

Factors Affecting the Purchase of Cosmetics After the Rise in Popularity of the “Save Ralph” Campaign

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Abstract— The purpose of this research is aimed to study the factors affecting the marketing mix and the conservation of animals following the “Save Ralph” campaign. The questionnaire was used for data collection. The data was collected from a sample size of 500 people and was analyzed by using a statistical analysis program (SPSS) using the descriptive statistic method. The modal demographic in the survey are females who are 20 years old or younger in undergraduate programs. The survey also attempted to gain insights into which factors had the most influence in the decision process of purchasing beauty products. Aspects such as marketing mix or efforts taken for animal conservation have been examples of variables that this research paper has taken into account. When asked about factors that affect their decision in buying beauty products, whether it’s a marketing factor or a factor regarding animal conservation after the “Save Ralph” campaign. The results demonstrate that the sample group placed the most emphasis on animal conservation followed by marketing mix, which can be classified into product, price, place, and promotion.

Keywords— Purchase selection, Cosmetics, and Save Ralph.

I. INTRODUCTION

The foundations of the advances made in biomedical research stand on the sacrifice of countless animals from multitudes of species. Animal testing has always been a part of the advancements humanity has made to improve the lives of humans and animals and is expected to exist in the foreseeable future until a viable replacement is conceived [5]. The Humane Society International (HSI), an NGO that campaigns against animal cruelty released a video campaign called “Save Ralph” on YouTube that followed the story a rabbit designated for animal testing and the cruelties that it suffers on a daily basis such as syringes and the exposure to other toxic chemicals, as a consequence the rabbit would lose vision in one eye and eventually die [6].

According to what was mentioned above, the #SaveRalph campaign has disrupted the cosmetic industry and captured the attention of millions around the world. Consequently, people were influenced to consider other factors before purchasing a cosmetic product. Instead of looking at the marketing strategy of the product, people started supporting products that were animal-testing free. The average customer also became more educated and is able to grasp the process

that goes into making cosmetic products. The abundance of information provided to customers have accelerated the development of newer ingredients that reduce the dependency or completely eliminate the need of animal testing in the development process of cosmetic products.

II. METHODOLOGY

The research campaign comprised 536 volunteers who were used to explore the influence of the Save Ralph campaign. The volunteers were asked to provide insights by answering close-ended questions as well as give scores on a rating scale to express their opinions. The questionnaire is divided into three sections. The first section conducts a demographic analysis of the sample group to gain key insights as to which demographics were influenced the most. Secondly, the questionnaire would look into the volunteer’s sensitivity to marketing factors that go into the purchasing of cosmetic products. Finally, factors related to the level of involvement of animals in the development process influencing the purchase of cosmetic products. Data collected from the questionnaires would be processed using the SPSS software to provide data in percentages, standard deviation and as well proportions through descriptive statistics.

III. RESULTS

Table 1: Number and percentage of the status of the sample group.

Demographic Data	Sample group	
	Number of people	In percentage
Gender		
Female	472	94.4
Male	22	4.4
Other	6	1.2
Total	500	100

Age		
Below 20	289	57.8
20-29	169	33.8
30-39	23	4.6
40-49	7	1.4
50-59	10	2.0
Over 60	2	0.4
Total	500	100
Level of education		
Undergraduate or lower	227	45.4
Bachelor's degree	257	51.4
Master's degree	12	2.4
Doctoral degree	4	0.8
Total	500	100
Total	500	100

The data indicates that the majority of the female sample group are individuals aged more than 20 years old and the modal education level were individuals currently at an undergraduate level or lower contributing to 257 members to the study.

Table 2: The average and standard deviation of the individual that affects the purchasing beauty of products after the “Save Ralph” campaign.

FACTORS AFFECTING THE PURCHASE OF COSMETICS AFTER THE “SAVE RALPH” CAMPAIGN	AVERAGE	STANDARD DEVIATION	LEVEL OF IMPORTANCE
Marketing Mix Factors			
I. Product factors			
Brand Recognition/Reputation	4.17	0.79	Highly
Product's quality	4.77	0.53	Extremely
Approval by regulatory organizations	4.74	0.61	Extremely
Total	4.56	0.64	Extremely
II. Price factors			
Price competitiveness	4.61	0.63	Extremely
Distinctive pricing	4.56	0.71	Extremely
Total	4.59	0.67	Extremely
III. Distribution channel factors			
Available and accessible on various	4.54	0.70	Extremely
Physical branches and retailers	4.17	0.91	Highly
Recommended by experts	4.15	0.96	Highly
Total	4.30	0.86	Highly
IV. Marketing promotion factors			
Advertising	4.10	0.90	Highly
Promotion	4.48	0.78	Highly
Giveaways samples	4.09	0.97	Highly
Total	4.23	0.88	Highly
Level of involvement of Animals in product development			
No animal testing involved	4.49	0.86	Highly
Ethics of animal use in scientific work	4.70	0.69	Extremely
Total	4.60	0.78	Extremely

Data analysis of factors influencing the purchasing of cosmetics has evolved after the release of the “Save Ralph” movement. It's revealed that overall, the sample group indicates that the factors regarding the product are

extremely important in terms of buying the product. The result can be classified into the following: the sample found that the product's quality is the most important followed by whether the product is approved by

regulatory originations and lastly the sample group revealed that it is also important whether the product is well known throughout the public.

In terms of the price the sample group indicates that they are most concerned whether a product's price is suitable with the quality of the product followed by how the price tag is printed and how visible it is.

When looking at distribution channel factors the sample group gave the most importance to a product that can be ordered or bought on many platforms and is easy to buy as it is presented in the table product's accessibility is also important and followed by whether the product is recommended by an expert.

In terms of marketing promotion factors the sample group indicates that the most important factor is promotion followed by advertisement and lastly free samples.

Lastly, when looking at the animal conservation factors the sample group the top priority is that there's ethical guideline when testing on animal and followed by whether is there any animal testing involved.

IV. CONCLUSION

The purpose of this research is to compare the level of influence marketing mix factors and experimental animal conservation efforts have on the decision-making process of consumers when purchasing their cosmetic products ensuing the "Save Ralph" campaign. It can be concluded from the questionnaires sent that consumers place more importance on experimental animal conservation than marketing mix in which it can be arranged in the following order : price factor, product factor, distribution channel factor, and marketing promotion factor which is in line with Supapankraidej and Wanwisa Chaiyo's journal that studies Peter Zingers view in the relationship between human and other living organisms which is humans, animals, and plants co-existing and raising the values in itself and of each other. This concept calls for human beings to see value and respect in all life and that humanity should not destroy or judge another life by differences in norms that man himself created according to an article by the National Museum of Science that was included in the short film. "Save Ralph" has captured the attention of the public and was quick to spread online by introducing anthropomorphic characteristics on its characters to induce and stimulate the activity of mirror neurons that are sensitive to stimuli and improve human learning while invoking a sense of empathy towards the animal's facing injustice. helping to raise awareness about the atrocities caused by animal testing around the world. In

conclusion, the selection of cosmetics products for people in today's society changes from what it was before the #SaveRalph campaign.

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