



**UNIVERSITI PUTRA MALAYSIA**

***EFFECTS OF CONSUMER ETHNOCENTRISM OF MALAYSIAN WORKING  
WOMEN ON THEIR PURCHASING BEHAVIOUR OF HALAL COSMETIC  
PRODUCTS***

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

**EFFECTS OF CONSUMER ETHNOCENTRISM OF MALAYSIAN  
WORKING WOMEN ON THEIR PURCHASING BEHAVIOUR OF HALAL  
COSMETIC PRODUCTS**

By

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**February 2015**

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The wave of globalization has impacted various industries including the cosmetics industry in Malaysia. The availability of various international brands and home grown brand has given the consumers the luxury to choose a wide variety of cosmetics which are available in the market place. Thus, it is crucial for the Malaysian made halal cosmetic industry to understand factors that influences the purchasing behaviour of the consumers in particular the Malaysian working women which is a fast growing market segment.

The country of origin effect has a positive or negative influence the consumers' selection process and behaviour and is based one's ethnocentric tendencies. Highly ethnocentric consumers feel they should buy products manufactured in their home country only. The aim of this study is to determine the moderating effect of consumer ethnocentrism of the Malaysian working women on the purchasing behaviour of the Malaysian made *Halal* cosmetic products.

The underlying theory and concepts used in the research framework is from the Theory of Planned Behaviour, Cultural Openness, Global Openness and the Consumer Ethnocentrism concept. A survey technique was conducted among 425 Malaysian working women using mall-intercept method. The SmartPLS software application for Partial Least Squares Structural Equation Modelling (PLS-SEM) is used to analyse the data. The results showed the model's explanatory variance is strong with perceived behavioural control having the most important predictive variable. The moderating effect of the consumer ethnocentrism increased the predictability of the model with an effect of medium to large moderator effect.

However, after the introduction of the moderating effect, Global Openness became the most important predictor.

The results of the overall study showed before the moderating effect of consumer ethnocentrism, the most important variable was perceived behavioural control. But after the moderating effect was introduced, Global Openness became an important predictor. This could be due to the trust in the Malaysian made *Halal* cosmetic products which are certified by JAKIM by the respondents. Although the Malaysian working women are in par in the wave of globalization and technology advancement, but when it comes to purchases with regards to religious obligation the products which are made in Malaysia and endorsed *Halal* becomes an important factor in their purchasing behaviour.



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

**PENGARUH ETNOCENTRISMA PENGGUNA DALAM KALANGAN  
WANITA MALAYSIA YANG BEKERJA KE ATAS TINGKAH LAKU  
PEMBELIAN PRODUK KOSMETIK HALAL**

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Arus globalisasi telah memberi kesan kepada pelbagai industri termasuk industri kosmetik di Malaysia. Ketersediaan pelbagai jenama antarabangsa dan jenama buatan Malaysia telah memberi pengguna untuk memilih pelbagai kosmetik yang terdapat di pasaran. Oleh kerana itu, adalah penting bagi industri kosmetik halal buatan Malaysia untuk memahami factor factor yang mempengaruhi tingkahlaku pembelian pengguna khususnya, di kalangan wanita Malaysia.

Negara asal produk dihasilkan mempunyai pengaruh yang positif atau negatif dalam proses pemilihan dan tingkahlaku pengguna dan ini berdasarkan kecenderungan etnosentrik seseorang. Pengguna yang sangat etnosentrik merasakan mereka sepatutnya membeli produk yang dihasilkan di negara mereka sahaja. Tujuan kajian ini adalah untuk menentukan kesan moderasi etnosentrisme pengguna dalam kalangan wanita Malaysia yang bekerja terhadap tingkahlaku pembelian produk kosmetik halal buatan Malaysia .

