UNIVERSITI PUTRA MALAYSIA

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

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By

AINUNNAZLEE MOHD ALI

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

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September, 2013

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The cosmetics industry has dramatically diversified its business orientation from conventional to organic in order to fulfill 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≤0.01), attitude towards organic cosmetic products (r=0.249, p≤0.01), subjective norms (r=0.283, p≤0.01), perceived behaviour control (r=0.419, p≤0.01) and an added factor is trust (r=0.049, p≤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 $R^2=0.271$, $F(4,395) = 38.096$, $p≤0.001$. 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.
FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN TERHADAP PRODUK KOSMETIK ORGANIK DIKALANGAN PENGGUNA DI KLANG VALLEY, MALAYSIA

Oleh

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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≤0.01), sikap terhadap produk kosmetik organik (r=0.249, p≤0.01), norma subjektif (r=0.283, p≤0.01), tanggapan kawalan terhadap gelagat (r=0.419, p≤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.
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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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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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