

A STUDY ON FACTORS OF INFLUENCING CONSUMER  
PURCHASE INTENTION TOWARDS MULTINATIONAL  
NATURAL PERSONAL CARE PRODUCT IN KLANG  
VALLEY

BY

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DEDICATION

This work done is especially dedicated to:

Dr Law Kian Aun

and

To our families and our loved ones,

Thanks for being there when we needed you the most.

## TABLE OF CONTENTS

	<b>Page</b>
Copyright Page.....	ii
Declaration.....	iii
Acknowledgement.....	iv
Dedication.....	v
Table of Contents.....	vi
List of Tables.....	x
List of Figures.....	xii
List of Abbreviations.....	xiii
List of Appendices.....	xiv
Preface.....	xv
Abstract.....	xvi
<b>CHAPTER 1 RESEARCH OVERVIEW</b>	
1.0 Introduction.....	1
1.1 Research background.....	1
1.2 Problem Statements.....	3
1.3 Research Objectives.....	5
1.3.1 General Objectives.....	5
1.3.2 Specific Objectives.....	5
1.4 Research Questions.....	6
1.5 Hypothesis of Study.....	6
1.6 Significant of Study.....	7
1.7 Conclusion.....	8
<b>CHAPTER 2 LITERATURE REVIEW</b>	
2.0 Introduction.....	9
2.1 Review of Literature.....	9
2.1.1 Purchase Intention.....	9
2.1.2 Environmental Consciousness.....	10

2.1.3 Subjective Norms.....	12
2.1.4 Past Experiences.....	14
2.1.5 Health Consciousness.....	15
2.2 Review of Relevant Theoretical Models.....	17
2.2.1 Theory of Planned Behaviour (TPB) .....	17
2.2.2 Review of Relevant Theoretical Models.....	19
2.3 Proposed Theoretical or Conceptual Framework.....	20
2.4 Conclusion.....	21
<b>CHAPTER 3 RESEARCH METHODOLOGY</b>	
3.0 Introduction.....	22
3.1 Research Design.....	22
3.1.1 Quantitative Research.....	22
3.1.2 Causal Research.....	23
3.1.3 Descriptive Research.....	23
3.2 Data Collection.....	23
3.2.1 Primary Data.....	23
3.2.2 Secondary Data.....	24
3.3 Sampling Design.....	24
3.3.1 Target Population.....	24
3.3.2 Sampling Location.....	25
3.3.3 Sampling Frame and Element.....	25
3.3.4 Sampling Technique.....	25
3.3.5 Sampling Size.....	26
3.4 Research Instrument.....	26
3.4.1 Questionnaire Design.....	26
3.4.2 Pilot Test.....	28
3.5 Construct Measurement.....	29
3.5.1 Origin of Construct.....	29
3.5.2 Data Scale of Measurement .....	29
3.5.2.1 Nominal Scale.....	29
3.5.2.2 Ordinal Scale.....	30

3.5.2.2 Likert Scale.....	30
3.6 Data Processing.....	30
3.6.1 Data Checking.....	30
3.6.2 Data Editing.....	31
3.6.3 Data Coding.....	31
3.6.4 Data Transcription.....	31
3.6.5 Data Cleaning.....	31
3.7 Data Analysis.....	32
3.7.1 Descriptive Analysis.....	32
3.7.2 Scale Measurement.....	32
3.7.2.1 Reliability Test.....	32
3.7.3 Inferential Analysis.....	33
3.7.3.1 Multiple Regression Analysis.....	33
3.8 Conclusion.....	34
CHAPTER 4 DATA ANALYSIS	
4.0 Introduction.....	35
4.1 Descriptive Analysis.....	35
4.1.1 Respondents Demographic Profile.....	35
4.1.1.1 Age.....	35
4.1.1.2 Gender.....	36
4.1.1.3 Highest Educational Qualification.....	37
4.1.1.4 Current Employment Status.....	39
4.1.1.5 Income Level.....	40
4.1.1.6 Respondent's Living State.....	41
4.1.2 Respondents General Information.....	43
4.1.2.1 Have You Used the Multinational Natural Personal Care Products Before.....	43
4.1.2.2 How Frequent Do You Purchase the Multinational Natural Personal Care Products.....	44
4.1.3 Central Tendencies Measurement of Conducts.....	46



4.1.3.1 Environmental Consciousness.....	46
4.1.3.2 Subjective Norms.....	48
4.1.3.3 Past Experiences.....	49
4.1.3.4 Health Consciousness.....	51
4.1.3.5 Purchase Intention.....	53
4.2 Scale Measurement.....	55
4.2.1 Reliability Analysis Test.....	55
4.3 Inferential Analysis.....	56
4.3.1 Multiple Regression Analysis.....	56
4.3.2 Hypotheses Testing.....	59
4.4 Conclusion.....	61
<b>CHAPTER 5 DISCUSSIONS AND IMPLICATIONS</b>	
5.0 Introduction.....	62
5.1 Discussions on Major Findings.....	62
5.1.1 Findings on Hypothesis.....	62
5.1.1.1 Environmental Consciousness and Purchase Intention.....	62
5.1.1.2 Subjective Norms and Purchase Intention...	63
5.1.1.3 Past Experiences and Purchase Intention.....	63
5.1.1.4 Health Consciousness and Purchase Intention .....	64
5.1.2 Conclusion of Findings and Hypotheses.....	64
5.2 Implications of Study.....	65
5.3 Limitations and Recommendations of Study.....	66
5.4 Conclusion.....	68
References.....	70
Appendices.....	81

## LIST OF TABLES

	<b>Page</b>
Table 3.4.1: Summary of Measures	27
Table 3.4.2: Pilot Testing Results	28
Table 3.5.1: Origin of Construct	29
Table 3.7.2.1: Range of Cronbach's Alpha Value	33
Table 4.1.1.1: Results of Respondent Based on Age (Gen Y)	35
Table 4.1.1.2: Results of Respondent Based on Gender	36
Table 4.1.1.3: Results of Respondents' Highest Educational Qualification	37
Table 4.1.1.4: Results of Respondents' Current Employment Status	39
Table 4.1.1.5: Results of Respondents' Income Level	40
Table 4.1.1.6: Results of Respondents' Living States	41
Table 4.1.2.1: Statistic Result of Have You Used the Multinational Natural Personal Care Products Before	43
Table 4.1.2.2: Statistic Result of How Frequent Do You Purchase Multinational Natural Personal Care Products	44
Table 4.1.3.1: Central Tendencies Measurement of Constructs Environmental Consciousness	46
Table 4.1.3.2: Central Tendencies Measurement of Constructs Subjective Norms	48
Table 4.1.3.3: Central Tendencies Measurement of Constructs Past Experiences	49
Table 4.1.3.4: Central Tendencies Measurement of Constructs Health Consciousness	51
Table 4.1.3.5: Central Tendencies Measurement of Constructs Purchase Intention	53
Table 4.2.1: Summary of Reliability Analysis Test Results	55

Table 4.3.1: Model Summary of Multiple Linear Regression	56
Table 4.3.1.1: Summary of ANOVA Table	57
Table 4.3.1.2: Table of Coefficient	57
Table 4.3.2: Summary of Hypothesized Relationship	60

## **LIST OF FIGURES**

	<b>Page</b>
Figure 2.2.1: Theory of Planned Behavior	17
Figure 2.2.2: Relevant Theoretical Models	19
Figure 2.3: Proposed Conceptual Framework	20
Figure 4.1.1.1: Percentage of Respondent Based on Age (Gen Y)	36
Figure 4.1.1.2: Percentage of Respondent Based on Gender	37
Figure 4.1.1.3: Percentage of Respondents' Highest Educational Qualification	38
Figure 4.1.1.4: Percentage of Respondents' Current Employment Status	39
Figure 4.1.1.5: Result of Respondents' Income Level	41
Figure 4.1.1.6: Percentage of Respondents' Living State	42
Figure 4.1.2.1: Percentage of Have You Used the Multinational Natural Personal Care Products Before	44
Figure 4.1.2.2: Percentage of How Frequent Do You Purchase the Multinational Natural Personal Care Products	45

## **LIST OF ABBREVIATIONS**

Gen Y	Generation Y
EC	Environmental Consciousness
HC	Health Consciousness
PhD	Doctor of Philosophy
PE	Past Experiences
PI	Purchase Intention
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UK	United Kingdom
US	United States
SPSS	Statistical Package for the Social Science

## **LIST OF APPENDICES**

	<b>Page</b>
Appendix A: Frequencies.....	81
Appendix B: Reliability.....	90
Appendix C: Correlations.....	105
Appendix D: ANOVA.....	107
Appendix E: Survey Questionnaire.....	112

## PREFACE

Nowadays, people around the world are more caring and paying attention to the nature of the world. Hence, the natural ingredients in the personal care industry is the importance key trends in recent years. As based on the research, the compound annual growth rate has risen at a market growth of 10.5%. Therefore, the revenue for personal care sector is expected to indicate an annual growth rate of 15.6% as more and more peoples become awareness of the surroundings and usage of chemicals in daily products as the demand of natural and organic products are growing.

Therefore, multinational personal care products have played a vital role as more and more people consuming personal care products and caring on the environment. As at the surrounding of Klang Valley there are a lot of different brand of multinational natural personal care products such as The Body Shop, Amway and so on hence the research decided to focus on the area of Klang Valley. There are different factors that will influence consumer purchase intention towards multinational natural personal care products. thus, the assessment on the consumer purchase intention towards multinational natural personal care products should be evaluated.

This research examines the factors that influencing consumer purchase intention towards multinational natural personal care products in Klang Valley. Researcher has identified four factors which are environment consciousness, subjective norms, past experiences and health consciousness that influence consumer purchase intention towards multinational natural personal care products in Klang Valley. Through this research study, we able to become more understandable in the factors which makes multinational natural personal care product users satisfied with the products and how to get more attention of the consumer to increase their purchase intention in the future.

## ABSTRACT

This study aimed to examine the factors of influencing consumer purchase intention towards multinational personal care products in Klang Valley. Consumer purchase intention always be developed and affected by different reasons and factors that makes the consumer have the intended to purchase multinational natural personal care products and what can be improve in the future. In this research study, the independent variables are environment consciousness, subjective norms, past experiences and health consciousness will be considered as the determinants of the factors that influencing the dependent variable which is purchase intention. Our target population will be Gen Y who aged between 24-38 years old. We conducted a total of 200 sets of the questionnaire to our target population by using the convenience sampling technique. In order to assess the reliability, the Cronbach's Alpha will be used to measure the reliability test. Moreover, the data collected will be analyzed by using the Multiple Regression Analysis. Based on the results of the research study, the respondents agree that environment consciousness, subjective norms and health consciousness is an important factor influencing consumer purchase intention while environment consciousness has the greater impact to consumer purchase intention. The results of this research study suggest that consumer who had greater environment consciousness will have greater purchase intention towards multinational natural personal care products.

*Key words: Environment Consciousness, Subjective Norms, Past Experiences, Health Consciousness and Purchase Intention*



## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

The aims of the research are to study a factor of influencing consumer purchase intention towards multinational natural personal care products in Klang Valley. The factors that are involving in this study such as environmental consciousness, subjective norm, past experiences and health consciousness. These factors will be analysed on its impact of the consumers purchase intention towards multinational natural personal care products. Also, in this chapter will generally outline the background of research which is in related to that industry area as well as describing the problem statements, developing the research objectives, research questions, hypotheses and significance of research. Hence, this study will be able to gather the results in terms of the level of significance among the factors with purchase intention.

### **1.1 Research Background**

A personal care product is known as the use of personal health and hygiene which has included body scrub, body talc, tooth powder, toothpaste, bathing gel, moisturizer and so on. Meanwhile, the definition for a natural personal care product is the ingredients that are made up by a renewable resource which is able to be found in the nature such as flora, fauna, and mineral that is completely without petroleum compounds as it is stated under Natural Standard for Personal Care Products (Association, 2019). These products are also categorized as one of green product category where the demand of the United States (US) consumer had caused the increase in the diversity of green product. For instances, the major personal care product manufacturers are such as nations of France, Germany, Italy, Spain, United Kingdom (UK), US, Russia and Brazil (Natural Industry Jobs.com, 2019).

In the recent years, the importance of key trends in the personal care industry are natural ingredients (Stephenson, 2017). According to (Research G. V., 2018) has

explained that the market size for global organic personal care was approximated at US\$12.19 billion in the year 2017. Recently, the Report Buyers (2018) has stated that US\$23.2 billion is expected to reach in the global organic personal care market size by 2024, and the compound annual growth rate is increasing at a market growth of 10.5% during the forecast period. Therefore, there is an expected increase in the organic personal care market size about US\$11 billion.

Moreover, there are more and more peoples becoming aware of their surroundings and usage of chemicals in daily products as the demand for natural and organic products are growing (MATRADE, 2014). In the report of Mintel Research has indicated that fifty-two percent (52%) of introduced shower, bath and soap products in Europe were plant-based and featured in the botanical or herbal claimed because of the awareness in beauty products with organic ingredients. While in the US, it shows that thirty percent (30%) of consumers awareness increased had led to look for brands or retailers that prohibited unsafe ingredients from the personal care products, and the age from 18 to 34 years consisted forty-nine percent (49%) had consumed skin care products that contained organic ingredients (Limited, 2018). Hence, this has led the industry of personal care to face a large market opportunity in worldwide (Aste, 2017).

In conclusion, the personal care sector has consisted of a large market and are high requiring for essential products such as soaps, shampoos, moisturizers and lotions. Also, the global has driven an outstanding growth due to the increase in the interest of consumer and the adoption of natural personal care products (Natural Industry Jobs.com, 2019). Thus, the increase in consumer demand for green products would lead the manufacturers shifting from niche distribution channels to mainstream mass markets. For example, Walmart is introducing natural and organic personal care products in their current product line (Research P. M., 2018).

## **1.2 Problem Statements**

This research aims to identify the consumer intention to purchase multinational natural personal care products. Several studies of the personal care sector that has been done in the past are concerning about natural personal care products (Business, 2016). According to Recker & Saleem (2014) has stated that the measurement size for the organic and natural personal care sector has obtained a little attention from the research. However, Editor (2017) has explained that the market for natural and organic personal care products in US has reached at \$5.7 billion in year 2016 as reported in Global Cosmetic Industry Magazine which has indicated an increasing of 9.2% than the previous year of 2015. Hence, this has raised an important question for the marketers and related-industry to figure out the reasons behind of the level of popularity rising in natural cosmetics and personal care products.

In concerning of the research gaps, the organic food products are obviously has been examined in the academic research (Recker & Saleem, 2014; Hassan, Yee, & Jay, 2015; Ling, Dominic, & Shanmugam, 2018), while there is a little published of consumer behaviour towards organic products or natural cosmetics (Cervellon & Carey, 2011; Maria, 2011; Recker & Saleem, 2014; Matić & Puh, 2016; Ghazali, Soon, Mutum, & Nguyen, 2017). The reasons behind of little published in that particular area of studies are the natural cosmetics market still an under-researched area even there is a positive growth trend in the current world (Matić & Puh, 2016). Besides, Ghazali, Soon, Mutum, & Nguyen (2017) has also stated that due to the recent trends and the transition into a greener cosmetics market, the intention to purchase organic personal care products has become worthwhile for the company to understand Malaysian consumers' decisions. Hence, this study would increase the motivation of the researchers to study in-depth of related natural and green products that will contribute to the purchase intention factors.