Teori asas dan konsep yang digunakan dalam kerangka kajian ini adalah daripada “Theory of Planned Behaviour”, “Cultural Openness”, “Global Openness” dan konsep etnosentrisme pengguna. Teknik survey telah dilaksanakan dalam kalangan 425 wanita Malaysia yang bekerja menggunakan kaedah “mall-intercept”. SmartPLS “Partial Least Squares Structural Equation Modelling” (PLS-SEM) telah digunakan untuk menganalisis data. Hasil kajian menunjukkan varians penerangan model adalah kukuh dengan persepsi kawalan tingkahlaku dilihat mempunyai pembolehubah ramalan yang paling penting. Selepas pengenalan moderator etnosentrisme pengguna, varian model telah meningkatkan kebolehamalan model

yang dengan kesan sederhana yang bermaksud moderator besar. Walau bagaimanapun, selepas dimasukkan pengaruh moderator, “Global Openness” menjadi peramal yang paling penting.

Keputusan keseluruhan kajian menunjukkan sebelum pengaruh moderator yang sederhana etnosentrisme pengguna pembolehubah yang paling penting ialah persepsi kawalan tingkahlaku. Tetapi selepas pengaruh moderator diperkenalkan, “Global Openness” menjadi peramal yang penting. Ini mungkin disebabkan pengguna mempunyai kepercayaan responden terhadap produk kosmetik Halal buatan Malaysia yang disahkan oleh JAKIM. Walaupun wanita Malaysia yang bekerja adalah setanding dalam gelombang globalisasi dan teknologi kemajuan, tetapi apabila produk pembelian itu berkaitan dengan kewajipan agama, produk yang dibuat di Malaysia dan disahkan Halal menjadi satu faktor penting dalam tingkah laku pembelian mereka.

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Thank you very much.

**Kamaljeet Kaur**

I certify that a Thesis Examination Committee has met on 12<sup>th</sup> February 2015 to conduct the final examination of Kamaljeet Kaur on her thesis entitled “Malaysian Working Women Purchasing Behaviour of Malaysian Made Halal Cosmetic Products and the Moderating Effect of Consumer Ethnocentrism” 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 in Science Degree.

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## LIST OF ABBREVIATIONS

ATT	: Attitude
AVE	: Average
CE	: Consumer Ethnocentrism
CETSCALE	: Consumer Ethnocentric Tendencies Scale
CO	: Cultural Openness
COO	: Country of Origin
CTWG	: Cosmetic Technical Working Group
GMO	: Genetic Modified Organism
GO	: Global Openness
JAKIM	: Department of Islamic Development Malaysia
MATRADE	: Malaysian External Trade Development Corporation
MIDA	: Malaysian Industrial Development Authority
MIDA	: Malaysian Investment Development Authority
PBC	: Perceived Behavioural Control
SEM	: Structural Equation Modelling
SMARTPLS	: Smart Partial Least Square
SME	: Small Medium Enterprise
SN	: Subjective Norm
SPSS	: Statistical Package for the Social Science
TPB	: Theory Planned Behaviour
TRA	: Theory Reasoned Action

## CHAPTER 1

### INTRODUCTION

Malaysia is experiencing a huge surge in the beauty and health market over the past few decades. Based on the report of recent research from Euromonitor (2012), the cosmetic and toiletries industry recorded retail sales of \$857 million in 2006, while the sales hit \$1.1 billion in 2010. The beauty and cosmetics industry is also expected to increase globally by 8.5 percent by 2014 (Euromonitor, 2012). This industry represents one of the few markets that continue to grow despite the global crisis (Euromonitor, 2011).

The growth of this industry is due to various reasons. One of the major reasons being, that current consumers are will to spend more of their disposable income on beauty products in keeping up with trends and fashion (Abedniya and Majid, 2011). This trend is strongly contributed by the positive growth influx of women joining the Malaysian workforce. Likewise the influence of international fashion and beauty trends has sustained the positive development of colour cosmetics in Malaysia (Euromonitor, 2012).

The influence of globalization and technological advancement has also played a significant influence of consumption of cosmetics and toiletries (Blomert, 2009) such as the media and the role of internet. This directly and indirectly influences the evolving lifestyle of the Malaysian consumers in particularly amongst the working women. This has led to changes in the way of living in particular the consumption patterns.

