



UNIVERSITI PUTRA MALAYSIA

***FACTORS AFFECTING PURCHASE INTENTION TOWARD ORGANIC
COSMETIC PRODUCTS AMONG CONSUMERS IN THE KLANG VALLEY,
MALAYSIA***

AINUNNAZLEE MOHD ALI

FEM 2013 29



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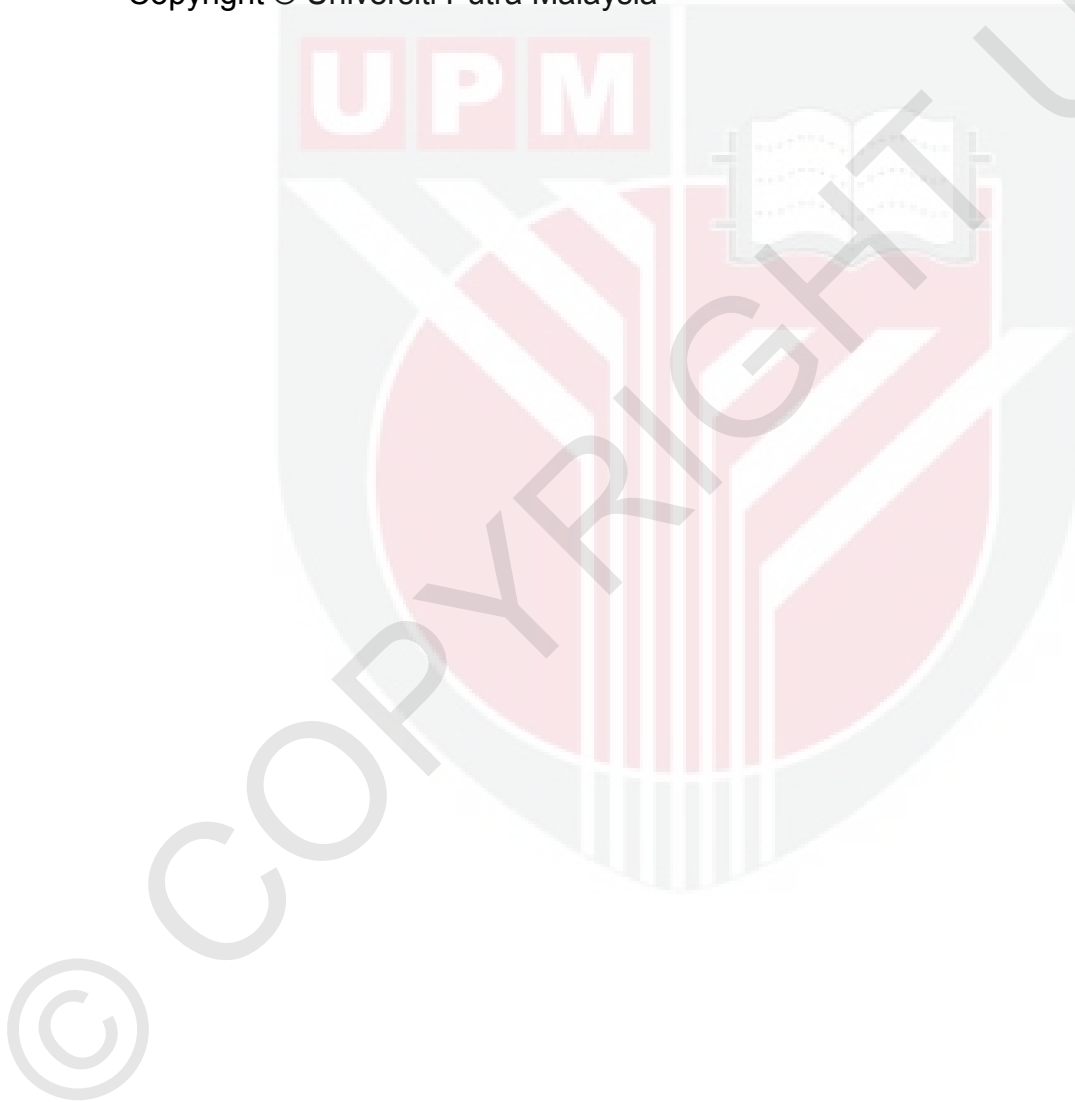
**Thesis Submitted to the School of Graduate Studies, Universiti Putra
Malaysia, in Fulfillment of the Requirements for the Master of Science**