Several studies have confirmed that despite there is a positive attitude of consumer towards the organic products and yet they have little value in clarifying the actual behaviour which is referred to attitude-behaviour gap (Maria, 2011; Recker & Saleem, 2014). This gap has been cited frequently in the Theory of Planned

Behaviour (TPB) by (Janzen, 1991; Erve, 2013). Besides, Eve (2013) has stated that the gap of attitude-behaviour is broaden between the thoughts of consumer and the acts of consumer to make a green purchasing, as TPB has claimed that the predictors of human behaviour are the attitudes and this lead to rise a question for the researchers of why the green products in year 2011 are only represented of three percent market share in the United Kingdom (UK) market? Hence, this research is intended to be filled in the gap by the consumer in that particular area as there are limitations in the study of consumer purchase intention of multinational natural personal care products in Klang Valley (Ahmad & Omar, 2018).

Furthermore, it is a critical to understand the multinational brand of natural personal care products and the intention of Malaysian consumer towards natural personal care products as the research on the personal care sector has been conducted in different cultural and norms from different countries as if compared between Malaysia and foreign countries (Yacob, Zainol, & Hussin, 2018). Therefore, this research conducted to study on how these factors will influence Klang Valley consumers' intention to purchase multinational natural personal grooming products. By understanding consumer intention to purchase's aspects towards natural personal grooming products are a priority concern for the manufacturers where it will able to provide the importance information to them which help to capture more about consumer demands and preferences in current and future market.

In conclusion, the purpose of conducting the research is to determine the relationship between the determinants of the independent variables such as environmental consciousness, subjective norms, past experiences and health consciousness and the dependent variable of the purchase intention of consumer towards multinational natural personal care products. Another objective of this research is to identify which of these factors would bring a strong impact on consumer intention to purchase the multinational natural personal care products as it is able to provide a better insight to the personal care industries in Malaysia.

## **1.3 Research Objectives**

The aim of conducting this research is to explore on the consumer intention to purchase the multinational natural personal care products in Klang Valley.

### **1.3.1 General Objectives**

The primary objective for this research is to understand in-depth of consumer purchase intention based on the theory of planned behaviour (TPB) through identifying the key components that affects consumer intention to purchase multinational natural personal care products.

### **1.3.2 Specific Objectives**

The specific objective for this research is to investigate the relationship between the determinants and consumer intention to purchase multinational natural personal care products are shown as followings:

- i. To examine the relationship between the effect of environmental consciousness and consumer intention to purchase multinational natural personal care products.
- ii. To examine the relationship between the effect of subjective norms and consumer intention to purchase multinational natural personal care products.
- iii. To examine the relationship between the effect of past experiences and consumer intention to purchase multinational natural personal care products.
- iv. To examine the relationship between the effect of health consciousness and consumer intention to purchase multinational natural personal care products.

## 1.4 Research Questions

There are several questions generated in this research and it will be answered as followings:

- a. What are the relationships among the determinants and consumer purchase intention towards multinational natural personal care products?
- b. Does environmental consciousness affect the consumer intention to purchase multinational natural personal care products?
- c. Do subjective norms affect the consumer intention to purchase multinational natural personal care products?
- d. Does past experiences affect the consumer intention to purchase multinational natural personal care products?
- e. Does health consciousness affect the consumer intention to purchase multinational natural personal care products?
- f. Which of the determinants affect the most in respect of consumer intention to purchase multinational natural personal care products?

## 1.5 Hypothesis of Study

Followings are the developed of hypotheses included:

H<sub>0</sub>: There is no significant relationship between *environmental consciousness* and consumer *purchase intention* towards multinational natural personal care products.

H<sub>1</sub>: There is a significant relationship between *environmental consciousness* and consumer *purchase intention* towards multinational natural personal care products.

H<sub>0</sub>: There is no significant relationship between *subjective norms* and consumer *purchase intention* towards multinational natural personal care products.

H<sub>2</sub>: There is a significant relationship between *subjective norms* and consumer *purchase intention* towards multinational natural personal care products.

H<sub>0</sub>: There is no significant relationship between *past experiences* and consumer *purchase intention* towards multinational natural personal care products.

H<sub>3</sub>: There is a significant relationship between *past experiences* and consumer *purchase intention* towards multinational natural personal care products.

H<sub>0</sub>: There is no significant relationship between *health consciousness* and consumer *purchase intention* towards multinational natural personal care products.

H<sub>4</sub>: There is a significant relationship between *health consciousness* and consumer *purchase intention* towards multinational natural personal care products.

## **1.6 Significant of Study**

The reason to study this research is to provide a better comprehension about consumer intention to purchase multinational natural personal care products in Klang Valley. This study will eventually be resulting as the advantages to contribute an effective vision for the multinational personal care company in Malaysia.

This research has been explored by Theory of Planned Behaviour (TPB) model when it comes to academic contribution where it is adjusted as the theoretical framework to discover the influence of the purchase intention drivers towards multinational natural personal care products. There are distinctive researches had shown the variables from TPB model such as environmental consciousness, subjective norms, past experiences and health consciousness. The comprehension of the variables can disclose the various attributes of the behaviour. Thus, the academics will have a clear picture to construct the relationship between the factors and purchase intention towards natural personal care products.

Besides, most effective marketing strategies has dealt by organic personal care industry as the organic and natural personal care products' sales are fast-expanding based on the previous research. However, it would be difficult to design the effective marketing strategies if without in-depth comprehension of consumer behaviour for organic personal care product categories (Chung & Kim, 2011).

Hence, this would help the marketers to design the marketing program in order to persuade the consumers to purchase the products and the marketers can be also based on the consumers' past experiences to target them.

Furthermore, Ling C. Y. (2013) also explained there is a higher potential for green personal care products to develop in Asian market but the acceptance of green personal care products by consumers will have a huge difference between the markets in terms of the consumers' perception towards the green products. Thus, there is a gap need to be fulfilled if the researchers want to further examine the green personal care products market.

In a nutshell, to study on the purchase intention of consumer on multinational natural personal care products is introduced in order to realise the key components that motivating consumer in making the purchase behaviour in Klang Valley, Malaysia.

## **1.7 Conclusion**

In summary, basic understanding of the study the factors of influencing consumer purchase intention towards multinational natural personal care products in Klang Valley had providing in Chapter 1. It also contributes a fundamental guideline for further development of the study. Thus, in Chapter 2 will discuss about past relevant studies that has been done by the various researchers in order to provide an understandable picture of the research.



## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

Chapter 2 will present the literatures that are relevant to this study. This chapter consists of three parts that are focused on reviewing the factors influencing consumer purchase behaviour towards multinational natural personal care products in Klang Valley. The first part begins with exploration on the dependent variable (purchase intention) and followed by four independent variables (environment consciousness, subjective norms, health consciousness and past experiences). Then, second part will be the investigation on relevant theoretical models. The last part is the proposed of conceptual framework and hypothesis to be examined for the research.

### **2.1 Review of Literature**

#### **2.1.1 Purchase Intention**

According to Younus, Rasheed, & Zia (2015), purchase intention referred to the preference on consumer to buy the product or service or consumer will purchase the products after evaluation. While the consumers are selecting the products, there are many factors affect the consumer's intention and the decisions depends consumers' intention to purchase the products with the factors (Keller, 2001). The information of the products that have been used or is using by other consumers will also affect the intention to purchase or not to (Witt, 1969). Besides, according to Testa, Iraldo, Vaccari, & Ferrari (2015), attitudes contribute to a consumer's behavioural model and will affect his or her choices in the purchase intention. According to Ajzen (1991), when consumers show a favourable attitude towards a certain behaviour or attitude, the purchase intention of the consumer will increase accordingly.

Chung & Kim (2011) have stated that Theory of Planned Behaviour (TPB) is given to clarify the origin of individual's purchase intention towards natural personal care products. Besides, Irianto (2015) also stated that many studies regarding to green products have followed TPB for exploring consumer attitude, intention and the actual buying behaviour towards the green products. TPB is also regarding as a highly powerful model to have an explanation on the environmentally friendly behaviour or the environmentally-sustainable products (Zhang, Chen, Wu, Zhang, & Song, 2018). Hence, purchase intention can be determined through attitudes, behaviour and subjective norms. In addition, intention might be influence by other people differences and characteristics variables to make decision to use or will likely to purchase natural personal care products as a choice of attributes.

Purchase intention was also called the willingness to buy. According to Rizwan, Qayyum, Qadeer, & Javed (2014), the meaning of purchase intention is the possibility of a consumer who wants to purchase a product. In many studies, purchase intention will have a positive influence on attitudes, subjective norms and behaviour as proven by many researchers (Maichum, Parichatnon, & Peng, 2016). Hence, it is adopted as dependent variable in predicting the actual consume of natural personal care product.

### **2.1.2 Environmental Consciousness**

According to Ariffin, Yusof, Putit, & Shah (2016), when an individual has a degree of apprehension, credibility and attitude towards the environment. The revised research done by Peattie (2001), role of environmental consciousness on consumer purchasing intention is becoming clear on the consumption of guiding people to make buying decisions that are eco-friendlier. According to Bagher, Salati, & Ghaffari (2018), environmental consciousness has gain special importance in purchasing decisions made by

consumers. Therefore, environmental concerns had played a key role in determining the intention of consumer to purchase natural or organic products (Yadav & Pathak, Intention to purchase organic food among young consumers: Evidences from a developing nation., 2015). Among to the research by Abdul-Muhmin (2007), environmental activities that through purchasing environmentally friendly products are having a broad acceptance among researchers.

Meanwhile, environmental consciousness becoming one of the factors affecting the users' purchase intentions towards the natural personal care products. Hence, to improve the environment people who are environmentally conscious are willing to change their purchasing behaviours (Handayani & Prayogo, 2017). Then, in the previous study done by Prothero & Mcdonagh (1992), in order to face the consumers' increasing concerns regarding harmful destruction to environment or chemical reactions and products which contains the ingredients that is tested on animal. The cosmetics and toiletries industry have developed natural products which had been produced without using pesticides, synthetic chemicals, or the animal testing because consumers are very aware and concern of the destruction of their surrounding environment and it will lead them to demand products which are less damaging to the environment (Chen, 2009).

Specifically, as according to Roberts and Bacon (1997); Straughan and Roberts (1999); Chan (2001); Paladino (2005), Mostafa (2007); Essoussi and Zahaf (2008); Ishaswini and Datta (2011) as proposed by Maria (2011), that consumers with higher level of environmental concern will be more likely to engage in environmentally friendly behaviour and exerts a strong influence on consumers' purchase intention towards natural personal care products. As reported by Chen (2001), along with the finding, the significant factor of consumer behaviour in respect to purchase natural personal care products is the environmental awareness (Paladino & Angela, 2005). Similarity, according to Chung & Kim (2011) study, found that environmental consciousness is an important factor predicting consumer'

purchase intention toward the natural products. Nevertheless, many studies were done on the relationship of environmental consciousness and natural products consumption (Salleh, Ali, Harun, Jalil, & Shaharudin, 2010) and it also implied that consumer's environmental consciousness acts as one of the factors that can positive influence intention toward purchasing natural personal care products. Therefore, hypothesis is proposed as follows:

***H<sub>1</sub>: There is a significant relationship between environmental consciousness and consumer purchase intention towards multinational natural personal care products.***

### **2.1.3 Subjective Norms**

Subjective norm is a function of normative belief and normative norm has a relationship to intention (Bishop & Barber, 2015). Besides, to see one will perform or not, subjective norms can be one's perceptions or thought about others' expectations of certain behaviours (Noor'ain, Yunus, Som, & Majid, 2018). According to Wong (2015), subjective norm consists of two types which are injunctive norm and descriptive norm. Injunctive norm concerns the understanding of how other people want you to behave. However, based on the research done by (Manning, 2009), descriptive norm is understanding by how other people's behaviour influences your own. Besides, according to the revised research done by (Mark, 2011), subjective norm had a stronger relationship on affect consumer behaviour to purchase intention on natural personal care products than injunctive norm.

According to Chung & Kim (2011), subjective norm reflects one's perceived social pressure to perform on a certain behaviour. As subjective norm is the major driver of human behaviour and will affect the consumer decision making (Yunus M. , et al., 2019). Hence, if the consumers believe that others think positively to the natural personal care product is important to them and thus, the end users will concentrate to consume these products.

On the other hand, subjective norm is influenced by beliefs (Liu, Brock, Shi, & Chu, 2013) and it will reflect a person's perceived social pressure when performing behaviour (Chung & Kim, 2011). If consumers believe that people who are important to them have negative opinions towards the natural personal skin care products, then the consumers will have less intention to purchase natural personal skin care products. However, consumer will be influence and increasing his or her intention to purchase, when he or she thinks that other people having positive attitude towards the products (Chung & Kim, 2011).

In the context of behavioural in related to the skin management, stated that a subjective norm has a significant effect on the behavioural intention (Hillhouse, Turrisi, & Kastner, 2000). Wong (2015) also mentioned that the subjective norms had a stronger relationship as if the behaviour was more socially motivated. Besides, at the previous studies done by Chen (2007); Sparks & Shepherd (1992), the effect of subjective norm supported the purchase intention on the organic foods. In a research into the intention to purchase natural or organic products among the consumers, Yadav and Pathak (2015) found that subjective norms have affects positively on the consumer purchase intention towards natural or organic products. Therefore, according to (Bamberg, 2003), assumed that subjective norm may strongly influence purchase intention for natural personal care products. Therefore, hypothesis is proposed as follows:

***H<sub>2</sub>: There is a significant relationship between subjective norms and consumer purchase intention towards multinational natural personal care products.***

#### **2.1.4 Past Experiences**

A consumer experience is described as multi-facet concept (Nasermoadeli, Ling, & Maghnati, 2013). The definition of experience is provided by Collins English Dictionary where a person has undertaken a given incident, feeling and so forth. Moreover, Zeng (2009) has stated that the “past experiences can be used to test the sufficiency of any model” as it is explained by Ajzen (1991), which just defined this behaviour is given to control certain of the omitted variables at least, and thus a primarily methodological is to consist of past experience as a consumer-oriented variable for the desirable. To sum up, consumer experience is part of consumer behaviour which would impact the intention to purchase the multinational personal care products, as the unconscious way of learning and the formulation of related attitudes are provided by the past experiences itself (Lin, Yang, Hanifah, & Iqbal, 2018).

Besides, the consumer experience with green products are related to consumers’ interest to gain understanding regarding environmental attribute of green products such as products ingredients, impact of products on the environment, product functionality and so forth (Kumar & Ghodeswar, 2015). Therefore, there are various researchers had claimed that the reflection of past behaviours of the consumers able to contribute a better prediction of behavioural intentions which is derived from the assumption of the learning results from the consumers’ behaviours (Chung & Kim, 2011).