As Malaysian consumers are spending more on personal care product categories such as cosmetics and toiletries at the rate of more than 40 percent during the last few years; from RM1.4 billion in the year 1995 to RM1.9 billion in the year 2007 (Euromonitor, 2009) this consumption trend is on the rise. In recent years, Malaysia has been flooded with many international and global cosmetic brands from all over the world and has been aggressively trying to capture this lucrative market segment. Sales were sustained in Malaysia by increased urbanization, the rise in the number of working women, and aggressive marketing and promotional activities of the retailers, especially during mega sales period.

In tandem with the increasing involvement of the working women in Malaysia, the cosmetic industry in Malaysia is seeing a rapidly growing rate of 13 percent annually. The beauty and health market is growing rapidly in Malaysia and globally. The rapidly increasing new group of young professionals with higher disposable incomes and permanent office jobs has contributed immensely in purchase of beauty products (Abedniya and Zaeim, 2011).

It is estimated that Malaysians are spending approximately USD500 million annually on cosmetic and beauty products. This is an upward trend from previous years, and reflects an increasing trend among Malaysia consumer to procure beauty products. The Malaysian cosmetics and toiletries market is valued at RM3 billion or USD800 million with a growth rate of 13 percent annually (Eze, Tan and Yeo, 2012). Global branded international retailers and the mass media have had their hand in influencing this consumer buying pattern (Abedniya and Zaeim, 2011).

The increasing number of women joining the workforce in Malaysia with higher level of education level (Country Report, 2012) has an impact of the cosmetic industry tremendously in Malaysia. The higher education attainment and socialization at workplace has an impact on the level of cultural openness and global openness of the Malaysian working women in accepting products and cultures from other country. This is apparent in the personal care and cosmetics industry.

However for the Muslim, consumers, cosmetics and personal care products must be Halal. Halal means the products are lawful or permissible to be consumed or used (Phuah and Wan Jamaliah, 2013). For Muslim consumers, most of the cosmetics and personal care products in the market present some challenges, such as it may contains ingredients that make them questionable or *mashbooh* (Khattak, 2009).

Kamaruzaman (2008) in his research mentioned, even though it is a must for a Muslim to consume Halal products and services but based on a survey conducted by KasihDia Consulting, revealed that the level of awareness of Halal cosmetics among Muslims are still low.

Phuah and Wan Jamaliah (2013) quoted the work of Hunter (2012), and posited that not all Muslims look for the Halal certifications when they purchase products and further revealed that a majority of consumers will purchase products without the Halal certifications when there are no alternatives. Therefore, the Halal cosmetics branding in Malaysia is still not prominently distinguished and could cause confusion in its identity in the midst of other available cosmetics brand in the market.

Phuah and Wan Jamaliah (2013) furthermore stated there is a need to conduct a research in this area to gain greater understanding on the awareness of purchasing behaviour of Halal cosmetics products.

Nevertheless, the Malaysia government has pumped in huge initiatives to develop the Malaysian cosmetic industry further, in particularly the Halal cosmetic industry. But previous research has shown that Malaysian consumers still prefer to use imported skincare products compared to local brands and therefore the total sales of local cosmetic products are relatively low (Lim, Teo, Tan and Ng, 2012).

Many institutions and governmental organizations are set up to promote Halal products including cosmetics either for local customer or export purposes. These institutions such as the Department of Islamic Development Malaysia (JAKIM) and Malaysian External Trade Development Corporation (MATRADE) are responsible for ensuring the Halalness of products including cosmetics, and for promoting Halal exports overseas (Kamaruzaman, 2009). The government initiative to make Malaysia as a Halal hub is also stated in the objectives of the “Global Halal Hub” for the production and trade in Halal products and services in the global market.

As the growing number of working women in Malaysia is on the rise, especially in the professional sector with a higher academic background are noted to be more socialized with liberal minded, thus creating a unique market segment. The interaction with people from other cultures is most likely to occur when women join the workforce. Working women who have high willingness to interact and experience products from other cultures is measured by their cultural openness (Sharma, Shimp and Shin, 1995).

At the same time, the likeliness of these women being educated abroad and has travelled overseas for work or leisure, has facilitated higher interaction between other countries and cultures has inspired them to have a greater say of their own choices (Macchiette and Roy, 2001) which may effects their cultural openness and global openness mind-set and the level of ethnocentrism. Ethnocentrism is a concept that coined by Shimp and Sharma (1987) to represent the belief held by consumers about appropriateness, indeed morality, of purchasing foreign products.

