

Youth Consumer Behaviour: A Case of Beauty Product Consumption

Shayna Amaidas¹ and Nigel Chiweshe²

*University of KwaZulu-Natal, School of Management, IT and Governance Pietermaritzburg,
Private Bag X01, Scottsville 3209, South Africa*

*Telephone: +27 33-2605355, E-mail: ¹<Shayna.Amaidas@brandhouse.co.za>,
²<Chiweshen@ukzn.ac.za>*

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ABSTRACT When consumers go grocery shopping, their baskets end up filled with specific branded products. Why? These products carry a brand name which is a promise to deliver on sought aspects by the consumer. The beauty product industry is one of the fastest growing industries in the world and a multibillion-dollar market on the African continent. This paper sought to offer insights to consumption influenced by brand image and self-image in the context of the African beauty product market with special attention given to South African Generation Y females. A quantitative research design was adopted in order to fulfil the objective of this investigation into brand and self-images influence on consumption behaviour of the youth. A questionnaire was used to obtain insights from 200 females within the age group 18-22. The key findings suggested post-exposure to adverts influences appearance satisfactions. The findings further revealed that these female consumers may doubt the claims made in adverts however, they regard these communications as being reflective of their desired self-images and hence consume these beauty products. Recommendations that arose from this study were that marketers in their pursuit to profitably satisfy consumer needs would be advised to make use of realistic depictions of beauty and models in order to further guide the consumption of their branded products.