Moreover, Matic & Puh (2016) stated that there are certain similarities in consumer buying behaviour among organic food and natural personal care products due to the natural products are considered as a healthy lifestyle promotion. Furthermore, the past experiences of consumers with the green products could be important to construct a perception of unique product as it would guide to an intention of future buying as according to the research on green purchasing behaviour (Kim & Chung, 2009). Besides,

Nasermoadeli, Ling, & Maghnati (2013) has explained that the consumer experience will affect the customers' preferences which it will then affect the consumer purchase decision and thus, it can be concluded that there is a higher chances of consumer purchase intention towards the products and services as if there is an increase in the customer shopping experience. Besides, Lin & Lin (2015) has explained that as the consumers benefit the experience from their buying decisions, the experience will influence their lifestyle through consumers' needs and attitudes. In consecutively, Ateke & Didia (2018); Lin, Yang, Hanifah, & Iqbal (2018) has found that the consumers' attitudes and perceptions towards products is influenced by the past experiences. The knowledge and previous experience on green products of the consumers will stimulate themselves to purchase the green products in future (Rahman & Hulten, 2013). Thus, the following hypothesis is proposed:

***H<sub>3</sub>: There is a significant relationship between past experiences and consumer purchase intention towards multinational natural personal care products.***

### **2.1.5 Health Consciousness**

Based on World Health Organization (1948), it has generally defined the health is "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity" (Svalastog, Donev, Kristoffersen, & Gajović, 2017). While in terms of health consciousness, Ahmad, Omar, & Hassan, (2016) has stated it refers to the behavioural act of consumer corresponding to health actions. Health consciousness also can be defined as the awareness of consumer in changing their attitude to prevent from diseases and improve the status of health (Hapuarachchi, 2016). Also, the health consciousness is one of the consumer values that possibly will influence the consumer purchase intention towards organic skin and hair care products (Chung & Kim, 2011). According to Kim & Chung (2009)

has expected that the end users who have this principle will indicate the behaviours in respect to the organic products due to it viewed as a healthy lifestyle promotion, there should be some correlation in consumer purchase behaviours between organic foods and organic personal care products.

Furthermore, a health-conscious consumer is generally defined by Kraft & Goodell (1993) as “individuals who lead a “wellness-oriented” lifestyle is concerned with nutrition, fitness, stress and their environment”. For instance, the health-conscious consumers are more likely to pay attention to their health and safety which these factors will lead to have a high measurement on the product ingredients before deciding to make any consumption on the products as compared to those who have a low level of health consciousness (Ahmad, Omar, & Hassan, 2016). The result is given to that consumers are now buying organic foods also contribute a good health for themselves (Hossain & Lim, 2016). Whereas, the results that indicated the consumers’ natural beauty products attitudes and shopping behavioural patterns are influenced by health consciousness (Matić & Puh, 2016). Then, Ghazali, Soon, Mutum, & Nguyen (2017) has found that past research in France which the use of men grooming products such as the process of reduce ageing and the healthy maintenance were the factors that drive to the consumption of personal care products.

Besides, there is a positive attitude towards buying natural products (Ghazali, Soon, Mutum, & Nguyen, 2017) as the consumers are seeing them as safer to use and it also provides health benefits (Chen, 2009). Thus, the consumer is likely to look for the personal care products which contain less chemicals or are chemical-free personal care products (Wier, Jensen, Andersen, & Millock, 2008; Chung & Kim, 2011). The hypothesis is proposed as follows:

***H<sub>4</sub>: There is a significant relationship between health consciousness and consumer purchase intention towards multinational natural personal care products.***



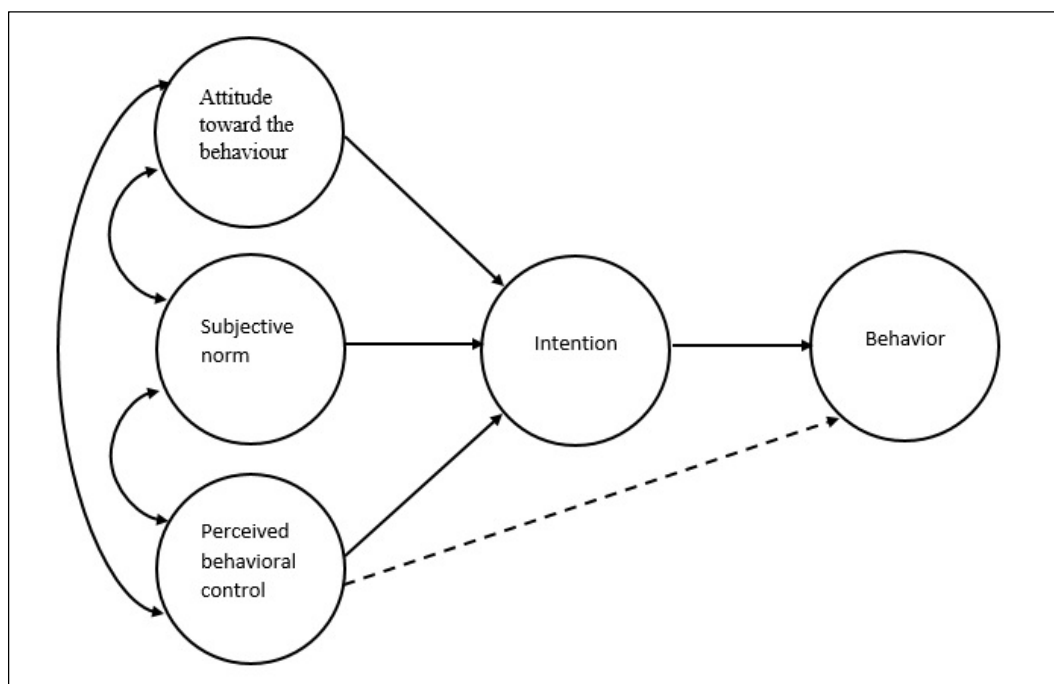
## **2.2 Review of Relevant Theoretical Models**

There are sorts of studies have been carried out to determine the consumer purchase intention.

### **2.2.1 Theory of Planned Behaviour (TPB)**

There are variety of frameworks have been constructed by the researchers to understand the purchase intention of an individual in various aspects. In this research, theory of planned behaviour (TPB) has been applied to study the consumer intention to purchase multinational natural personal care products. According to Kim & Chung (2009) has stated that the TPB has been adopted broadly to identify with the significant factors of human behavioural intention. Yadav & Pathak (2017) also stated that the consideration of most useful framework which clarify the human behaviour in the broad range of fields is the TPB. Hence, the original framework of the TPB is illustrated as in Figure 2.2.1.

Figure 2.2.1: Theory of Planned Behaviour



Adapted from: Ajzen, I. (1991, December). The Theory of Planned Behavior. (S.D. Elsevier, Ed.) *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.

The TPB is an extension ideal of the theory of reasoned action (TRA) which only deals with the behaviour that people have under volitional control (Ajzen, 1991; Tarkiainen & Sundqvist, 2005; Kim and Chung, 2009; Holst & Iversen, 2011). According to Joshi & Rahman (2015) have found that the two main aspects that determine the individual behaviour are individual attitude and social norms which underlies in the TRA, whereas, a perceived behavioural control is added as one more factor of individual behaviour that underlie in the TPB. A consumer intention is the intention of an individual behaviour to perform in a several ways (Ajzen, 1991; Kim and Chung, 2009). Thus, the general rule for the intention is as it is stronger in engaging a behaviour, the more likely would be performing the behaviour (Ajzen, 1991).

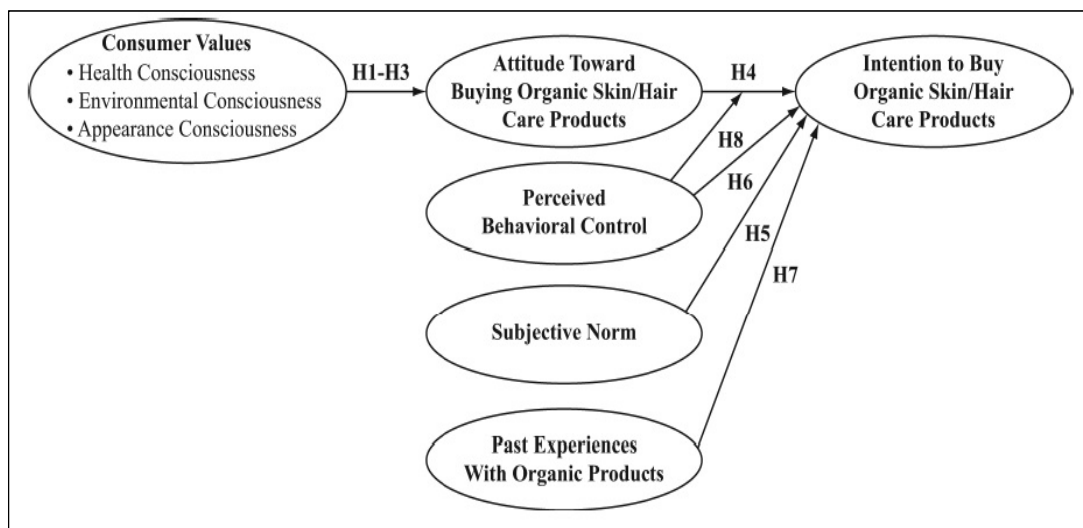
Various of behavioural intention performance can be anticipated with high accuracy which starting with attitudes in respect to the behaviour, subjective norms, perceived behavioural control (Ajzen, 1991). Followed by the explanation of Kaur, Osman, & Maziha (2014) that Ajzen (1991) has assumed three conceptually independent factors of behavioural intention such as attitude, subjective norm and perceived behavioural control in TPB. Hence, there are several studies have been applied TPB in measuring purchase intention, specifically on organic food purchase (Liobikienė, Mandravickaitė, & Bernatoniene, 2016). However, other relevant research studies such as consumer intention on organic personal care products (Kim & Chung, 2009), intentions to purchase environmentally friendly products (Tarkiainen & Sundqvist, 2005) and behaviour of Halal cosmetic products (Kaur, Osman, & Maziha, 2014) which are closest to the personal care product category that corresponds to the probability of the model of the TPB.

Conclusion, TPB has been used in previous studies of predicting green purchasing behaviours and the theories have been empirically tested for robustness (Kim & Chung, 2009; Kaur, Osman, & Maziha, 2014).

Nonetheless, there is limitation in this study of multinational natural personal care products and thus, the TPB is adopted to explain the determinants of consumer intention to purchase multinational natural personal care products and to fill up the research and knowledge gaps.

## 2.2.2 Review of Relevant Theoretical Models

Figure 2.2.2: Relevant Theoretical Models



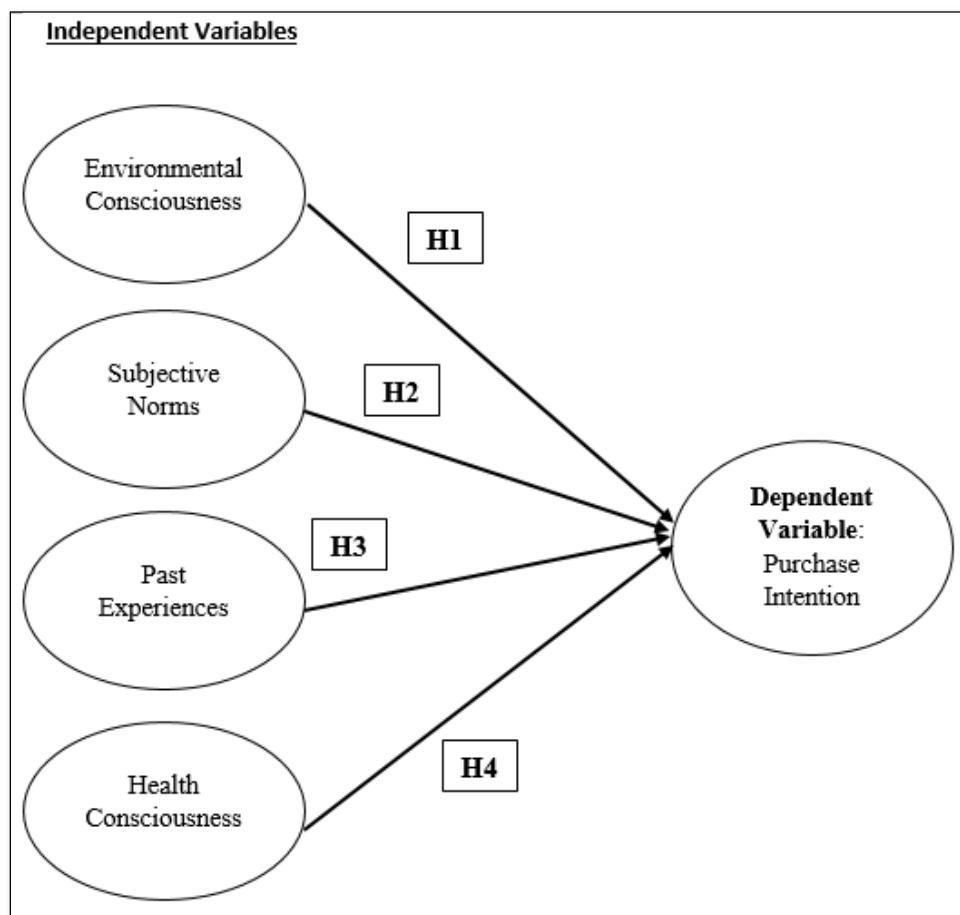
Adapted from: Chung, J.-E., & Kim, H. Y. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40-47.

Where intention to buy organic hair care or skin care products is the inflows of intention to purchase multinational natural personal care products. The researcher applies health consciousness as customers concerned about their enthusiasm of well-being and putting an effort to maintain a healthy lifestyle (Newsom, McFarland, Kaplan, Huguet, & Zani, 2005). Moreover, the researcher has used environment consciousness as guiding people to make greener purchase decisions (Peattie, 2001). Besides, people who are involved in apparel and makeup to demonstrate their public perceptions are leading to appearance consciousness. In addition, personal evaluations on

favourable and unfavourable to perform the behaviour is referring to the attitude of the consumers toward the behaviour. Subjective norms have reflected how a person perceived social pressure to perform a certain behaviour and the degree of control of an individual perceives through performing the behaviour is perceived behavioural control (Chen M. , 2007; Kang et al., 2006). Lastly, the researcher also used past experiences to construct a unique product awareness which will lead to an intention to purchase in future.

## 2.3 Proposed Theoretical or Conceptual Framework

Figure 2.3: Proposed Conceptual Framework



Source: Developed from the research.

This figure above presents as a conceptual framework which is used and combined from TPB model to study the relationship between dependent variables and independent variables in this research.

## **2.4 Conclusion**

This chapter had discussed overall literature review on study of the dependent and independent variables. From the significant study, theoretical models and conceptual models were formulated based on the literature reviews. Then, Chapter 3 will focus on methodology of the research.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.0 Introduction**

This chapter will be covered various types of methods that have been applied in our study such as research design, methods of collecting data, sampling data, design instrumental, way of constructing a measurement for our research, data analysis, as well as data processing.

### **3.1 Research Design**

A research design is a framework that enables the researchers to ensure the evidences that they obtained to conduct the project of marketing research. It illustrates the necessarily processes to acquire the information that is needed to construct or interpret the problems of marketing research (Malhotra & Peterson, 2006). Hence, this research has adopted quantitative, causal and descriptive conceptual.

#### **3.1.1 Quantitative Research**

Quantitative research is collection and analyse structured data and is represented in numerically (Goertzen, 2017). This research is to states and verify the causal relation between the variables. It was used to identify the impact of environment consciousness, subjective norms, past experiences and health consciousness on consumer purchase intention towards multinational natural personal care products in Klang Valley. Through this research, it able to show which of the independent variables have the most significant impact towards consumer purchase intention towards multinational natural personal care products.

### **3.1.2 Causal Research**

Causal research is to investigate the relationship between each independent variable environment consciousness, subjective norms, past experiences and health consciousness and dependent variable.

### **3.1.3 Descriptive Research**

Descriptive research was selected for this research. In Section A of questionnaire, demographic profiles had use to describe a population with respect to important variable. The characteristics of a certain population such as their background and personal information are included in the descriptive study (Zikmund W. , 2003) to interpret the groups of individuals or organizations in general.

## **3.2 Data Collection**

There are two sources will be conducted in our study such as primary data and secondary data. A collection of primary data has been established in our study by gathering the first-hand information which are relevant to the research (Hutt, 1992). Whereas, the secondary data is the information that obtained by someone other than the user.