## 1.2 Problem Statement

There is lack of empirical studies on understanding the purchasing pattern of the Malaysian working women. An in-depth statistics on understanding the purchasing pattern of Malaysian working women is crucial, in order to strategize the Halal cosmetic industry in Malaysia. Despite the tremendous increase in the cosmetic industry growth in Malaysia, the domestic cosmetic and toiletries industry is still relatively small. According to the Malaysian Industrial Development Authority (MIDA), only thirty companies are producing cosmetics and toiletries in Malaysia (Cosmetic and Toiletries Market Overview, 2012).

The Halal cosmetics industry has been in Malaysia for the past few decades, but it still a low market share. For example, Unza's Safi brand which was introduced in 1985 has a low market share compared to other established non certified Halal cosmetic products. The top 5 brands that dominate the Malaysian cosmetic market are without Halal certification, and the only Halal certified brand in the list is Safi at the 34<sup>th</sup> position out of 42 brands with a meagre 0.5 percent of the total retail value (Daud, Aziz, Baharudin and Shamsudin, 2012).

In spite of the strong governmental intervention in the catalysing the domestic cosmetic and toiletries industry, the market is still dominated by the international brands in the Malaysia. Despite Halal cosmetic being available in Malaysia for about 30 years, they have only reach about 10-20% of total market share (Patton, 2009). The effort of the Malaysian government is also hampered, as in general Malaysian consumers prefer to purchase imported skincare products as it is associated with higher quality compared to local brands. The cosmetic landscape in Malaysia, shows that the total volume produced by the local industry is still relatively low, imported products continue to remain in high demand especially from the middle and high income earners (Cosmetic and Toiletries Market Overview, 2012). In understanding why Halal cosmetics industry in Malaysia has a low market share the perspective of the purchasing behaviour should be examined.

The existing literature is scarce on understanding the purchasing behaviour of Halal cosmetics of Malaysian working women. Hence, similar researchers which are related to skin care, sunscreen and Halal food products have been adopted in this study. Most of the previous studies has used variables such as attitude, subjective norm and perceived behavioural. Nevertheless previous literature has also highlighted there are several other factors which can influence customers' purchase intention. Country of origin (where the product is manufactured) and the influence of consumer ethnocentrism are some of the subject areas which are extensively studied over the years (Huang, Phau, and Lin, 2010) and gaining importance over the years. Consumer ethnocentrism is defined as a consumer belief held by consumers on the appropriateness and indeed morality of purchasing foreign-made products (Shimp and Sharma, 1987).

In understanding how and why a consumer chooses between the domestic or foreign made product, the moderating factor of consumer ethnocentrism is an important variable.

A number of socio-psychological factors has been identified which could affect the consumer ethnocentrism (Shankarmahesh, 2006; Jain and Jain, 2010; Jain and Jain, 2013), which are cultural and global openness. Malaysian working women who are exposed to higher level of cultural openness and global openness level (education, travel, technology and socialization) are possible to have higher level of cultural and global openness. This could be a threat to the development of the Malaysian made Halal cosmetics products.

Realizing the scarce knowledge and research within this field, this study is designed to investigate the literature and knowledge gap.

### **1.3 Research Questions**

This study is to examine the purchasing behaviour of the Malaysian working women on the purchase of Halal cosmetic products and moderating effect of consumer ethnocentrism. Based on the arguments discussed above, this study attempts to answer the following questions:

1. What is the purchasing behavior of Malaysian working women on Malaysian made Halal cosmetic products?
2. Is there any influence of attitude, subjective norm, perceived behavioral control, cultural openness and global openness as predictors of purchasing behavior of Malaysian working women towards Malaysian made Halal cosmetic products?
3. To what extent consumer ethnocentrism moderates the relationship of attitude, subjective norm, perceived behavioral control, cultural openness and global openness on the purchasing behavior of Malaysian made Halal cosmetic products?

## **1.4 Research Objectives**

The above research questions after being investigated and analysed would be able to answer the following objectives.

