INFLUENCE OF CONSUMER'S KNOWLEDGE IN SKIN CARE PRODUCT ON PURCHASE INTENTION

WONG CHUI YI

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

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BY

WONG CHUI YI

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 10060.

Name of student:	Student ID:	Signature:
Wong Chui Yi	21UKB05317	

Date: 12/12/2023

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DEDICATION

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LIST OF ABBREVIATION

SAQs	Self-administered questionnaires
CAGR	Compound annual growth rate
SM	Social media
BI	Brand image
P	Pricing
PV	Perceived value
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
H4	Hypothesis 4
RQ1	Research question 1
RQ2	Research question 2
RQ3	Research question 3
RQ4	Research question 4

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PREFACE

The process of choosing a skin care product is complex and involves numerous considerations that go beyond the simple desire for effective solutions. The relationship between consumers' knowledge of skin care products and their intent to purchase is investigated in this study. This study analyses how social media, brand image, pricing, and perceived value influence the perceptions and purchasing decisions of consumers in the skin care industry. The objective of this study is to evaluate and contrast the impact of social media platforms on consumers' knowledge and purchase intentions for skin care products. Additionally, the impact of brand image, pricing, and perceived value on consumer intentions and perceptions is investigated.

The skincare industry needs to change to keep up with the expectations of more sophisticated and knowledgeable consumers. This research offers significant contributions to the academic community and industry professionals through its analysis of the complex correlation between consumer knowledge and purchase intention.

ABSTRACT

This research adopts the attribution theory to determine the major dimensions (social media, brand image, pricing, and perceived value) that can influence the purchase intention of skin care products. The reason why this research applied attribution theory is because past and previous studies have been adopted in the context of purchase intention.

Besides that, this study is based on empirical data collected from questionnaires distributed to a sample of 250 users of skin care products. Statistical Packages for Social Science (SPSS) version 29.0 is used to evaluate the collected data. Hence, the results show that social media, brand image, and pricing have a significant relationship with the purchase intention of skin care products. Contrary to expectations, perceived value has an insignificant relationship with the purchase intention of skin care products.

The chapter concludes with a discussion of the study's limitations and the recommendations that were necessary. The recommendations deliver effective suggestions and directions for further future studies. These findings can provide valuable insights for marketers to understand the factors influencing the purchase intention of skin care products.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research examines the influence of consumers' knowledge of skincare products on purchase intentions. This chapter will cover the research background, problem statement, research objective, question, and significance.

1.1 Research Background

The skin care market has always been highly competitive, driven by growing demand for skin care products and the influence of social media influencers. Nowadays, both domestic and international brands of skin care products can be found in stores. There are many types of skincare products on the market, and consumers tend to be more selective, individualised, and specialised in their product choices. Research by Shamsudin, Sallaudin, et al. (2020) found that skincare products made up about 30% of Malaysia's overall cosmetics market. With a compound annual growth rate (CAGR) of 4.7% from 2016 to 2022, the worldwide skincare industry was predicted by Sanny, Arina, et al. (2020) to reach $179 billion.

Since having flawless skin is widely regarded as attractive, improving one's appearance and lengthening one's life are universal goals (Chrisniyanti and Chung, 2021b). Customers will be motivated to purchase skin care items because of this. Purchase intention is cognitive behaviour about buying a product or brand. According to Imbayani and Gama (2018), purchase intention is formed when potential consumers are prompted by external factors to make a brand or product purchase decision based on their own preferences. A customer's purchasing intention is an ever-present mental state that develops from their learning and thinking (Yohana, Dawi et al., 2020). Chrisniyanti and Chung (2021b) suggested measuring purchase intention using possible, intended, and considered dimensions. Purchase intention can also be used to determine a consumer's future intent regarding purchasing a product; the stronger the intention, the greater the willingness to buy.

Since consumers are more aware and discerning, proactively looking for knowledge about skincare products to make well-informed purchase decisions significantly impacts their purchase intention. The impact of consumers' knowledge of skin care products on their purchase intentions has been debated in previous studies. Consumer knowledge plays a crucial role in making informed purchase decisions about skincare products. Consumer knowledge, also known as "product-related knowledge," includes understanding a product's features, benefits, cost, and accessibility. It is accumulated through various sources such as advertising, interactions with salespeople, and personal experience with the product (Ateke and Didia, 2018). High skincare product knowledge leads consumers to focus on labels, ingredients, and claims to choose products that meet their requirements and preferences. Conversely, those with little knowledge often rely on indicators like social media, brand image, pricing, and perceived value to inform their choices. Consumers with little product knowledge may purchase an incorrect skin care product if they lack knowledge of its features and brand (Khoirunnisa and Albari, 2023). In conclusion, customers with little product knowledge tend to use extrinsic attributes like appearance as a reference point and interpret information based on feelings, while those with high product knowledge base their evaluations and selections on cognition.

The present study fills this gap in the literature by examining how consumer knowledge of skincare products affects purchase intention and its antecedents. In this study, a research model based on attribution theory forecasts purchase intention. This research desires consumers' knowledge of skincare products to influence their decision to buy. Additionally, this study will investigate how variables like social media, brand image, pricing, and perceived value influence the correlation between customer awareness and purchase intention. Social media means promoting skin care products and new products (Rosara and Luthfia, 2020). Brand image reflects customers' perceptions of the brand and its mental image, since a good reputation can lead to maximum effectiveness (Arindaputri and Singgih, 2023). Price greatly affects customer satisfaction (Anjana, 2018). Perceived value indicates customers thought the item was worth more than it cost. Understanding consumer knowledge helps skincare companies focus outreach efforts, improve product transparency, and customise marketing strategies to satisfy customer requirements. In addition, consumers in Malaysia may improve their general awareness of the variety of skin types and the products best suited to each.

1.2 Research Problem

A Malaysian-Iraqi study revealed that half of consumers with limited skin care product knowledge who experience adverse reactions often skip seeking medical help (Lim, 2022). Incorrect skin care can worsen dryness or oiliness, and excessive use of acid-based products can worsen dry and tight skin. Insufficient knowledge can lead to consumers using the wrong products, leading to harmful effects and a decrease in skin care purchases (Desk, 2022b).

Skincare product misinformation is frequently amplified on social media platforms. Users and influencers may endorse products without considering scientific evidence, relying instead on anecdotes or personal experiences. Consequently, consumers may end up unhappy or even sick from skin problems due to buying products based on false information (Shi, Xiao, et al., 2021). Furthermore, the credibility of influencers' recommendations on social media could be called into question because influencers may have financial motives to advocate specific products. It could be confusing for consumers to tell the difference between real advice and promotional information, which could make them doubt the effectiveness of the product.

Lack of transparency regarding ingredients and production could negatively impact a skincare brand's image. Consumers are looking for skincare products that are made with genuine ingredients and sourced ethically, so any lack of transparency could hurt trust. Informated consumers may be unwilling to buy things if they feel the brand is not transparent about important facts, which can damage confidence. As stated by Cambier (2020), brand image will be enhanced by positive brand transparency.

Consumers lacking pricing knowledge may incur concealed charges or fall into subscription pitfalls, inadvertently committing to recurrent payments. When customers find out about unexpected fees or unauthorised subscriptions, they could feel tricked, which might affect their trust and desire to buy. Furthermore, customers who feel prices are unreasonable may not only refuse to buy but also spread unfavourable word of mouth about the company (Hawaldar, Ullal, et al. 2019).

The purchasing intention is also influenced by perceived value. The rationale behind this is that if expensive skincare products don't make a difference, consumers could feel like they wasted their money. Consumers may be cautious about buying expensive products without a clear advantage over cheaper ones. Watanabe, Alfinito, et al. (2020) discuss the several aspects that are commonly found in research on purchasing intention and attitude towards buying skin care products. These elements include concerns about key ingredients, certification, price, quality, and safety. Several of these characteristics pertain to the perceived worth of the product.

1.3 Research Question

The primary objective of this study is to analyse influence of consumer’s knowledge in skincare product on purchase intention. Business research question alignments are listed below:

1. Is there any relationship between social media and purchase intention of skin care products?

2. Is there any relationship between brand image and purchase intention of skin care products?

3. Is there any relationship between pricing and purchase intention of skin care products?

4. Is there any relationship between perceived value and purchase intention of skin care products?

1.4 Research Objective

1.4.1 General Objective

The main objective is to examine influence of consumer’s knowledge in skincare product on purchase intention.

1.4.2 Specific Objective

1. To study the relationship between social media and purchase intention of skin care products.

2. To study the relationship between brand image and purchase intention of skin care products.

3. To study the relationship between pricing and purchase intention of skin care products.

4. To study the relationship between perceived value and purchase intention of skin care products.

1.5 Research Significant

The demands and requirements of the present generation are complex. Current generations are more informed and concerned about several issues that earlier generations may have ignored. Today, teenagers are concerned about wellness and skincare. They comply with global internet trends and are highly concerned with their looks. Small businesses and local brands face challenges competing with international brands due to increased customer demands.

By investigating this issue, consumers may gain sufficient knowledge about skin care products to care effectively for their skin, health, and confidence and avoid future skin problems and skin cancer (Margaux, 2022).

Overall, social changes and the steady decrease in the age group using care products have led to greater awareness of skin care, and most people take discomfort in not letting the traces of years remain on their faces. Manufacturers have invested in related industries because the skin care product market is growing.

This study will show how industry companies should focus on what influences the purchase intention of customers. This study raises awareness of the need to purchase skin care through social media, brand image, pricing, and perceived value. Many people today experience unfavourable outcomes after using skin care products because they are unaware of their knowledge of skin care and have no idea if the products are safe to use.

1.6 Conclusion

This chapter concludes with a research background, objectives, questions, and significance overview. Foundation research was described, so the viewers learned about purchase intentions from the research background. Besides that, the problem statement may mention some issues and solutions. Viewers can understand the research objectives and questions. Finally, the research's significance lies in providing topic-specific information through further research.

CHAPTER 2: LITERATURE REVIEW

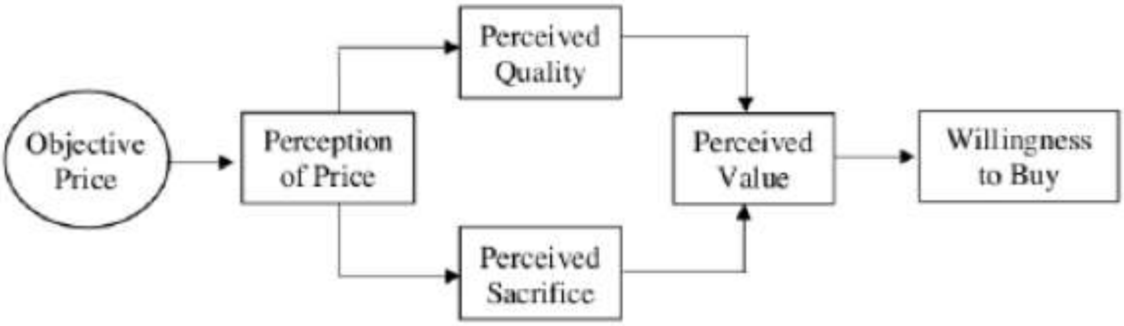
2.0 Introduction

The researcher will lay out the theoretical framework, propose hypotheses, explain the literature study, and outline the four independent variables in Chapter 2. Among the five variables included in the analysis, purchase intention serves as the dependent variable. Additionally, for a more detailed visual representation, the conceptual framework will be shown below. The hypothesis is developed once the literature is expanded for each variable.

2.1 Underlying theories

This study would use attribution theory to explore how customers assign attributes or characteristics to skincare items and how these attributions affect their purchase intentions. Attribution theory examines how people assign causes to actions (Liu and Ling, 2019). Consumers can form causal attributions about the efficacy of skincare products by relying on their understanding of ingredients, scientific evidence, or personal experiences. Positive attributions have the potential to boost the desire to purchase. In addition, consumers may associate specific attributes with a skincare brand, such as credibility, dependability, or inventiveness. These attributions can dramatically affect brand image and purchasing intentions. Attribution theory can explain how consumers value skincare items based on price. Consumers may associate greater pricing with better quality or rare ingredients, influencing their purchases. The application of attribution theory extends to the examination of how consumers use social media to assess the reliability of attributes, such as online reviews, influencers, or expert recommendations, and how these attributions subsequently impact their intentions to make a purchase. Integrating these theoretical approaches helps researchers understand how social media, brand image, pricing, and perceived value affect purchase intention. This statement has been supported by Levrini and Jeffman's (2021) study, as cited in Thanasuta (2015), which shows the relationships between objective price, perception of price, perceived quality, perceived sacrifice, perceived value, and willingness to pay. Levrini and Jeffman (2021) discovered that price awareness increases skin care product purchases because customers think low-priced products are low-quality. Their proposition suggests that the perception of price, rather than the true price itself, the mediator of price perception enhances consumers' perceived quality and perceived sacrifice in a good manner.

Figure 2.1: Price-value model



Adapted from: Price-value model proposed by Levrini and Jeffman (2021)'s study as cited in Monroe and Krishman (1985)

2.2 Review of variables

2.2.1 Social Media

The term "social media" refers to a wide variety of online tools that facilitate user-to-user communication, group work, information sharing, and even direct marketing. An easier way for consumers to communicate is through social media (Sanny, Arina, et al., 2020). Social media includes weblogs, microblogs, photographing sites, and video posting sites. Additionally, social media has no time, place, media, or cost limitations. Communicating pertinent data, media, things, and entertainment on social media increases customer value. Consumers trust social media more since it shows what the brand is about rather than trying to control its reputation (Laksamana, 2018).

Social media influencers use their power, expertise, position, or connection to affect others. Influencers usually use social media and have many subscribers. Prior research found that new generations are not used to traditional advertising as social networks and the web are so essential (Rorasa and Luthfia, 2020). Social media influencers share posts about fitness, food, and video games on YouTube, Twitter, and Instagram. To keep up with specific news and trends, consumers will follow and communicate with influencers. Weismueller, Harrigan, et al. (2020) found that when an influencer promotes a product, the followers of that influencer are more likely to make a purchase of that product. A conclusion can be drawn that an influencer is a person who has an impact on the purchase decisions of others.

Chrisniyanti and Chung (2021b) found that social media information regarding a product or brand influences consumers' purchase behaviour, from gathering data to post-purchase dissatisfaction. In contrast, customers will spread positive feedback through word-of-mouth. Consumers engage with brands on social media, which affects their purchase intentions. Social media also helps marketers reduce costs, increase customer involvement, and increase purchase intention.

Consumer knowledge of social media has significantly impacted their willingness to purchase skin care products that beauty influencers have recommended. Consumers also use social media to research skincare products and find reviews and before-and-after images. Furthermore, social media experts help consumers understand skin care ingredients and daily habits, verifying product claims. Customers felt motivated to buy the skincare product after discovering the limited discount through the company's social media posts. In summary, social media knowledge will influence purchase decisions.

2.2.2 Brand image

A consumer's memory or mind-stored perception of a brand's experience and knowledge is known as its brand image.Brands become more appealing to consumers as they become more ingrained in their memories. To establish a lasting impact on consumers, it is essential to always present them with an upbeat image of the brand (Adiba and Suroso, 2020). Positive brands and products are preferred by consumers (Aisah and Wahyono, 2018). Susanti, Sawaki, et al. (2020) agree that brand image influences customer purchasing decisions, particularly as consumers struggle to identify products and services through intangible characteristics. Albari and Safitri (2018) also found that consumers who lack time to evaluate product features will use brand image when making purchases. A brand can be positioned with a strong brand expression. Public spaces like pharmacies, department stores, and shopping centres all offer skin care products. It is hypothesised that consumers' perceptions of skin care brands will influence their choices when making purchases in public. Brand image encompasses a brand's unique qualities and advantages that set it apart from competitors. As a result, consumers typically gain familiarity with the product's brand image before deciding which product is best for their needs (Siddiqui, Khan, et al., 2021).

Companies with a high brand image can also be perceived as having higher-quality products compared to those with a lower brand image. Since brand image links with product knowledge, it has a positive impact on consumer purchase intention. Products with stronger brand images have higher purchase intentions. It also shows consumers' thoughts and mental images of the brand. High brand identification makes consumers desire to consume their favourite brand. Ninuk and Yulius (2019) define brand image as consumer trust. Consumers can form positive or negative opinions about brands. This brand image evaluation can influence consumer purchase intentions. Consumers' positive brand perceptions and beliefs can influence their purchase intentions.

Customers' brand perceptions are shaped by online reviews, past experiences, and detailed ingredient lists. Increasing a brand's purchase intention occurs when its ingredients, praise, and values meet consumer expectations. Consumers' brand image knowledge can strongly influence their purchase intention because the brand's image and social contributions boost their confidence in product efficacy as well as quality.

2.2.3 Pricing

The amount of money that consumers trade for the value of a good or service is known as the price. The average customer cares about price. Loyal customers always pay more for their favourite brands, so they bring more profit to the company. When customers have such high faith in the value they receive from their preferred brand, they rarely shop around before making a final purchase decision. Furthermore, long-term brand customers are more price-tolerant and do not compare prices (Anjana, 2018). Price can also produce revenue for the company. A product's price can be seen as costly, inexpensive, or acceptable by consumers. Typically, consumer opinions are formed after comparing a product's pricing to that of competing products or services or after weighing the price against the product's perceived value. (Ninuk and Yulius, 2019).

It is undeniable that price plays a huge role in how people feel about products available for purchase. Levrini and Jeffman's (2021) study,as cited in Beneke et al. (2015) stated that the willingness of customers to buy is affected by pricing. Price is a constant in consumer spending because it reflects the monetary worth of all purchases. There is an inverse relationship between price and purchase intention, with higher prices reducing purchase potential. They elaborated on how consumers' perspectives on price, which represents economic expenses, can be sophisticated and nuanced. Positive or negative price impressions shape consumer price perceptions (Levrini and Jeffman, 2021).

Consumers with strong price knowledge will look around for the most cost-effective skin care product by comparing ingredients and results. They think the brand's luxury reputation and public image may drive up prices instead of unique ingredients. They tend to favour items that are both affordable and functional. Consumers believed they could get the same outcomes with cheaper products, so they avoided spending much money on skincare. Consumers choose affordable skin care based on their budget and skincare goals. Smart consumers will pay less for a product that has the same or similar ingredients as those of more expensive brands because they believe they are getting greater value.

2.2.4 Perceived Value

The term "perceived value" is used to describe how a consumer feels about a product or service (Trivedi, Kasilingam, et al., 2022). The customer will consider buying the product if the perceived benefit exceeds the perceived cost. The value-intention framework states that customers will have greater intentions to buy products with higher perceived value. There is a close relationship between consumer demand and the idea of perceived value (Peng, Zhang, et al., 2019).

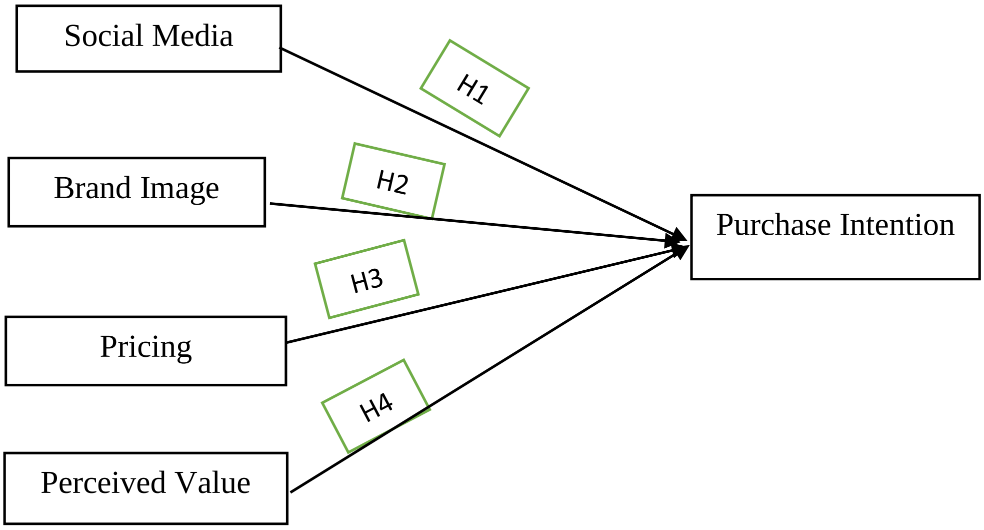
Perceived value can be defined as the assessment of the balance between the quality and price of a product or service. Cuong and Dam (2020) explained that perceived value is balancing act between the price consumers pay and the benefits they obtain. Thus, cheaper products are usually of inferior quality, and inversely. This shows that consumers' value perceptions increase with quality and decrease with financial sacrifice (Trivedi, Kasilingam, et al., 2022). Customers are most satisfied when prices are relative to value and perceived cost. Buyers are delighted if perceived values exceed product costs.

Perceived value refers to how well the benefits of the product outweigh the costs (both monetary and otherwise) and the effort required to obtain the product. Customers' impressions of a product's quality, happiness, and overall value are the result of a give-and-take between those qualities and the inconveniences they must endure in order to make a purchase (Levrini and Jeffman, 2021). Researching the variables' effects on consumers' pre- and post-purchase choice behaviour is crucial because perceived value has a significant effect. Consumers frequently exhibit a tendency to acquire products that they perceive to possess a high level of value. Trivedi, Kasilingam, et al. (2022) found that contentment, technology adoption, trust, and a plan to purchase again are all recognised outcomes of perceived value. Prior research by Cuong and Dam (2020) and others has shown that consumers' perceptions of value influence their purchase intention.

Consumer acquaintance with components, cost-benefit analysis, brand reputation, and packaging affects perceived value. Although the price is higher, consumers believe it's acceptable for the quality and size. Consumers see less worth in it despite the reduced cost because of its diminutive size and obscurity. Knowledge of perceived value, claim contrast, ingredient assessment, and expert advice also influence purchase intention. When considering a purchase, consumers evaluate not only the price but also the perceived value. This enables consumers to make well-informed decisions by prioritising the optimal value for their investment in skincare. Skincare consumers often make purchasing decisions based on the perceived value of a product to balance their expectations with the perceived benefits and costs associated with the product.

2.3 Proposed conceptual framework

Figure 2.2: Proposed conceptual framework



Based on the literature review mentioned above, the theoretical framework was developed and tested.

2.4 Hypotheses development

2.4.1 The relationship between social media and the purchase intention

This research is to study whether there is a relationship between social media and the purchase intention of skin care products. Social media interactions between consumers and brands affect consumers' purchase intentions. Conversations on social media increase consumers' intent to buy, which in turn motivates them to take action. Chrisniyanti and Chung (2021b) also found that social media boosts purchase intent. They have observed that the purchasing decisions of consumers utilising online platforms have been subject to influence from social media. According to research by Pop, Zsuzsa, et al. (2020), consumers are more likely to make a purchase after being exposed to marketing messages on social media, and consumers' purchasing decisions are directly influenced by their interactions with others on these platforms. Consumer views, emotions, and purchasing decisions are influenced by social media throughout the buying process. Consumers have a positive perception of social media, considering it to be both valuable and reliable. Social media shares and positive experiences also increase the intention to buy. This can show that the use of social media influences consumers' intentions to buy skin care products positively. In a recent study conducted by Pop et al. (2020), it was discovered that the accuracy, knowledge, and attractiveness of influences exert a favourable influence on consumers' views towards promotion and their intentions to acquire skin care products via social media. From the literature, the following hypothesis is formed:

H1: There is a relationship between social media and the purchase intention of skin care products.