### **3.2.1 Primary Data**

In this study, primary data is the data is the raw information getting from the first-hand sources that collected by researcher. The reason collecting primary data is to get related information that required by the research objectives. Besides, collecting primary data is useful in identifying the information of the factors which will influence consumer purchase intention

towards multinational natural personal care products. Hence, in this research by collecting primary data, survey questionnaires have been distributed as it is simple and convenience yet reliable.

### **3.2.2 Secondary Data**

The secondary data are those data which collected and analysed by previous researchers. The source of secondary data included journals, articles, internet and e-books. Hence, compared to primary data, researchers can obtain the secondary data in an easier and inexpensive method. In this research is use the secondary data such as the variables and questionnaires from the previous researches which the researchers have been done the research.

## **3.3 Sampling Design**

### **3.3.1 Target Population**

The target population is the Generation Y who aged between 24-38 years old (Kasasa, 2018). In this study, Generation Y is chosen because they have higher purchasing power compared to other generations such as Baby Boomers who getting closer to their retirement and children who have not start to work and having low purchasing power (Farris, Chong, & Dunning, 2002). Targeting people who have higher purchasing power will improve the reliability of the results obtained.



### **3.3.2 Sampling Location**

To simplify the collection of data, survey questionnaires are distributed through online method and target population of 200 respondents will be reached in the multinational personal care products stores in Klang Valley such as The Body Shop, Amway, Fawn Beauty Co., Mayura Apothecary and so forth. These multinational personal care products stores are selected based on the crowd in the stores and the location's ease availability as convenience sampling technique is used. The sampling location is restricted to Klang Valley multinational personal care products stores and respondents will provide their responses through the same medium.

### **3.3.3 Sampling Frame and Element**

There is no appropriate sampling frame in this research. As according to Zikmund, Babin, Carr, & Griffin (2010), a sampling frame is a list of working population that has been choose as a sample to represent the entire population. The respondents who are participating in the questionnaire are the sampling elements of this research. The sampling elements for this study include all generation Y who aged between 24 to 38 years old. Since the objective of the research is to examine the factor influencing consumer purchase intention towards multinational natural personal care products and hence, consumer who had experience on purchase multinational personal care products or heard before and have ideas on it will be qualified as the potential respondents.

### **3.3.4 Sampling Technique**

Based on the previous studies done by (Griffin, et al., 2009), probability and non-probability tests are the two commonly used sampling methods.

In this research, convenience sampling is used as it is inexpensive, does not take too much time and can be done without a large population. It is easier to be carried out as every available person in the study target population is selected for the study until the required sample size is achieved (Omair, 2014).

### **3.3.5 Sampling Size**

According to Roscoe (1975), the following rules of thumb are proposed to determine sample size which the sample sizes that larger than 30 and less than 500 are appropriate for most of the researches. According to Thompson (2004), suggests that at least 200 respondents must be sampled in order to attain a stable solution through factor analysis. Hence, to be on the safe side, in this research a total of 200 respondents will participate.

## **3.4 Research Instrument**

Self-administered questionnaire is employed in the research study. The process is done in the form of Internet-mediated questionnaire which is through google form and delivery and collection method. The respondents will answer it based on electronically or is delivered face to face and collected afterwards (Saunders, Lewis, & Thornhill, 2009). Hence, the chances for biasness, such as respondents' leaning to please the interviewer or researcher are reduced in this method.

### **3.4.1 Questionnaire Design**

A straightforward and understandable structured questionnaire was developed for this study. A brief introduction of the research and about multinational natural personal care products is explained at the cover page

of the survey questionnaire. In addition, the survey questionnaire consists of two (2) sections which are Section A and B.

Section A are the general questions regarding multinational personal care products. Next, demographic information regarding the respondents are collected in this section, which normally includes the gender and income level of the respondents.

However, Section B consists of the core questions asked that will be used to analyse the significance of each independent variables with dependent variable relationship. Construct measurements are recorded through a 5-Point Likert scale, respondents are required to select an appropriate rank among the five options.

Table 3.4.1: Summary of Measures

<b>Variables</b>	<b>Number of Items</b>	<b>Measurement Scale</b>
<b>Environment Consciousness</b>	4	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
<b>Subjective Norms</b>	4	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
<b>Past Experiences</b>	4	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
<b>Health Consciousness</b>	4	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
<b>Purchase Intention</b>	4	5-Point Likert Scale (1=Strongly Disagree to 5= Strongly Agree)

Source: Developed for the research.

### **3.4.2 Pilot Test**

According to Hassan, Schattner, & Mazza (2006), pilot test is an important stage in a research project to identify potential problem areas and inadequate in the research instruments. Reason conducted pilot test is to improve the questionnaire so that validity and reliability of the data will be gathered. Besides, it can help to check some problems such as grammar mistakes, typo, errors and so on.

In this research, 20 sets of questionnaires were distributed to the selected respondents. According to Region (2010), it is sufficient to do between 20 and 30 interviews to get a good evaluation of the questions. The researchers able to refine the mistakes and error in the questionnaire according to the feedback collected from the respondents.

A reliability test was tested by using Statistical Package for Social Science (SPSS). Cronbach's Alpha was conducted of the pilot test and the results are shown in below.

Table 3.4.2: Pilot Testing Results

<b>Constructs</b>	<b>Number of items</b>	<b>Cronbach's Alpha</b>
<b>Environment Consciousness</b>	4	0.874
<b>Subjective Norms</b>	4	0.763
<b>Past Experiences</b>	4	0.921
<b>Health Consciousness</b>	4	0.874
<b>Purchase Intention</b>	4	0.879

Source: Developed for the research.

## **3.5 Construct Measurement**

### **3.5.1 Origin of Construct**

Table 3.5.1 Origin of Construct

<b>Construct</b>	<b>Sources</b>
<b>Purchase Intention</b>	<ul style="list-style-type: none"><li>• Maria (2011)</li><li>• Chin, Jiang, Ilma, Satria, &amp; Bustanul (2018)</li></ul>
<b>Environmental Consciousness</b>	<ul style="list-style-type: none"><li>• Maria (2011)</li><li>• Chin, Jiang, Ilma, Satria, &amp; Bustanul (2018)</li></ul>
<b>Subjective Norms</b>	<ul style="list-style-type: none"><li>• Maria (2011)</li><li>• Chin, Jiang, Ilma, Satria, &amp; Bustanul (2018)</li></ul>
<b>Past Experiences</b>	<ul style="list-style-type: none"><li>• Maria (2011)</li><li>• Siitan (2015)</li></ul>
<b>Health Consciousness</b>	<ul style="list-style-type: none"><li>• Siitan (2015)</li><li>• Chin, Jiang, Ilma, Satria, &amp; Bustanul (2018)</li></ul>

Source: Developed for the research.

### **3.5.2 Data Scale of Measurement**

#### **3.5.2.1 Nominal Scale**

Nominal scale is used to label and indicate the variables which do not have any quantitative value. In section A, gender of the respondents well expresses the use of nominal scale, which is classified by two categories male and female.

### **3.5.2.2 Ordinal Scale**

Ordinal scale also uses in Section A. It is used to measure information that has a sequence or ranking to it and non-numeric measurements. In this research, monthly income asked in the questionnaire is well expresses the use of ordinal scale, with the option of 'RM999 and below', 'RM1,000 - RM1,999', 'RM2,000 - RM2,999' and 'RM 3,000 and above'.

### **3.5.2.3 Likert Scale**

However, Section B has consisted of the information is used to identify the general opinion of respondents on the constructs. This section in the questionnaires that have employed 5-Point Likert scale. An ordinal scale ranging from 1 to 5 being Strongly Disagree to Strongly Agree is engaged to understand the extent to which the respondent agrees with the items asked.

## **3.6 Data Processing**

Data processing is the description of data preparation which has involved response checking, editing, coding, transcribing and cleaning to ensure the reliability and accuracy for this entire research. Before the data processing takes place to validate the data, the researchers must make sure that all the survey questionnaires have been filled up by the respondents completely.

### **3.6.1 Data Checking**

Questionnaire checking and identifying process takes place to know whether there is any error in the questionnaire such as the question flow, content, grammar and so on. It is to ensure the quality level of the data of the research is assured and the questions been asked are understand by the respondents.

### **3.6.2 Data Editing**

Data editing will be made once found any mistake before the data become information that assumed to be true. Then, the data which collected from the respondents will be removed if the answer is incomplete. Besides, data editing helps to maintain the standard of the research by minimize the error happen.

### **3.6.3 Data Coding**

In data coding, the data should be standardized and numerically converted. A series number for categorized all categories in the questionnaires will be assigned. For example, in questionnaire Section A of this study, male can be coded as 1 while female as 2. Besides Section B, from the strongly disagree to strongly agree can be coded as 1 to 5 to show their degree of agreement to the statement.

### **3.6.4 Data Transcription**

The purpose of having data transcription is to run the data by using SPSS software. After the data has been transferred into SPSS software, it will run the data and generate a reliable result.

### **3.6.5 Data Cleaning**

It is to verify the data and input accuracy from the questionnaire to SPSS software. Besides, inconsistencies of the data will minimize the accuracy. Therefore, in this study, data cleaning is a must in order to make extensive checking and sustain the quality of the data which collected.

## **3.7 Data Analysis**

Described and illustrated, condensed and recapped and finally evaluated by applying statistical or logical techniques systematically is the process of data in data analysis. An improper statistical analysis will cause readers misunderstood. Hence, SPSS is used to test the reliability of data collected, significant of data, descriptive analysis and other accuracy of measurement of data.

### **3.7.1 Descriptive Analysis**

Descriptive analysis is transforming the raw data into the way that the researchers can easily understand and evaluate. In addition, descriptive analysis also provides the descriptive information about the studied population. Moreover, it includes the frequency distribution, measures of central tendency (mean, mode and median), and measures of dispersion (range, variance and standard deviation).

### **3.7.2 Scale Measurement**

Scale measurement is used to examine the reliability and validity of the questionnaire. In this research, the reliability test has been conducted through SPSS.

#### **3.7.2.1 Reliability Test**

The reliability test is a measurement that indicates the construct of stability and consistency of the research. Besides, researchers use Cronbach's Alpha which the higher the coefficient value, the more consistent and reliable of the variable.



Table 3.7.2.1: Range of Cronbach's Alpha Value

<b>Coefficient Range</b>	<b>Strength of Association</b>
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

Source: Hair, J., Babin, B., Money, A. H., & Samouel, P. (2003). *Essential of business research methods*. United States, Leyh Publishing.

### **3.7.3 Inferential Analysis**

Inferential analysis is used to determine whether the hypothesis is substantiated in this research by measuring the relationship between the variables.

#### **3.7.3.1 Multiple Regression Analysis**

Multiple regression analysis is a strategy used to analyse the linear relationship between a dependent variable and multiple independent variables. Besides that, it helps researchers to determine whether there is existence relationship between the dependent variable and the four independent variables.

In addition, multiple regression analysis is appropriate to be used given that all dependent variable and independent variables can be measured by using

same scale. Besides, the results of ANOVA test and coefficient value will also be carried out in the end of the analysis test.

The formula of multiple regression analysis:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

Whereby,

Y= Dependent variable

a= Constant

$\beta_i$ = Coefficient associated with the independent variables

$X_i$ = Independent variables

Equation:

$$YPI = b_1 EC + b_2 SN + b_3 PE + b_4 HC$$

Whereby:

PI= Purchase Intention

EC= Environment Consciousness

SN= Subjective Norms

PE= Past Experiences

HC= Health Consciousness

### **3.8 Conclusion**

In a nutshell, this chapter consists of overview of the research methodology. Total 200 sets of questionnaires will be distributed to the target respondents and all the collected data will be entered in the SPSS software for data analysis and interpretation. In Chapter 4, the statistical results of the collected data will be further discussed.

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

SPSS software will be adopted in the research to test all the collected data and concluded all the results. The collected data will be further analysed and explained in this chapter such as demographic profile and general information of respondents in a form of table and graphs with percentage. Besides, the result of reliability tests and each independent and dependent variable in the Multiple Regression analysis and hypothesis testing will be focusing in this chapter.

### **4.1 Descriptive Analysis**

#### **4.1.1 Respondents' Demographic Profile**

There are total six (6) questions involved in this section which are age, gender, education, employment status, income and the states.

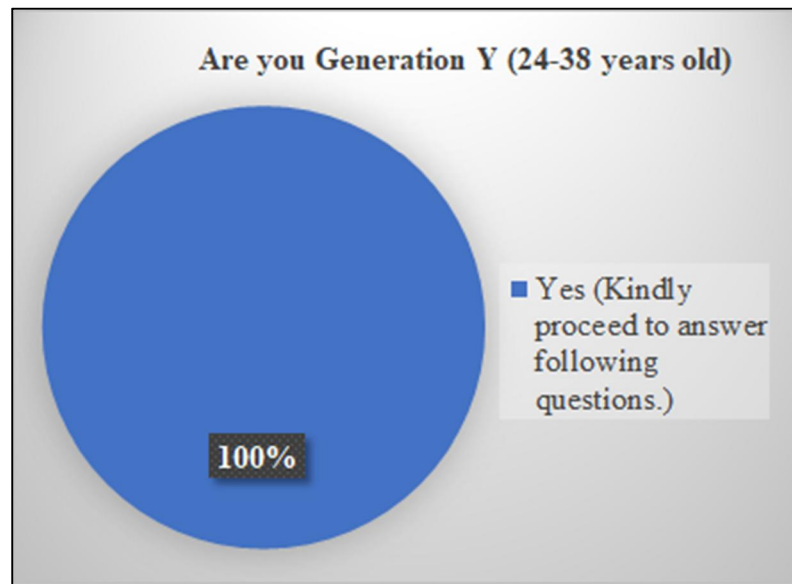
##### **4.1.1.1 Age**

Table 4.1.1.1: Result of Respondent Based on Age (Gen Y)

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	200	100	100	100
Total	200	100	100	

Source: Developed for the research.

**Figure 4.1.1.1: Percentage of Respondent Based on Age (Gen Y)**



Source: Developed from the research.

Total 200 respondents participated to answer the questionnaire. According to Table and Figure 4.1.1.1, 200 of the respondents (100%) are Generation Y, which is between 24-38 years old. Majority of the respondents are from Klang Valley area.

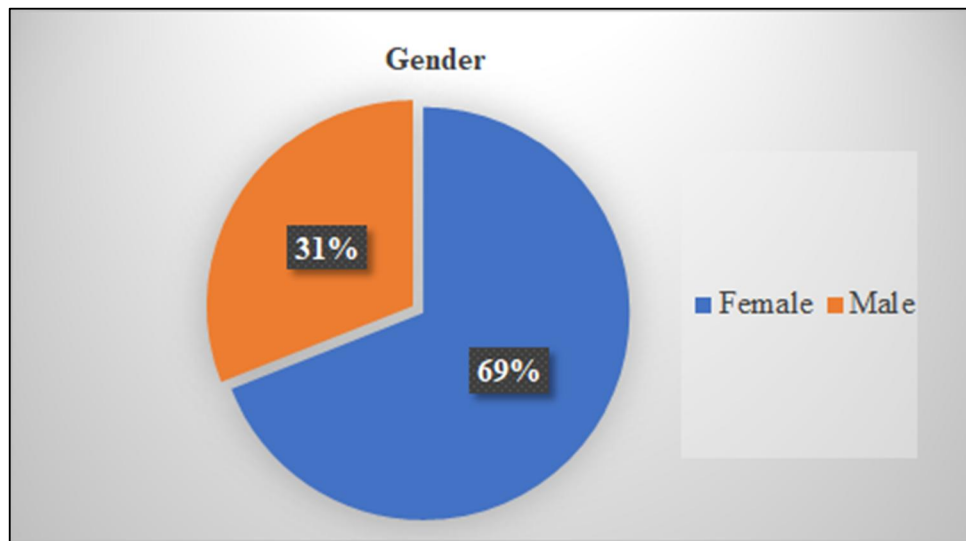
#### **4.1.1.2 Gender**

**Table 4.1.1.2: Result of Respondent Based on Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	138	69	69	69
Male	62	31	31	100
Total	200	100	100	

Source: Developed from the research.