1. To study the purchasing behavior of Malaysian working women on Malaysian made Halal cosmetic products.
2. To examine attitude, subjective norm, perceived behavioral control, cultural openness and global openness on the purchasing behavior of Malaysian working women towards Malaysian made Halal cosmetic products.
3. To investigate the moderating effect of consumer ethnocentrism in the relationship between attitude, subjective norm, perceived behavioral control, cultural openness and global openness on the purchasing behavior of Malaysian made Halal cosmetic products.

## **1.5 Research Hypothesis**

The current study proposed that the following hypothesis based on research objective 2 and 3.

H1: Higher positive attitude towards Malaysian made Halal cosmetic products, the higher likeliness to purchase it.

H2: Higher influence of subjective norm towards Malaysian made Halal cosmetic products, the higher likeliness to purchase it.

H3: Higher influence of perceived behavioral control towards Malaysian made Halal cosmetic products, the higher likeliness to purchase it.

H4: Higher influence of cultural openness the higher negative behaviour towards Malaysian made Halal cosmetic products, the lower likeliness to purchase it.

H5: Higher influence of global openness the higher negative behaviour towards Malaysian made Halal cosmetic products, the lower likeliness to purchase it.

H6: Higher consumer ethnocentrism belief of the consumer the higher likeliness to purchase the Malaysian made Halal cosmetic products.

H7: Consumer ethnocentrism moderates the relationship of attitude and the purchasing behaviour positively.

H8: Consumer ethnocentrism moderates the relationship of subjective norm and the purchasing behaviour positively.

H9: Consumer ethnocentrism moderates the relationship of perceived behavioral control and the purchasing behaviour positively.

H10: Consumer ethnocentrism moderates the relationship of cultural openness and the purchasing behaviour positively.

H11: Consumer ethnocentrism moderates the relationship of global openness and the purchasing behaviour positively.

## **1.6 Significance of Study**

The significance of the study can be discussed in terms of few perspectives, including the contribution to the theoretical, industry and governmental and to the consumers.

The results of this study should be beneficial to the academicians, cosmetic manufacturer, governmental body in playing a role to spur the domestic cosmetic manufacturers like, JAKIM, MIDA and MATRADE. The findings will enlighten the relevant bodies in understanding how ethnocentrism influences the Malaysian working women in purchasing Halal cosmetic goods.

From the theoretical aspect, this research has integrated the Theory of Planned Behaviour with two new independent variables; cultural openness and global openness in predicting the dependent variable of purchasing behaviour of Malaysian made Halal cosmetic products. The consumer ethnocentrism is also introduced as a moderator instead of an independent variable as used in many previous researches. Previous literatures have used consumer ethnocentrism as independent variables in measuring purchase intentions and purchasing behaviours. The studies were mainly on electronic items, automobiles and also food items (Alam and Sayuti, 2011; Teo, Mohammed and Ramayah, 2011)

In terms of managerial implication, the results will be very beneficial to marketing experts who act as brand custodian of the organization. This research would help in segmenting the market effectively in terms of the socio-demographic profile of the working women, therefore being able to target and position their brands in the perceptual mind map of potential consumers.

In the perspective of a consumer, this study is hoped to shed light on what extent they should put an importance in their decision making process and to understand their conscious or unconscious level of ethnocentrism in influencing their attitudes in the decision making process of Halal cosmetics. The consumers who are identified as highly consumer ethnocentric can be convinced to purchase the Halal cosmetics by highlighting



it is made in Malaysia. For consumers who are not highly consumer ethnocentric but value other attributes such as price, quality, and the Halal certification, the manufacturers should strategize in highlighting the attributes in the manufacturing, design, packaging and promotion of the Halal cosmetics.

Effectively developing a market profile and understanding the influence of ethnocentrism is crucial in today's globalized and competitive market. The findings of this research would give valuable ability to insights of the consumer's mind, which is essential in the development of integrated marketing communication by domestic manufacturers and governmental bodies like MATRADE in further flourishing the local cosmetic and toiletries industries.

### **1.7 Limitations of Study**

There are several limitations that must be taken into account when considering the findings of this study. Basically, the methodological method of the study in particular the data collection method, could post some limitations in this research. Mall intercept was used in this research, whereby there could be a possibility that only those who patronize malls were used as a sample. As there might be a segment of working women who uses the direct selling channel or purchase cosmetics online that were missed out from the targeted sample.