2.4.2 The relationship between brand image and the purchase intention

This study examines whether brand image affects skin care product purchasing intention. Consumer perception and favour for the brand are captured in relationships with the brand in consumer memory (Natasha Singgih, 2023). According to Sannya, Arina, et al. (2020), brand image influences consumers' purchase intentions, with stronger brands having higher purchase intentions. This article supports the findings of Salhab, Amarneh, et al. (2023) that brand image affects the tendency of customers to make purchases of the brand's products. They believe a positive brand image makes people more likely to buy a product. Their findings show that consumers' perceptions of a company's brand can affect their propensity to make a purchase either immediately or later on. According to another researcher, brand image refers to the perception that consumers have of a particular trademark and how it is perceived in their minds. Arif (2019) reported that a notable correlation exists between brand image and purchase intention, as observed by researchers. Therefore, the following hypotheses have been formulated:

H2: There is a relationship between brand image and the purchase intention of skin care products.

2.4.3 The relationship between pricing and the purchase intention

The purpose of this study is to investigate whether consumers' propensity to buy skin care products is induced by pricing. The price of a skin care product is considered a crucial determinant of purchase intention. An important factor in determining whether or not consumers would purchase skin care products is the pricing strategy. Consumers' unwillingness to spend more money on a product is directly related to its price. According to a study conducted by Xiao, Yang, et al. (2018), there is evidence to suggest that the price of a product directly impacts consumers' intentions to make a purchase. This study also identified a correlation between price and purchase intentions. The price of a good or service is the amount charged or the total of the values consumers exchange for it. Pricing strategies that change in response to demand from customers are an integral part of the marketing mix (Arif, 2019). As a result, the hypothesis is executed as follows:

H3: There is a relationship between pricing and the purchase intention of skin care products.

2.4.4 The relationship between perceived value and the purchase intention

This study aims to investigate the potential connection between the perceived value of skin care products and their intention to be purchased. Perceived value links consumer perceptions to buying and psychological behaviours when making choices. Different elements related to customer perceived value are linked to customer requirements. According to a variety of research, customers' intentions to buy are positively affected by their perceptions of value. According to Peng and Zhang (2019), there exists a positive relationshio between high perceived value and purchase intention, which in turn enhances a customer's inclination to engage in buying behaviours. Some studies showed that perceived value preceded purchase intention, and the relationship between purchase behaviour and perceived value is influenced by the perception of value. This implies that the perceived value has an impact on the intention to make a purchase. Yu, Gu, et al. (2019) found that perceived value also increases consumer purchase intention. Customers will buy more if they think the product is worth more. They also show that perceived value motivates consumers to buy skin care products and has a positive impact. The following is an analysis of the literature showing how perceived value affects customers' propensity to buy:

H4: There is a relationship between perceived value and the purchase intention of skin care products.

2.5 Conclusion

All in all, this chapter helped in the understanding and clarification of the research. By reviewing previous literature, the theory and four independent variables are presented. The applicable theoretical models also contribute to the conceptual framework. After examining the correlation between four independent factors and the intention to purchase skin care products, a hypothesis is formulated.

CHAPTER 3 METHODOLOGIES

3.0 Introduction

The methodologies will highlight the study's nature (Bouchrika, 2022). This chapter will cover research design, sampling design, research instrument, construction instrument, data collection methods, data processing, and data analysis.

3.1 Research design

The methodologies will highlight the study's nature (Bouchrika, 2022). The chapter covers research design, sample design, research instrument, construction instrument, data collection methods, and data analysis.

3.1.1 Quantitative research

Quantitative research design generates discrete values through measurements. The data comes from empirical observations and measures. These methods are time-consuming and planned. In business research projects, quantitative research collects and analyses numerical data to answer questions or test hypotheses. It categorises characteristics and creates statistical models to test the hypothesis and achieve the goal. The study's findings provide light on the relationship between the two sets of variables, independent and dependent. A questionnaire is sent to respondents for quantitative research. The viewpoints of the target respondents will be collected and analysed. The results allow us to draw conclusions and suggest actions (Asenahabi and Bostley, 2019).

3.1.2 Causal research

Causal research is the study of cause-and-effect relationships between variables or factors. Causal research seeks to identify whether a change in one variable (the independent variable) affects another variable (the dependent variable). It attempts to comprehend how one factor affects or has an impact on another. The relationship will be supported by causal evidence. Because it can examine variable correlations, it was chosen for this research. To ascertain the potential impact of four independent variables on the intention to purchase skin care products, it is critical to conduct casual research.

3.1.3 Descriptive research

Descriptive research describes and characterises a phenomenon or topic without manipulating it. It seeks a complete and precise description of the subject's traits, behaviours, and attributes. Descriptive research helps researchers recognise a situation, population, or phenomenon without trying to determine cause-and-effect relationships. Hence, we can research how independent variables influence the purchase intention of skin care products. Questionnaires can help us develop hypotheses and verify the current situation.

3.2 Sampling design

Researchers use sampling design to pick a group of people or things from a broader population for a study. Verifying that the selected sample precisely reflects the attributes of the population under investigation is the primary objective of a sampling design. This enables researchers to derive reliable and significant conclusions based on their collected data. The process involves defining the target population, the sampling frame used, the sampling technique, the sample size, and the research instrument.

3.2.1 Target population

We aim to generate research findings pertaining to a distinct category of individuals. The focus of this study is the specific group of individuals who use skin care products.

3.2.2 Sampling frame

Every component of the population is listed in a sampling frame. Influence of consumers' knowledge of skincare products on purchase intention will assesses by the study's sampling frame. For this study, the frame was drawn from the skin care users in the demographic profile.

3.2.3 Sampling technique

McCombes (2019) defines sampling as selecting the people in a population to analyse its characteristics and generate statistical conclusions. Non-probability sampling methods are used in this process. This study uses convenience sampling because it is cheap and easy to collect preliminary data. Electronic questionnaire (Google Form) Since a survey is the most practical and uncomplicated approach to gather data, access to the online questionnaire will be distributed to the target audience via survey. Results from convenience sampling can be obtained in less time and at no cost by using online questionnaires.

3.2.4 Sampling size

The notion of sample size pertains to the measurement of the precise quantity of distinct samples or observations utilised in an investigation (Zamboni, 2018). The sample size formula will be employed for calculating the sample size. Diverse individuals will respond to the survey in order to guarantee the precision of the data.

The sample size Formula:

$$n = \frac{Z^2 \ p(1-p)}{e^2}$$

The survey margin of error is directly linked to sample size (Zamboni, 2018). Hence, calculate the margin of error:

The margin of error formula:

$$e = Z\sqrt{\frac{p(1-p)}{n}} = 1.96\sqrt{\frac{0.50(1-0.50)}{200}} = 0.0693$$

Estimate:

Z=confidence interval 95%, Z score= 1.96

N=sample size, 200 respondent sample size

P=population proportion, 50%=0.50

e= margin of error

Where

$$n = \frac{(1.96)^2(0.50)(1-0.50)}{(0.0693)^2} = 199.9 \approx 200\,\text{people}$$

Therefore, a minimum of 200 respondents were obtained to collect data, and finally, 250 sets of questionnaires were distributed.

3.3 Research instrument

The researcher utilised a research instrument with the aim of gathering the necessary data for addressing analytic questions. The researcher uses a self-administered questionnaire, a pilot test, and constructed measurements to accomplish the objectives of the study. Self-administered questionnaires (SAQs) allow respondents to select the most suitable response without an interviewer. Because the SAQs can be conducted at no cost to the respondent and in either paper or electronic form, respondents can choose to complete it independently. In this study, the online distribution of questionnaires was chosen so that respondents would have sufficient time to read and respond. Each participant took 10–15 minutes to complete the survey.

Prior to conducting the actual survey, a pilot test of the questionnaire items was administered to a sample of 40 respondents**.**

3.3.1 Questionnaire design

An organised series of questions and answers is used to collect data, information, or feedback from individuals or a target group. It is essential in many research methods, surveys, and data collection actions because the questionnaire's quality can greatly affect data reliability and validity.

The researcher decides to design a questionnaire that primarily consists of closed-ended questions, as this format facilitates a more efficient and effective completion process for the respondents. Closed-ended questions tend to be more straightforward and require less interviewer skill to qualify respondents. Simple English is used in the questionnaire to ensure comprehension.

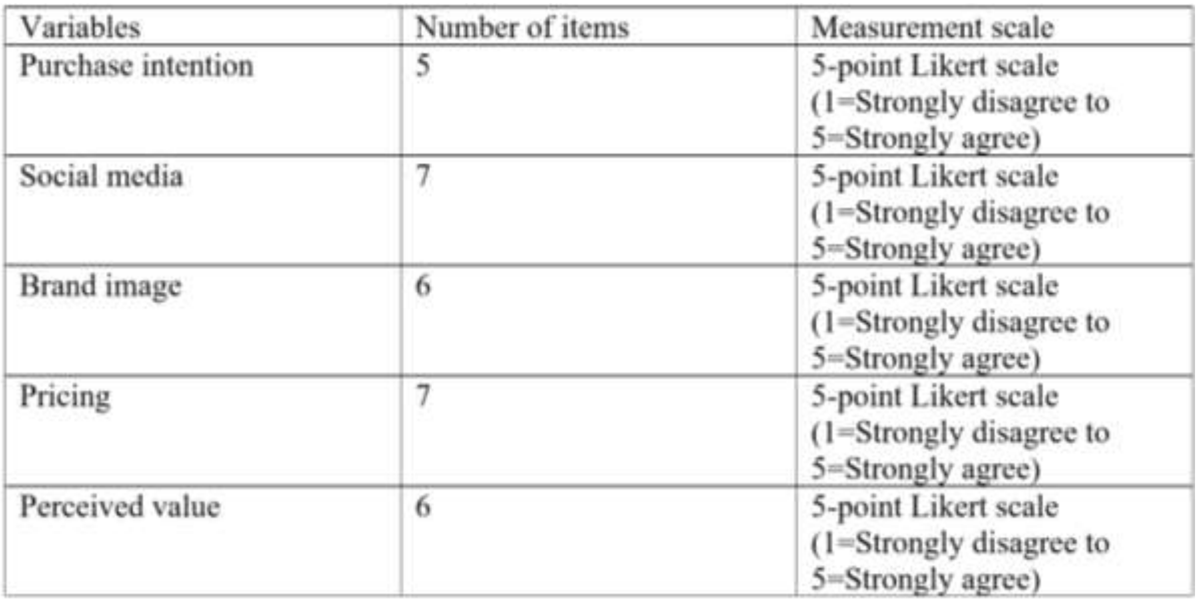
In this questionnaire, the cover page briefly introduces the research and its purpose. Two sections comprise this questionnaire. Section A shows the demographic profile, and Section B measures independent and dependent variables.

Section A covers respondents' gender, age, education, occupation, and income.

Section B possesses four independent variable constructs and a dependent variable. The social media construct has seven dimensions, adapted from Neha and Preeti (2023) and Chung. (2022). Six items determine brand image according to Shuaib, Ahmad, et al. (2021), Sumit, Gyan, et al. (2022), and Cuang and Dam (2020). Seven items from David (2021), Slabá (2020), and Grewal et al. (2008) are used to measure pricing. Six items adapted from Winarko, Parapak, et al. (2022), Jay, Dharun, et al. (2021), Song, Guo, et al. (2019), and Cuong (2020) measure perceived value. Purchase intention is depedendent variable. The elements in this variable came from Rashid, Irfan, et al. (2010), Emini and Zeqiri (2021), Rebeka, Zsuzsa, et al. (2020), and Cuang (2020).

Target respondents have to utilise the five-point Likert scale to complete Section B. The survey consists of five choices, with each question being a statement that allows respondents to express their agreement or disagreement and provide a numerical rating. Table 3.1 will show a summary of measure scales like 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neutral, 4 indicating agree, and 5 indicating strongly agree.

Table 3.1: Summary of Measures Scales



Variables	Number of items	Measurement scale
Purchase intention	5	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)
Social media	7	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)
Brand image	6	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)
Pricing	7	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)
Perceived value	6	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)

Source: Developed for the research.

3.3.2 Pilot test

Pilot tests are small-scale investigations done prior to the actual research project. To ensure the viability and efficacy of the full-scale research study, a pilot test evaluates and refines the research design, data collection methods, and procedures. This pre-testing stage helps determine any problems, ambiguities, or obstacles that might come up during the research to guarantee research project success and validity. The pilot test was given to 40 skin care product users.

3.4 Construct Measurements

3.4.1 Nominal scale

The nominal scale has no evaluative distinction, so data can only be classified. It has the simplest scale of the four options. Surveys and questionnaires that only include variable labels use nominal scales. Since categories have no numerical relationship, it cannot be calculated. The survey includes questions that utilise a nominal scale, such as inquiring about the gender and occupation of the respondents.

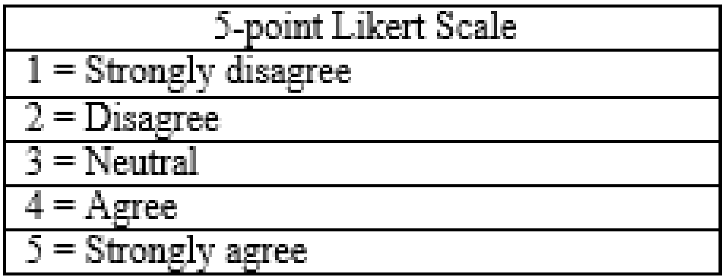
3.4.2 Ordinary scale

Ordinal scale display classified and ranked data. Section A of the questionnaire assessed respondents' level of education using ordinal scales. Section B uses a 5-point Likert scale with five options and statements for respondents to express their opinions.

3.4.3 Interval scale

Interval scales are metric scales that measure quantitative values. Mode, median, and mean can be calculated on interval scales (Schindler, 2022). Section A of the questionnaire used interval scales to accurately determine the respondent's age and income.

Table 3.2: Five Points Likert Scale



5-point Likert Scale
1 = Strongly disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly agree

Source: Developed for the research.

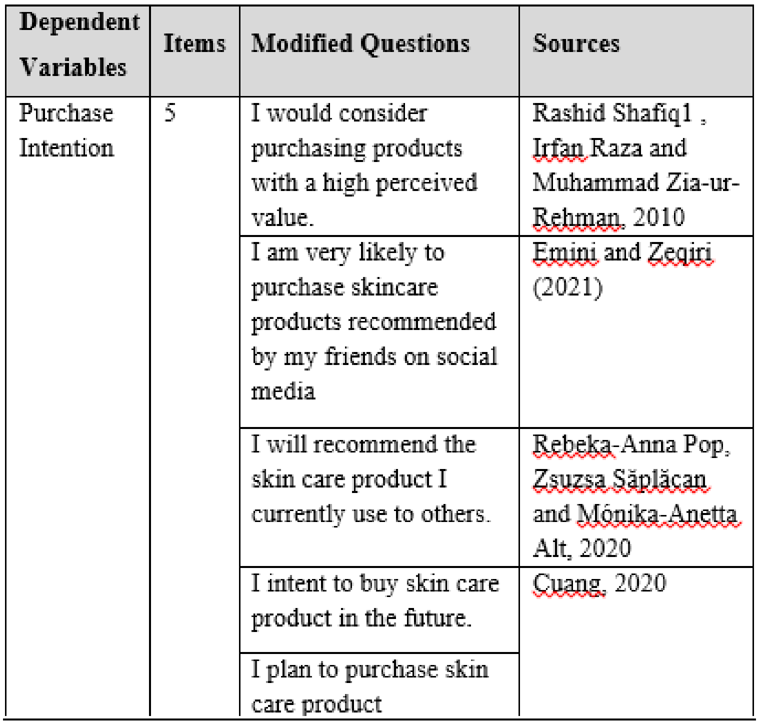
Table 3.3: Measurement Used for Each Variable

	Variable	Measurement
Demographic profile	Gender	Nominal
	Age	Interval
	Level of education	Ordinal
	Occupation	Nominal
	Income	Interval
Dependent variable	Purchase intention	Ordinal
Independent variable	Social media	Ordinal
	Brand image	Ordinal
	Pricing	Ordinal
	Perceived value	Ordinal

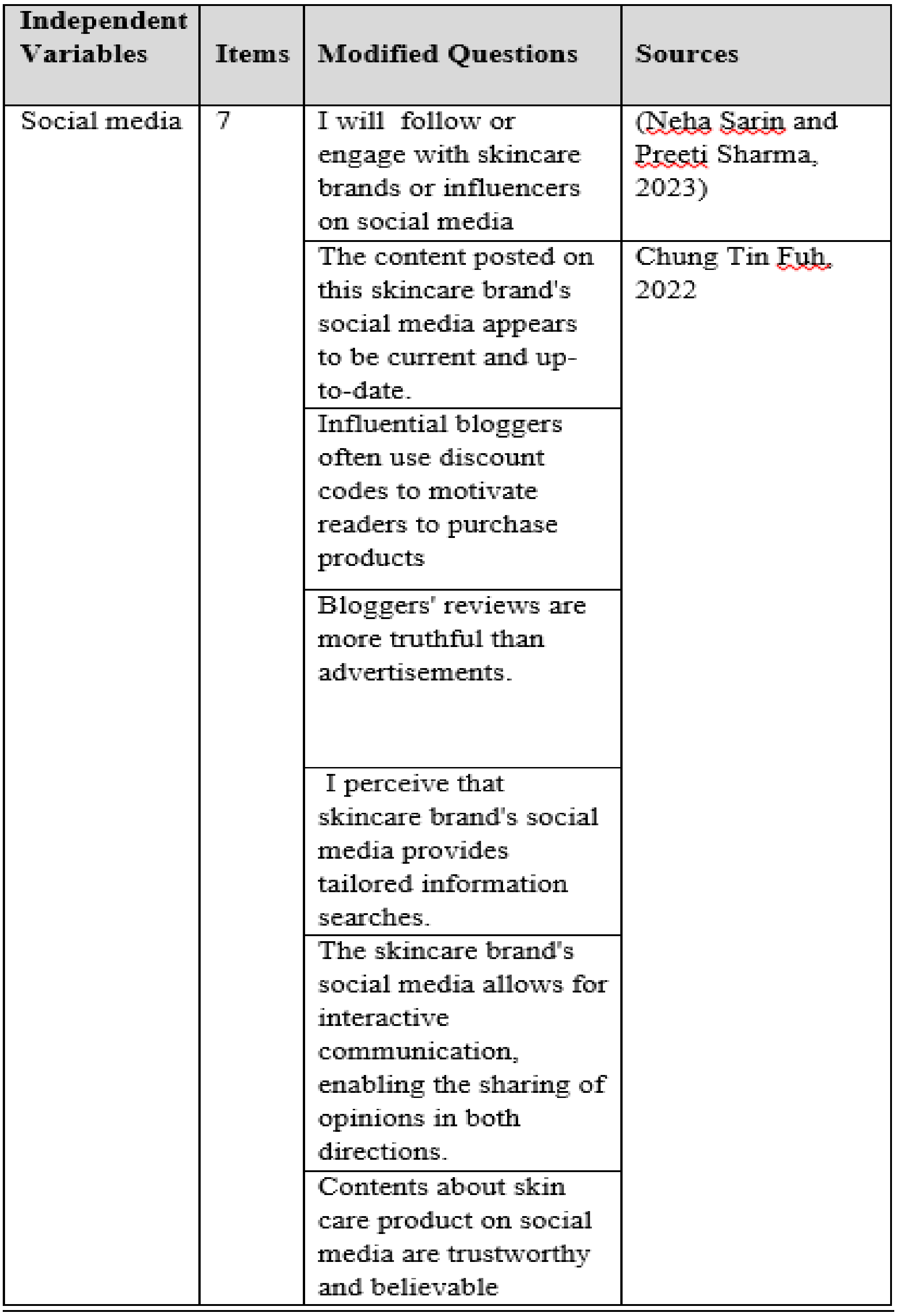
Source: Developed for the research.

