationship between Consumer Perception and Product Usage can be influenced by various contextual factors, product characteristics, and consumer preferences. Cosmetic products, Consumer Perception plays a crucial role in influencing Product Usage. Positive consumer perceptions, such as perceiving the product as effective, high quality, safe, and aligned with personal preferences, are likely to lead to increased usage. Consumers who perceive cosmetic products positively are more likely to incorporate them into their beauty routines and use them on a regular basis. The usage of cosmetic products is influenced by various social factors and contextual considerations. Beauty standards,

cultural preferences, and societal expectations influence how consumers perceive and use cosmetic products. Different cultures may have diverse beauty ideals and routines, which can shape the consumer perception and usage patterns. The trend of personalized and customized beauty products has gained traction. Consumers are looking for products that cater to their individual needs, skin types, and preferences. This desire for personalization can influence consumer perceptions and drive usage patterns, as consumers seek products that offer a tailored experience. Understanding the relationship between Consumer Perception and Product Usage of cosmetic products requires a holistic view that encompasses various socio-realities and contextual factors. By considering social norms, media influence, peer validation, ethical considerations, and personalization trends, one can gain a deeper understanding of how consumer perceptions shape product usage in the dynamic beauty industry.

5.1.2 Relationship between Consumption values and product usage

The study findings established that there was a positive and significant relation between consumption values and product usage. Consumption Values represent the importance or significance that individuals place on the act of consuming or using a product. The positive correlation indicates that when individuals attach higher importance or value to the act of consumption, they are more likely to engage in increased product usage. These findings are in line with Hellier et al., (2003) who stated that the five original consumption value dimensions have been identified as a reliable construct in predicting product usage. Product usage is acquired from an alternative's association with one or more specific social groups" (Sheth et al., 1991b).

5.1.3 Combined effect of Consumer perceptions, consumption Values on product Usage

The findings indicate that both Consumer Perceptions and Consumption Values have significant positive effects on Product Usage of cosmetic products. Consumers who perceive the products

positively and associate them with desirable values are more likely to use the products more frequently. These results highlight the importance of understanding and addressing consumer perceptions and values in marketing and product development strategies for cosmetic products. When consumers perceive a cosmetic product positively (Consumer Perceptions) and identify with the consumption values it offers (Consumption Values), it can create a synergistic effect on product usage. For example, if consumers perceive a cosmetic product as effective, safe, and of high quality (Consumer Perceptions), and it aligns with their desired functional, emotional, and social values (Consumption Values), they are likely to use the product more frequently and consistently. This is in agreement with Tan and Teo (2010) who stated that consumer intention and behavioral tendencies to use products is through attitude, subjective norms, and behavioral controls.

5.2 Conclusion

Consumer Perceptions and Consumption Values have a significant positive impact on Product Usage of cosmetic products. Higher levels of Consumer Perceptions, reflecting positive perceptions about the quality, effectiveness, and attractiveness of the products, are associated with increased Product Usage. Similarly, stronger Consumption Values, indicating the personal values and benefits consumers associate with using the products, are also linked to higher Product Usage. The combined effect of Consumer Perceptions and Consumption Values accounts for a substantial amount of variance in Product Usage. This suggests that considering both factors together provides a more comprehensive understanding of the drivers of Product Usage in the context of cosmetic products. These findings highlight the importance of managing consumer perceptions and aligning products with consumers' values in the marketing and development of cosmetic products. Creating positive and favorable perceptions among consumers, along with emphasizing the values and benefits associated with product usage, can contribute to higher levels of product adoption and usage.

5.3 Recommendations

Companies should focus on improving consumers' perceptions of the cosmetic products by emphasizing their quality, effectiveness, and attractiveness. This can be achieved through clear and transparent product labeling, providing evidence-based claims, and incorporating customer testimonials or reviews that highlight positive experiences.

Provide educational resources and information about the products to consumers. This can include tutorials, guides, and tips on how to use the products effectively for optimal results. By empowering consumers with knowledge, they will feel more confident and engaged in using the products, leading to increased Product Usage.

Recognize and cater to individual preferences and needs. Implement personalized marketing strategies, such as targeted advertisements, customized product recommendations, and loyalty programs, to create a more personalized experience for consumers. This personalized approach can strengthen their connection with the brand and increase their loyalty and usage of the products.

Continuously assess and improve the quality, effectiveness, and innovation of the cosmetic products. Regularly gather feedback from consumers through surveys, focus groups, or online reviews, and use this feedback to identify areas for improvement. This demonstrates a commitment to meeting consumer expectations and ensures that the products remain competitive in the market.