**Figure 4.1.1.2: Percentage of Respondent Based on Gender**



Source: Developed from the research.

According to the Table and Figure 4.1.1.2 above, total 200 respondents participated to answer the questionnaire. Majority of the respondents are female which 138 at 69%. However, the remaining 31% which are 62 respondents are from the male respondents in Klang Valley.

#### **4.1.1.3 Highest Educational Qualification**

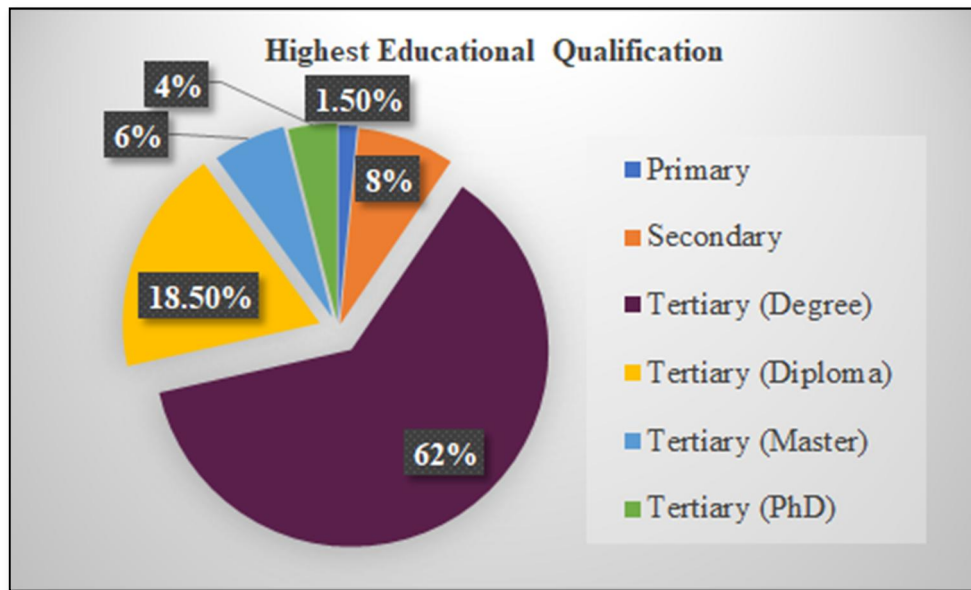
Table 4.1.1.3: Result of Respondents' Highest Educational Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	3	1.5	1.5	1.5
Secondary	16	8.0	8.0	9.5
Tertiary (Degree)	124	62.0	62.0	71.5
Tertiary (Diploma)	37	18.5	18.5	90.0
Tertiary (Master)	12	6.0	6.0	96.0

Tertiary (PhD)	8	4.0	4.0	100
Total	200	100	100	

Source: Developed from the research.

Figure 4.1.1.3: Percentage of Respondents' Highest Educational Qualification



Source: Developed from the research.

Based on the Table and Figure 4.1.1.3, majority of the respondents' highest educational qualification are in Tertiary (Degree) which consist of 124 respondents (62%). Following by Tertiary (Diploma) with 37 respondents (18.5%) and 16 respondents (8%) for secondary. Continue with Tertiary (Master) which consist of 12 respondents (6%) and 8 of the respondents (4%) for Tertiary (PhD). Lastly, only 3 respondents' (1.5%) highest educational qualification are in primary.

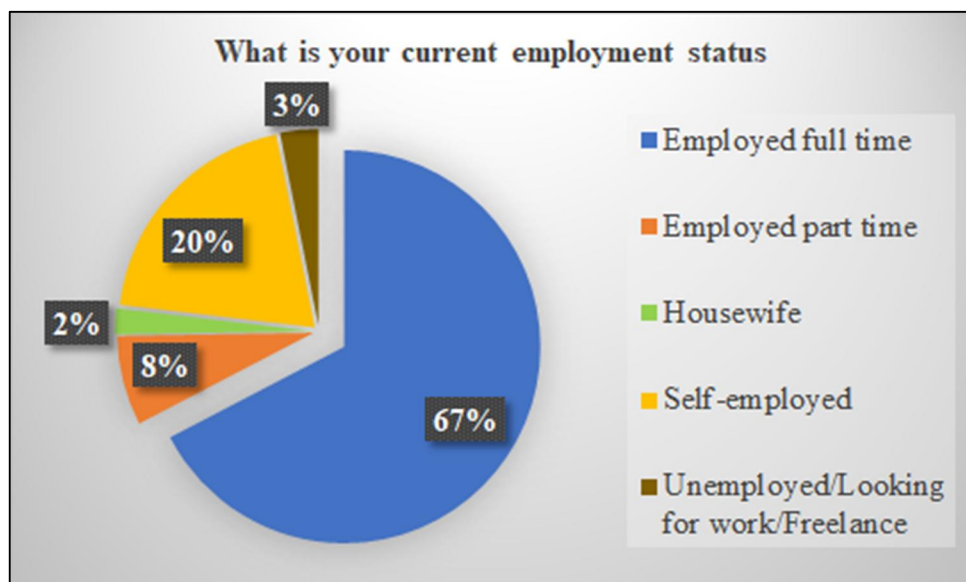
#### 4.1.1.4 Current Employment Status

Table 4.1.1.4: Result of Respondents' Current Employment Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed full time	128	64.0	64.0	64.0
Employed part time	14	7.0	7.0	71.0
Housewife	4	2.0	2.0	73.0
Self-employed	10	5.0	5.0	78.0
Student	38	19.0	19.0	97.0
Unemployed/Looking for work/Freelance	6	3.0	3.0	100
Total	200	100	100	

Source: Developed from the research.

Figure 4.1.1.4: Percentage of Respondents' Current Employment Status



Source: Developed from the research.

According to the Table and Figure 4.1.1.4 above, 128 of the respondents (64%) are employed full time. However, 38 of them (19%) are still studying which are student. The following is employed part time which have 14 respondents (7%) and 10 of them (5%) are self-employed. Besides, from them graph we can see that 6 respondents (3%) are looking for job/unemployed or freelance. The lowest participation in this survey are the housewife which only have 4 respondents (2%).

#### **4.1.1.5 Income Level**

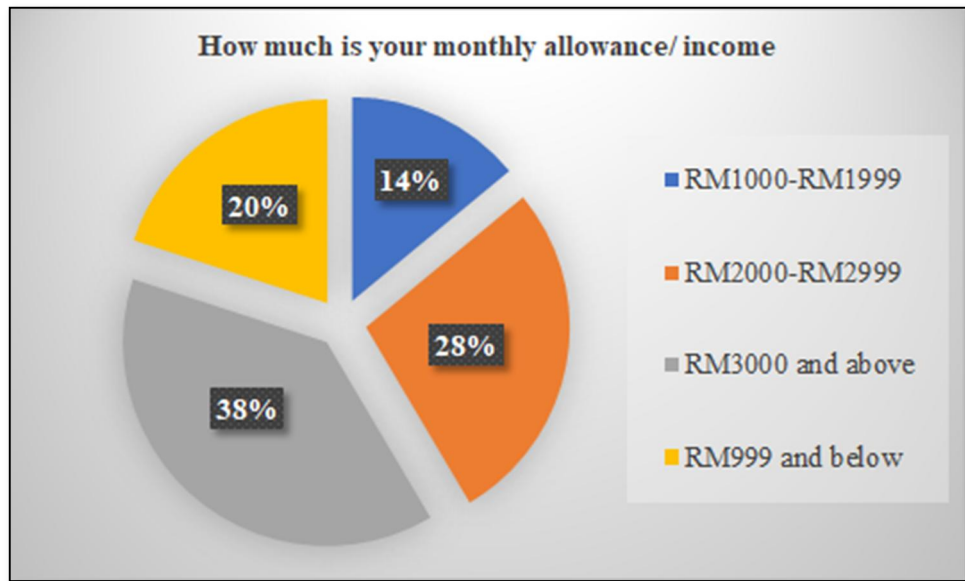
Table 4.1.1.5: Result of Respondents' Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
RM1,000-RM1,999	28	14.0	14.0	14.0
RM2,000-RM2,999	55	27.5	27.5	41.5
RM3,000 and above	77	38.5	38.5	80.0
RM 999 and below	40	20.0	20.0	100
Total	200	100	100	

Source: Developed from the research.



**Figure 4.1.1.5: Percentage of Respondents' Income Level**



Source: Developed from the research.

Based on the Table and Figure 4.1.1.5, majority of the respondents are earning RM 3,000 and above which consist of 77 (38.5%) respondents. Following by the RM 2,000-RM 2,999 with 55 (27.5%) respondents and the minority are the RM 999 and below with only 44 (20%) respondents. Besides that, there is 28 (14%) respondents from RM 1,000-RM 1,999.

#### **4.1.1.6 Respondent's Living State**

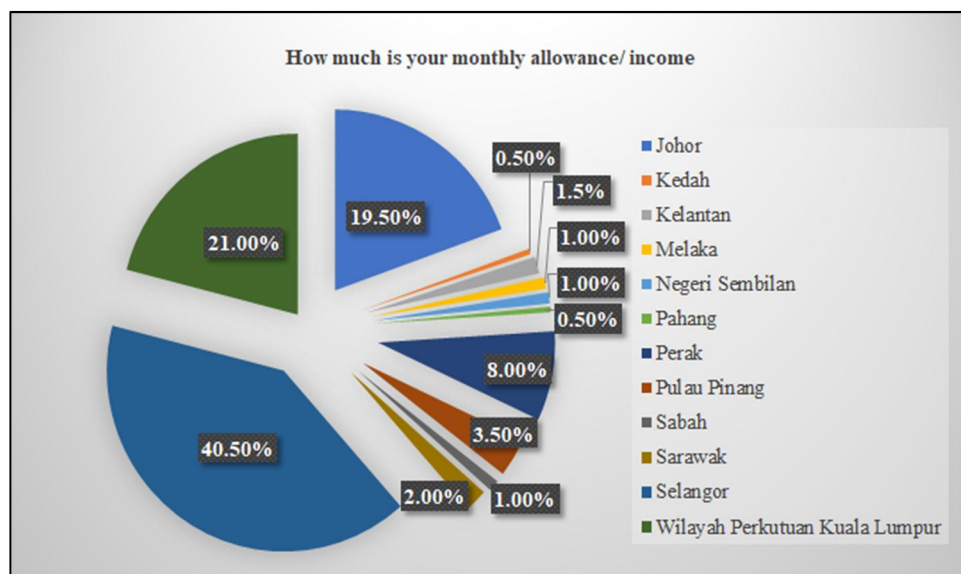
Table 4.1.1.6: Result of Respondents' Living States

	Frequency	Percent	Valid Percent	Cumulative Percent
Johor	39	19.5	19.5	19.5
Kedah	1	0.5	0.5	20.0
Kelantan	3	1.5	1.5	21.5
Melaka	2	1.0	1.0	22.5

Negeri Sembilan	2	1.0	1.0	23.5
Pahang	1	0.5	0.5	24.0
Perak	16	8.0	8.0	32.0
Pulau Pinang	7	3.5	3.5	35.5
Sabah	2	1.0	1.0	36.5
Sarawak	4	2.0	2.0	38.5
Selangor	81	40.5	40.5	79.0
Wilayah Persekutuan Kuala Lumpur	42	21.0	21.0	100
Total	200	100	100	

Source: Developed from the research.

Figure 4.1.1.6: Percentage of Respondents' Living State



Source: Developed from the research.

Based on the Table and Figure 4.1.1.6, majority of the respondent come from Selangor which consist of 81 (40.5%) respondents. Following by the respondents in Wilayah Persekutuan Kuala Lumpur 42 (21.0%) respondents and 39 of the respondents (19.5%) come from Johor. Besides that, 16 (8.0%)

respondents come from Perak and only 4 of them (2.0%) come from Sarawak. In addition, 3 of the respondents (1.5%) are from Kelantan and only minority of respondents come from Melaka, Negeri Sembilan and Sabah with only 2 respondents (1.0%). Lastly, only 1 respondent (0.5%) come from Kedah and Pahang.

#### **4.1.2 Respondents' General Information**

There are two questions covered in the general information section, the questions including have you used the multinational natural personal care products before and how frequent do you purchase the multinational natural personal care products.

##### **4.1.2.1 Have You Used the Multinational Natural Personal Care Products Before?**

Table 4.1.2.1: Statistic Result of Have You Used the Multinational Natural Personal Care Products Before?

	Frequency	Percent	Valid Percent	Cumulative Percent
No	30	15.0	15.0	15.0
Yes	170	85.0	85.0	100
Total	200	100	100	

Source: Developed from the research.

**Figure 4.1.2.1: Percentage of Have You Used the Multinational Natural Personal Care Products Before?**



Source: Developed from the research.

According to Table 4.1.2.1 and Figure 4.1.2.1, most of the respondents have used multinational natural personal care products which is the 85% among the 200 respondents. However, only 15% among the 200 respondents do not used multinational natural personal care products before.

**4.1.2.2 How Frequent Do You Purchase the Multinational Natural Personal Care Products?**

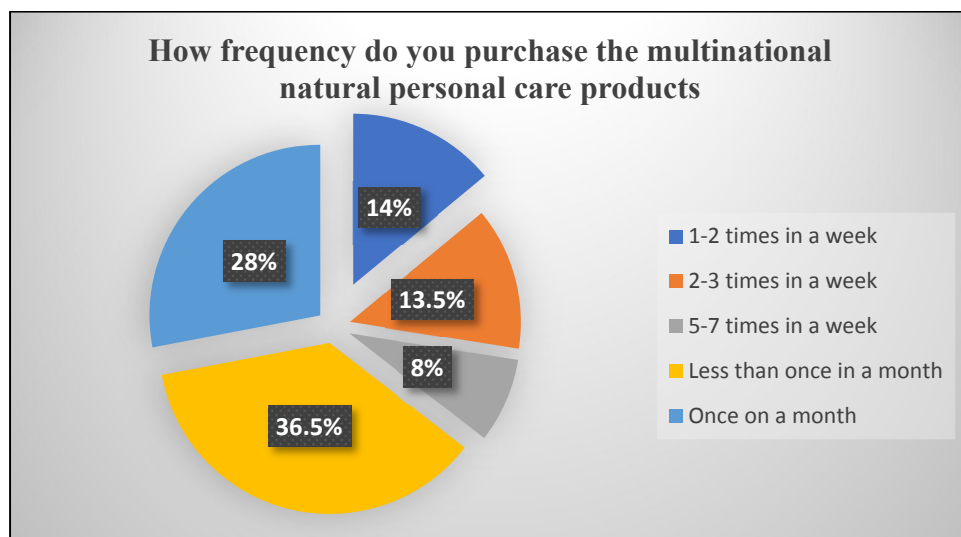
**Table 4.1.2.2: Statistic Result of How Frequent Do You Purchase Multinational Natural Personal Care Products?**

	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 times in a week	28	14.0	14.0	14.0
2-3 times in a week	27	13.5	13.5	27.5
5-7 times in a week	16	8.0	8.0	35.5

Less than once in a month	73	36.5	36.5	72.0
Once on a month	56	28.0	28.0	100
Total	200	100	100	

Source: Developed from the research.