3.4.4 Origin of construct

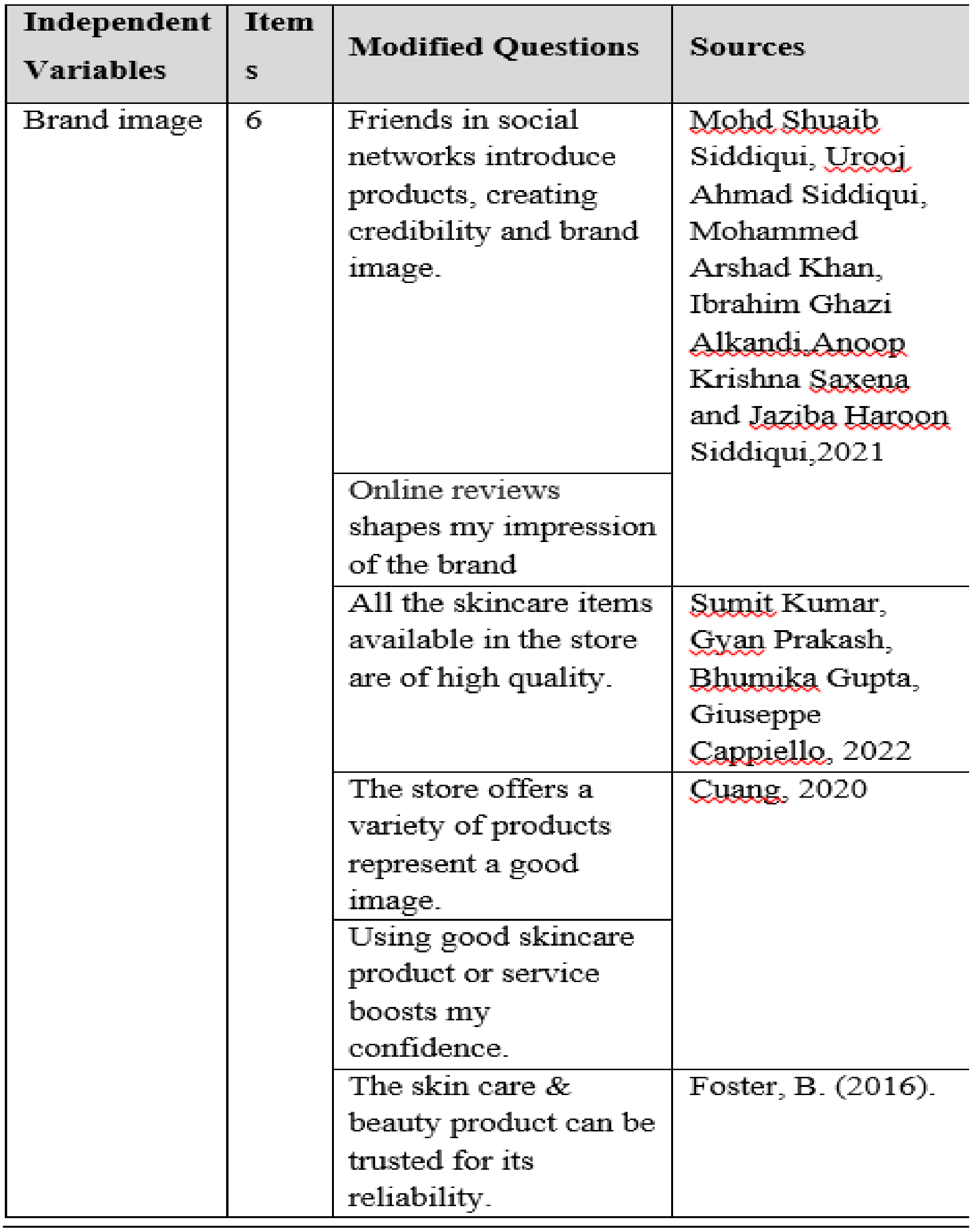
Table 3.4: Origin of Construct



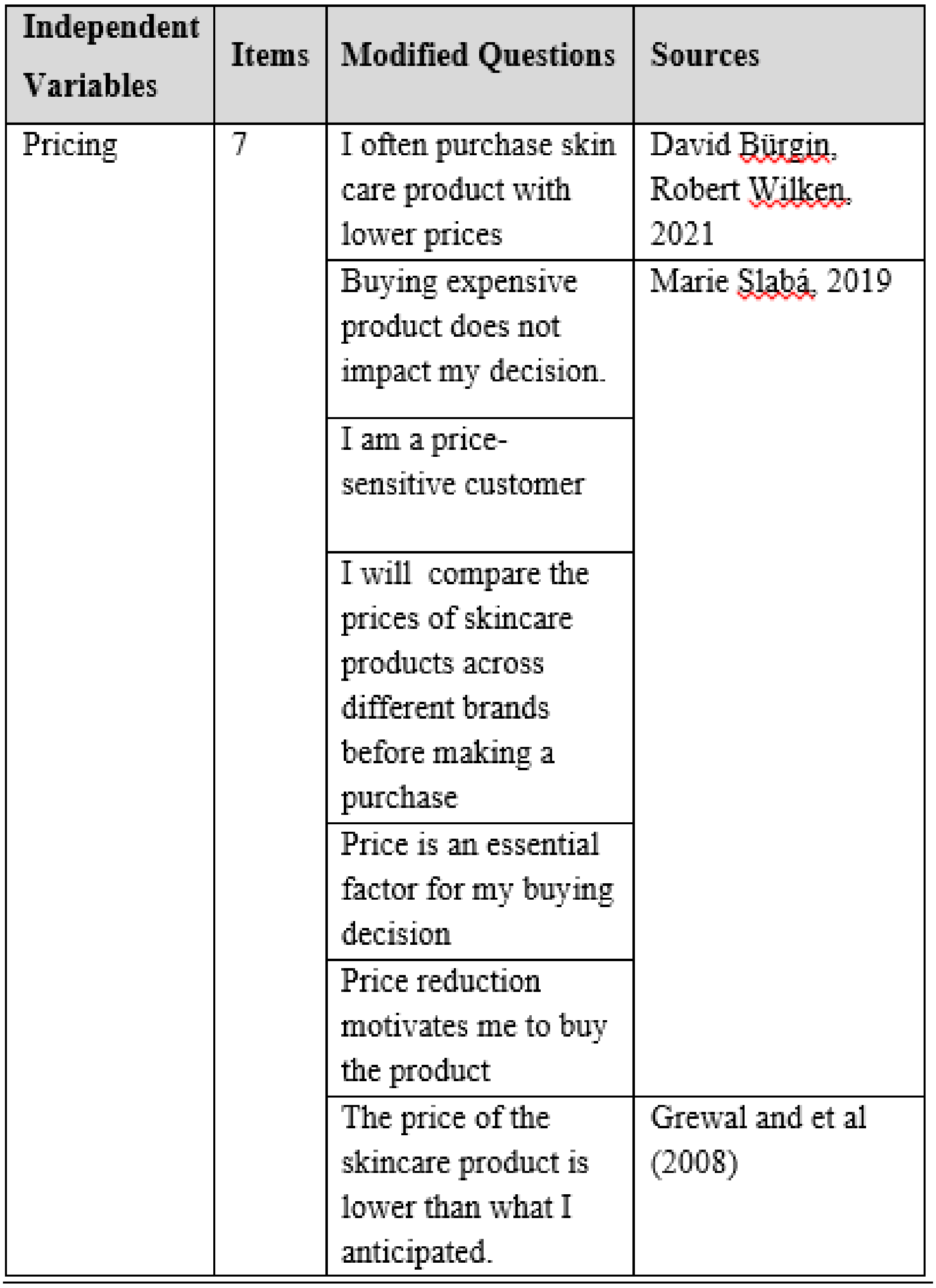
Dependent Variables	**Items**	**Modified Questions**	**Sources**
Purchase Intention	5	I would consider purchasing products with a high perceived value.	Rashid Shafiq1 , Irfan Raza and Muhammad Zia-ur-Rehman, 2010
		I am very likely to purchase skincare products recommended by my friends on social media	Emini and Zeqiri (2021)
		I will recommend the skin care product I currently use to others.	Rebeka-Anna Pop, Zsuzsa Săplăcan and Mónika-Anetta Alt, 2020
		I intent to buy skin care product in the future.	Cuang, 2020
		I plan to purchase skin care product	



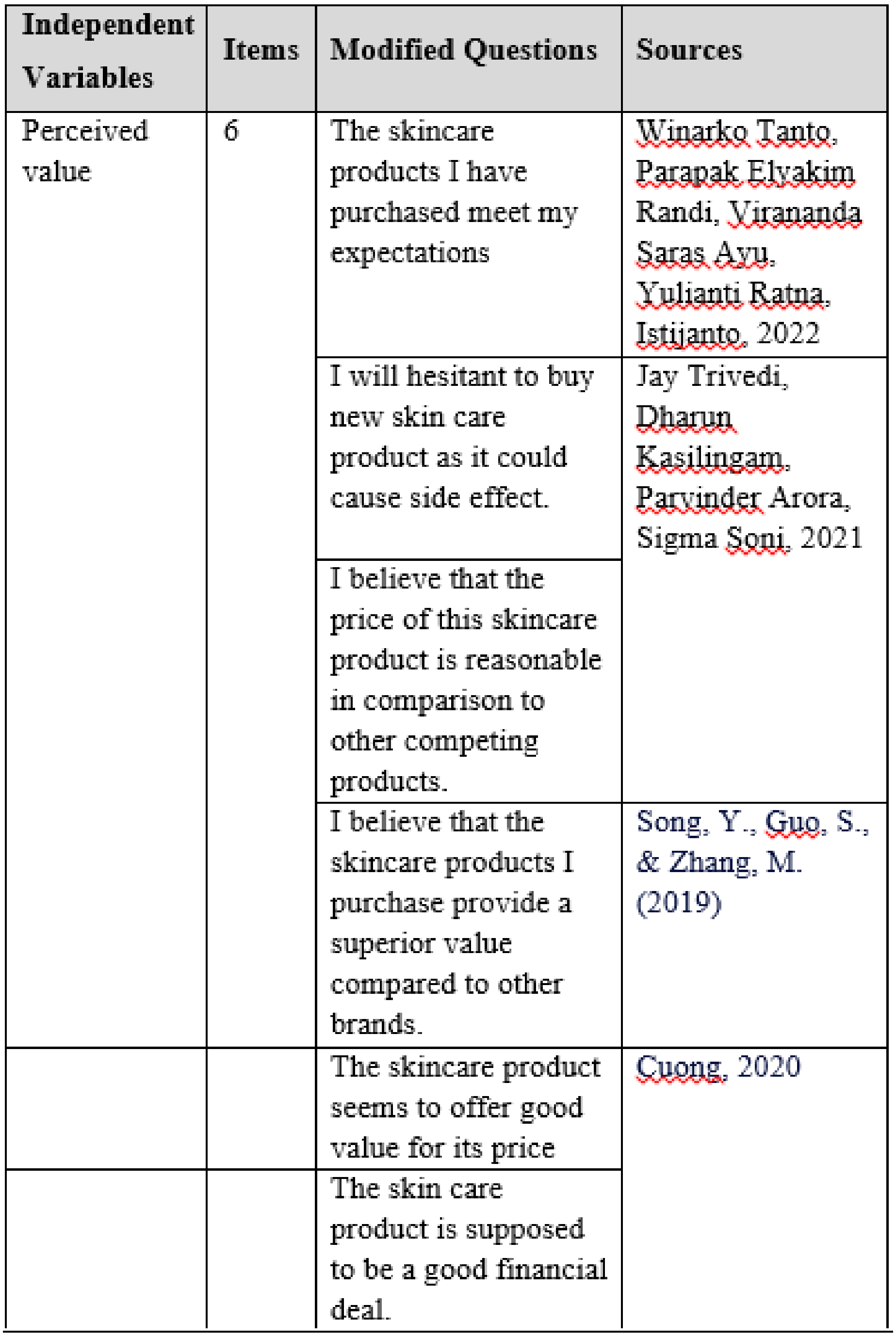
Independent Variables	Items	Modified Questions	Sources
Social media	7	I will follow or engage with skincare brands or influencers on social media	(Neha Sarin and Preeti Sharma, 2023)
		The content posted on this skincare brand's social media appears to be current and up-to-date.	Chung Tin Fuh, 2022
		Influential bloggers often use discount codes to motivate readers to purchase products	
		Bloggers' reviews are more truthful than advertisements.	
		I perceive that skincare brand's social media provides tailored information searches.	
		The skincare brand's social media allows for interactive communication, enabling the sharing of opinions in both directions.	
		Contents about skin care product on social media are trustworthy and believable	



Independent Variables	Items	Modified Questions	Sources
Brand image	6	Friends in social networks introduce products, creating credibility and brand image.	Mohd Shuaib Siddiqui, Urooj Ahmad Siddiqui, Mohammed Arshad Khan, Ibrahim Ghazi Alkandi,Anoop Krishna Saxena and Jaziba Haroon Siddiqui,2021
		Online reviews shapes my impression of the brand	
		All the skincare items available in the store are of high quality.	Sumit Kumar, Gyan Prakash, Bhumika Gupta, Giuseppe Cappiello, 2022
		The store offers a variety of products represent a good image.	Cuang, 2020
		Using good skincare product or service boosts my confidence.	
		The skin care & beauty product can be trusted for its reliability.	Foster, B. (2016).



Independent Variables	Items	Modified Questions	Sources
Pricing	7	I often purchase skin care product with lower prices	David Bürgin, Robert Wilken, 2021
		Buying expensive product does not impact my decision.	Marie Slabá, 2019
		I am a price-sensitive customer	
		I will compare the prices of skincare products across different brands before making a purchase	
		Price is an essential factor for my buying decision	
		Price reduction motivates me to buy the product	
		The price of the skincare product is lower than what I anticipated.	Grewal and et al (2008)



Independent Variables	Items	Modified Questions	Sources
Perceived value	6	The skincare products I have purchased meet my expectations	Winarko Tanto, Parapak Elyakim Randi, Virananda Saras Ayu, Yulianti Ratna, Istijanto, 2022
		I will hesitant to buy new skin care product as it could cause side effect.	Jay Trivedi, Dharun Kasilingam, Parvinder Arora, Sigma Soni, 2021
		I believe that the price of this skincare product is reasonable in comparison to other competing products.	
		I believe that the skincare products I purchase provide a superior value compared to other brands.	Song, Y., Guo, S., & Zhang, M. (2019)
		The skincare product seems to offer good value for its price	Cuong, 2020
		The skin care product is supposed to be a good financial deal.	

3.5 Data collection methods

Data collection entails collecting data relating to all relevant inputs to answer the study question, test the hypothesis, and evaluate the findings (Bhat, 2023). To achieve the objective and test the hypothesis, primary data collection was appropriate, enabling the search for information on the influence of consumers' knowledge of skincare products on purchase intention. Any research study needs accurate data collection to be valid and successful; hence, the data collection method clarifies our view.

3.5.1 Primary data

Projects that utilise primary data incorporate information obtained first hand. In this research, methods of collecting primary data include surveys and questionnaires. The target respondents receive 250 sets of questionnaires to answer. Primary data collection is reliable and up-to-date, but it takes longer.

3.6 Data analysis

Data analysis mainly turns data into useful information (Taherdoost, 2022). Statistical analysis will be performed on the questionnaire data using SPSS v. 29. This will yield descriptive statistics, a reliability test, and inferential statistics.

3.6.1 Statistical package for social science (SPSS)

The researcher employed SPSS to oversee and analyse the data for this study.

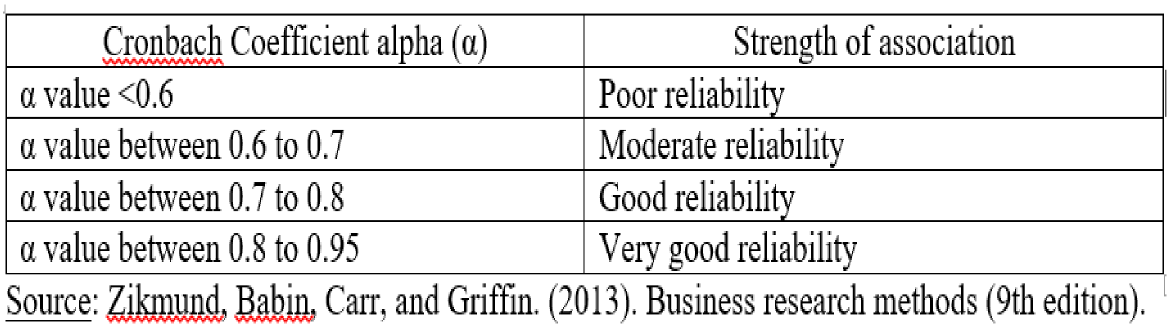
3.6.2 Descriptive analysis

Descriptive statistical analysis simplifies presenting information. The study used descriptive statistics like mean, regression, and analysis of variance. Tabulating the data and selecting the best charts, tables, and graphs presented the findings. Section A analyses data using frequency, percentage, and cumulative percentage and presents it in pie charts and tables. Section B presents percentage, mean, and standard deviation data in a table.

3.6.3 Reliability test

It is critical to conduct a reliability test on a measuring instrument to ensure that every one of its components is in agreement. The most prevalent measure of internal consistency is Cronbach's alpha. According to Taherdoost and Hamed (2016), it is the best method for gauging reliability when using Likert scales. To clarify, Table 3.5 shows the Cronbach's alpha interpreting rule.

Table 3.5: Rules of Thumb for Reliability Test



Cronbach Coefficient alpha (α)	Strength of association
α value <0.6	Poor reliability
α value between 0.6 to 0.7	Moderate reliability
α value between 0.7 to 0.8	Good reliability
α value between 0.8 to 0.95	Very good reliability

Source: Zikmund, Babin, Carr, and Griffin. (2013). Business research methods (9th edition).

In the research, the Cronbach's alpha coefficient for the four independent variables in the pilot test exceeded 0.7. This demonstrates that all independent variables under consideration are reliable. The following Table 3.6 provides a comprehensive overview of the outcomes obtained from the reliability test conducted during the pilot test.

Table 3.6: Result of Reliability Test for independent variables (IV)

Independent Variables	Cronbach Coefficient alpha (α)
Social media	0.747
Brand image	0.74
Pricing	0.822
Perceived value	0.833

Source: Developed for the research.

Table 3.7: Result of Reliability Test for dependent variable (DV)

Dependent Variables	Cronbach Coefficient alpha (α)
Purchase intention	0.717

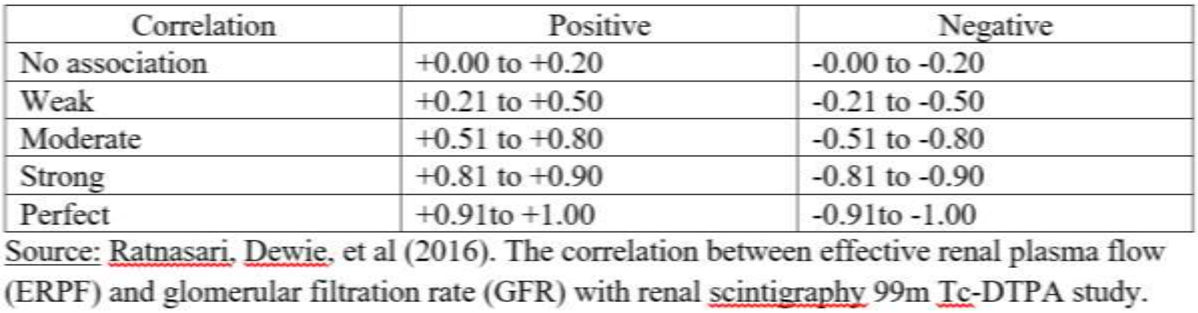
Source: Developed for the research.

3.6.4 Inferential analysis

3.6.4.1 Pearson Correlation Analysis

Parametric statistics are represented by the Pearson correlation coefficient. Consequently, there are certain distributional assumptions that are linked to it. The Pearson model (Hahs-Vaughn, 2023) posits that the independent variable X and the dependent variable Y follow a linear relationship by assuming a bivariate normal distribution. When the value between the independent and dependent variables is completely zero, it indicates the absence of any correlation. The method will proceed in accordance with the value range of +1 to -1, as the Pearson correlation is constrained within this interval. Therefore, when the value exceeds zero, it indicates a positive correlation, whereas if the value falls below zero, it signifies a negative correlation. Table 3.7 below details the value for Pearson correlation analysis.

Table 3.8: Value for Pearson Correlation Analysis



Correlation	Positive	Negative
No association	+0.00 to +0.20	-0.00 to -0.20
Weak	+0.21 to +0.50	-0.21 to -0.50
Moderate	+0.51 to +0.80	-0.51 to -0.80
Strong	+0.81 to +0.90	-0.81 to -0.90
Perfect	+0.91to +1.00	-0.91to -1.00

Source: Ratnasari, Dewie, et al (2016). The correlation between effective renal plasma flow (ERPF) and glomerular filtration rate (GFR) with renal scintigraphy 99m Tc-DTPA study.

3.6.4.2 Multiple linear regression

The correlation between a dependent variable and two or more independent variables is investigated via multiple regression analysis. Expanding upon the concept of basic linear regression, which examines the correlation between a solitary independent variable and a dependent variable, it applies to situations where the dependent variable may be concurrently influenced by multiple factors. Multiple regression analysis helps researchers examine how four independent variables affect skin care product purchase intention. To clarify the factors that affect the dependent variable, each independent variable's coefficient value explains most of them. The coefficient value and the ANOVA value will also be included by the researcher.

The general equation for multiple regression analysis is as follows:

$$\boxed{Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \ldots + \beta_k X_{ki} + \varepsilon}$$

Source: Levine, Stephan, et al, 2017)

Whereby,

y=dependent variable

β_0 = Intercept

$\beta_1,\ \beta_2\ \ldots,\ \beta_m$ = Regression Coefficient of the independent variables

$X_1, X_2 \ldots,\ X_m$ = Independent variables

Σ = Random error

3.7 Conclusion

This chapter describes all research designs employed by the researcher. The researcher gathered 250 useful and qualified pieces of primary data. This study's target population is the user population of skin care products. After that, the researcher uses convenience sampling to gather data. Before sending out the questionnaires, the researcher sent 40 respondents to test for errors and weirdness. Finally, this chapter covered data analysis to evaluate the actual questionnaire.

CHAPTER 4 DATA ANALYSIS

4.0 Introduction

This chapter discusses the findings collected from respondents in the table and figure. Furthermore, the Statistical Package for Social Science (SPSS) will be used to compute the response rate, reliability analysis, frequency analysis, and correlation analysis. Finally, the regression hypothesis will evaluate the hypothesis result and conclude with a summary of this chapter.

4.1 Descriptive Analysis

4.1.1 Respondent's Profile

The respondent's demographic information, including gender, age, education, occupation, and income, will be covered in this subsection.

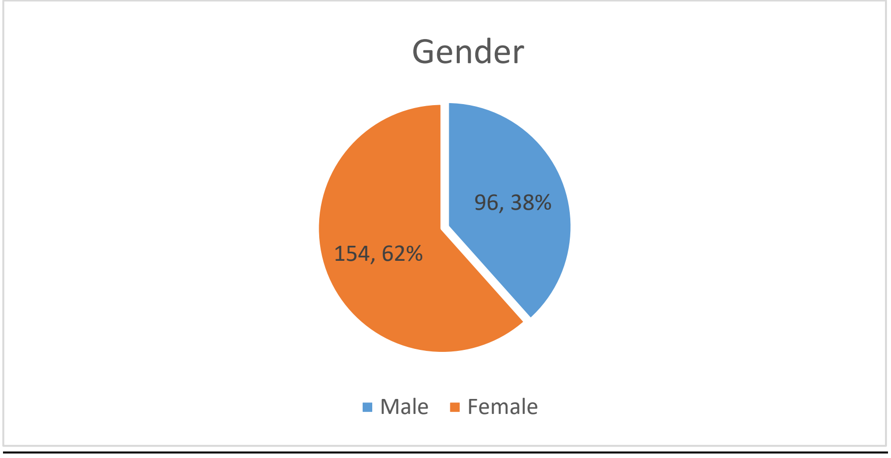
4.1.1.1 Gender

Table 4.1: Gender

Category	Frequency	Percentage %	Cumulative Percent (%)
Male	96	38	38
Female	154	62	100.0
Total	250	100.0	

Source: Developed for the research

Figure 4.1: Gender



Source: Developed for the research

There has a total of 96 or 38 % male respondents and 154 or 62% female respondents. The researchers distributed questionnaires randomly and findings indicate that there were more female respondents than male respondents. Respondents from the female gender are more likely to participate in this survey.

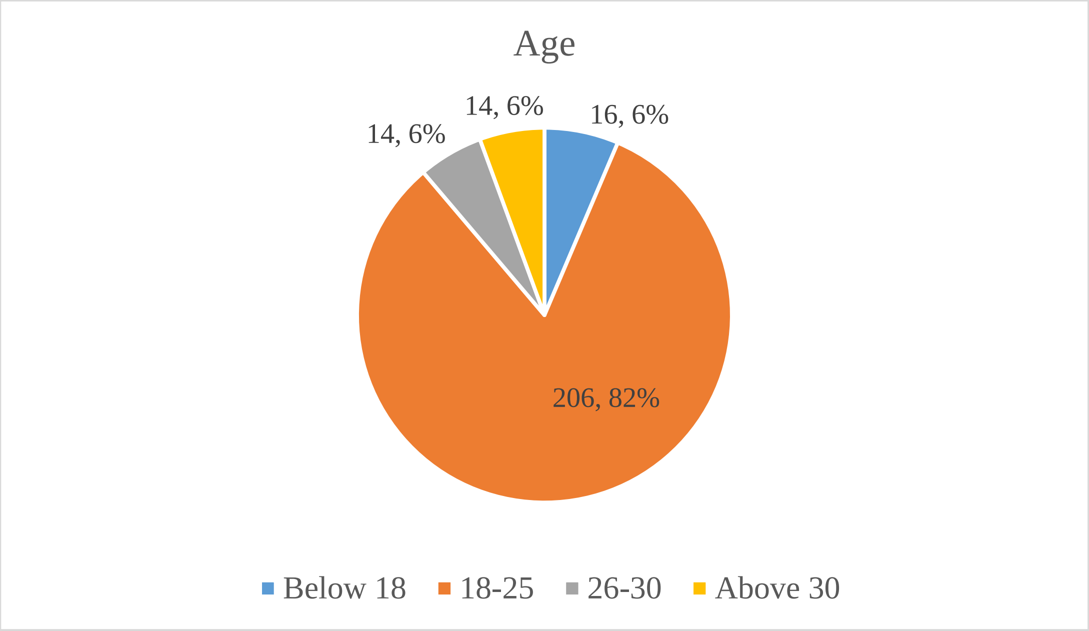
4.1.1.2 Age

Table 4.2: Age

Category	Frequency	Percentage %	Cumulative Percent (%)
Below18	16	6.4	6.4
18-25	206	82.4	88.8
26-30	14	5.6	94.4
Above 30	14	5.6	100
Total	250	100.0	

Source: Developed for the research

Figure 4.2: Age



Source: Developed for the research

According to the frequency analysis, most of the respondents to this research were aged 18 to 25, which contributed 206, or 82.4%. This shows 18 to 25 year olds use skin care products frequently. Followed by the below-average 18-year-olds, respectively contributing 16 and 6.4%. Meanwhile, 26 to 30 year olds and those above 30 years old have an equal quantity, which is 14 respondents, or 5.6%.