5.4 Limitations of the study

While the study provides valuable insights into the relationship between Consumer Perceptions, Consumption Values, and Product Usage of cosmetic products, it is essential to acknowledge its limitations to interpret the findings accurately and responsibly. Some limitations of the study included:

The study employed a cross-sectional design, it only established associations between variables at a specific point in time. A longitudinal approach would be more suitable for understanding causality and changes in the relationship over time. . Alternatively, qualitative studies could be conducted to supplement the quantitative findings because through methodological triangulation. The focus of this study was on user of cosmetic products in the urban region rather than the rural settings. The findings might not be the same to consumers located in rural areas.

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Appendices

Appendix I: Sample of the Questionnaire

MAKERERE UNIVERSITY

MAKERERE UNIVERSITY BUSINESS SCHOOL

FACULTY OF GRADUATE STUDIES AND RESEARCH

Dear respondent,

Your organization has been selected to participate in a study on **consumer perception Consumption values, and product usage in beauty and cosmetics industry of Uganda.** This study is intended for only academic purposes. The information provided will be treated as highly CONFIDENTIAL. The researcher guarantees the destruction of the acquired information by shredding or burning once the data has been analyzed and inferences drawn. Your co-operation is highly appreciated.

SECTION A: Background Information

Please tick the most appropriate option

1. Gender: Male [1] Female [2]
2. Age:
   - 18 – 25 years [1]
   - 26 – 30 years [2]
   - 31 – 35 years [3]
   - 36 – 40 yeas [4]
   - Above 40 year [5]
3. Education
   - Certificate [1]
   - Degree [2]
   - Postgraduate [3]

SECTION C: CONSUME PERCEPTION

Note: Use the following scale in this section:

Strongly disagree (1) Disagree (2) Not sure (3) Agree (4) strongly agree (5)

Please show your level of agreement to indicate the extent to which the following statements have been applying your organization by ticking your response corresponding to the number in the scale given above in box against statement.

N		5	4	3	2	1

SN	Perceived Ease of Use	5	4	3	2	1
PE1	I believe the cosmetics I use are easily applicable	5	4	3	2	1
PE2	The products I prefer take short time to apply	5	4	3	2	1
PE3	Instruction on the product packaging can easily be understood	5	4	3	2	1
PE4	It is easy to remove the packaging od the products.	5	4	3	2	1
	Perceived usefulness	5	4	3	2	1
PU1	The product help me improve my skin complexion	5	4	3	2	1
PU2	The product help me get rid of black heads	5	4	3	2	1
PU3	They maintain my skin moist throughout the day	5	4	3	2	1
	Perceived risk	5	4	3	2	1
PR1	I always look out for toxic chemicals included in the ingredients of the product	5	4	3	2	1
PR2	I always inquire for the side effects of the products before using	5	4	3	2	1
PF3	I prefer more organic/herbal products with less risk.	5	4	3	2	1

SECTION B: CONSUMPTION VALUES

Note: Use the following scale in this section:

Strongly disagree (1) Disagree (2) Not sure (3) Agree (4) strongly agree (5)

Please show your level of agreement to indicate the extent to which the following statements have been applying your organization by ticking your response corresponding to the number in the scale given above in box against statement.

SN	FUNCTIONAL VALUES					
FV1	The cosmetics always work the purpose I bought them for					
FV2	I only buy particular cosmetics when I have a condition					
FV3	I only buy beauty products on special occasions					
FV4	I often rely on cosmetics for skin enhancement					
	EMOTIONAL VALUES					
EV1	When I take a skin conditioners I feel my skin fresh					
EV2	Some particular brands bring back memories					

EV3	When I use some expensive skin product it gives me a feeling of pride					
EV4	Skin products make me feel loved					
	CONDITIONAL VALUES					
CV1	I use based on their herbal content					
CV2	I only buy based on price					
CV3	I only use these products when my skin is rough					
CV4	I use cosmetics products when they are available					
	SOCIAL VALUES					
SV1	I purchase cosmetics when am with my friends					
SV2	Buying a cosmetics is a sign of pride in my community					
SV3	I was recommended by my friends to start using particular products					
	EPISTEMIC VALUES					
EV1	Using a particular skin product creates a sense of belonging to a particular class of people					
EV2	Am always interested in trying out new product on the market.					
EV3	Skin care products are offered as token of appreciation.					
EV4	I believe beauty products are a necessity to everyone					

SECTION D: PRODUCT USAGE

Note: Use the following scale in this section:

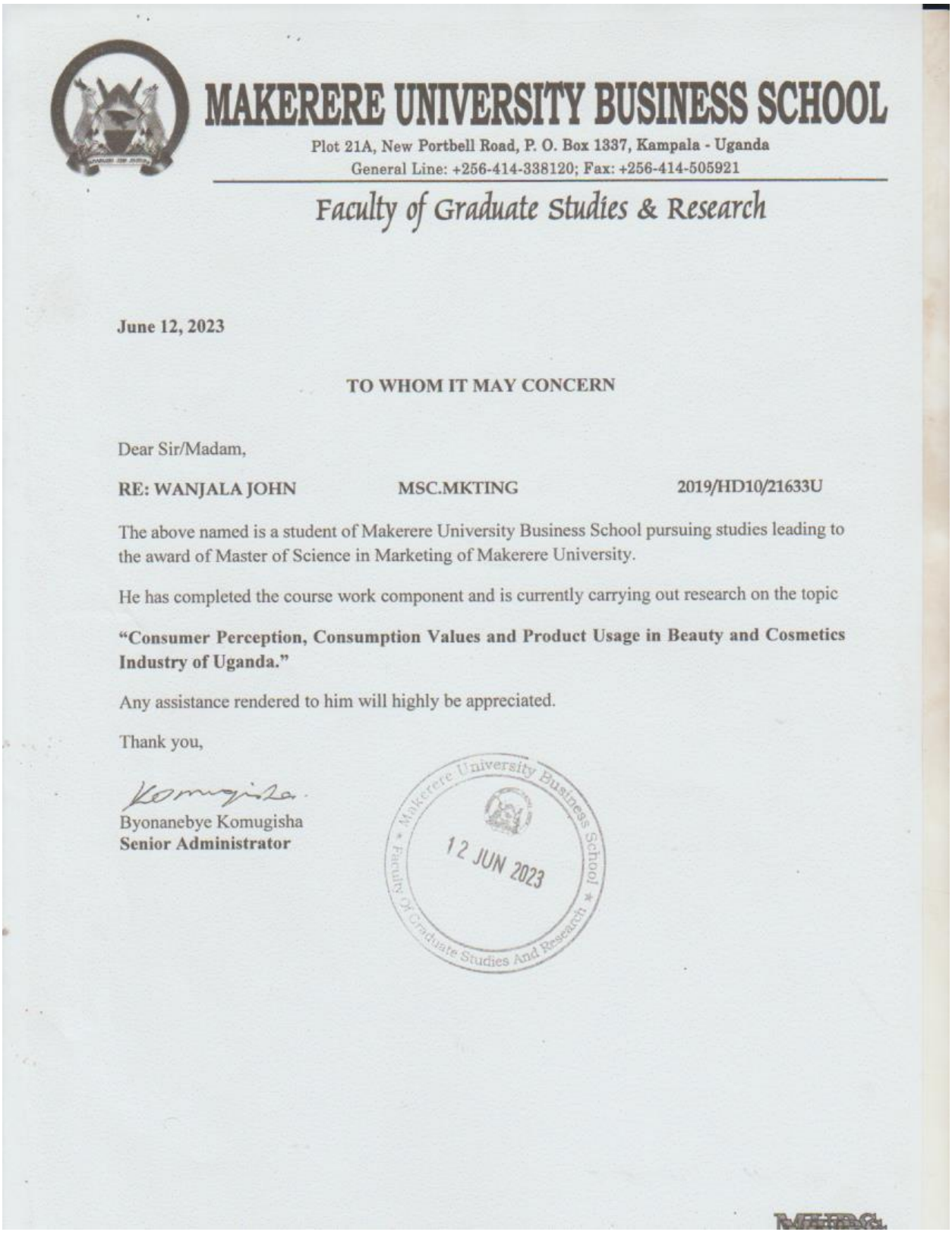
Strongly disagree (1) Disagree (2) Not sure (3) Agree (4) strongly agree (5)

Please show your level of agreement to indicate the extent to which the following statements have been applying your organization by ticking your response corresponding to the number in the scale given above in box against statement.

SN	**DEPTH OF USAGE**					
DU1	I buy a number of cosmetics very often					
DU2	I always have a skin product in my bag at all times					
DU3	Cosmetics are a must all time					

DU4	Cosmetics help me maintain my beauty					
	FREQUENCY OF Use					
FU1	I use cosmetics everyday					
FU2	I apply a product at every break I get.					
FU3	I can never forget to apply cosmetics					
	VALUE DELIVERED					
VD1	The cosmetics make me look more attractive.					
VD2	I use cosmetics because they help me cure various skin ailments					
VD3	Some product help improve the skin complexion					

Appendix II: Introduction Letter



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Faculty of Graduate Studies & Research

June 12, 2023

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: WANJALA JOHN **MSC.MKTING** **2019/HD10/21633U**

The above named is a student of Makerere University Business School pursuing studies leading to the award of Master of Science in Marketing of Makerere University.

He has completed the course work component and is currently carrying out research on the topic

"Consumer Perception, Consumption Values and Product Usage in Beauty and Cosmetics Industry of Uganda."

Any assistance rendered to him will highly be appreciated.

Thank you,

Komugisha

Byonanebye Komugisha
Senior Administrator

Makerere University Business School * Faculty Of Graduate Studies And Research *
12 JUN 2023