Figure 4.1.2.2: Percentage of How Frequent Do You Purchase the Multinational Natural Personal Care Products?



Source: Developed from the research.

According to Table 4.1.2.2 and Figure 4.1.2.2, majority of the respondents with a total of 73 respondents (36.5%) purchase the multinational natural personal care products less than once in a month. Meanwhile, there are 56 respondents (28%) out of 200 respondents purchase the multinational natural personal care products once on a month. Besides, there are 28 respondents (14%) purchase the multinational natural personal care products in 1-2 times in a week. Next, there are 27 respondents (13.5%) purchase the multinational natural personal care products in 2-3 times in a week. The rest 8.0% which is 16 respondents purchase the multinational natural personal care products in 5-7 times in a week.

### 4.1.3 Central Tendencies Measurement of Conducts

The purpose of conducting the central tendency is to determine the mean score for five (5) interval scales of constructs which involve the four independent variables (Environmental Consciousness, Subjective Norms, Past Experiences and Health Consciousness and the dependent variable (Purchase Intention). The mean values for all the statements are generated through SPSS software. Besides, a 5-Point Likert scale ranging from “Strongly Disagree” to “Strongly Agree” is using as the measurement.

#### 4.1.3.1 Environmental Consciousness

Table 4.1.3.1: Central Tendencies Measurement of Constructs: Environmental Consciousness

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Mean</b>	<b>Ranking</b>
1. I am not willing to buy multinational natural personal care products which are tested on animals.	4.0	8.5	26.5	34.5	26.5	3.710	4
2. I am not willing to buy multinational natural personal care products that contain chemicals.	3.5	9.0	24	32.5	31	3.785	3
3. The earth’s resources are limited, so	0.5	2.5	11	36.5	49.5	4.320	1

environmental protection is important.							
4. Humans are severely abusing the environment.	1.0	1.0	16.5	37	44.5	4.230	2

Source: Developed from the research.

Based on the Table 4.1.3.1, it consists of four (4) statements and the mean for this independent variable which the score range between 3.710 to 4.320. According to the table, the first statement, “I am not willing to buy multinational natural personal care products which are tested on animals.”, the mean is 3.710 which ranking under the fourth position. Next, of the statement of “I am not willing to buy multinational natural personal care products that contain chemicals.”, the mean is 3.785 which ranking under the third position. Besides that, for the statement of “The earth’s resources are limited, so environmental protection is important.” show the mean ranked highest among all the four statement with a mean of 4.320. Lastly, the statement with “Humans are severely abusing the environment.” the ranked of the mean is 4.230 which is at the second place among all the four statements.

#### 4.1.3.2 Subjective Norms

Table 4.1.3.2: Central Tendencies Measurement of Constructs: Subjective Norms

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Mean</b>	<b>Ranking</b>
1. I often ask my friends about the product details or search for information in brand pages, if I have little experience with a product.	3.0	5.5	28	38.5	25	3.770	3
2. I believe in the information about the products from my friends.	1.5	6.5	36.5	42	13.5	3.595	4
3. To make sure I buy the right product or brand, I often observe what others are buying and using.	1.0	7.0	21	48	23	3.850	1
4. I prefer to purchase the products which are recommended by the dermatologists.	1.0	4.5	33	38.5	23	3.780	2

Source: Developed from the research.

According to the Table 4.1.3.2, there are also total 4 statements and the score ranges of the mean is from 3.595 to 3.850. Firstly, the first statement is “I often ask my friends about the product details or search for information in brand pages, if I have little experience with a product.”, the mean is ranking at the third which is 3.770. Next, the second statement “I believe in the



information about the products from my friends.” ranked the lowest among the four statements with a mean of 3.595. Besides, the third statement of independent variable, subjective norms is “I believe in the information about the products from my friends.” ranked the highest among the four statements with a mean of 3.850. Lastly, the statement of “I prefer to purchase the products which are recommended by the dermatologists.” with the mean of 3.780 which ranked the second highest among all the statement.

#### **4.1.3.3 Past Experiences**

Table 4.1.3.3: Central Tendencies Measurement of Constructs: Past Experiences

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Mean</b>	<b>Ranking</b>
1. The previous experiences with the product will influence my purchase intention towards multinational natural personal care products.	1.0	1.5	21.5	43	33	4.055	1
2. The previous experiences with the store will influence my purchase intention towards multinational natural personal care products.	2.0	2.0	28.5	47	20.5	3.820	4

3. The previous experiences with the brand will influence my purchase intention towards multinational natural personal care products.	1.0	2.5	21.5	51.5	23.5	3.940	2
4. The previous experiences with the sense of belonging by purchasing the same products and brands will influence my purchase intention towards multinational natural personal care products.	1.0	4.0	26.5	47	21.5	3.840	3

Source: Developed from the research.

The next independent variable is past experiences and there are total of 4 statements and according to the Table 4.1.3.3, the mean score ranges from 3.820 to 4.055. The mean for first statement “The previous experiences with the product will influence my purchase intention towards multinational natural personal care products.” ranked the highest among the four statements with a means of 4.055. Next, the second statement “The previous experiences with the store will influence my purchase intention towards multinational natural personal care products.” with the mean of 3.820 which ranked the lowest among all the statements. Other than that, the statement of “The previous experiences with the brand will influence my purchase intention towards multinational natural personal care products.” show the mean of 3.940 which is ranked the second highest among all the statement. Lastly, the statement of “The previous experiences with the sense of belonging by purchasing the same products and brands will influence my

purchase intention towards multinational natural personal care products.” ranked in the third position.

#### 4.1.3.4 Health Consciousness

Table 4.1.3.4: Central Tendencies Measurement of Constructs: Health Consciousness

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Mean</b>	<b>Ranking</b>
1. I am being aware that consuming natural personal care products are good for my health system.	0.5	2.5	24	47	26	3.955	3
2. I am willing to switch to the natural personal care products from the chemical substance products as it is good for my health system.	1.5	2.0	21.5	40.5	34.5	4.045	2
3. I would like to purchase the natural personal care products which are safe for the environment and good for my health system.	0.5	1.5	20.5	34.5	43	4.180	1

4. I would like to purchase the natural personal care products as I have considered myself is very health conscious.	2.5	2.0	28.5	38.5	28.5	3.885	4
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Source: Developed from the research.

According to the Table 4.1.3.4, there are total of 4 statements and the means score ranges from 3.885 to 4.180. The mean for first statement is “I am being aware that consuming natural personal care products are good for my health system.” is 3.955 which ranked at the third position among all the statement. Next, the second statement “I am willing to switch to the natural personal care products from the chemical substance products as it is good for my health system.” ranked in the second position with a mean of 4.045. Besides that, the mean for the statement “I would like to purchase the natural personal care products which are safe for the environment and good for my health system.” is 4.180 which is the highest ranked among all the four statements. Lastly, the statement of “I would like to purchase the natural personal care products as I have considered myself is very health conscious.” have the lowest ranked among all the statement with a mean of 3.885.

#### 4.1.3.5 Purchase Intention

Table 4.1.3.5: Central Tendencies Measurement of Constructs: Purchase Intention

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Mean</b>	<b>Ranking</b>
1. I intend to purchase multinational natural personal care products within the next fortnight (fourteen consecutive days).	4.5	13	36.5	39	7.0	3.310	4
2. I want to purchase multinational natural personal care products within the next fortnight (fourteen consecutive days).	5.5	12	38.5	34	10	3.310	3
3. I am willing to purchase multinational natural personal care products if it is sold in many places.	3.0	5.5	25.5	48	18	3.725	1
4. How likely is it that you will purchase	4.0	11.5	41.5	32.5	10.5	3.340	2

multinational natural personal care products within the next fortnight (fourteen (14) consecutive days)? (1= not at all likely, 5=very likely)								
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Source: Developed from the research.

According to the table 4.1.3.5, there are a total of 4 statements and the mean score ranges from 3.310 to 3.725. The first statement “I intend to purchase multinational natural personal care products within the next fortnight (fourteen consecutive days).” ranked the lowest among all the four statement with a mean of 3.310. However, the mean of the statement “I want to purchase multinational natural personal care products within the next fortnight (fourteen consecutive days).” are also having the same position as the first statement which is the lowest at 3.310. Besides that, the third statement “I am willing to purchase multinational natural personal care products if it is sold in many places.” which having the highest ranked among all statement which is 3.725. Lastly, the statement of “How likely is it that you will purchase multinational natural personal care products within the next fortnight (fourteen (14) consecutive days)? (1=not at all likely, 5=very likely)” having the second highest ranking of mean which is 3.340.

## 4.2 Scale Measurement

### 4.2.1 Reliability Analysis Test

Table 4.2.1: Summary of Reliability Analysis Test Results

<b>Variables</b>	<b>Number of Items</b>	<b>Cronbach's Alpha Value</b>
<b>Environmental Consciousness</b>	4	0.718
<b>Subjective Norms</b>	4	0.747
<b>Past Experiences</b>	4	0.886
<b>Health Consciousness</b>	4	0.877
<b>Purchase Intention</b>	4	0.895

Source: Developed from the research.

In this research, Cronbach's Alpha has been adopted by the researchers to measure the validity and reliability of the variables above. There are total 20 items being measured from the 5 different variables. All 20 items had run the reliability analysis to determine the Cronbach's Alpha value.

Based on table 4.2.1 as show as above, the results of the reliability analysis for all five (5) variables have exceeded 0.6 of Cronbach's Alpha value, the minimum requirement of the results of reliability. As all the variables environment consciousness, subjective norms, past experiences, health consciousness and purchase intention have exceeded 0.6 which mean the measurement scale of these variables were reliable and consistent. However, among all the variables with purchase intention has the higher reliability with the highest ranked as the Cronbach's Alpha value is 0.895.

## 4.3 Inferential Analysis

### 4.3.1 Multiple Regression Analysis

Multiple regression analysis is a common form of linear regression analysis. It has been developed and used to explain the relationship between a two or more independent variables and a one continuous dependent variable. The table below are the results which using multiple linear regression analysis to show the results which generated by the researchers.

Table 4.3.1: Model Summary of Multiple Linear Regression

R	R Square	Adjusted R Square	Std. Error of the Estimate
.481 <sup>a</sup>	.231	.216	.73709

Source: Developed from the research.

\*Note:

a. Predictors: (Constant), Environment Consciousness, Subjective Norms, Past Experiences, Health Consciousness

As refer to the Table 4.3.1, the R-value of 0.481 are reflecting that multinational natural personal care products are being affected by each independent variable. However, the R square of 0.231 means that 23.1% of variation in purchase intention towards multinational natural personal care products can be explained by environment consciousness, subjective norms, past experiences, health consciousness. However, the remaining 76.9% are explained by unknown or unforeseen factors. Although the R square are consider low in values in the research however if having a low R-squared still can draw an important conclusion on the relationships between the variables if the independent variables are statistically significant (Frost, 2019). As based on the relevant theoretical models of the research, attitudes



are being used as the mediator however in the research it is directly independent variables affect dependent variables.

Table 4.3.1.1: Summary of ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	31.878	4	7.969	14.668	.000 <sup>b</sup>
Residual	105.944	195	.543		
Total	137.822	199			

Source: Developed from the research.

\*Note:

- a. Dependent Variable: Purchase Intention
- b. Predictors: (Constant), Environment Consciousness, Subjective Norms, Past Experiences, Health Consciousness

According to the ANOVA Table 4.3.1.1, the F-value of 14.668 with the significant level of  $p=0.000$  which is lower than 0.05. Hence, the ANOVA model indicates that the four independent variables (environment consciousness, subjective norms, past experiences, health consciousness) are significant in explaining the dependent variables, purchase intention.

Table 4.3.1.2: Table of Coefficient

	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
	(Constant)	.617	.398		1.548

Environment Consciousness	.323	.088	.272	3.687	.000
Subjective Norms	.258	.083	.212	3.114	.002
Past Experiences	-.074	.089	-.064	-.833	.406
Health Consciousness	.206	.089	.184	2.319	.021

Source: Developed from the research.

a. Dependent Variable: Purchase Intention

Based on Table 4.3.1.2, the following linear equation is formed:

$$\text{Purchase Intention} = 0.617 + 0.323 (\text{Environment Consciousness}) + 0.258 (\text{Subjective Norms}) + (-0.074) (\text{Past Experiences}) + 0.206 (\text{Health Consciousness})$$

According to Table 4.3.1.2 shown that 3 out of 4 independent which are environment consciousness, subjective norms and health consciousness have a significant relationship on purchase intention towards multinational natural personal care products. As the p-value of these three variables are lower than 0.05 which the p-value of environment consciousness, subjective norms and health consciousness are 0.000, 0.002 and 0.021. However, past experiences do not have a significant relationship with purchase intention towards multinational natural personal care products because the p-value of the variables are higher than 0.05 which are 0.406.

According to the equation formed, the regression coefficient of environment consciousness is 0.323. This can be explained when there is an increase 1 unit of environment consciousness while the others independent variables remain constant, the level of purchase intention will be increasing by 0.323 units. In addition, the coefficient of subjective norms is 0.258, means that an increase 1 unit of subjective norms and the others independent variables remain constant, there will be expected contribute extra 0.258 units in

purchase intention towards multinational natural personal care products. Next, when there is an additional 1 unit added into the past experiences while the others independent variables remain constant, it can be expected that there will be a decreasing of 0.074 units on the purchase intention towards multinational natural personal care products as the coefficient of past experiences is -0.074. Lastly, if there is an additional 1 unit added into health consciousness while the others independent variables remain constant, it can be expected that there is contribute extra 0.206 units in purchase intention towards multinational natural personal care products.

Lastly, coefficient beta is also used to construct an equation. The function of standardized coefficient beta is to explain the influential level between the variables when computed together into an equation. Based on the table above, environment consciousness has the most significant influence on purchase intention towards multinational natural personal care products as it has the highest standardized coefficient beta value of 0.272 comparing to other independent variables.

### **4.3.2 Hypotheses Testing**

The purpose of this research is to investigate factors that affect the purchase intention towards multinational natural personal care products. Hence, there will be four (4) hypotheses developed to examine the research. The reason of doing the analysis are to identify the determination of the hypothesis. Based on the results show in Table 4.3.2, there are 2 out of 4 hypothesis that consists of environment consciousness and subjective norms are being supported while the other two hypothesis, past experiences and health consciousness had shown there is an insignificant positive result to the research. Hence, the summary table of the hypothesized relationship has been shown below:

Table 4.3.2: Summary of Hypothesized Relationship

<b>Hypothesis</b>	<b>Outcome</b>	<b>Determination</b>
<b>H<sub>1</sub>:</b> Environment consciousness has a positive significant relationship with purchase intention toward multinational personal care products in Klang Valley.	Multiple Linear Regression Analysis Result: Significant value: 0.000, $p \leq 0.05$	Supported
<b>H<sub>2</sub>:</b> Subjective norms has a positive significant relationship with purchase intention toward multinational personal care products in Klang Valley.	Multiple Linear Regression Analysis Result: Significant value: 0.002, $p \leq 0.05$	Supported
<b>H<sub>3</sub>:</b> Past experiences has a negative significant relationship with purchase intention toward multinational personal care products in Klang Valley.	Multiple Linear Regression Analysis Result: Significant value: 0.406, $p > 0.05$	Not supported
<b>H<sub>4</sub>:</b> Health consciousness has a positive significant relationship with purchase intention toward multinational personal care products in Klang Valley.	Multiple Linear Regression Analysis Result: Significant value: 0.021, $p > 0.05$	Supported

Source: Developed from the research.