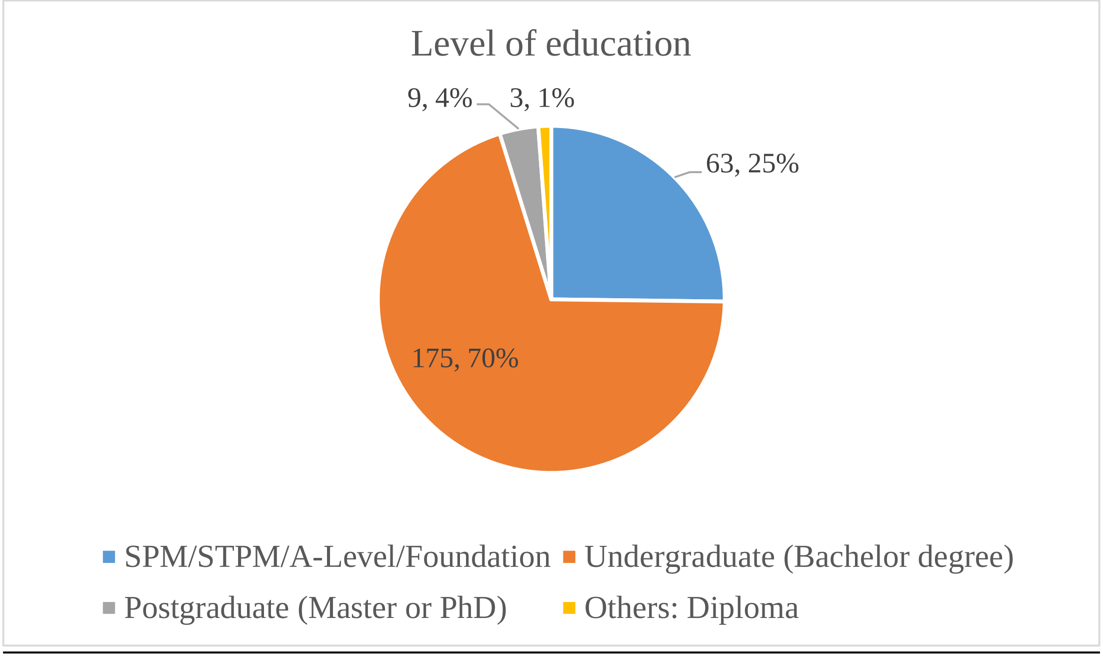
4.1.1.3 Level of education

Table 4.3: Level of education

Category	Frequency	Percentage %	Cumulative Percent (%)
SPM/STPM/A-Level/Foundation	63	25.2	25.2
Undergraduate (Bachelor degree)	175	70.0	95.2
Postgraduate (Master or PhD)	9	3.6	98.8
Others: Diploma	3	1.2	100
Total	250	100.0	

Source: Developed for the research

Figure 4.3: Level of education



Source: Developed for the research

Table 4.3 and Figure 4.3 show that most of the respondents were undergraduate (Bachelor degree) holders which have 175 respondents (70.0%). Whereas the SPM/STPM/A-Level/Foundation holders consist of 63 respondents (25.2%), and next is the postgraduate (Master or PhDs) holders with 9 respondents (3.6%). Finally, others option which is diploma holders have 3 respondents (1.2%).

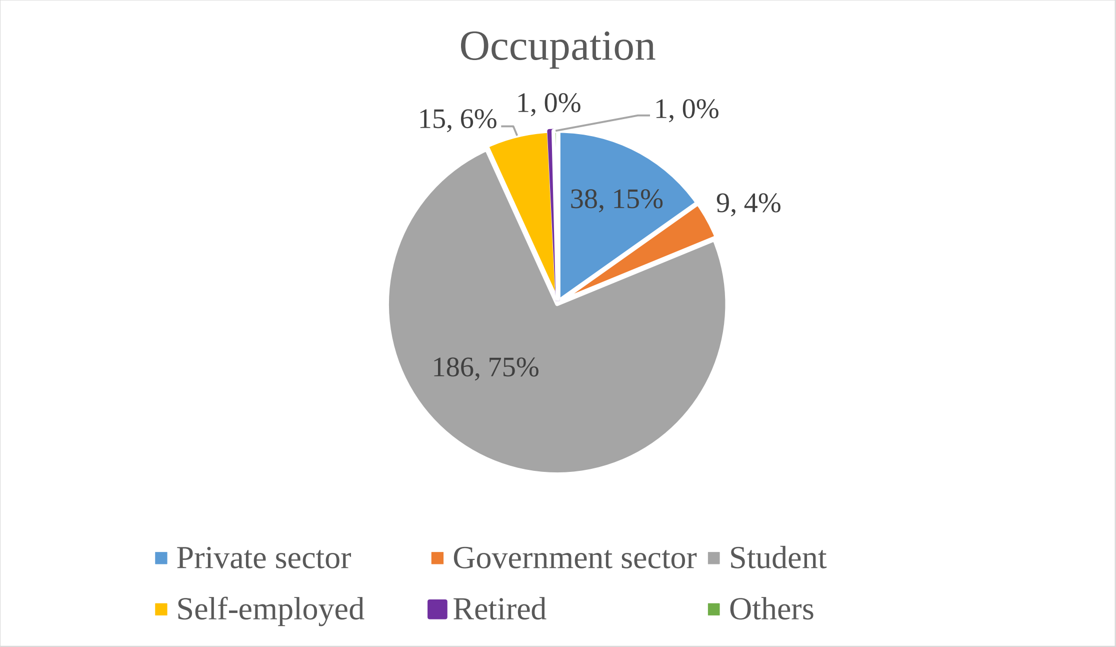
4.1.1.4 Occupation

Table 4.4: Occupation

Category	Frequency	Percentage %	Cumulative Percent (%)
Private sector	38	15.2	15.2
Government sector	9	3.6	18.8
Student	186	74.4	93.2
Self employed	15	6.0	99.2
Retired	1	0.4	99.6
Others	1	0.4	100
Total	250	100.0	

Source: Developed for the research

Figure 4.4: Occupation



Source: Developed for the research

Table 4.4 and Figure 4.4 show that the highest occupation of target respondents is students, with 186 respondents (74.4%). In addition, respondents in the private sector make up 38 of the respondents (15.2%); next to 15 respondents are self-employed (6.0%). Only 9 respondents (3.6%) were from the government sector. Lastly, retirees and other occupations such as logistic executives have only 1 respondent (0.4%) in this survey. Student respondents constitute almost all of the participants in the survey.

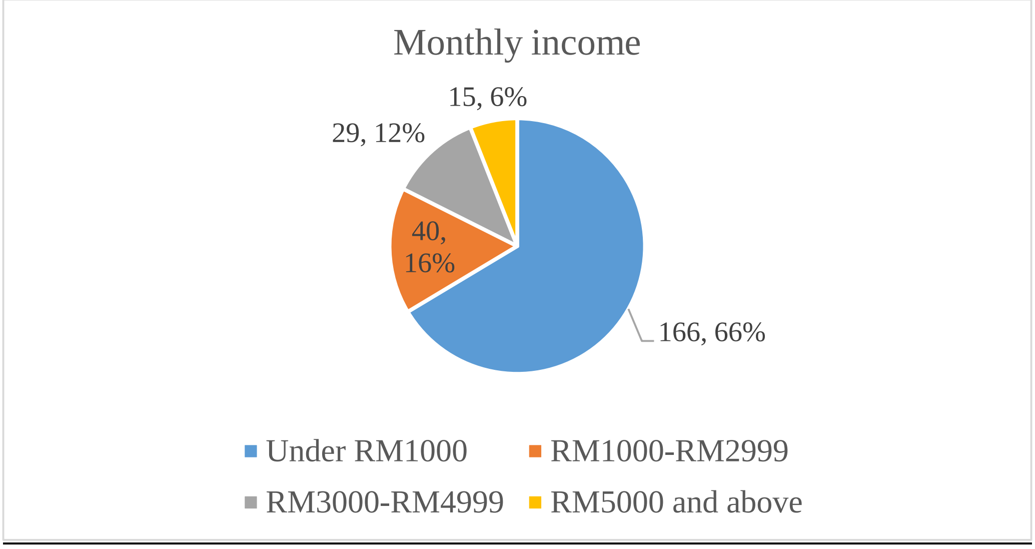
4.1.1.5 Monthly Income

Table 4.5: Monthly income

Category	Frequency	Percentage %	Cumulative Percent (%)
Under RM1000	166	66.4	66.4
RM1000-RM2999	40	16.0	82.4
RM3000-RM4999	29	11.6	94.0
RM5000 and above	15	6.0	100
Total	250	100.0	

Source: Developed for the research

Figure 4.5: Monthly income



Source: Developed for the research

Table 4.5 and Figure 4.5 present the monthly income information of the participants. Among the entire sample of 250 respondents, 166 individuals (66.4%) reported a monthly income below RM1000. There are also 40 respondents whose income is between RM1000 and RM2999 (16.0%), and 29 respondents income is between RM300 and RM4999 (11.6%). RM5000 and above of monthly income have 15 respondents (6.0%).

4.2 Central Tendencies Measurement of Construct

Table 4.6: Descriptive Statistics

	N	Mean	Std. Deviation
Purchase intention	250	3.8824	.75905
Social media	250	3.6811	.79568
Brand image	250	3.8127	.72834
Pricing	250	3.7246	.71105
Perceived value	250	3.8480	.68873
Valid N (listwise)	250		

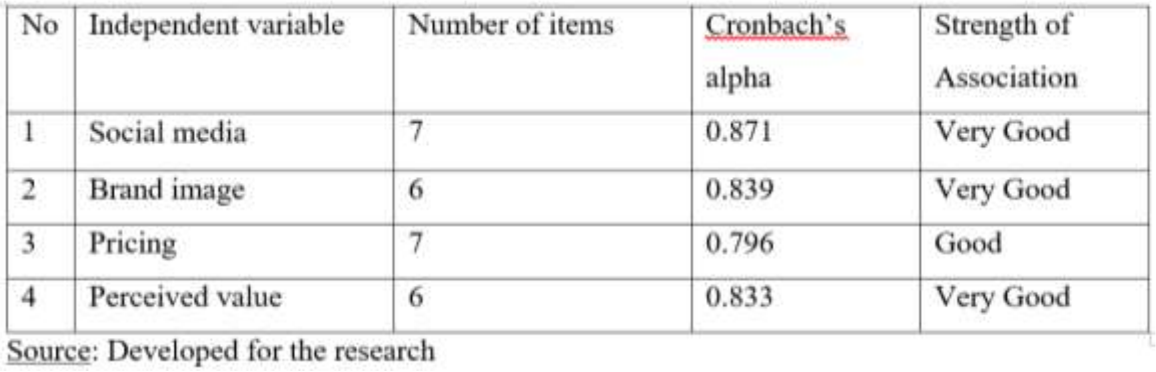
Source: Data generated by SPSS Statistic 29 for research

Table 4.6 shows the descriptive statistics for purchase intention, social media, brand image, pricing, and perceived value. The mean for purchase intention is the greatest at 3.8824. Followed by perceived value with a mean of 3.8480, brand image with a mean of 3.8127, and pricing with a mean of 3.7246. The lowest mean of all is 3.6811, which pertains to social media. Hence, Table 4.6 demonstrates respondents replies tendency to be neutral since the means of all variables are greater than 3. Standard deviation refers to the indication of how close the data is to the mean. When looking at standard deviation, the most extreme values are seen in social media (0.79568) and perceived value has the lowest standard deviation (0.68873).

4.3 Scale measurement

4.3.1 Reliability test

Table 4.7: Reliability Analysis for Independent Variables (IV)



No	Independent variable	Number of items	Cronbach’s alpha	Strength of Association
1	Social media	7	0.871	Very Good
2	Brand image	6	0.839	Very Good
3	Pricing	7	0.796	Good
4	Perceived value	6	0.833	Very Good

Source: Developed for the research

Table 4.8: Reliability Analysis for Dependent Variables (DV)

No	Independent variable	Number of items	Cronbach’s alpha	Strength of Association
1	Purchase intention	5	0.814	Very Good

Source: Developed for the research

The results of the reliability tests are displayed in tables 4.9 and 4.10 above. With an α value of 0.871, social media has the best Cronbach's alpha. Brand image, perceived value, and purchase intention follow with α = 0.839, α = 0.833, and α = 0.814, respectively, from the reliability dimensions. Cronbach's alpha for price is the lowest at 0.796. The reliability in this study is strong and good, with all variables being greater than 0.7. As a result, the questionnaire used in this research was deemed excellent and consistent.

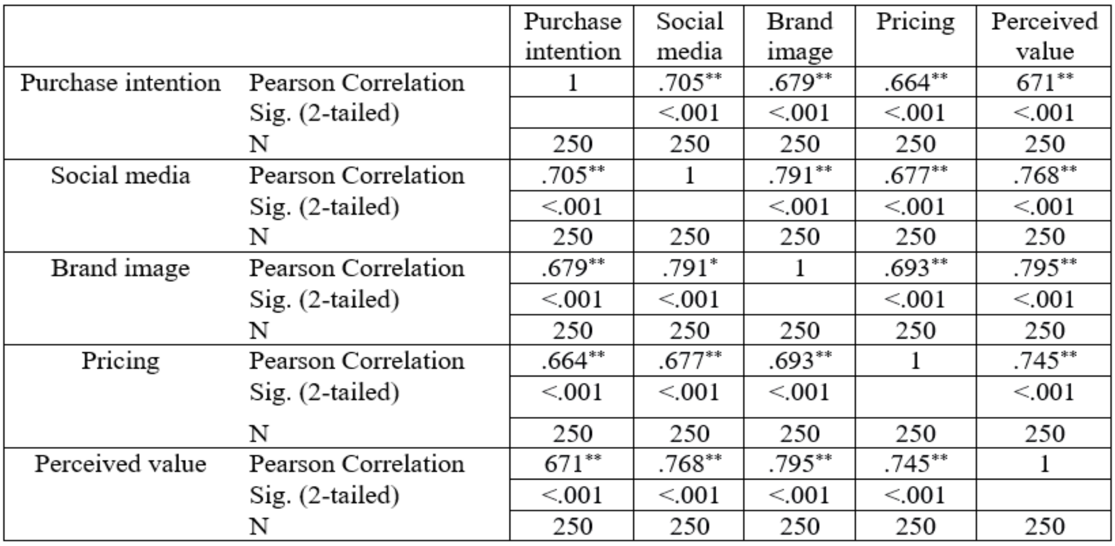
4.4 Inferential analysis

4.4.1 Pearson correlation analysis

$$H_0 : p = 0$$

$$H_1 : p \neq 0$$

Table 4.9: Pearson Correlation Coefficient Matrix



		Purchase intention	Social media	Brand image	Pricing	Perceived value
Purchase intention	Pearson Correlation	1	.705**	.679**	.664**	671**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	250	250	250	250	250
Social media	Pearson Correlation	.705**	1	.791**	.677**	.768**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	250	250	250	250	250
Brand image	Pearson Correlation	.679**	.791*	1	.693**	.795**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	250	250	250	250	250
Pricing	Pearson Correlation	.664**	.677**	.693**	1	.745**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	250	250	250	250	250
Perceived value	Pearson Correlation	671**	.768**	.795**	.745**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	250	250	250	250	250

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

Source: Data generated by SPSS Statistic 29 for research

4.4.1.1 Implication of correlations

Table 4.9 shows that all the independent factors (social media, brand image, pricing, and perceived value) have a positive effect on purchase intention (p-value =< 0.001), as supported by Pearson's correlation analysis. All four hypotheses' predicted correlations are positive and statistically significant at the 0.001 level (2-tailed). If the p-value is less than 0.05, then there is substantial evidence to reject the null hypothesis.

Hypothesis 1: There is a relationship between social media and the purchase intention of skin care products.

The strongest recorded value of the strong linear connection between social media and the intention to purchase skin care products was 0.705, as evidenced in Table 4.9. Because it is less than 0.001, the p-value is lower than the significance level of 0.005. An indication of a linear relationship between the two variables is provided. As a result, it is possible to reject the null hypothesis.

Hypothesis 2: There is a relationship between brand image and the purchase intention of skin care products.

Brand image has a high linear relate with skin care product purchase intention (0.679) as seen in Table 4.9. The p-value is <0.001, going below α at 0.05. It shows a linear relationship between independent and dependent variables. As a result, it is feasible to reject the null hypothesis.

Hypothesis 3: There is a relationship between pricing and the purchase intention of skin care products.

Table 4.9 shows that pricing has a strong linear correlation with the purchase intention of skin care products, with the lowest recorded value of 0.664. The p-value is <0.001, which is lower than α at 0.05. It indicates there is a linear relationship between both the independent variable and the dependent variable. Therefore, the null hypothesis is rejected.

Hypothesis 4: There is a relationship between perceived value and the purchase intention of skin care products.

Table 4.9 shows that perceived value has a strong linear correlation relationship with the purchase intention of skin care products, which has recorded 0.671. The p-value is <0.001, which is lower than α at 0.05. It indicates there is a linear relationship between both the independent variable and the dependent variable. Therefore, the null hypothesis is rejected.

4.4.2 Multiple regression analysis

Table 4.10: Multiple Regression Analysis Model Summary

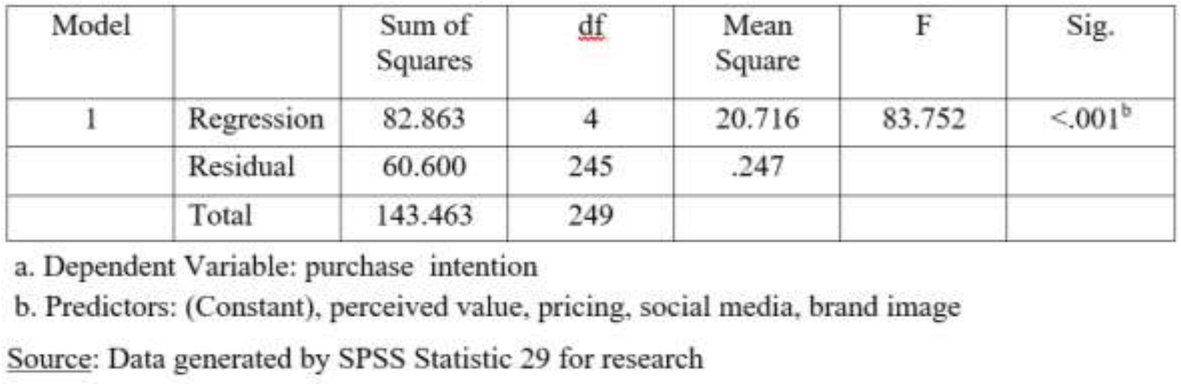
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760[a]	.578	.571	.49734

a. Predictors: (Constant), perceived value, pricing, social media, brand image

Source: Data generated by SPSS Statistic 29 for research

The correlation coefficient (R) is 0.760, as shown in Table 4.10, indicating a significant positive linear association. With an R-Square value of 0.578, the four independent variables—social media, brand image, pricing, and perceived value—explain 57.80% of the variability in the intention to purchase skin care products. Conversely, an additional 42.2% of the variance in purchase intention remains unaccounted for or could potentially be accounted for by alternative variables.

Table 4.11: Table of ANOVA



Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.863	4	20.716	83.752	<.001[b]
	Residual	60.600	245	.247		
	Total	143.463	249			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), perceived value, pricing, social media, brand image

Source: Data generated by SPSS Statistic 29 for research

The F-value in Table 4.11 is 83.752, and the p-value is less than 0.001, which is lower than the 0.05 level of significance. This finding suggests a statistically significant association between the dependent variable and the four independent factors. This finding provides evidence for the dependability of the model when examining the correlation between independent and dependent variables.

Table 4.12: Output of Multiple Regression Analysis Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	t	Sig.
1	(Constant)	. 646	.189		3.425	<.001
	Social media	.308	.071	.323	4.362	<.001
	Brand image	.174	.082	.167	2.129	.034
	Pricing	.273	.069	.255	3.927	<.001
	Perceived value	.110	.088	.100	1.258	.210

Source: Data generated by SPSS Statistic 29 for research

The new multiple regression equation is form as following:

Y= 0.646 + 0.308 (SM) + 0.174 (BI) + 0.273 (P) + 0.110(PV)

Where

Y = Purchase Intention
SM = Social Media
BI = Brand Image
P = Pricing
PV = Perceived Value

Table 4.12 displays that the purchase intention of skin care products is at the 0.646 point, where H0 is 0.646. Thus, the purchase intention of skin care products is expected to be at 0.646 points when the points of four independent variables are set to zero.

4.4.2.1 Implication of correlations

Hypothesis 1: There is a relationship between social media and the purchase intention of skin care products.

Table 4.12 shows that the purchase intention of skin care products is expected to increase by 0.308 points (β1 = 0.308) for every point increase in social media by keeping other variables constant. Since its p-value is <0.001 and is lower than 0.05, it indicates social media has a significant relationship with the purchase intention of skin care products. Thus, the null hypothesis is rejected.

Hypothesis 2: There is a relationship between brand image and the purchase intention of skin care products.

Table 4.12 shows that the purchase intention of skin care products is expected to increase by 0.174 points (β2 = 0.174) for every point increase in brand image by keeping other variables constant. Since its p-value is 0.034 and is lower than 0.05, it indicates brand image has a significant relationship with the purchase intention of skin care products. Thus, the null hypothesis is rejected.

Hypothesis 3: There is a relationship between pricing and the purchase intention of skin care products.

Table 4.12 shows that the purchase intention of skin care products is expected to increase by 0.273 points (β3 = 0.273) for every point increase in pricing, while keeping other variables constant. Since its p-value is <0,001 and is lower than 0.05, it indicates pricing has a significant relationship with the purchase intention of skin care products. Thus, the null hypothesis is rejected.

Hypothesis 4: There is a relationship between perceived value and the purchase intention of skin care products.

Table 4.12 shows that the purchase intention of skin care products is expected to increase by 0.110 points (β5 = 0.110) for every point increase in perceived value by keeping other variables constant. Since its p-value is 0.210 and is higher than 0.05, it indicates perceived value has an insignificant relationship with the purchase intention of skin care products. Thus, the null hypothesis is accepted.

4.5 Conclusion

The data analysis in this chapter was fruitful since it provided important patterns in the results and analyses of the results, answering all of the research questions and accomplishing all of the research objectives. The next chapter will go into more detail on the debates, findings, implications, and suggestions for further study.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

This chapter will begin with a discussion of the major findings, followed by the implications of the study. Next, it will discuss the limitations of the study, followed by recommendations for future research. Lastly, it will end with a conclusion.

5.1 Discussion of Major Findings

The major goal of the proposal is to measure the relationship between the four independent variables and the purchase intention of skin care products. The final results of hypotheses testing are finalised as below in Table 5.1.

Table 5.1: Summary of Hypotheses Findings

Hypothese	Standardized coefficients Beta	Significant Level (P – Value)	Results
H1: There is a relationship between social media and the purchase intention of skin care products	.323	<.001	Supported
H2: There is a relationship between brand image and the purchase intention of skin care products	.167	.034	Supported
H3: There is a relationship between pricing and the purchase intention of skin care products	.255	<.001	Supported

H4: There is a relationship between perceived value and the purchase intention of skin care products	.100	.210	Not Supported

Source: Developed for the research

From Table 5.1, all of the hypotheses in this research were supported with a significant value of less than 0.05, except for the perceived value (P = 0.210). Three out of four independent variables affect dependent variables in this study.

5.1.1 Social media

RQ1: Will social media affect the purchase intention of skin care products?

