

UNDERSTANDING THE FACTORS INFLUENCING CONSUMERS DECISION IN BODY TATTOO AND PIERCING INDUSTRY

ABSTRACT

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This study aims to understand and identify the factors that influence consumer decisions in the body tattoo and piercing industry. It also examines the challenges consumers face within this industry. The purposive sampling technique was employed to select tattoo and piercing consumers as respondents. This study utilized a quantitative research design, collecting data through survey questionnaires. The researchers applied a quantitative approach, using purposive sampling to gather information specifically from consumers who have experience and knowledge about the tattoo and piercing industry. These selected respondents were chosen because they could provide relevant and valuable insights for the study. The study, the challenges faced by respondents in three areas: availability, acceptability, and consumer preference. The total weighted mean scores were 3.32 for availability, 3.5 for acceptability, and 3.48 for consumer preference. Additionally, when assessing how respondents faced these challenges, the weighted means were 3.56 for availability, 3.46 for acceptability, and 3.42 for consumer preference. Statistical analysis showed no significant difference in the responses of the 30 respondents regarding these three factors: availability, acceptability, and consumer preference. This study provides valuable insights for individuals in the tattoo and piercing industry regarding the challenges they may encounter and strategies to address them. Based on the respondents' recommendations, it is important to foster strong relationships between consumers and artists, prioritize hygiene and safety standards, and continuously pursue learning and skills enhancement to maintain expertise in the field.

RECOMMENDED CITATION

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