## **4.4 Conclusion**

In conclusion, this research had used SPSS to gather and generate all the data analysis that resulted in this chapter. Besides, total 200 respondents have been filled up the questionnaires and the data are being interpreted using descriptive analysis and inferential analysis. Hence, all the results and findings will be further discussed in the following Chapter 5.

## **CHAPTER 5: DISCUSSIONS AND IMPLICATIONS**

### **5.0 Introduction**

The contribution of this chapter are the interpretations of the findings that has been collected from the survey research analysis. Also, followed by the discussion of this research has provided its limitation during the progression and the recommendations for future study are suggested in this area.

### **5.1 Discussions on Major Findings**

The main purpose of conducting this research is to determine the factors that influence the consumer purchase intention towards the multinational natural personal care products. There were total of four (4) hypotheses had developed for this study. According to the Table 4.3.2 has highlighted the results of the hypotheses testing and yet, it has found that all hypotheses were valid except H3.

#### **5.1.1 Findings on Hypotheses**

##### **5.1.1.1 Environmental Consciousness and Purchase Intention**

The finding on H1 has indicated that environmental consciousness has a significant impact on purchase intention of multinational natural personal care products. With a beta of 0.323 and the p-value of 0.000 is lower than 0.05, the result was consistent with previous study which has been done by another context. For instances, a study by Kim & Chung (2009) revealed that environmental consciousness had significant relationship with purchase intention towards organic personal care products as the reason is which the

people who is highly environmental consciousness more likely to have favourable behaviour towards purchasing organic personal care products. Also, a study by Maria (2011) has disclosed that the relationship between environmental consciousness and purchase intention have a positive impact, thus the finding of H1 is supported.

#### **5.1.1.2 Subjective Norms and Purchase Intention**

Finding on H2 has shown that there is a significant relationship between subjective norms and purchase intention towards multinational natural personal care products with a beta of 0.258 and p-value of 0.002 which is lesser than 0.05. This result is consistent with previous study such as one done by Pande & Soodan (2015) which has proved that the positive role of subjective norms is a primary factor that lead the consumers to purchase the personal care products, as this factor is commonly related to the opinions and attitudes from friends, family and other influencers and thus, the more favourable norms will show a positive intention to purchase the personal care products. Other than that, there is another context also revealed that subjective norm has the highest positive influence on Gen Y's consumer decision making on personal care products (Yunus N. M., Som, Majid, Aziz, & Abas, 2018) and thus, the finding of H2 is supported.

#### **5.1.1.3 Past Experiences and Purchase Intention**

The finding on H3 has indicated that past experiences has no significant relationship with the purchase intention towards multinational natural personal care products, as the beta of past experiences at -0.074 and p-value of 0.406 which is greater than 0.05. This result is not consistent with previous studies as one of the studies has shown that past experiences with organic products are the main determinants of influencing the consumers' intention to purchase (Kaur & Bhatia, 2018). However, D'Souza, et al. (2006) has stated that the past experiences with green products possible

indicated in negative result which the products are more expensive and lower in quality as compared to the alternative products. Hence, it can be concluded that the result shown a difference between past experiences and purchase intention towards multinational natural personal care products from the analysis above, thus the finding of H3 is not supported.

#### **5.1.1.4 Health Consciousness and Purchase Intention**

Finding on H4 has shown that the health consciousness has a significant impact on purchase intention towards multinational natural personal care products. With a beta of 0.206 and the p-value of 0.021 which it is lower than 0.05, the result was consistent with previous study as one done by another context where a study has revealed that the health value has a significant positive effect on attitude toward repurchasing the organic personal care products, due to the benefits of health such as health preservation and healthy improvement are the primary motivation that drives to consume organic personal care products (Ghazali, Soon, Mutum, & Nguyen, 2017). Besides, a study by Ahmad & Omar (2018) has exposed that health consciousness has a positively related of purchase intention towards natural beauty products in Gen Z and thus, the finding of H4 is supported.

#### **5.1.2 Conclusion of Findings on Hypotheses**

In a nutshell, the variables of environmental consciousness, subjective norms and health consciousness are indicated as positive significant relationships with consumer purchase intention towards multinational natural personal care products, whereas past experiences indicated as negative significant relationship with it. Furthermore, H1, H2 and H4 have affects the consumer intention to purchase multinational natural personal care products, however, H3 does not affect the consumer purchase intention



towards multinational natural personal care products. Moreover, to fulfil the research questions as constructed in Chapter 1 whereby “Which of the determinants affect the most in respect of consumer purchase intention towards multinational natural personal care products?”, among of four independent variables, environmental consciousness would be the answer because its significant value of 0.000 is lower than 0.050 as shown in the multiple linear regression analysis result, as if compared to the rest of the three independent variables, the significant value of environmental consciousness (0.000) is much lower than subjective norms, past experiences and health consciousness as at 0.002, 0.406 and 0.021 respectively. Thus, we can conclude that H1, H2 and H4 were found to be valid in our study.

## **5.2 Implications of Study**

This study provides a managerial insight for fast moving consumer goods (FMCG) and beauty product companies. As we have gathered information through the surveys and the indication of results provide a better understanding of all the variables which has included environmental consciousness, subjective norms, past experiences and health consciousness. It is definite useful to the FMCG and beauty company who are determined to attract the consumer purchase intention towards multinational natural personal care products. Besides, the research findings able to improve the competitive capabilities of the company by gaining a better company’s performance such as high return of profit. Based on the finding’s result, it indicates that environmental consciousness, subjective norms, and health consciousness have a significant positive relationship with the consumer purchase intention.

Through the result of environmental consciousness, it shows that it has the significant impact on consumer purchase intention. Refer to the past studies, it has assumed that the people who considered that green purchasing behaviour contributes to the preservation of environment are more towards to purchase green products (Assarut & Srisuphaolarn, 2012). With the accepted and supported of

hypothesis, this research suggests that company can apply this factor as part of their marketing strategies to target on the consumer which they consider about the product safety and ecological beauty and thus, this able to satisfy the potential consumers values (Kim & Chung, 2009).

Moreover, the results of this study have indicated that the consumer's subjective norms with natural products has significant influence on their purchase intentions for multinational natural personal care products. According to Saleki & Seyedsaleki (2012) has stated that people who has positive attitudes inclined with a product will affect the attitudes of the people who surround them and thus, subjective norms will be a determinant of this study. Hence, this research suggests the researchers should encourage to apply the subjective norms as a measurement that capture it into account when analysing natural personal care products, although the previous studies has involved it in the analysing of green food purchase behaviour (Marija Ham & Ivković, 2015).

With regards to health consciousness, consumer have the strong intention to purchase the multinational natural personal care products as if the products have dermatological tests and it is safe to use (Ghazali, Soon, Mutum, & Nguyen, 2017). As time goes by, consumers are nowadays thinking to move forward in using the natural or organic products in their livings, as they want to maintain a healthy lifestyle at the same time. Thus, this research will suggest the company should emphasized on the marketing strategies to produce the products which are more towards natural or organic, due to the consumers may place a high evaluation on the product ingredients before making decision to purchase natural personal care products (Ahmad & Omar, 2018).

### **5.3 Limitations and Recommendations of Study**

Several potential limitations should be taken into an account for this research which can be managed by future researchers.

Firstly, one of the limitations for this research is that our study did not involve qualitative research in collecting the related data. Although the purpose of using quantitative research is to examine the relationship between the independent variables and dependent variable, however it is not able to use them to interpret or to explain the reason of why the respondents would select that particular answer. Only the statistical results that are obtained through SPSS software can be generated by using quantitative research. In addition, the respondents have a limited choice to choose the answers and this may lead to an inaccurate result when doing qualitative research. The reason behind of this because the respondents are only allowed to choose the options that given in the questionnaire. However, the respondents may have provided other possible answers towards the questions and hence, in order to obtain more accurate results for the research, the researchers are encouraged to use qualitative research rather than only focused in using quantitative research. This is due to the qualitative research can provide more details such as reliable information when conducting interview with the respondents. Therefore, a suggestion for the researchers are encouraged to use both qualitative and quantitative research at the same time in the future research as they can collect more information from the qualitative respondents, and they can also avoid the respondents' being confused when filling the questionnaire.

Moreover, another limitation for this study is limited of the area of study as the factors that influencing consumer intention to purchase multinational natural personal care products are not tested in Malaysia context. This is due to the previous studies has done the research in that area which involved the mediating or moderating variables, however our research only involve independent variables and dependent variables and we did not include the mediating or moderating variable so it may lead to the results not precisely. Meanwhile, there may have any other independent, mediating or moderating variables would have great influence and impact on consumer purchase intention towards multinational natural personal care products. Hence, future studies can try to investigate the other possible independent variables or moderating variables and mediating variables which would help the marketers or researchers to provide a better understanding and determining the consumer intention to purchase multinational natural personal care products. Besides, one factor which done in this research such as environment consciousness

can be included as one of the independent variables in the future research as it is most significant impact on the relationship with consumer purchase intention.

Lastly, the limitation for our research is the searching of evidence to prove the results of independent variable such as past experiences with consumer purchase intention towards multinational natural personal care products. As the past studies has done by one context of Kim and Chung (2009), stated that the result is supposedly indicated that past experiences have positive significant impact on consumer intention to purchase that particular products, however in our study has shown that the result given in negative significant impact to the consumer purchase intention. Then, the only one context done by D'Souza, et al. (2006) has provided an assumption for possibility in getting negative significant impact with consumer purchase intention. Thus, future studies are recommended to study the past research carefully and adopt the one independent variable that has consist of lot of evidence to determine the relationship is whether to support or not.

## **5.4 Conclusion**

In a nutshell, the research has been successfully achieved the research objective which is to investigate the factors that influencing consumer purchase intention towards multinational natural personal care products in Klang Valley and to investigate the relationships between the determinants and consumer purchase intention towards multinational personal care products. As we go through the analysis, we found that not every single independent variable is having a significant impact with the dependent variable. There are only three (3) independent variables which are environment consciousness, subjective norms, health consciousness are having a significant impact towards the dependent variable. However, we realised that another remaining independent variable which the past experiences is not significant to the consumer intention to purchase the multinational natural personal care products in Klang Valley after we completed the analysis. Hence, there are several recommendations have been suggested for future researchers as a guidance when they want to conduct a similar research and marketers are also suggested to

have a look in-depth of the research to have a better understanding on the consumer purchase intention towards multinational natural personal care products.

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## APPENDICES

### Appendix A: Frequencies

```
FREQUENCIES VARIABLES=@1AreyouGenerationY2438yearsold
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN MODE
  /ORDER=ANALYSIS.
```

### Frequencies

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav

#### Statistics

@1AreyouGenerationY2438years  
old

N	Valid	200
	Missing	0

#### @1AreyouGenerationY2438yearsold

	Frequency	Percent	Valid Percent
Valid Yes (Kindly proceed to answer following questions.)	200	100.0	100.0

**@1AreyouGenerationY2438yearsold**

		Cumulative Percent
Valid	Yes (Kindly proceed to answer following questions.)	100.0

```
FREQUENCIES VARIABLES=@2Gender
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN MODE
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test) .sav

### Statistics

@2Gender

N	Valid	200
	Missing	0

### @2Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	138	69.0	69.0	69.0
	Male	62	31.0	31.0	100.0
	Total	200	100.0	100.0	

```
FREQUENCIES VARIABLES=@3HighestEducationalQualification
/STATISTICS=STDDEV VARIANCE MEAN MEDIAN MODE
/ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav

### Statistics

@3HighestEducationalQualificatio

n

N	Valid	200
	Missing	0

### @3HighestEducationalQualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	3	1.5	1.5	1.5
Secondary	16	8.0	8.0	9.5
Tertiary (Degree)	124	62.0	62.0	71.5
Valid Tertiary (Diploma)	37	18.5	18.5	90.0
Tertiary (Master)	12	6.0	6.0	96.0
Tertiary (PhD)	8	4.0	4.0	100.0
Total	200	100.0	100.0	

```
FREQUENCIES VARIABLES=@4Whatisyourcurrentemploymentstatus
/STATISTICS=STDDEV VARIANCE MEAN MEDIAN MODE
/ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav

### Statistics

@4Whatisyourcurrentemployment  
status

N	Valid	200
	Missing	0

### @4Whatisyourcurrentemploymentstatus

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed full time	128	64.0	64.0	64.0
Employed part time	14	7.0	7.0	71.0
Housewife	4	2.0	2.0	73.0
Valid Self-employed	10	5.0	5.0	78.0
Student	38	19.0	19.0	97.0
Unemployed/ Looking for work/ Freelance	6	3.0	3.0	100.0
Total	200	100.0	100.0	

```
FREQUENCIES VARIABLES=@5Howmuchisyourmonthlyallowanceincome
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN MODE
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav

### Statistics

@5Howmuchisyourmonthlyallowanceincome

N	Valid	200
	Missing	0

### @5Howmuchisyourmonthlyallowanceincome

	Frequency	Percent	Valid Percent	Cumulative Percent
RM1,000 - RM1,999	28	14.0	14.0	14.0
RM2,000 - RM2,999	55	27.5	27.5	41.5
Valid RM3,000 and above	77	38.5	38.5	80.0
RM999 and below	40	20.0	20.0	100.0
Total	200	100.0	100.0	

```
FREQUENCIES
VARIABLES=@6Haveyouusedthemultinationalnaturalpersonalcareproduct
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN MODE
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test) .sav

### Statistics

@6Haveyouusedthemultinationalnaturalpersonalcareproduct

N	Valid	200
	Missing	0

### @6Haveyouusedthemultinationalnaturalpersonalcareproduct

	Frequency	Percent	Valid Percent	Cumulative Percent
No	30	15.0	15.0	15.0
Valid Yes	170	85.0	85.0	100.0
Total	200	100.0	100.0	

FREQUENCIES

VARIABLES=@7Howfrequentdoyoupurchasethemultinationalnaturalperson  
 /STATISTICS=STDDEV VARIANCE MEAN MEDIAN MODE  
 /ORDER=ANALYSIS.

## Frequencies

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test) .sav

### Statistics

@7Howfrequentdoyoupurchasethemultinationalnaturalperson

N	Valid	200
	Missing	0

### @7Howfrequentdoyoupurchasethemultinationalnaturalperson

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 times in a week	28	14.0	14.0	14.0
2-3 times in a week	27	13.5	13.5	27.5
5-7 times in a week	16	8.0	8.0	35.5
Less than once in a month	73	36.5	36.5	72.0
Once in a month	56	28.0	28.0	100.0
Total	200	100.0	100.0	

```
FREQUENCIES VARIABLES=@8WhichStatesareyoufrom
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN MODE
  /ORDER=ANALYSIS.
```

## **Frequencies**

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav

### **Statistics**

@8WhichStatesareyoufrom

N	Valid	200
	Missing	0



**@8WhichStatesareyoufrom**

	Frequency	Percent	Valid Percent	Cumulative Percent
Johor	39	19.5	19.5	19.5
Kedah	1	.5	.5	20.0
Kelantan	3	1.5	1.5	21.5
Melaka	2	1.0	1.0	22.5
Negeri Sembilan	2	1.0	1.0	23.5
Pahang	1	.5	.5	24.0
Valid Perak	16	8.0	8.0	32.0
Pulau Pinang	7	3.5	3.5	35.5
Sabah	2	1.0	1.0	36.5
Sarawak	4	2.0	2.0	38.5
Selangor	81	40.5	40.5	79.0
Wilayah Persekutuan Kuala Lumpur	42	21.0	21.0	100.0
Total	200	100.0	100.0	

## Appendix B: Reliability

```
RELIABILITY  
/VARIABLES=EC1 EC2 EC3 EC4  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE CORR  
/SUMMARY=TOTAL.
```

## Reliability

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav

## Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.710	.718	4

**Item Statistics**

	Mean	Std. Deviation	N
EC1	3.710	1.0732	200
EC2	3.785	1.0884	200
EC3	4.320	.8068	200
EC4	4.230	.8310	200

**Inter-Item Correlation Matrix**

	EC1	EC2	EC3	EC4
EC1	1.000	.596	.270	.182
EC2	.596	1.000	.422	.244
EC3	.270	.422	1.000	.617
EC4	.182	.244	.617	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EC1	12.335	4.535	.478	.357	.665
EC2	12.260	4.113	.583	.430	.591
EC3	11.725	5.185	.554	.459	.624
EC4	11.815	5.589	.405	.382	.698

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.045	7.872	2.8058	4

```

RELIABILITY
/VARIABLES=SN1 SN2 SN3 SN4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.
    