Social media includes websites and apps that let users create and share information. The results indicate that there is a substantial and positive association between social media and the desire to purchase skin care products, as indicated by the p-value of less than 0.001, which is less than 0.05, and the coefficient value of 0.323. This finding provides more evidence that recommendations from friends and followers on social media platforms can sway consumers to buy skin care products. Previous research by Pop et al. (2020) and Chrisniyanti and Chung (2021b) is in agreement with this study's results. They discovered that people's intentions to buy skin care products can be swayed by social media. The site offers educational content, reviews, trend analysis, and social proof, all of which have the potential to influence users' perceptions and decisions when it concerns skincare products.

5.1.2 Brand image

RQ2: Will brand image affect the purchase intention of skin care products?

The multiple linear regression analysis shows that brand image affects skin care product purchasing intention. With a coefficient of 0.167 and a p-value of 0.034 (less than 0.05), social media clearly plays a determining role in shaping the dependent variable, brand image. Supporting the findings of Sannya, Arina, et al. (2020), the skincare product business can benefit from a strong and favourable brand image by increasing consumer understanding and favourably influencing purchase intention. Additionally, Arif (2019) looked into how store image and service quality affected consumers' perceptions of a private label brand and their intentions to buy. Brand image positively affects purchasing intention, according to their study.

5.1.3 Pricing

RQ3: Will pricing affect the purchase intention of skin care products?

According to the findings, the pricing component has a significant and positive link with the desire to purchase skin care products, as indicated by a p-value of less than 0.001 (less than 0.05) and a coefficient value of 0.255. This agrees with the results of Slabá (2020), who found that while making a purchase, the average consumer places a high value on price. When a product has high quality, which includes all the qualities and traits that contribute to the product's capacity to meet the demands and wishes of the consumer, loyal customers are ready to pay a premium for it.

5.1.4 Perceived value

RQ4: Will perceived value affect the purchase intention of skin care products?

Consumers' perceptions of a product or service's benefits versus its expenses are called perceived value. According to the results, the perceived value has a p-value of 0.210, which is greater than 0.05. However, the coefficient value of 0.100 suggests that perceived value has an insignificant relationship with skincare product purchase intention. One possible explanation is that consumer opinions and views might shift over time, along with other temporal considerations. The influence of perceived value on the purchase of skin care products was deemed more significant by previous respondents compared to present respondents. Unexpectedly, this result contradicts the research of Peng and Zhang (2019), who found a positive correlation between perceived value and intent to buy.

5.2 Implication of study

The study's findings highlighted the importance of social media, brand image, and pricing in influencing the intention to buy skin care products. Businesses should engage with consumers, respond to questions, and talk about skincare trends and problems on social media. In addition to influencing their propensity to buy, it can also foster trust and community. People who use social media are remarkably receptive to reviews posted by both friends and complete strangers. Therefore, businesses might offer discounts or incentives to encourage social media product recommendations.

Educative marketing efforts must emphasise brand image. Customers are informed about skin care products' advantages, ingredients, and clinical or scientific data to help them comprehend. The study shows that brand image builds and maintains trust. Customers are more likely to make a purchase when they have trust in the brand. Companies need to be transparent about their materials and production processes, keep their word, and ensure that their products consistently meet or exceed customer expectations.

Brands must compare their values to those of their competitors in order to remain competitive in the skincare industry. Understanding competitors' pricing methods helps market items. Strategic use of discounts, coupons, and loyalty programmes can increase sales. It is possible to make frequent customers feel like they are receiving a great deal by offering them limited-time deals, packages, or discounts. This activity will increase their skin care product purchases.

5.3 Limitation of Study

Several limitations of this study need to be addressed. The current research did not examine other variables that can influence the purchase intention of skin care products. In this study, mediator and moderator variables are omitted in favour of focusing solely on the relationships between independent and dependent variables. Thereby, it might not be accurate enough to carry out the research.

This study focuses on a limited number of independent variables, including perceived value, social media, and brand image. There might be additional important criteria that the study overlooked when determining buying intention. So, the study's practicality and usefulness could be impacted.

The lack of qualitative data is another drawback of this research. Since this research relies entirely on numerical data, it risks omitting the richness and context that qualitative information could offer. For a more complete picture of the phenomenon, qualitative data is invaluable. Quantitative data could provide statistical patterns and correlations, but not in as much depth as qualitative data. Qualitative insights may reveal the causes, motivations, and perceptions that affect skin care products and purchase intentions.

5.4 Recommendations for future research

An additional suggestion is to investigate moderating and mediating variables. Explore mediating and moderating variables that may affect independent variables and purchasing intention. This has the potential to enhance the research's accuracy and prediction power by providing a more detailed understanding of the underlying systems.

Some future research recommendations will help the researcher improve their image for comparable studies. The first step is to investigate the possibility of including other pertinent independent factors that may affect the propensity to buy skin care products. Possible considerations include perceived quality, word-of-mouth, and risk. Furthermore, review the literature to find more independent variables that affect skincare product purchasing intention.

This study should additionally employ qualitative methods. Purchase intention elements can be better understood with qualitative data. Qualitative interviews or focus groups with a selection of participants can reveal their skincare product perceptions, motives, and purchasing intentions. This can illuminate underlying causes that quantitative data may miss. The future study can add open-ended questions to the survey instrument to let participants express their thoughts, feelings, and experiences. Extracting concepts from qualitative data adds richness and context to quantitative conclusions.

5.5 Conclusion

The purpose of this research was to analyse the relationship between customers' skincare product knowledge and their purchase intention. The goal is to find out how four different variables affect people's intentions to buy skin care products. The intention to purchase skin care products is significantly correlated with three of the four independent variables and just weakly with one of the four. Some suggestions that were previously considered might be useful for the research effort moving forward.

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APPENDICES

Appendix A: Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (Honours)

Dear respondents,

Hello! I'm researcher Wong Chui Yi from the Bachelor of International Business (HONS) of Universiti Tunku Abdul Rahman (UTAR). I am currently conducting a research to find out Influence of consumer’s knowledge in skincare product on purchase intention.

In this survey, you will be presented with a series of questions related to your experiences and perceptions regarding social media, brand image, pricing and perceived value to influence your purchase intention.

Your participation in this survey is entirely voluntary and anonymous. Your responses will be kept STRICTLY CONFIDENTIAL and used only for research purposes. The data collected will be analyzed in aggregate, and no individual's identity will be disclosed.

The survey should take approximately 5 to 10 minutes to complete. Thank you for being a part of this research! If you have any questions or concerns about the survey, feel free to contact me.
Yours sincerely,

Wong Chui Yi
011-55083458
chuiyi2001@1utar.my

Section A: Demographic profile

Please tick "√" for each of the question below. Each question will only have ONE (1) answer.

1. **Gender**
   - ☐ Male
   - ☐ Female
2. **Age**
   - ☐ Below 18
   - ☐ 18-25
   - ☐ 26-30
   - ☐ Above 30
3. **Levels of education**
   - ☐ SPM/STPM/A-Level/Foundation
   - ☐ Undergraduate (Bachelor degree)
   - ☐ Postgraduate (Master or PhD)
   - ☐ Others
4. **Occupation**
   - ☐ Private sector
   - ☐ Government sector
   - ☐ Student
   - ☐ Self employed
   - ☐ Retired
   - ☐ Others
5. **Income**
   - ☐ Under RM1000
   - ☐ RM1000-RM2999
   - ☐ RM3000-RM4999
   - ☐ RM5000 and above

Section B: Questionnaire

Section B questions are 5 answer scale measurement questions. Please choose the best answer based on a scale of 1 to 5.

(1) = Strongly disagree; (2) Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly agree.

This section focuses on the questionnaire regarding to factors influencing purchase intention of skin care products.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
5	4	3	2	1

Purchase intention

Refers to consumer's knowledge about the product has direct influence on purchase intention

No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I would consider purchasing products with a high perceived value.	5	4	3	2	1
2.	I am very likely to purchase skincare products recommended by my friends on social media	5	4	3	2	1
3.	I will recommend the skin care product I currently use to others.	5	4	3	2	1
4.	I plan to purchase skin care product	5	4	3	2	1
5.	I intent to buy skin care product in the future.	5	4	3	2	1

Social Media

Social media plays an important role in the advertising of skin care products and the introduction of new products to consumers.

No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I will follow or engage with skincare brands or influencers on social media	5	4	3	2	1
2.	The content posted on this skincare brand's social media appears to be current and up-to-date	5	4	3	2	1

3.	Influential bloggers often use discount codes to motivate readers to purchase products	5	4	3	2	1
4.	Contents about skin care product on social media are trustworthy and believable	5	4	3	2	1
5.	Bloggers' reviews are more truthful than advertisements.	5	4	3	2	1
6.	I perceive that skincare brand's social media provides tailored information searches.	5	4	3	2	1
7.	The skincare brand's social media allows for interactive communication, enabling the sharing of opinions in both directions	5	4	3	2	1

Brand Image

Brand image represents customers' perceptions about the brand and its entire psychological image, since a good reputation will be evaluated and can turn into optimal efficiency.

No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Friends in social networks introduce products, creating credibility and brand image.	5	4	3	2	1
2.	Online reviews shapes my impression of the brand	5	4	3	2	1
3.	All the skincare items available in the store are of high quality.	5	4	3	2	1
4.	The store offers a variety of products represent a good image.	5	4	3	2	1
5.	The skin care & beauty product can be trusted for its reliability.	5	4	3	2	1
6.	Using good skincare product or service boosts my confidence.	5	4	3	2	1

Pricing

Price image is subjective and complex, including emotional variables related to items or services.

No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I often purchase skin care product with lower prices	5	4	3	2	1

2.	Buying expensive product does not impact my decision.	5	4	3	2	1
3.	I am a price-sensitive customer	5	4	3	2	1
4.	I will compare the prices of skincare products across different brands before making a purchase	5	4	3	2	1
5.	Price is an essential factor for my buying decision	5	4	3	2	1
6.	Price reduction motivates me to buy the product	5	4	3	2	1
7.	The price of the skincare product is lower than what I anticipated.	5	4	3	2	1

Perceived Value

Perceived value is customers perceive the benefits of obtaining the item to be greater than the cost.

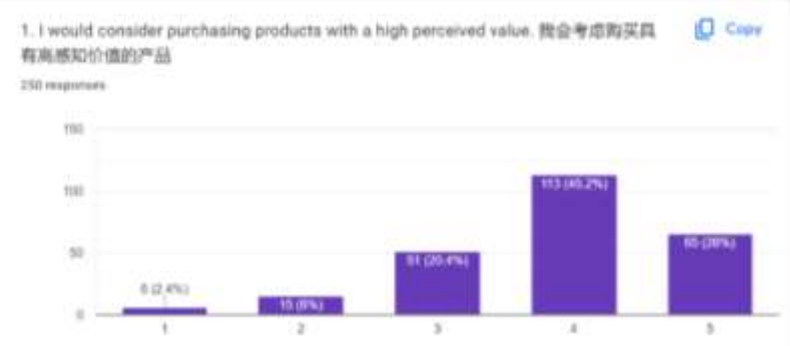
No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The skincare products I have purchased meet my expectations	5	4	3	2	1
2.	I believe that the skincare products I purchase provide a superior value compared to other brands.	5	4	3	2	1
3.	The skincare product seems to offer good value for its price	5	4	3	2	1
4.	I will hesitant to buy new skin care product as it could cause side effect.	5	4	3	2	1
5.	I believe that the price of this skincare product is reasonable in comparison to other competing products.	5	4	3	2	1
6.	The skin care product is supposed to be a good financial deal.	5	4	3	2	1

The end of questionnaire.

Thank you for your participation and cooperation in completing this survey.

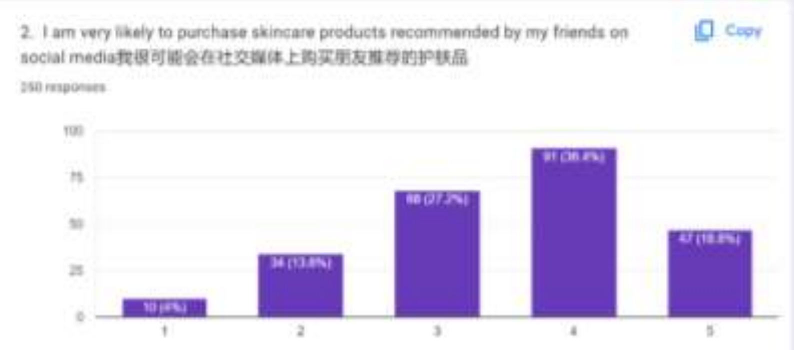
All responses will be kept private and confidential

Appendix B: Questionnaire Result



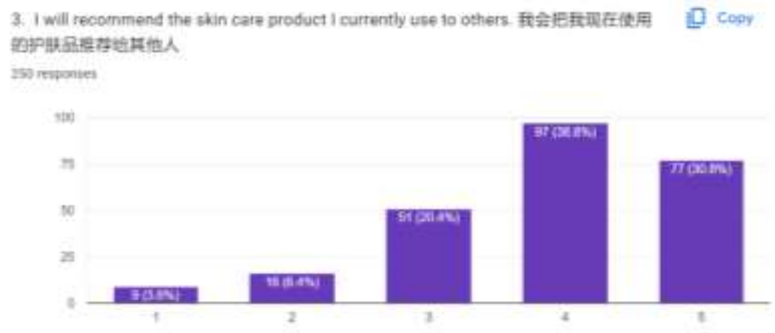
1. I would consider purchasing products with a high perceived value. 我会考虑购买具有高感知价值的产品

250 responses



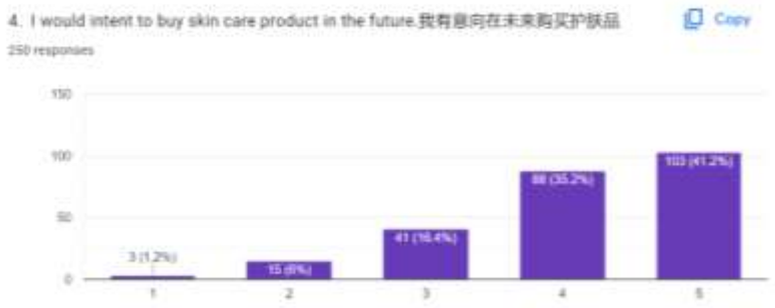
2. I am very likely to purchase skincare products recommended by my friends on social media我很可能会在社交媒体上购买朋友推荐的护肤品

250 responses



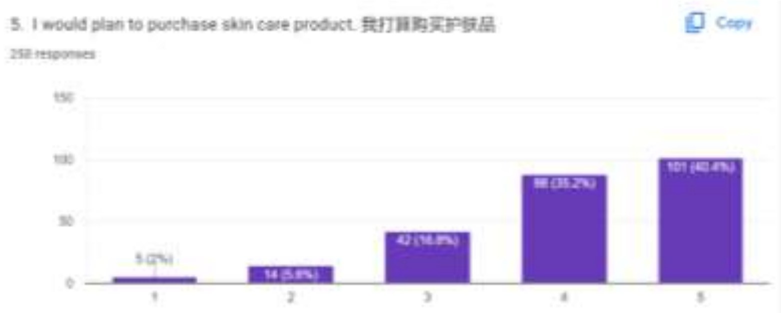
3. I will recommend the skin care product I currently use to others. 我会把我现在使用的护肤品推荐给其他人

250 responses



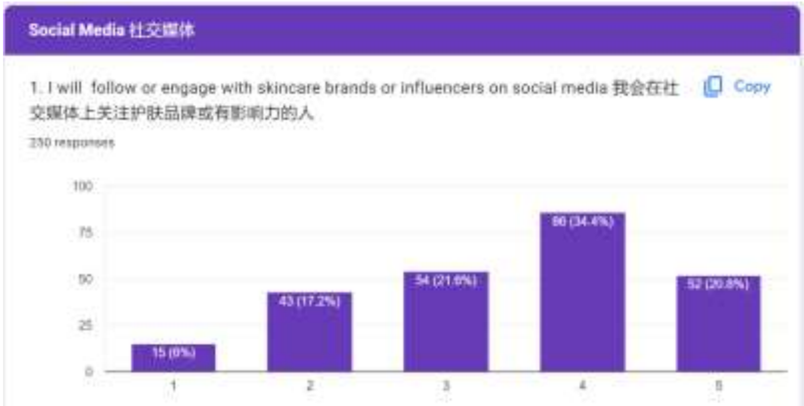
4. I would intent to buy skin care product in the future.我有意向在未来购买护肤品

250 responses



5. I would plan to purchase skin care product. 我打算购买护肤品

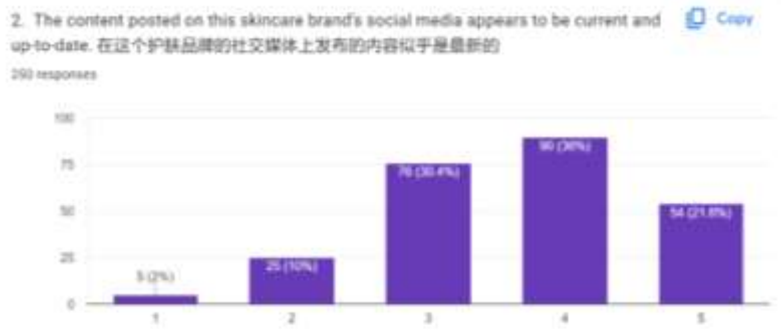
250 responses



Social Media 社交媒体

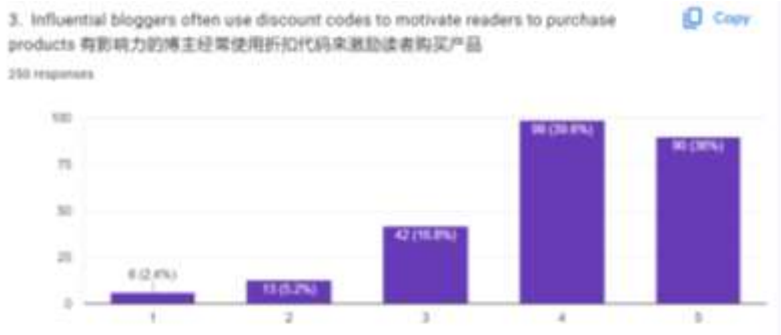
1. I will follow or engage with skincare brands or influencers on social media 我会在社交媒体上关注护肤品牌或有影响力的人

250 responses



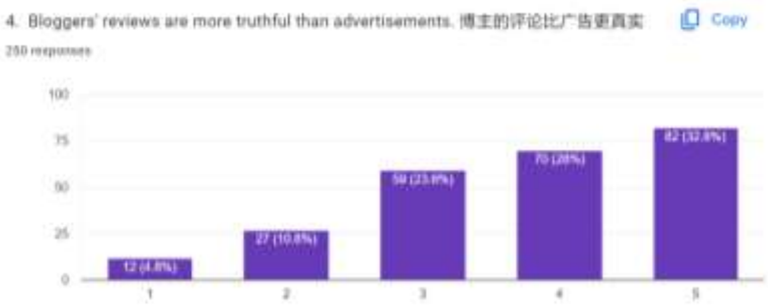
2. The content posted on this skincare brand's social media appears to be current and up-to-date. 在这个护肤品牌的社交媒体上发布的内容似乎是最新的

250 responses



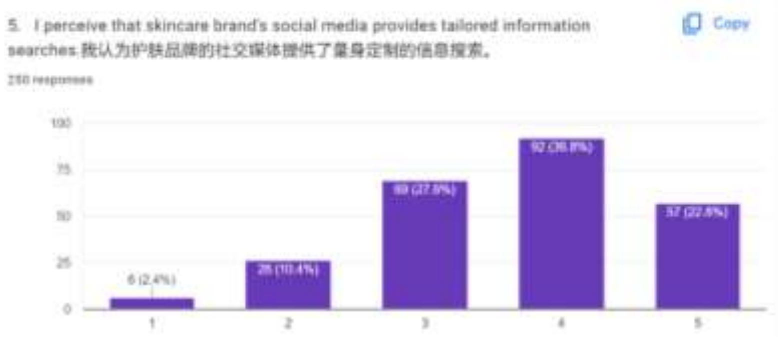
3. Influential bloggers often use discount codes to motivate readers to purchase products 有影响力的博主经常使用折扣代码来激励读者购买产品

250 responses



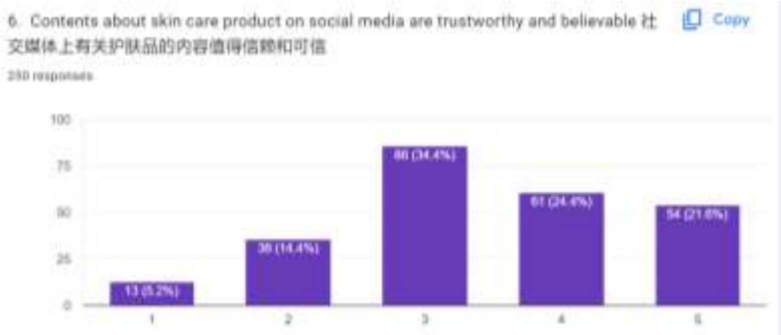
4. Bloggers' reviews are more truthful than advertisements. 博主的评论比广告更真实

250 responses



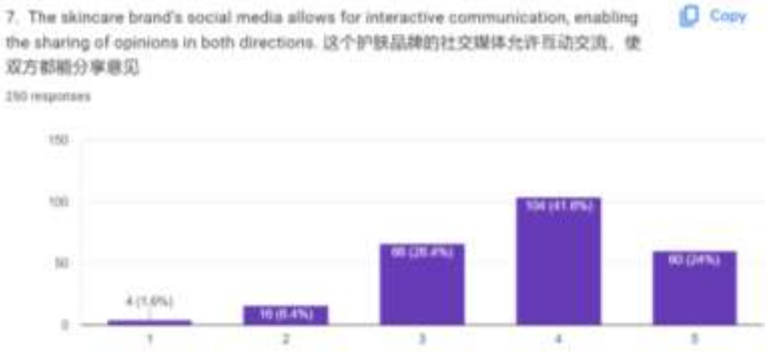
5. I perceive that skincare brand's social media provides tailored information searches 我认为护肤品牌的社交媒体提供了量身定制的信息搜索。

250 responses



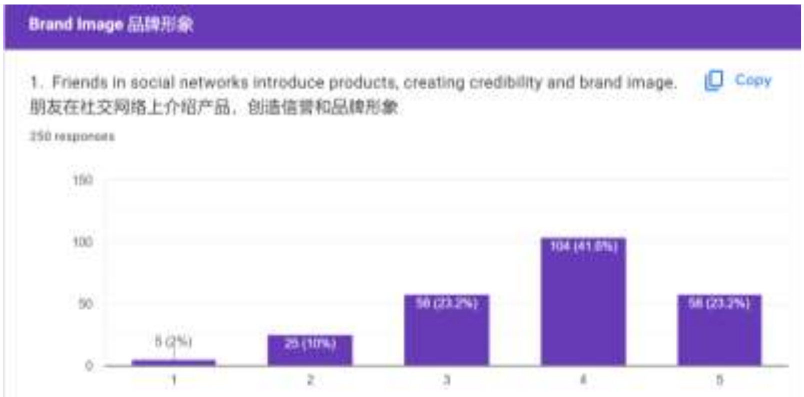
6. Contents about skin care product on social media are trustworthy and believable 社交媒体上有关护肤品的内容值得信赖和可信

250 responses



7. The skincare brand's social media allows for interactive communication, enabling the sharing of opinions in both directions. 这个护肤品牌的社交媒体允许互动交流，使双方都能分享意见

