Investigating the Relationship Between Top-Selling Sunscreen Products and Japanese Consumer Needs

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Abstract

With Japan ranking the third largest cosmetic market behind the United States and China, understanding what drives Japanese consumers is crucial. Thus, this study utilizes regression models to examine the relationship between the top-selling sunscreen products on Amazon Japan and the key variables influencing Japanese consumer purchases. While previous research has explored electronic word of mouth (eWOM) as it pertains to the buying habits of Japanese consumers, there is a dearth of quantitative analysis that focuses on the variables that influence their cosmetic product purchases. Therefore, this study will analyze data from the top 100 products in the sunscreen category on Amazon Japan. By employing simple linear and multiple regression models, the study identifies the significant variables for Japanese consumers. The findings will reveal how the number of reviews, star ratings, and prices affect the sales ranking of sunscreen products. Moreover, the substantial impact that ease of use has on other variables will be highlighted.