Secondly, due to the budget constraint the study had only 425 respondents. The sample size of this study as compared to the real population of consumer in Malaysia will lead to the issue of representativeness of the study. Although the sample size in the present study would not be large enough to generalize to all Malaysian consumers as a whole, it provides some information about the influences of store atmospherics on the Malaysian working women purchasing behaviour of Malaysian made Halal cosmetics.

Lastly, no specific brand is mentioned in the research. The brand loyalty of the any specific given cosmetic brand may influence the purchase intention (Stephen, Maznah, Nabsiah, Ishak and Amran, 2007). This may post some generalisation in the answers of the respondents.

## 1.8 Definitions of main terms

### 1.8.1 Working/Employed

Conceptual: The department of statistics ([www.statistics.gov.my](http://www.statistics.gov.my)) defines and characterises the employment as;

- (i) All persons who, at any time during the reference week worked at least one hour for pay, profit or family gain (as an employer, employee, own-account worker or unpaid family worker).
- (ii) Also considered as employed are person who did not work during the reference week because of illness, injury, disability, bad weather, leave, labour dispute and social or religious reasons but had a hob, farm, enterprise or other family enterprise to return to.
- (iii) Also included are those on temporary lay-off with pay who would definitely be called back to work. Employed persons who had worked less than 30 hours during the reference week because of the nature of their work or due to insufficient work and are able and willing to accept additional hours of work are considered underemployed but are nevertheless included in the “employed” category.

According to United Nations, labour force participation rate is the proportion of the population and older and who is economically active.

Operational: In this research, Malaysian working women would be defined as any Malaysian citizen who is the between the age range of 18-64 years of age and who receives income from the nature of their job (full time or part-time).

### 1.8.2 Purchasing Behaviour

Conceptual: The output portion of the consumer decision-making model is associated with the purchase behaviour (Schiffman and Kanuk, 2010). The actual purchase of the product or service is called purchasing behaviour.

Operational: The purchasing behaviour in this study is associated with the actual purchase of the Malaysian made Halal cosmetics by the Malaysian working women. The intention of purchasing is not considered as the actual behaviour.

### 1.8.3 Halal Cosmetics

Conceptual: Cosmetics are products that may include bath products, oral care, skin care products, personal hygiene products, perfumes, deodorants and makeup (Hunter, 2012).

Halal means that the products are lawful or permissible to consume or use. To be Halal, products must not contain ingredients that are not permissible or questionable such as alcohol or toxic chemicals, fats, placenta or gelatine from swine or animals that were not slaughtered according to the Islamic rules (Phuah and Wan Jamaliah, 2013).

Operational: In this study, Halal cosmetic is defined as products which include bath products, oral care, skin care products, personal hygiene products, perfumes, deodorants and makeup which are permissible under the Islamic Law.

### 1.8.4 Malaysian Made Halal Cosmetic

Conceptual: Products origin or theoretically known as country of origin has been defined in many ways in literature. Ozsomer and Cavusgil (1991) and Johansson, Ronkainen and Czinkota (1994) define country of origin as the country where corporate headquarters of the company marketing the product or brand is located. Typically, this is the home country for a company.

White (1979), Bilkey and Nes (1982), Cattin, Jolibert and Lohnes (1982), Papadopoulos (1993), Lee and Schaninger (1996), Han and Terpstra (1988), and define the product's country of origin as "the country of manufacturer or assembly". It refers to the final point of manufacturer which can be the same as the headquarters for a company.

Operational: For the purpose of this study, Malaysian made Halal cosmetic refers to all products and brand name which belongs to Malaysians. It could be manufactured in Malaysia, or belongs to a Malaysian brand name; for example Simply Siti is a Malaysian brand name but the products are manufactured in Korea.