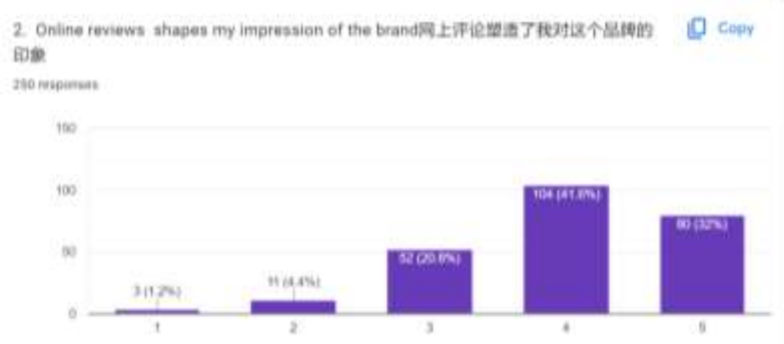
250 responses



Brand Image 品牌形象

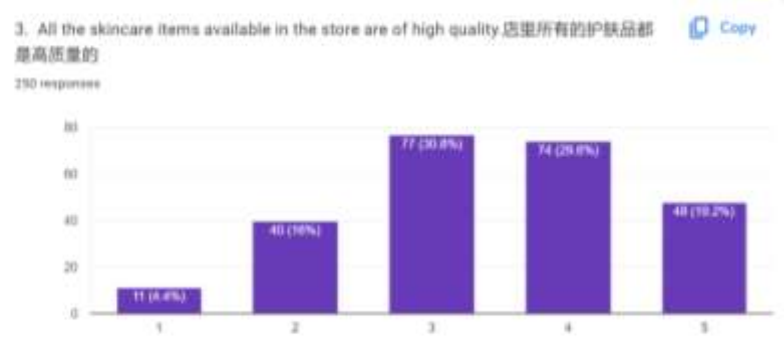
1. Friends in social networks introduce products, creating credibility and brand image. 朋友在社交网络上介绍产品，创造信誉和品牌形象

250 responses



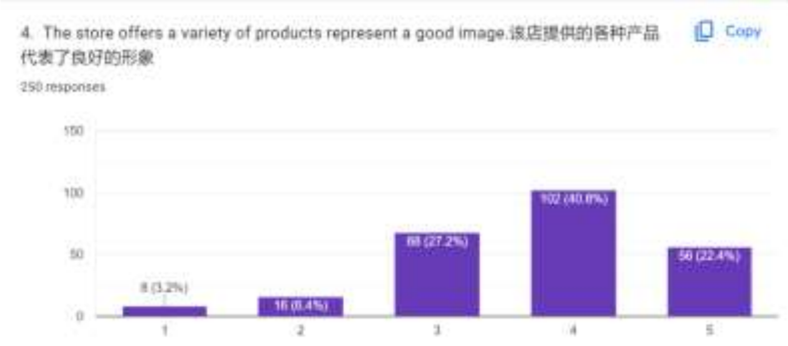
2. Online reviews shapes my impression of the brand网上评论塑造了我对这个品牌的印象

250 responses



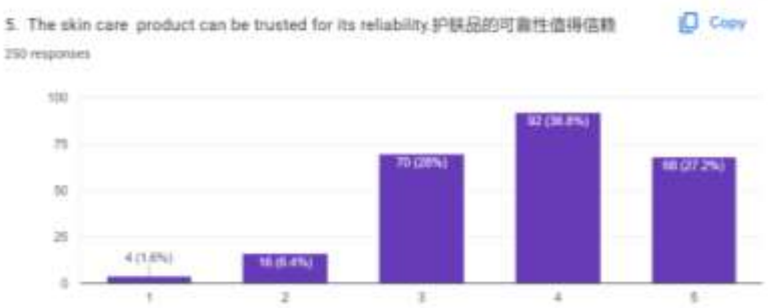
3. All the skincare items available in the store are of high quality.店里所有的护肤品都是高质量的

250 responses



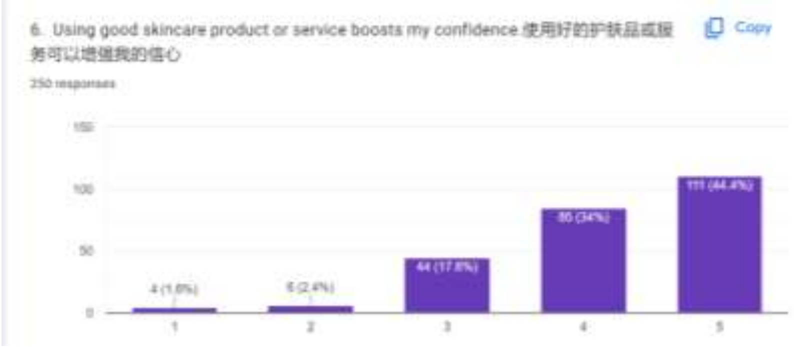
4. The store offers a variety of products represent a good image.该店提供的各种产品代表了良好的形象

250 responses



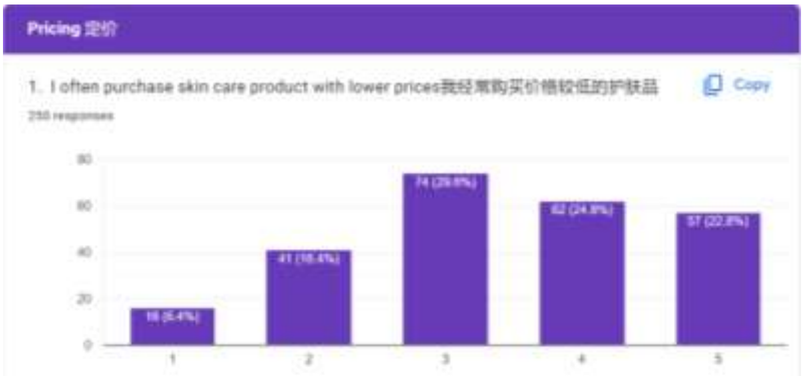
5. The skin care product can be trusted for its reliability 护肤品的可靠性值得信赖

250 responses



6. Using good skincare product or service boosts my confidence 使用好的护肤品或服务可以增强我的信心

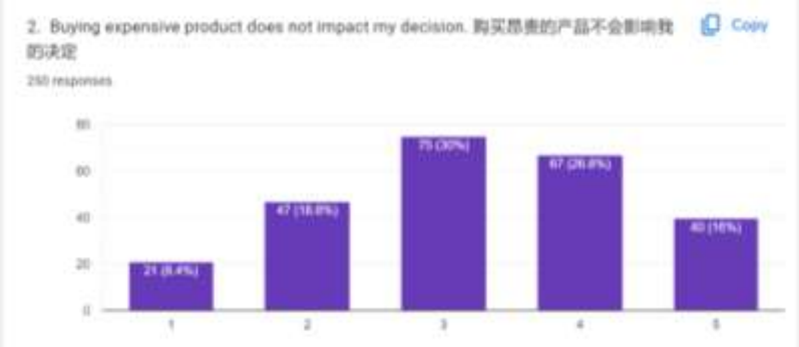
250 responses



Pricing 定价

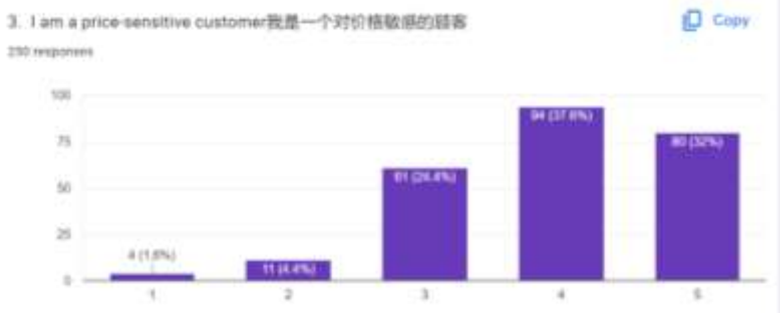
1. I often purchase skin care product with lower prices我经常购买价格较低的护肤品

250 responses



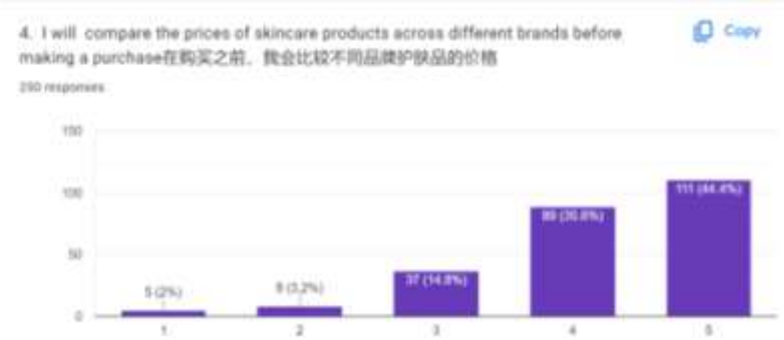
2. Buying expensive product does not impact my decision. 购买昂贵的产品不会影响我的决定

250 responses



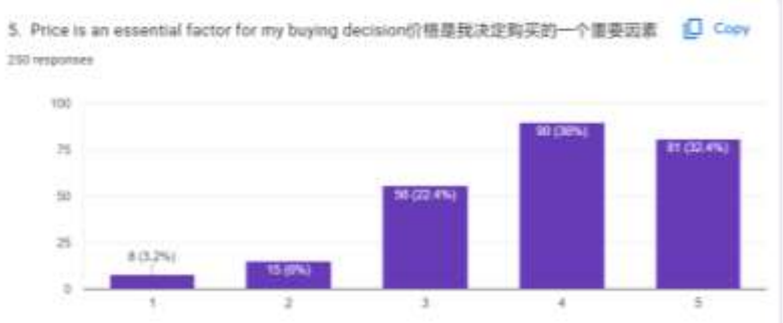
3. I am a price-sensitive customer我是一个对价格敏感的顾客

250 responses



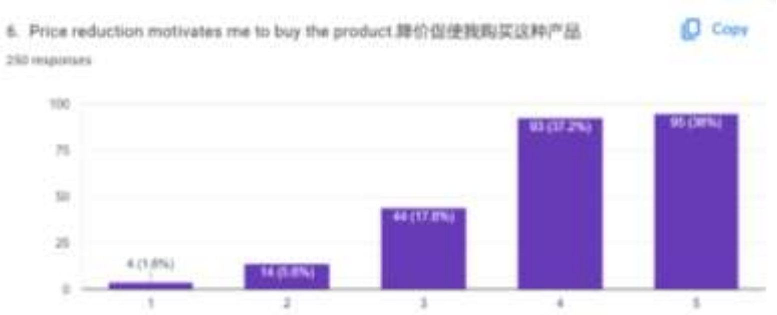
4. I will compare the prices of skincare products across different brands before making a purchase在购买之前，我会比较不同品牌护肤品的价格

250 responses



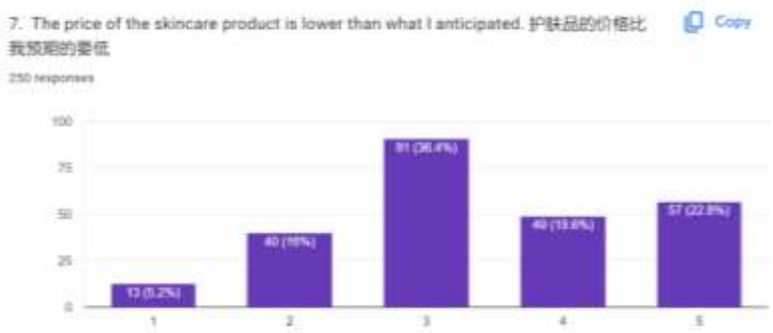
5. Price is an essential factor for my buying decision价格是我决定购买的一个重要因素

250 responses



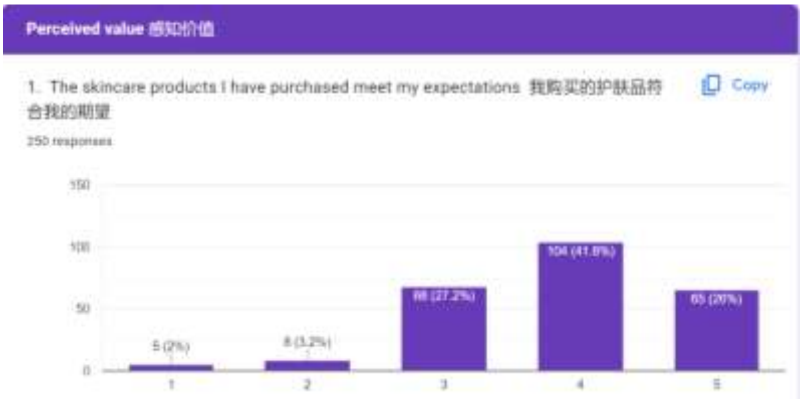
6. Price reduction motivates me to buy the product 降价促使我购买这种产品

250 responses



7. The price of the skincare product is lower than what I anticipated. 护肤品的价格比我预期的要低

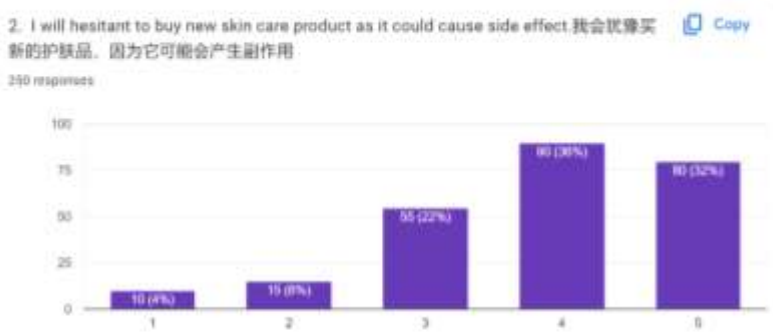
250 responses



Perceived value 感知价值

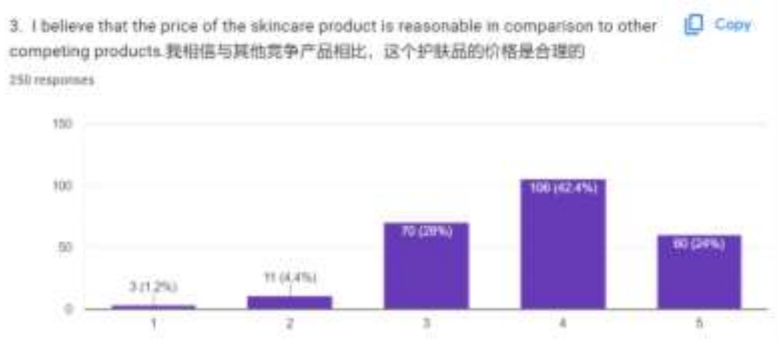
1. The skincare products I have purchased meet my expectations 我购买的护肤品符合我的期望

250 responses



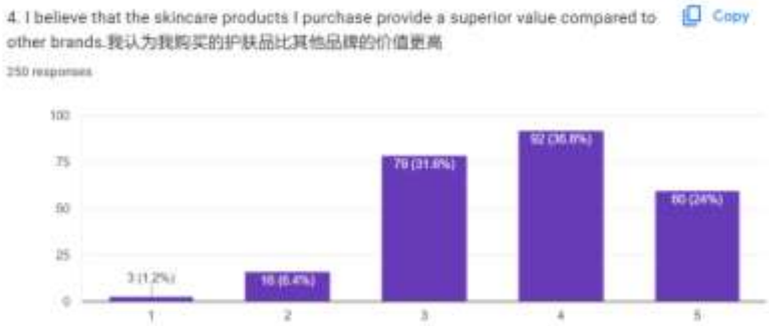
2. I will hesitant to buy new skin care product as it could cause side effect 我会犹豫买新的护肤品，因为它可能会产生副作用

250 responses



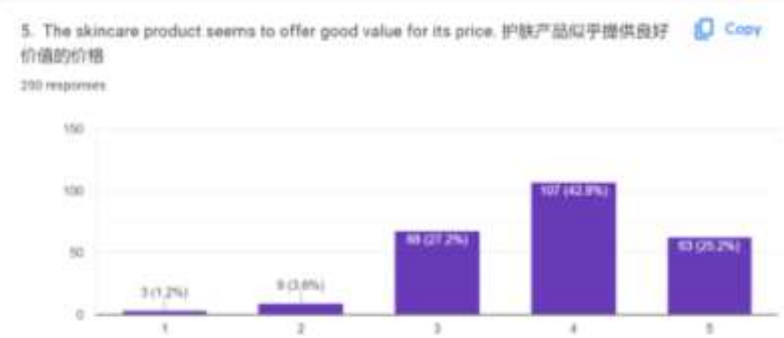
3. I believe that the price of the skincare product is reasonable in comparison to other competing products.我相信与其他竞争产品相比，这个护肤品的价格是合理的

250 responses



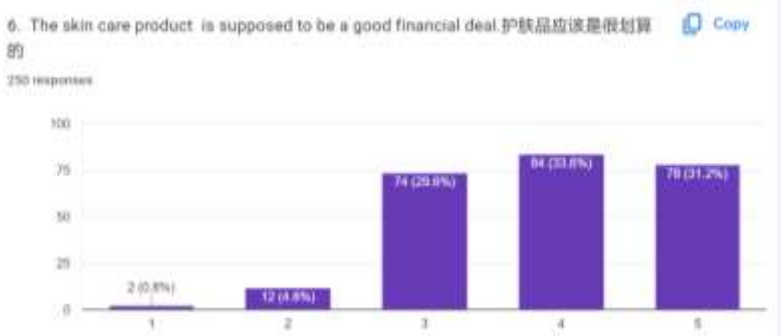
4. I believe that the skincare products I purchase provide a superior value compared to other brands.我认为我购买的护肤品比其他品牌的价值更高

250 responses



5. The skincare product seems to offer good value for its price. 护肤产品似乎提供良好价值的价格

250 responses



6. The skin care product is supposed to be a good financial deal.护肤品应该是很划算的

250 responses

Appendix C: Table and Figure

Appendix 2.1: Price-value model proposed by Levrini and Jeffman (2021)'s study as cited in Monroe and Krishman (1985)

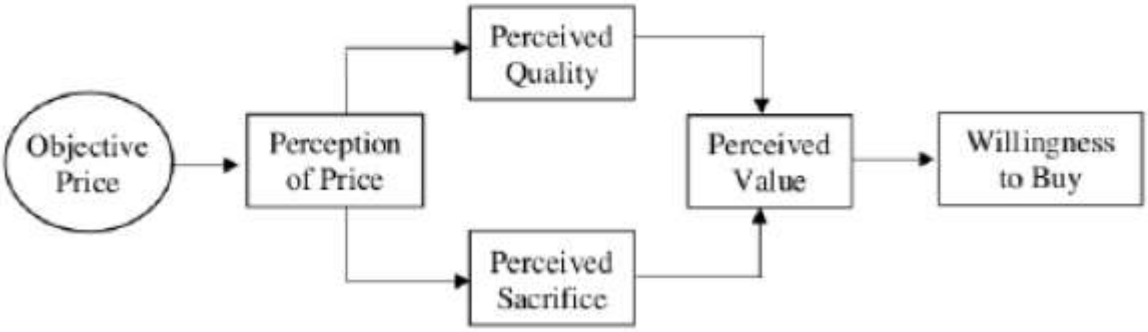
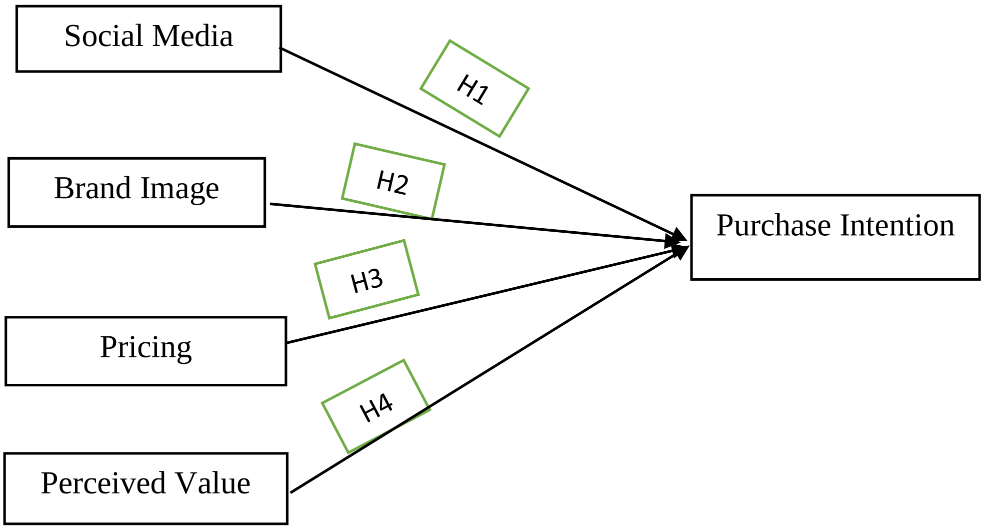
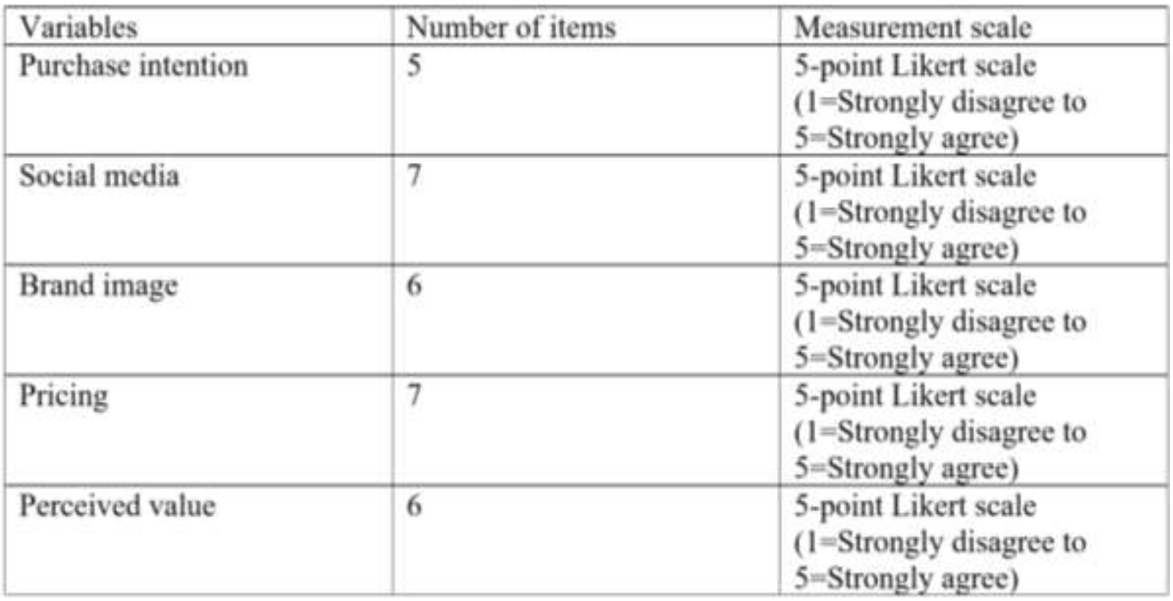

Objective Price
Perception of Price
Perceived Quality
Perceived Sacrifice
Perceived Value
Willingness to Buy