September 2013

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Master of Science

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By

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September, 2013

Chair : Aini Mat Said, PhD

Faculty: Human Ecology

The cosmetics industry has dramatically diversified its business orientation from conventional to organic in order to fulfil consumer's needs and demands. The present study explored the influence of attitude, subjective norms, perceived behavioural control and trust in predicting intention to purchase organic cosmetic products. A cross-sectional research design using survey technique was conducted among 400 consumers in the Klang Valley using mall-intercept survey. The main reason for using organic cosmetic products was health (81.1%). Respondents used organic cosmetic products then purchased mostly at pharmacy (65.6%) and personal care store (39.6%). All the factors examined in Theory Planned Behaviour namely attitude towards the behaviour ($r=0.0285$, $p\leq 0.01$), attitude towards organic cosmetic products ($r=0.249$, $p\leq 0.01$), subjective norms ($r=0.283$, $p\leq 0.01$), perceived behaviour control ($r=0.419$, $p\leq 0.01$) and an added factor is trust ($r=0.049$, $p\leq 0.01$), had significant relationship with intention to purchase with various strength. However, only trust

and perceived behaviour control contributed significantly to predicting consumers' purchase intention with adjusted $R^2=0.271$, $F(4,395) = 38.096$, $p \leq 0.001$. The model explained 27.1% of the variance with trust having the most predictive power. Therefore, genuine information has to be provided such as organic certification if adaption of organic cosmetic product is to be enhanced as organic cosmetic products are good for both environment and health.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah master Sains

**FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN TERHADAP PRODUK
KOSMETIK ORGANIK DIKALANGAN PENGGUNA DI KLANG VALLEY,
MALAYSIA**

Oleh

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September, 2013

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Industri kosmetik telah mempelbagaikan orientasi perniagaan mereka daripada konvensional kepada organik dalam memenuhi keperluan dan permintaan pengguna. Penyelidikan ini mengkaji pengaruh sikap, norma subjektif, kawalan tingkahlaku dan kepercayaan dalam meramalkan niat pengguna untuk membeli produk kosmetik organik. Satu reka bentuk penyelidikan keratan rentas menggunakan teknik kaji selidik telah dijalankan dalam kalangan 400 pengguna di Lembah Klang menggunakan kaedah *mall-intercept survey*. Sebab utama di kalangan pengguna untuk menggunakan produk kosmetik organik adalah kesihatan (81.1%). Kebanyakan responden menggunakan produk organik kosmetik yang dibeli di farmasi (65.6%) dan kedai penjagaan diri (39.6%). Semua faktor-faktor yang dibincangkan di dalam Teori Kelakuan Terancang terdiri daripada sikap iaitu sikap terhadap tingkah laku ($r=0.0285$, $p\leq 0.01$), sikap terhadap produk kosmetik organik ($r=0.249$, $p\leq 0.01$), norma subjektif ($r=0.283$, $p\leq 0.01$), tanggapan kawalan terhadap gelagat ($r=0.419$, $p\leq 0.01$) dan faktor lain

yang ditambah iaitu kepercayaan ($r=0.449$, $p\leq 0.01$) didapati mempunyai hubungan yang signifikan dengan niat pengguna dalam pembelian barangan kosmetik organik dengan nilai kekuatan yang berbeza. Walau bagaimanapun, hanya faktor kepercayaan dan tanggapan kawalan terhadap gelagat dilihat mempunyai kekuatan yang tinggi dalam mempengaruhi niat pembeli pengguna dengan nilai $R^2=0.271$, $F(4,395) = 38.096$, $p\leq 0.001$. Model membuktikan 27.1% daripada varians menunjukkan faktor kepercayaan mempunyai nilai yang tinggi dalam meramalkan niat pengguna. Oleh itu, maklumat yang telus perlu disediakan seperti persijilan organik pada setiap produk organik dipertingkatkan kerana produk kosmetik organik adalah bagus untuk kesihatan dan persekitaran.

ACKNOWLEDGEMENTS

In the name of Allah, the Most Gracious and the Most Merciful

It gives me great pleasure in expressing my gratitude to all those people who have supported me and had their contributions in making this thesis possible. First and foremost, I must acknowledge and thank The Almighty Allah for blessing, protecting and guiding me throughout this period. I could never have accomplished this without the faith I have in the Almighty.