```

## Reliability

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test) .sav

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.748	.747	4

**Item Statistics**

	Mean	Std. Deviation	N
SN1	3.770	.9859	200
SN2	3.595	.8571	200
SN3	3.850	.8896	200
SN4	3.780	.8863	200

**Inter-Item Correlation Matrix**

	SN1	SN2	SN3	SN4
SN1	1.000	.585	.493	.362
SN2	.585	1.000	.467	.266
SN3	.493	.467	1.000	.379
SN4	.362	.266	.379	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SN1	11.225	4.024	.628	.426	.638
SN2	11.400	4.643	.570	.384	.677
SN3	11.145	4.517	.575	.331	.672
SN4	11.215	5.064	.409	.184	.760

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
14.995	7.482	2.7354	4

RELIABILITY

```
/VARIABLES=PE1 PE2 PE3 PE4  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE CORR  
/SUMMARY=TOTAL.
```

## Reliability

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test) .sav

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.886	4



**Item Statistics**

	Mean	Std. Deviation	N
PE1	4.055	.8339	200
PE2	3.820	.8492	200
PE3	3.940	.7997	200
PE4	3.840	.8414	200

**Inter-Item Correlation Matrix**

	PE1	PE2	PE3	PE4
PE1	1.000	.674	.660	.521
PE2	.674	1.000	.724	.649
PE3	.660	.724	1.000	.732
PE4	.521	.649	.732	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PE1	11.600	4.965	.691	.517	.875
PE2	11.835	4.641	.783	.616	.840
PE3	11.715	4.737	.819	.677	.827
PE4	11.815	4.875	.712	.566	.867

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15.655	8.227	2.8683	4

RELIABILITY

```
/VARIABLES=HC1 HC2 HC3 HC4  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE CORR  
/SUMMARY=TOTAL.
```

## Reliability

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test) .sav

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.877	4

**Item Statistics**

	Mean	Std. Deviation	N
HC1	3.955	.8039	200
HC2	4.045	.8814	200
HC3	4.180	.8433	200
HC4	3.885	.9306	200

**Inter-Item Correlation Matrix**

	HC1	HC2	HC3	HC4
HC1	1.000	.627	.568	.591
HC2	.627	1.000	.685	.723
HC3	.568	.685	1.000	.654
HC4	.591	.723	.654	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
HC1	12.110	5.586	.669	.451	.868
HC2	12.020	4.904	.792	.631	.820
HC3	11.885	5.248	.729	.537	.846
HC4	12.180	4.812	.759	.586	.835

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.065	8.775	2.9622	4

RELIABILITY

```
/VARIABLES=PI1 PI2 PI3 PI4  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE CORR  
/SUMMARY=TOTAL.
```

## Reliability

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test) .sav

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.895	.895	4

**Item Statistics**

	Mean	Std. Deviation	N
PI1	3.310	.9425	200
PI2	3.310	.9944	200
PI3	3.725	.9239	200
PI4	3.340	.9534	200

**Inter-Item Correlation Matrix**

	PI1	PI2	PI3	PI4
PI1	1.000	.862	.572	.727
PI2	.862	1.000	.596	.736
PI3	.572	.596	1.000	.586
PI4	.727	.736	.586	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PI1	10.375	6.276	.829	.763	.842
PI2	10.375	5.984	.844	.775	.836
PI3	9.960	7.104	.634	.406	.912
PI4	10.345	6.438	.772	.600	.864

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
13.685	11.081	3.3288	4



## Appendix C: Correlations

### CORRELATIONS

```

/VARIABLES=ECAverage SNAverage PEAverage HCAverage PIAverage
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
    
```

## Correlations

### Notes

Output Created		28-FEB-2019 10:35:59
Comments		
	Data	C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav
	Active Dataset	DataSet1
Input	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics for each pair of variables are based on all the cases with valid data for that pair.
	Cases Used	
Syntax		CORRELATIONS /VARIABLES=ECAverage SNAverage PEAverage HCAverage PIAverage /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.

	Processor Time	00:00:00.02
Resources	Elapsed Time	00:00:00.14

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav

**Correlations**

		ECAverage	SNAverage	PEAverage	HCAverage	PIAverage
ECAverage	Pearson Correlation	1	.322**	.400**	.471**	.402**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
SNAverage	Pearson Correlation	.322**	1	.296**	.311**	.338**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
PEAverage	Pearson Correlation	.400**	.296**	1	.532**	.206**
	Sig. (2-tailed)	.000	.000		.000	.003
	N	200	200	200	200	200
HCAverage	Pearson Correlation	.471**	.311**	.532**	1	.344**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
PIAverage	Pearson Correlation	.402**	.338**	.206**	.344**	1
	Sig. (2-tailed)	.000	.000	.003	.000	
	N	200	200	200	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Appendix D: ANOVA

### REGRESSION

```
/DESCRIPTIVES MEAN STDDEV CORR SIG N  
/MISSING LISTWISE  
/STATISTICS COEFF OUTS R ANOVA CHANGE  
/CRITERIA=PIN(.05) POUT(.10)  
/NOORIGIN  
/DEPENDENT PIAverage  
/METHOD=ENTER ECAverage SNAverage PEAverage HCAverage.
```

## Regression

### Notes

Output Created	
Comments	
	Data
	Active Dataset
	Filter
Input	Weight
	Split File
	N of Rows in Working Data File
Missing Value Handling	Definition of Missing
	Cases Used
Syntax	
	Processor Time
	Elapsed Time
Resources	Memory Required
	Additional Memory Required for Residual Plots

**Notes**

Output Created		28-FEB-2019 10:30:10
Comments		
	Data	C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav
	Active Dataset	DataSet1
Input	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics are based on cases with no missing values for any variable used.
		REGRESSION
		/DESCRIPTIVES MEAN STDDEV CORR SIG N
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS R ANOVA CHANGE
Syntax		/CRITERIA=PIN(.05) POUT(.10)
		/NOORIGIN
		/DEPENDENT PIAverage
		/METHOD=ENTER ECAverage SNAverage PEAverage HCAverage.
	Processor Time	00:00:00.09
	Elapsed Time	00:00:00.14
Resources	Memory Required	6000 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] C:\Users\TheOne\Desktop\200 Respondents (Run Test).sav

**Descriptive Statistics**

	Mean	Std. Deviation	N
PIAverage	3.4213	.83221	200
ECAverage	4.0113	.70144	200
SNAverage	3.7488	.68385	200
PEAverage	3.9138	.71707	200
HCAverage	4.0163	.74055	200

**Correlations**

		PIAverage	ECAverage	SNAverage	PEAverage	HCAverage
Pearson Correlation	PIAverage	1.000	.402	.338	.206	.344
	ECAverage	.402	1.000	.322	.400	.471
	SNAverage	.338	.322	1.000	.296	.311
	PEAverage	.206	.400	.296	1.000	.532
	HCAverage	.344	.471	.311	.532	1.000
Sig. (1-tailed)	PIAverage	.	.000	.000	.002	.000
	ECAverage	.000	.	.000	.000	.000
	SNAverage	.000	.000	.	.000	.000
	PEAverage	.002	.000	.000	.	.000
	HCAverage	.000	.000	.000	.000	.
N	PIAverage	200	200	200	200	200
	ECAverage	200	200	200	200	200
	SNAverage	200	200	200	200	200
	PEAverage	200	200	200	200	200
	HCAverage	200	200	200	200	200

HCAverage	200	200	200	200	200
-----------	-----	-----	-----	-----	-----

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	HCAverage, SNAverage, ECAverage, PEAverage <sup>b</sup>		Enter

a. Dependent Variable: PIAverage

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.481 <sup>a</sup>	.231	.216	.73709	.231	14.668	4

**Model Summary**

Model	Change Statistics	
	df2	Sig. F Change
1	195 <sup>a</sup>	.000

a. Predictors: (Constant), HCAverage, SNAverage, ECAverage, PEAverage

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	31.878	4	7.969	14.668	.000 <sup>b</sup>
Residual	105.944	195	.543		
Total	137.822	199			

a. Dependent Variable: PIAverage

b. Predictors: (Constant), HCAverage, SNAverage, ECAverage, PEAverage

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.617	.398		1.548	.123
ECAverage	.323	.088	.272	3.687	.000
SNAverage	.258	.083	.212	3.114	.002
PEAverage	-.074	.089	-.064	-.833	.406
HCAverage	.206	.089	.184	2.319	.021

a. Dependent Variable: PIAverage

## **Appendix E: Survey Questionnaire**

### **RESEARCH QUESTIONNAIRE**



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DU012(A)

**UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF ACCOUNTANCY AND MANAGEMENT  
BACHELOR OF INTERNATIONAL BUSINESS (HONS)**

**A STUDY ON FACTORS OF INFLUENCING CONSUMER PURCHASE  
INTENTION TOWARDS MULTINATIONAL NATURAL PERSONAL CARE  
PRODUCTS IN KLANG VALLEY**

Dear respondent:

We are students of Universiti Tunku Abdul Rahman (UTAR) and are currently conducting a research as part of our Final Year Project. The purpose of conducting this research is to examine the factors that will influencing consumer purchase intention towards multinational natural personal care products in Klang Valley.

This questionnaire takes approximately 10 minutes to complete. Your decision to participate is completely voluntary. You will be asked to respond to all statements in the questionnaire and your answer will be kept private and confidential for academic purpose only.

Thank you for participating on this survey study.

Sincerely,  
RESEARCH GROUP MEMBERS:

MAK HUI YI                    1501606  
WONG MEI CHENG        1501495

All the information provided will be protected under Personal Data Protection Act 2010 which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.



### ***Introduction***

#### **What is a multinational natural personal care product?**

A personal care product is basically known as the use of personal health and hygiene which has included body scrub, body talc, tooth powder, toothpaste, tooth brush, tongue cleaner, bathing gel, bathing salts, moisturizer, essential oils, skin creams, face wash, hair oil, hair shampoo, hair conditioner nail and cuticle care products.

Meanwhile, the definition for a natural personal care product is the ingredients that are made up by a renewable resource which is able to be found in the nature such as flora, fauna, and mineral that is completely without petroleum compounds as it is stated under Natural Standard for Personal Care Products.

Besides, multinational is a company or business that operates in many different countries at the same time or having business activities in more than one country. There are couples of multinational natural personal care products company has operated in Malaysia such as The Body Shop, Amway, Clarins, Fawn Beauty Co., Mayura Apothecary and so forth.

Hence, this research is to examine the factors that will influencing consumer purchase intention towards multinational natural personal care products in Klang Valley.

### **Section A: Demographic Profile**

**INSTRUCTION:** Please tick (✓) or fill in the blank for each of the questions below. Each question can only choose **ONE** answer.

1. Are you Generation Y (24-38 years old)?

Yes (Kindly proceed to answer following questions.)

No (Thanks for your participation.)

2. Gender:

Male

Female

3. Highest Educational Qualification:

- Primary
- Secondary
- Tertiary (Diploma)
- Tertiary (Degree)
- Tertiary (Master)
- Tertiary (PhD)

4. What is your current employment status?

- Self-employed
- Employed full time
- Employed part time
- Unemployed/ Looking for work/ Freelance
- Student
- Housewife
- Retired

5. How much is your monthly allowance?

- RM 999 and below
- RM 1,000 – RM 1,999
- RM 2,000 – RM 2,999
- RM 3,000 and above

6. Have you used the multinational natural personal care products before?

- Yes
- No

7. How frequent do you purchase the multinational natural personal care products?

- 1-2 times in a week
- 2-3 times in a week
- 5-7 times in a week
- Once in a month
- Less than once in a month

8. Which states you are from?

- Wilayah Persekutuan Kuala Lumpur
- Selangor
- Johor
- Kedah
- Kelantan
- Melaka
- Pahang
- Perak
- Pulau Pinang
- Perlis
- Terengganu
- Negeri Sembilan
- Sarawak
- Sabah

**Section B: Construct Measurement**

**INSTRUCTION:** For each of the statements given below, kindly pick the **ONE** number that represents your opinion the most.

[1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree]

<b>A) <u>Environmental Consciousness</u></b>					
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. I am not willing to buy multinational natural personal care products which are tested on animals.	1	2	3	4	5
2. I am not willing to buy multinational natural personal care products that contain chemicals.	1	2	3	4	5
3. The earth's resources are limited, so environmental protection is important.	1	2	3	4	5
4. Humans are severely abusing the environment.	1	2	3	4	5

<b>B) <u>Subjective Norms</u></b>					
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. I often ask my friends about the product details or search for information in brand pages, if I have little experience with a product.	1	2	3	4	5
2. I believe in the information about the products from my friends.	1	2	3	4	5
3. To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5

4. I prefer to purchase the products which are recommended by the dermatologists.	1	2	3	4	5
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<b>C) <u>Past Experiences</u></b>					
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. The previous experiences with the product will influence my purchase intention towards multinational natural personal care products.	1	2	3	4	5
2. The previous experiences with the store will influence my purchase intention towards multinational natural personal care products.	1	2	3	4	5
3. The previous experiences with the brand will influence my purchase intention towards multinational natural personal care products.	1	2	3	4	5
4. The previous experiences with the sense of belonging by purchasing the same products and brands will influence my purchase intention towards multinational natural personal care products.	1	2	3	4	5

<b>D) <u>Health Consciousness</u></b>					
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. I am being aware that consuming natural personal care products are good for my health system.	1	2	3	4	5
2. I am willing to switch to the natural personal care products from the chemical substance products as it is good for my health system.	1	2	3	4	5
3. I would like to purchase the natural personal care products which are safe for the environment and good for my health system.	1	2	3	4	5

4. I would like to purchase the natural personal care products as I have considered myself is very health conscious.	1	2	3	4	5
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<b>E) <u>Purchase Intention</u></b>					
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. I intend to purchase multinational natural personal care products within the next fortnight (fourteen consecutive days).	1	2	3	4	5
2. I want to purchase multinational natural personal care products within the next fortnight (fourteen consecutive days).	1	2	3	4	5
3. I am willing to purchase multinational natural personal care products if it is sold in many places.	1	2	3	4	5
4. How likely is it that you will purchase multinational natural personal care products within the next fortnight (fourteen (14) consecutive days)? (1= not at all likely, 5=very likely)	1	2	3	4	5

***Thank you very much for your participation!  
Your time and responses are deeply appreciated.***