Figure 2.2: Proposed conceptual framework

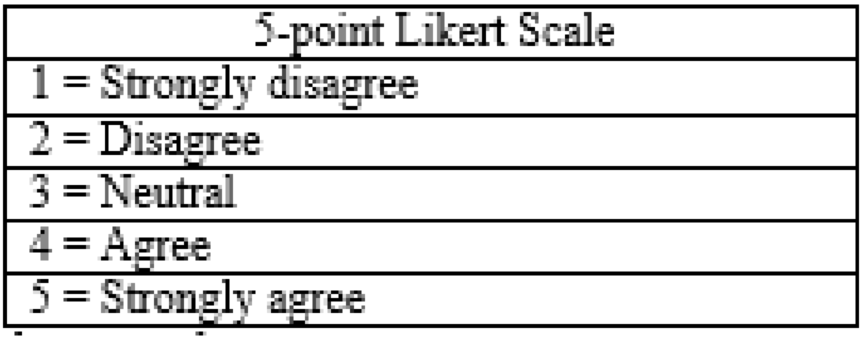

Social Media
Brand Image
Pricing
Perceived Value
H1
H2
H3
H4
Purchase Intention

Appendix 3.1: Summary of Measures



Variables	Number of items	Measurement scale
Purchase intention	5	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)
Social media	7	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)
Brand image	6	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)
Pricing	7	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)
Perceived value	6	5-point Likert scale (1=Strongly disagree to 5=Strongly agree)

Appendix 3.2: Five Points Likert Scale



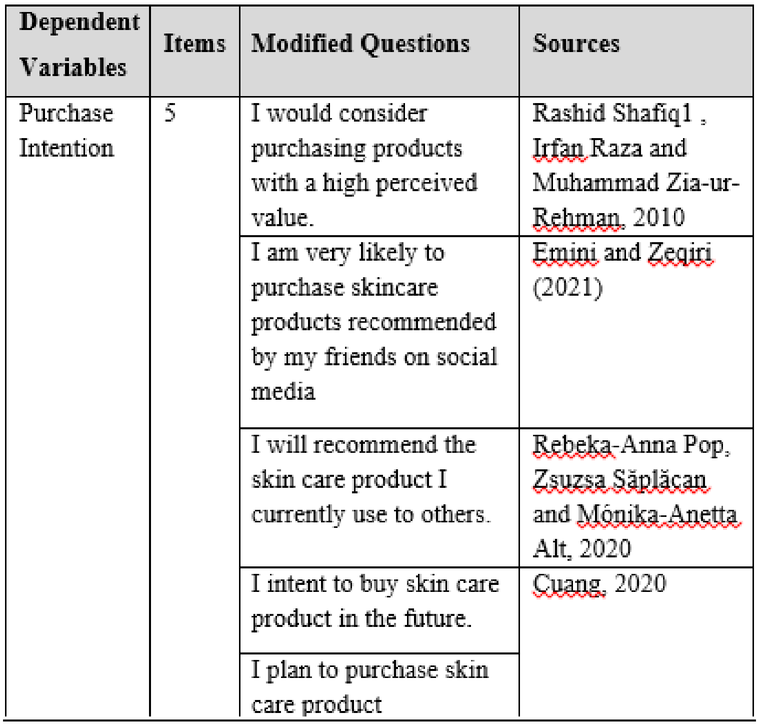
5-point Likert Scale
1 = Strongly disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly agree

Table 3.3: Measurement Used for Each Variable

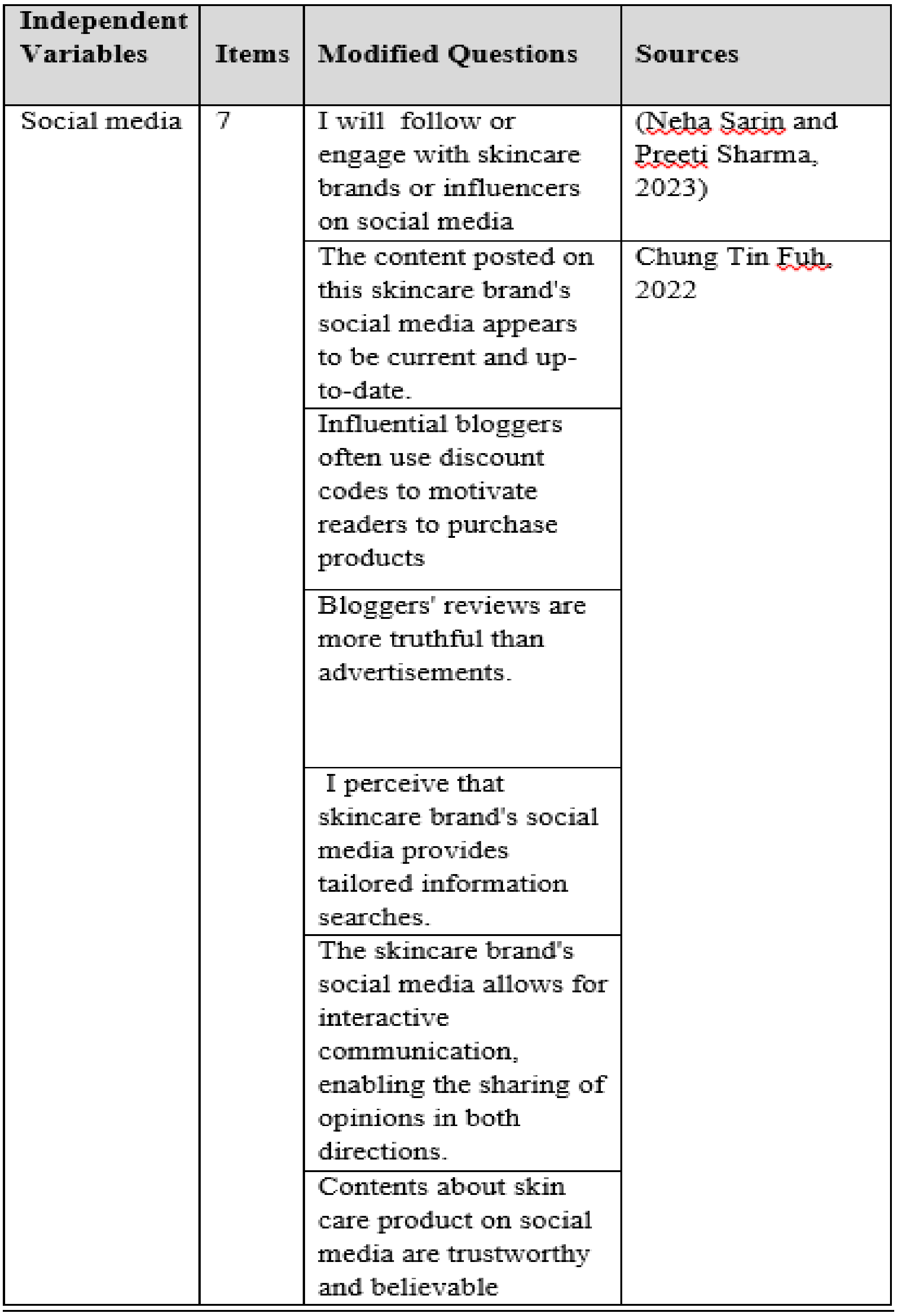
	Variable	Measurement
Demographic profile	Gender	Nominal
	Age	Interval
	Level of education	Ordinal
	Occupation	Nominal
	Income	Interval
Dependent variable	Purchase intention	Ordinal
Independent variable	Social media	Ordinal

	Brand image	Ordinal
	Pricing	Ordinal
	Perceived value	Ordinal

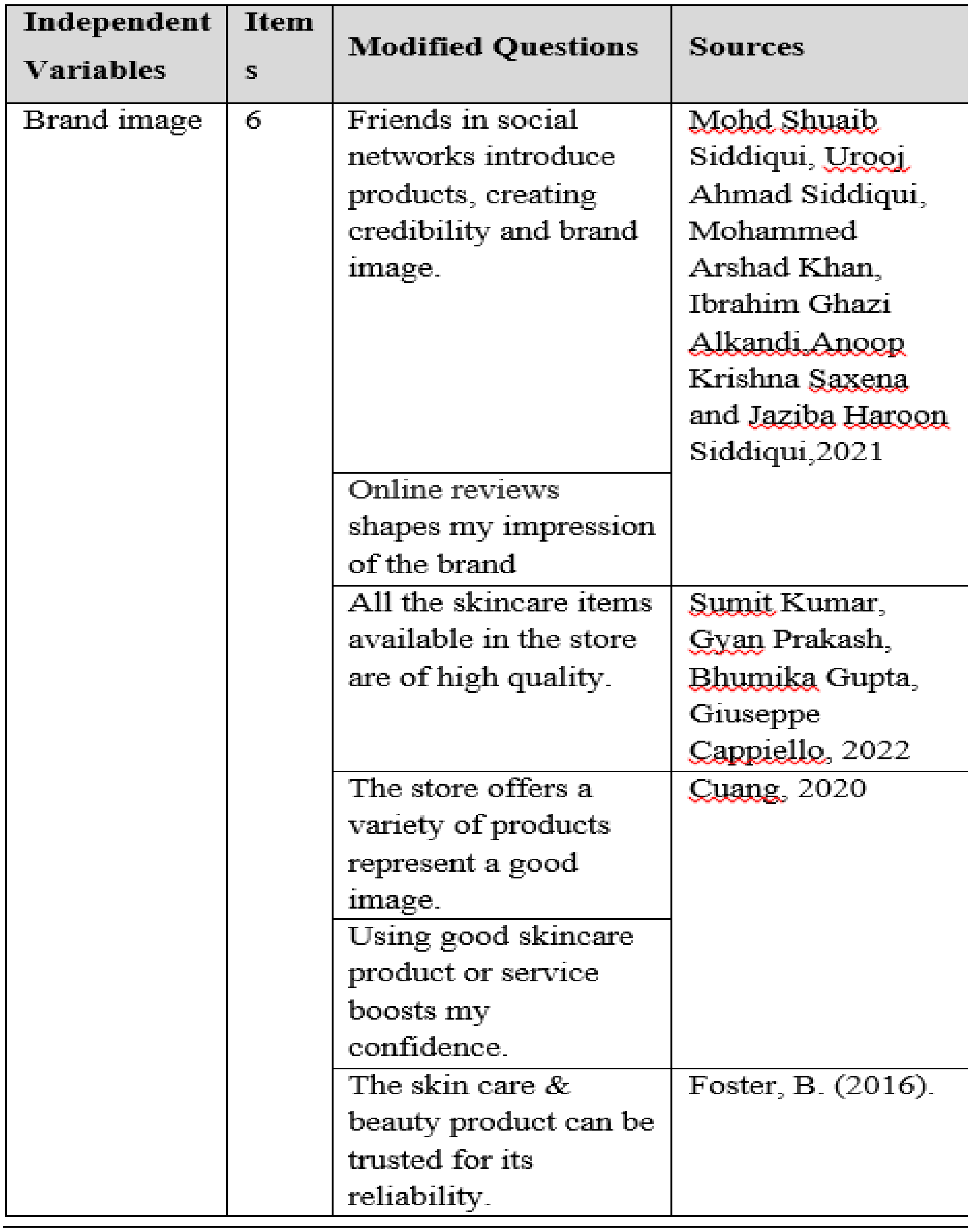
Appendix 3.4: Origin of Construct



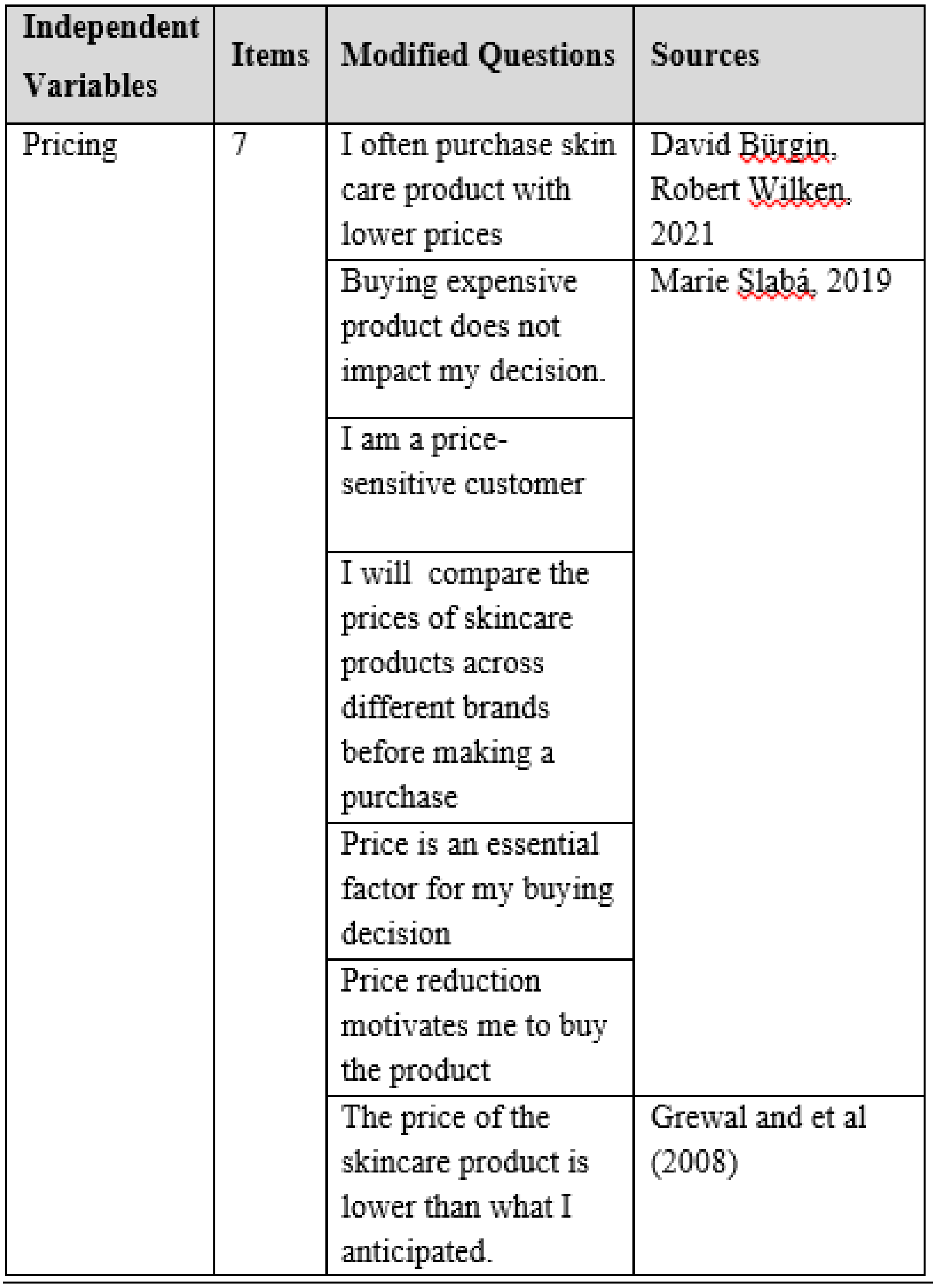
Dependent Variables	Items	Modified Questions	Sources
Purchase Intention	5	I would consider purchasing products with a high perceived value.	Rashid Shafiq1 , Irfan Raza and Muhammad Zia-ur-Rehman, 2010
		I am very likely to purchase skincare products recommended by my friends on social media	Emini and Zeqiri (2021)
		I will recommend the skin care product I currently use to others.	Rebeka-Anna Pop, Zsuzsa Săplăcan and Mónika-Anetta Alt, 2020
		I intent to buy skin care product in the future.	Cuang, 2020
		I plan to purchase skin care product	



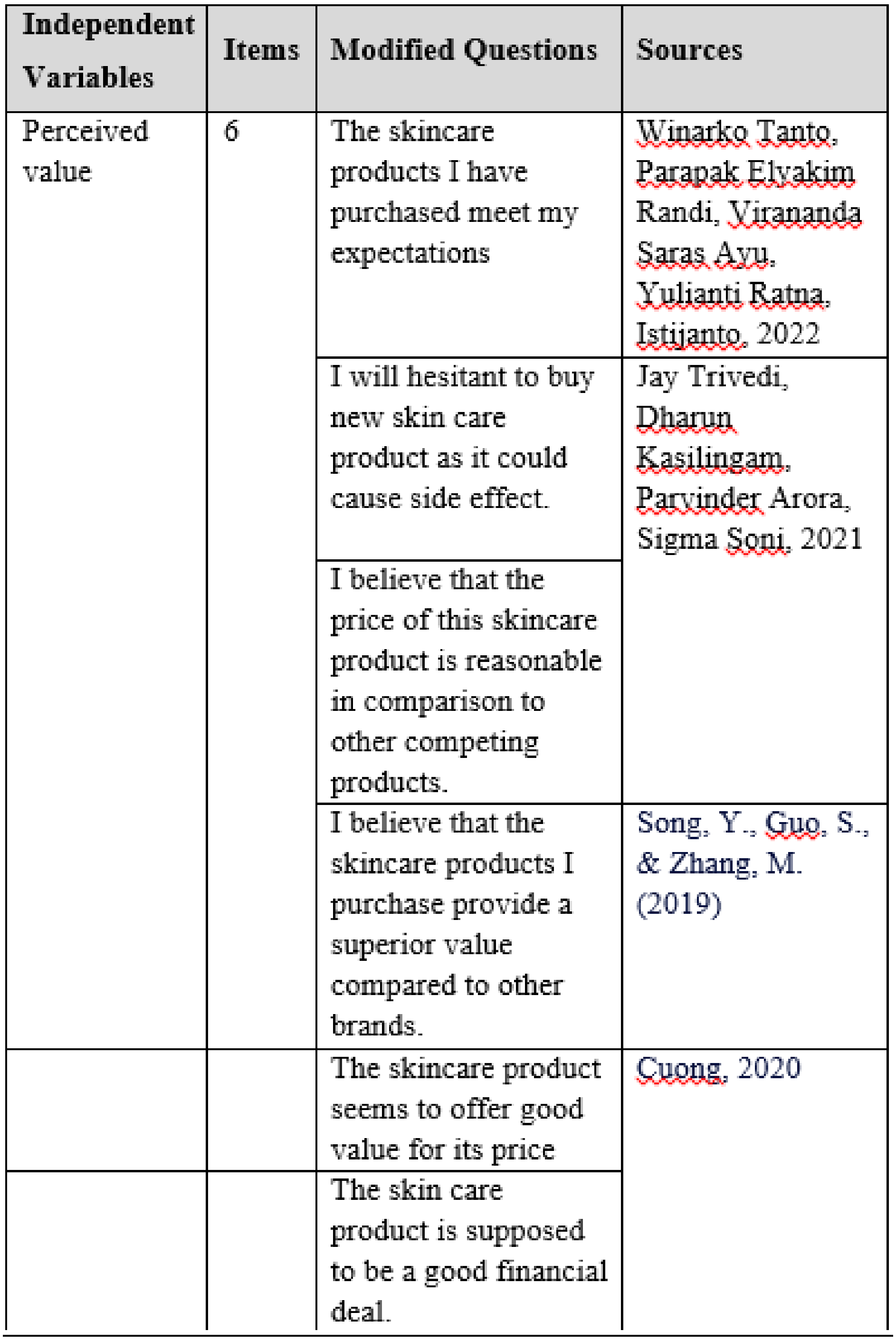
Independent Variables	Items	Modified Questions	Sources
Social media	7	I will follow or engage with skincare brands or influencers on social media	(Neha Sarin and Preeti Sharma, 2023)
		The content posted on this skincare brand's social media appears to be current and up-to-date.	Chung Tin Fuh, 2022
		Influential bloggers often use discount codes to motivate readers to purchase products	
		Bloggers' reviews are more truthful than advertisements.	
		I perceive that skincare brand's social media provides tailored information searches.	
		The skincare brand's social media allows for interactive communication, enabling the sharing of opinions in both directions.	
		Contents about skin care product on social media are trustworthy and believable	



Independent Variables	Items	Modified Questions	Sources
Brand image	6	Friends in social networks introduce products, creating credibility and brand image.	Mohd Shuaib Siddiqui, Urooj Ahmad Siddiqui, Mohammed Arshad Khan, Ibrahim Ghazi Alkandi,Anoop Krishna Saxena and Jaziba Haroon Siddiqui,2021
		Online reviews shapes my impression of the brand	
		All the skincare items available in the store are of high quality.	Sumit Kumar, Gyan Prakash, Bhumika Gupta, Giuseppe Cappiello, 2022
		The store offers a variety of products represent a good image.	Cuang, 2020
		Using good skincare product or service boosts my confidence.	
		The skin care & beauty product can be trusted for its reliability.	Foster, B. (2016).

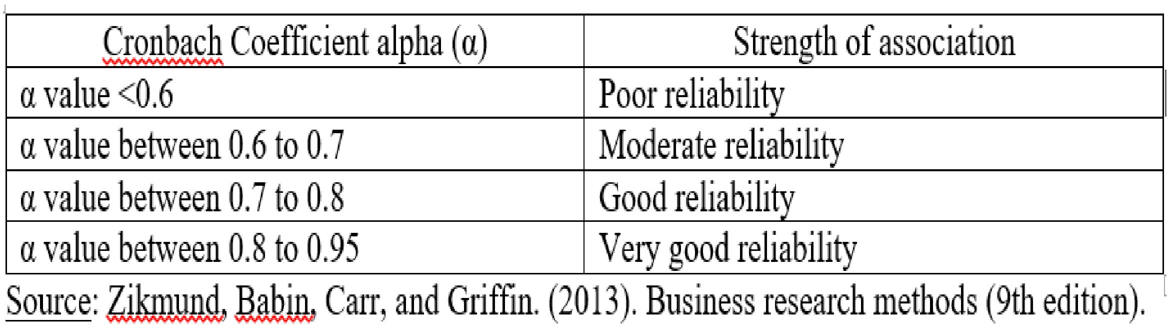


Independent Variables	Items	Modified Questions	Sources
Pricing	7	I often purchase skin care product with lower prices	David Bürgin, Robert Wilken, 2021
		Buying expensive product does not impact my decision.	Marie Slabá, 2019
		I am a price-sensitive customer	
		I will compare the prices of skincare products across different brands before making a purchase	
		Price is an essential factor for my buying decision	
		Price reduction motivates me to buy the product	
		The price of the skincare product is lower than what I anticipated.	Grewal and et al (2008)



Independent Variables	Items	Modified Questions	Sources
Perceived value	6	The skincare products I have purchased meet my expectations	Winarko Tanto, Parapak Elyakim Randi, Virananda Saras Ayu, Yulianti Ratna, Istijanto, 2022
		I will hesitant to buy new skin care product as it could cause side effect.	Jay Trivedi, Dharun Kasilingam, Parvinder Arora, Sigma Soni, 2021
		I believe that the price of this skincare product is reasonable in comparison to other competing products.	
		I believe that the skincare products I purchase provide a superior value compared to other brands.	Song, Y., Guo, S., & Zhang, M. (2019)
		The skincare product seems to offer good value for its price	Cuong, 2020
		The skin care product is supposed to be a good financial deal.	

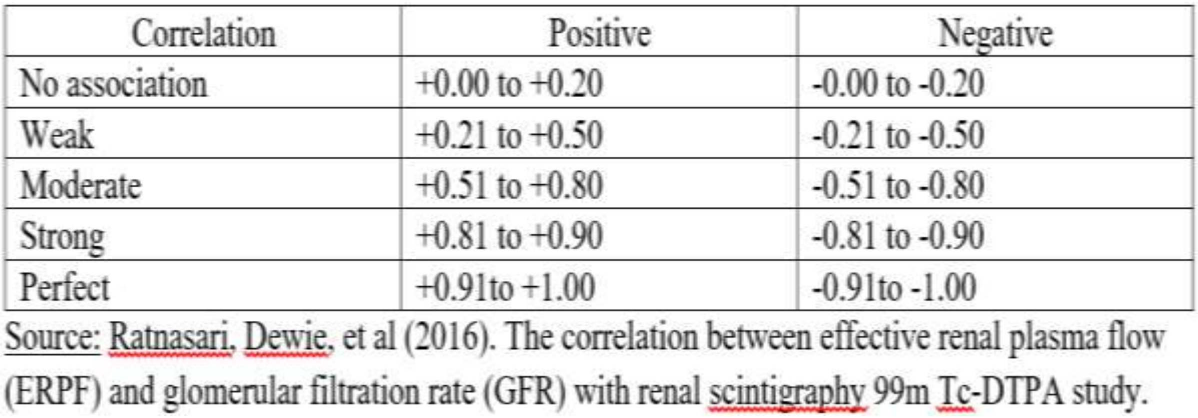
Appendix 3.5: Rules of Thumb for Reliability Test



Cronbach Coefficient alpha (α)	Strength of association
α value <0.6	Poor reliability
α value between 0.6 to 0.7	Moderate reliability
α value between 0.7 to 0.8	Good reliability
α value between 0.8 to 0.95	Very good reliability

Source: Zikmund, Babin, Carr, and Griffin. (2013). Business research methods (9th edition).