Special appreciation goes to my supervisor, Assoc. Prof. Dr. Aini Mat Said, for her supervision and constant support. Her invaluable help of constructive comments and suggestions throughout the experimental and thesis works have contributed to the success of this research. She always shows her concerned on my thesis progress by calling me once a while and I will always remember her favourite question “how’s your doing?”. Not forgotten, my appreciation and million thanks to my co-supervisor, Dr. Syuhaily Othman for her support and knowledge related to my study.

I would like to acknowledge the financial, academic and technical support of the Universiti Teknologi Mara (UiTM) and Ministry of Higher Education and its staff, particularly in the award of young lecture scheme that provided the necessary financial support in completing this research. I would like to express my

appreciation to the universiti Putra Malaysia for the research grant and it was helping me a lot in collecting the data.

My deepest gratitude goes to my beloved mother, Madam Siti Eshah binti Mohd Dassan and also to my sister and brothers for their endless love, prayers and encouragement. Sincere thanks to all my friends especially to Mr. Azri bin Abd Latif and his family for giving me moral support and care. To Mazni, Syed Ikmal, Azmi, Zaem and Liana for their kindness and support during my study. Thanks for the friendship and memories.

To those who indirectly contributed in this research, your kindness means a lot to me. Thank you very much.

Ainunnazlee Mohd Ali

I certify that a Thesis Examination Committee has met on 26th September 2013 to conduct the final examination of Ainunnazlee binti Mohad Ali on her thesis entitled "Factors Affecting Consumers' Purchase Intention Toward Organic Cosmetic Products Among Consumers in Klang Valley" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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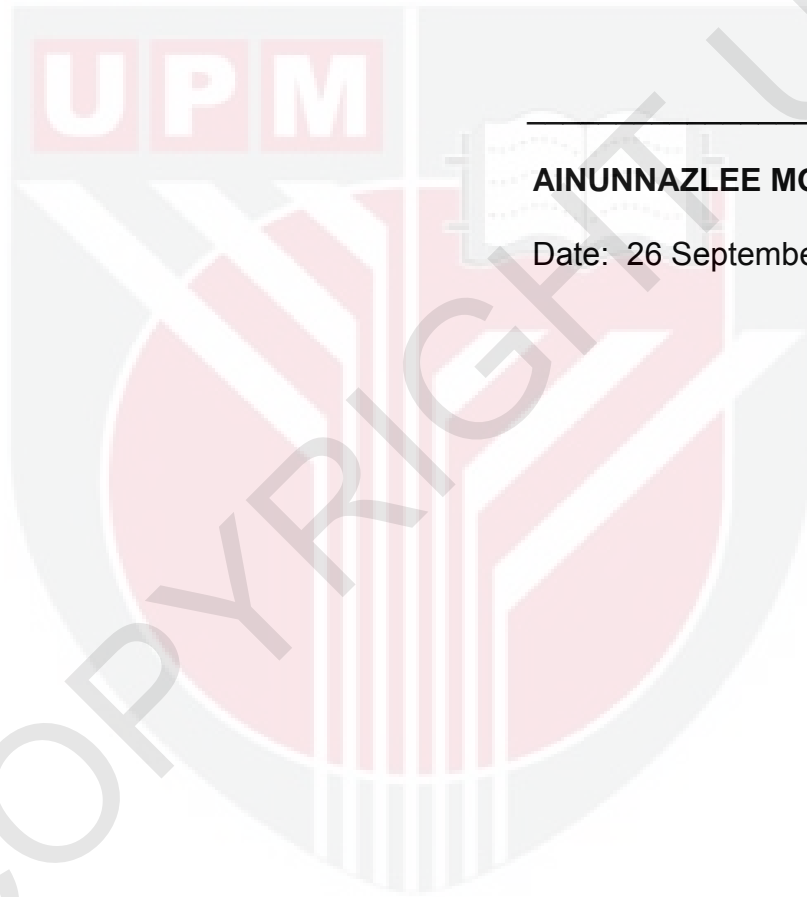
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DECLARATION

I declare that the thesis is my original work except for the quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.



AINUNNAZLEE MOHD ALI

Date: 26 September 2013



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