### **1.8.5 Consumer Ethnocentrism**

Conceptual: Shimp and Sharma (1987) defined consumer ethnocentrism as consumers' belief about the appropriateness, indeed morality of purchasing foreign goods. Kwak, Jaju and Larsen (2006) point out that an ethnocentric individual strongly supports the traditions, symbols, icons and products of their own culture and that such as person simultaneously dislikes the traditions, symbols, icons and products of other cultures. A consumer who has a high ethnocentric tendency will be dogmatic and not open to foreign cultures, as such as they will have generally unfavourable attitudes toward foreign cultures and products (Moon, 2004).

Operational: In this study, the consumer ethnocentrism would be defined as, the moral obligation of a Malaysian working women to buy products which are made in Malaysia.

### **1.8.6 Cultural Openness**

Conceptual: Cultural openness is defined as awareness, understanding and acceptance of other cultures (Sharma et al., 1995). Cultural openness is determined by willingness to interact with people from other cultures and experience some of their artefacts (Sharma et al., 1995). Sharma et al. (1995) argue that the opportunity to interact with people from other cultures can lower cultural prejudice.

Operational: In this study, cultural openness is defined as the willingness or indirect interaction of Malaysian working women with people from other cultures and countries and experiencing some artefacts from the country. This includes food, clothing styles, and consumer goods including cosmetics.

### **1.8.7 Global Openness**

Conceptual: Suh and Kwon (2002) define global openness as consumer's mind set or consumer's openness to globalization. The process of economic globalization which is the first step of globalization leads to political and cultural globalization and finally involves a psychological process, spiritual process and a process of deepening consciousness and increasing sensitivity to other people and cultures (Schutte and Ciarlante, 1998).

Operational: In this study, the global openness refers to the interaction and interface of any form of globalization of Malaysian working women in the context of media, technology, socialization, travels, working in multinational corporations, international trades and etc.

### **1.8.8 Attitude**

Conceptual: Attitude is expressed by “the degree to which a person has favourable or unfavourable evaluation or appraisal of the behaviour in question” (Ajzen, 1991). According to Ajzen and Fishbein (1975 and 1980), the Theory of Reasoned Action suggests that a person’s behavioural intention depends on the person’s attitude about the behaviour and subjective norms.

Operational: In this study, the attitude examined is of the Malaysian working women on specifically the Malaysian made Halal cosmetic products.

### **1.8.9 Subjective Norm**

Conceptual: A subjective norm seems to reflect an individual’s perception that most people who are important to oneself think he or she should or should not perform the behaviour. According to Ajzen (1987), subjective norm refers to the person’s perception of the social pressure for or against performing the behaviour in question.

Operational: In this study, subjective norm of the Malaysian working women is studied. The Malaysian working women seeks the opinion of people around them who are deemed important, may it be family, friends, colleague or even celebrities in influencing their behaviour in purchasing of the Malaysian made Halal cosmetics.

### **1.8.10 Perceived Behavioural Control**

Conceptual: Perceived behaviour refers to the degree of control that an individual perceives over performing the behaviour (Kang, Hahn, Fortin, Hyun and Eom, 2006; Chen, 2007). In addition, according to Ajzen (2001), perceive behaviour control is the “extent to which a person feels able to engage in the behaviour”.

The extension makes it possible to explain those behaviours that people intend to do, but hampered due to lack of confidence or control (Miller, 2005).

Operational: In this study, perceive behavioural control of the Malaysian women is studied. Factors that may control their engagement towards the behaviour could be in terms of knowledge, price, time, convenience or any other relevant factors.

## **1.9 Organization of Thesis**

This thesis is organized into six chapters. Chapter one provides an introduction of the study. It discusses the background and trend of cosmetic purchases and zooms in the niche market of Halal cosmetics in Malaysia. The definitions of the main concepts and the contributions and scope of the study are also discussed. Chapter Two reviews the past literatures on the area of cosmetic and the association with working women and factors leading to purchasing behaviour. Chapter Three is dedicated to the theoretical development and thus resulting the final research framework.

Chapter Four describes the research methodology for the study, which includes the research design, development of instruments, sampling technique, data collection and data analysis technique. Chapter Five reports on the results from data analysis and the results base on the given hypotheses. The final chapter which is Chapter Six will discuss the findings of the study and reports the study limitations. This chapter also discusses the implications of the study in terms of its marketing practices and concludes with some directions for future research.

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