Appendix 3.6: Value for Pearson Correlation Analysis



Correlation	Positive	Negative
No association	+0.00 to +0.20	-0.00 to -0.20
Weak	+0.21 to +0.50	-0.21 to -0.50
Moderate	+0.51 to +0.80	-0.51 to -0.80
Strong	+0.81 to +0.90	-0.81 to -0.90
Perfect	+0.91to +1.00	-0.91to -1.00

Source: Ratnasari, Dewie, et al (2016). The correlation between effective renal plasma flow (ERPF) and glomerular filtration rate (GFR) with renal scintigraphy 99m Tc-DTPA study.

Appendix D: SPSS Output

1. SPSS Output: Respondent Demographic Profile

Table 4.1: Gender

Category	Frequency	Percentage %	Cumulative Percent (%)
Male	96	38	38
Female	154	62	100.0
Total	250	100.0	

Source: Developed for the research

Figure 4.1: Gender

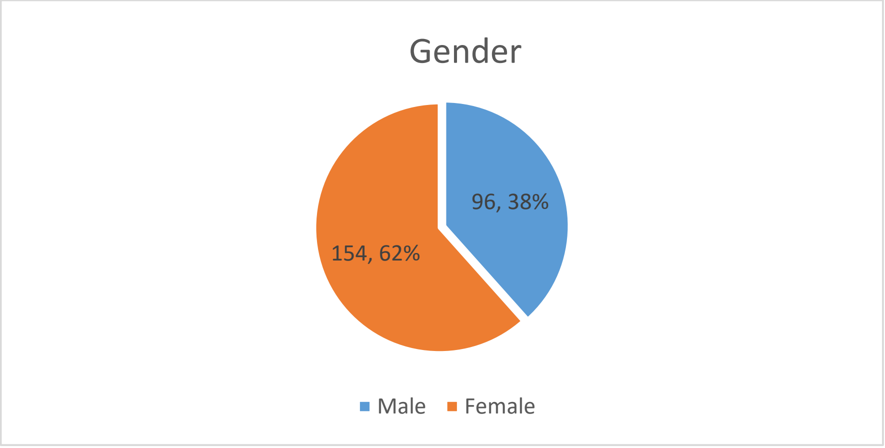


Table 4.2: Age

Category	Frequency	Percentage %	Cumulative Percent (%)
Below18	16	6.4	6.4
18-25	206	82.4	88.8
26-30	14	5.6	94.4
Above 30	14	5.6	100
Total	250	100.0	

Source: Developed for the research

Figure 4.2: Age

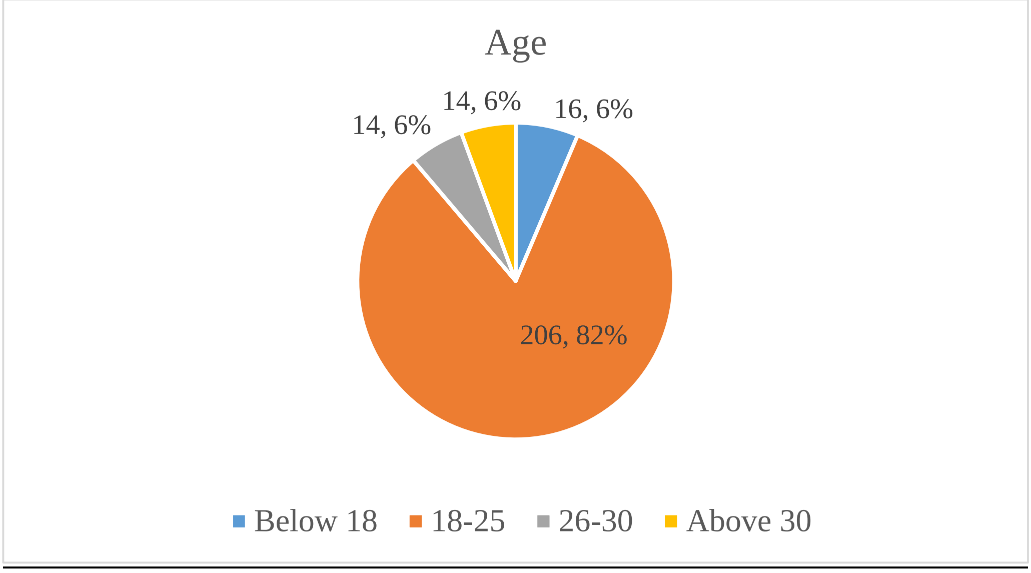


Table 4.3: Level of education

Category	Frequency	Percentage %	Cumulative Percent (%)
SPM/STPM/A-Level/Foundation	63	25.2	25.2
Undergraduate (Bachelor degree)	175	70.0	95.2
Postgraduate (Master or PhD)	9	3.6	98.8
Others: Diploma	3	1.2	100
Total	250	100.0	

Source: Developed for the research

Figure 4.3: Level of education

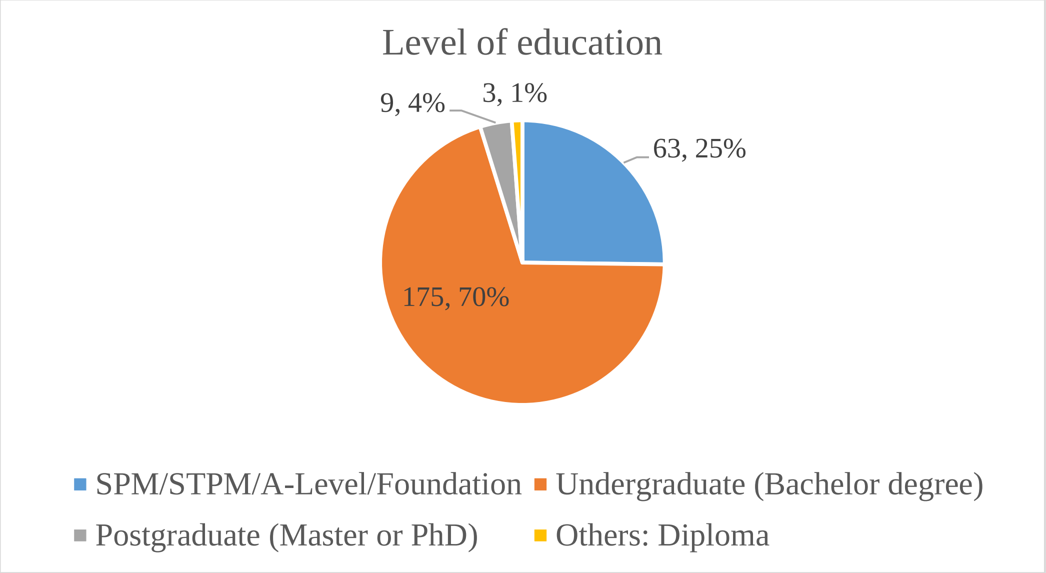


Table 4.4: Occupation

Category	Frequency	Percentage %	Cumulative Percent (%)
Private sector	38	15.2	15.2
Government sector	9	3.6	18.8
Student	186	74.4	93.2
Self employed	15	6.0	99.2
Retired	1	0.4	99.6
Others	1	0.4	100
Total	250	100.0	

Source: Developed for the research

Figure 4.4: Occupation

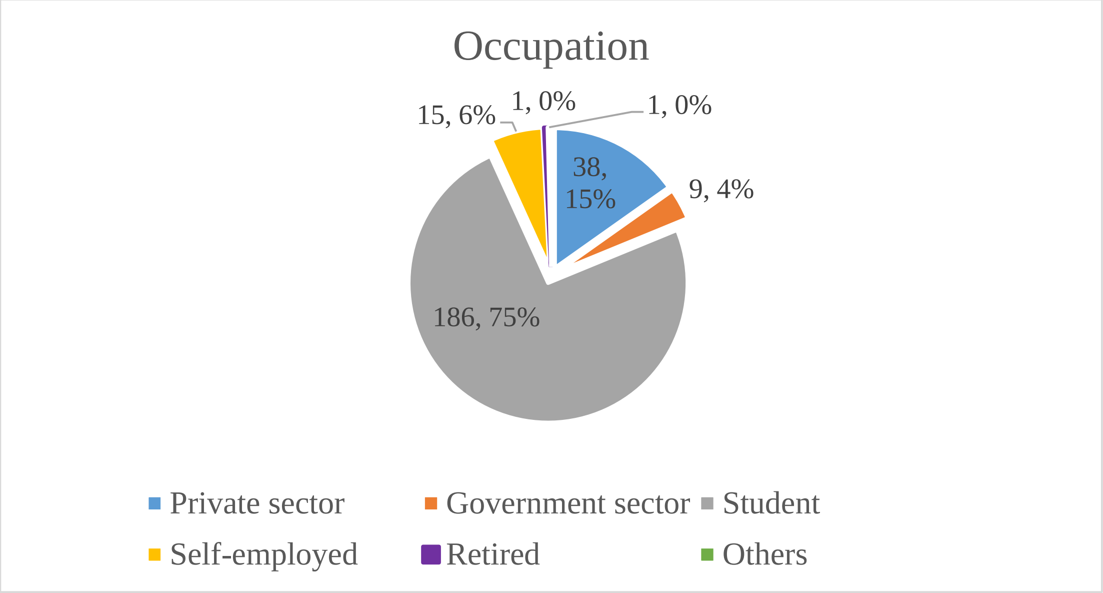
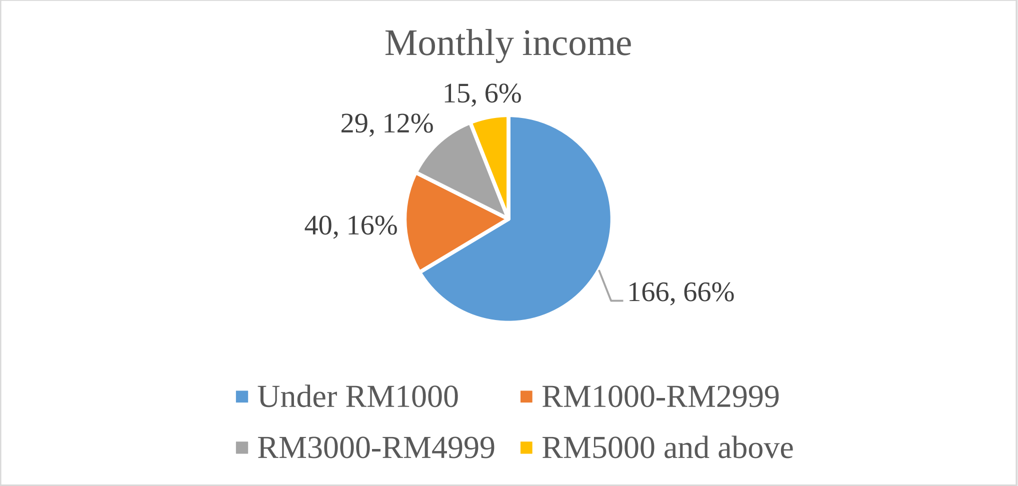


Table 4.5: Monthly income

Category	Frequency	Percentage %	Cumulative Percent (%)
Under RM1000	166	66.4	66.4
RM1000-RM2999	40	16.0	82.4
RM3000-RM4999	29	11.6	94.0
RM5000 and above	15	6.0	100
Total	250	100.0	

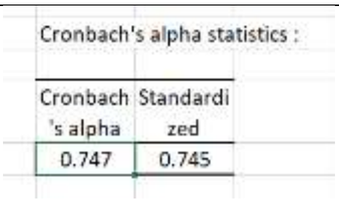
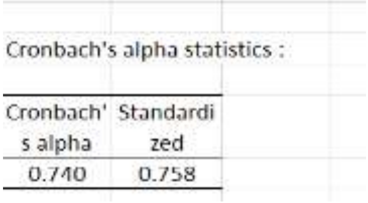
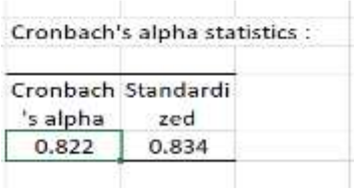
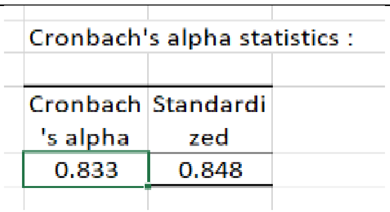
Source: Developed for the research

Figure 4.5: Monthly income



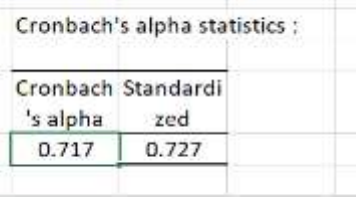
2. SPSS Output: Pilot Study Reliability Test

Table 3.6: Result of Reliability Test for independent variables (IV)

Independent Variables	Cronbach Coefficient alpha (α)
Social media	 Cronbach's alpha statistics : Cronbach's alpha / Standardized 0.747 / 0.745 0.747
Brand image	 Cronbach's alpha statistics : Cronbach's alpha / Standardized 0.740 / 0.758 0.74
Pricing	 Cronbach's alpha statistics : Cronbach's alpha / Standardized 0.822 / 0.834 0.822
Perceived value	 Cronbach's alpha statistics : Cronbach's alpha / Standardized 0.833 / 0.848 0.833

Source: Developed for the research.

Table 3.7: Result of Reliability Test for dependent variable (DV)

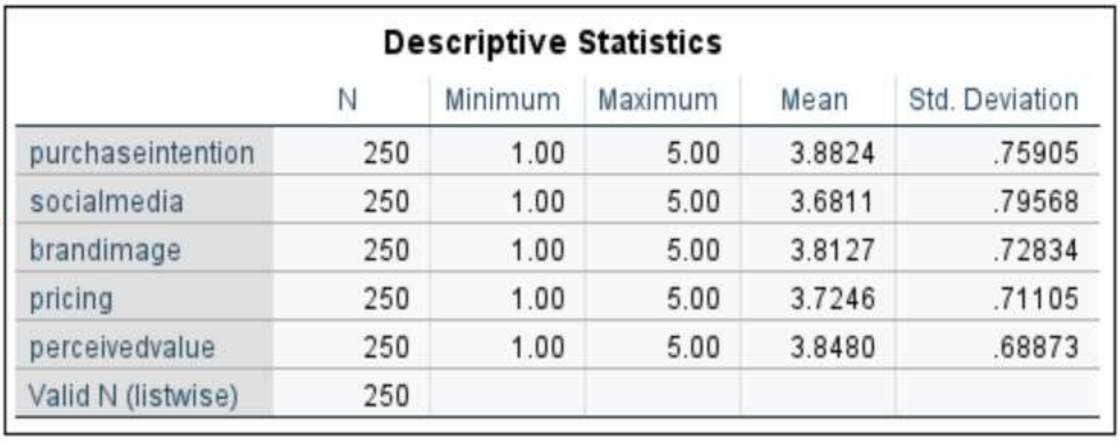
Dependent Variables	Cronbach Coefficient alpha (α)
Purchase intention	 Cronbach's alpha statistics : Cronbach's alpha / Standardized 0.717 / 0.727 0.717

Source: Developed for the research.

3. SPSS Output: Descriptive Statistics

Appendix 4.6: Descriptive Statistics

	N	Mean	Std. Deviation
Purchase intention	250	3.8824	.75905
Social media	250	3.6811	.79568
Brand image	250	3.8127	.72834
Pricing	250	3.7246	.71105
Perceived value	250	3.8480	.68873
Valid N (listwise)	250		

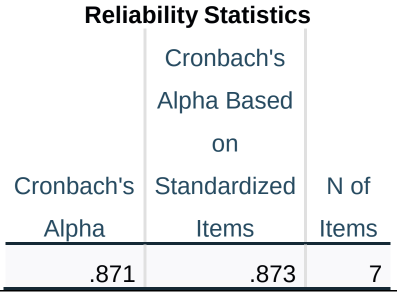


Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
purchaseintention	250	1.00	5.00	3.8824	.75905
socialmedia	250	1.00	5.00	3.6811	.79568
brandimage	250	1.00	5.00	3.8127	.72834
pricing	250	1.00	5.00	3.7246	.71105
perceivedvalue	250	1.00	5.00	3.8480	.68873
Valid N (listwise)	250				

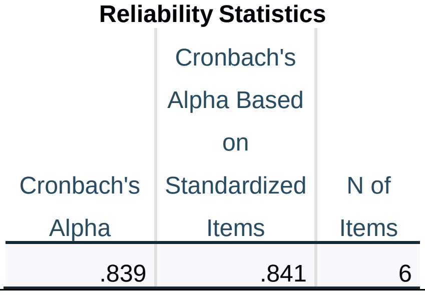
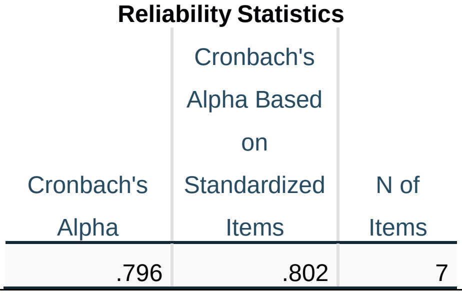
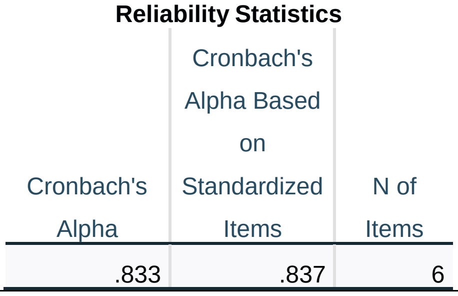
4. SPSS Output: Reliability Test

Appendix 4.7: Reliability Analysis for Independent Variables (IV)

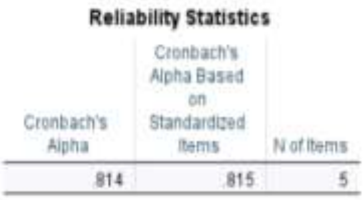
No	Independent variable	Number of items	Cronbach Coefficient alpha	Strength of Association
1	Social media	7	0.871 	Very Good

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.873	7

<table>
<tr><td>2</td><td>Brand image</td><td>6</td><td>0.839

<table><tr><th colspan="3">Reliability Statistics</th></tr><tr><th>Cronbach's Alpha</th><th>Cronbach's Alpha Based on Standardized Items</th><th>N of Items</th></tr><tr><td>.839</td><td>.841</td><td>6</td></tr></table></td><td>Very Good</td></tr>
<tr><td>3</td><td>Pricing</td><td>7</td><td>0.796

<table><tr><th colspan="3">Reliability Statistics</th></tr><tr><th>Cronbach's Alpha</th><th>Cronbach's Alpha Based on Standardized Items</th><th>N of Items</th></tr><tr><td>.796</td><td>.802</td><td>7</td></tr></table></td><td>Good</td></tr>
<tr><td>4</td><td>Perceived value</td><td>6</td><td>0.833

<table><tr><th colspan="3">Reliability Statistics</th></tr><tr><th>Cronbach's Alpha</th><th>Cronbach's Alpha Based on Standardized Items</th><th>N of Items</th></tr><tr><td>.833</td><td>.837</td><td>6</td></tr></table></td><td>Very Good</td></tr>
</table>

Appendix 4.8: Reliability Analysis for Dependent Variables (DV)

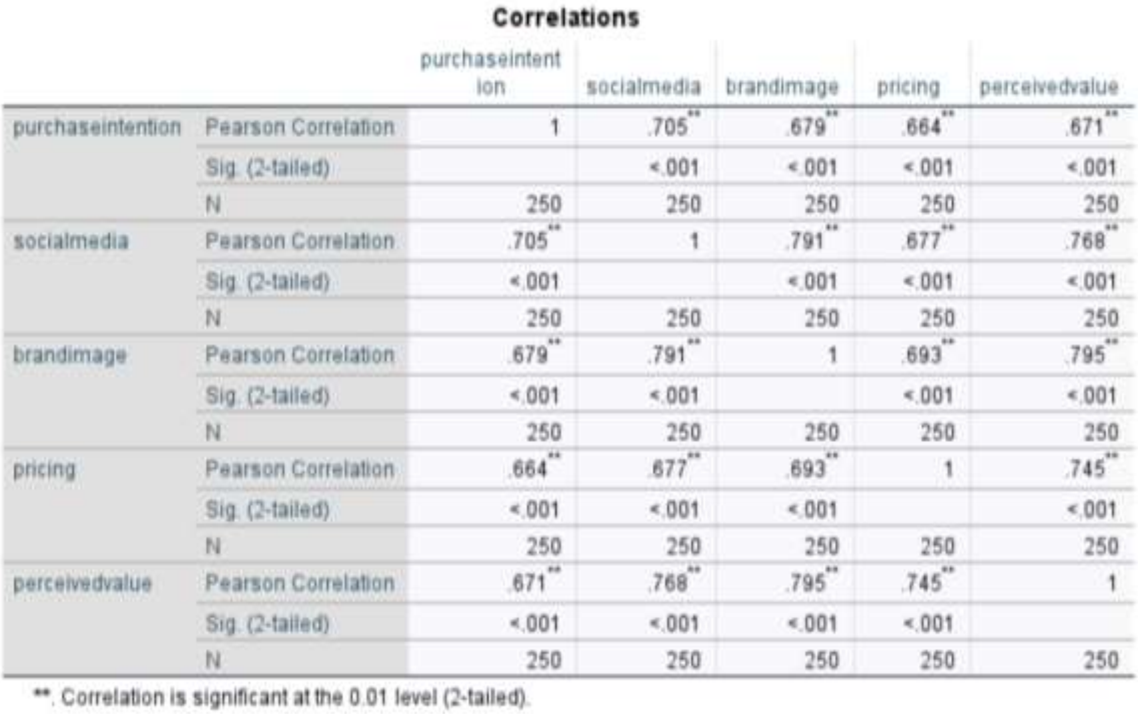
<table>
<tr><th>No</th><th>Independent variable</th><th>Number of items</th><th>Cronbach’s alpha</th><th>Strength of Association</th></tr>
<tr><td>1</td><td>Purchase intention</td><td>5</td><td>0.814

<table><tr><th colspan="3">Reliability Statistics</th></tr><tr><th>Cronbach's Alpha</th><th>Cronbach's Alpha Based on Standardized Items</th><th>N of Items</th></tr><tr><td>.814</td><td>.815</td><td>5</td></tr></table></td><td>Very Good</td></tr>
</table>

5. SPSS Output: Pearson Correlation Coefficient Matrix

Appendix 4.9: Pearson Correlation Coefficient Matrix

		Purchase intention	Social media	Brand image	Pricing	Perceived value
Purchase intention	Pearson Correlation	1	.705**	.679**	.664**	671**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	250	250	250	250	250
Social media	Pearson Correlation	.705**	1	.791**	.677**	.768**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	250	250	250	250	250
Brand image	Pearson Correlation	.679**	.791*	1	.693**	.795**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	250	250	250	250	250
Pricing	Pearson Correlation	.664**	.677**	.693**	1	.745**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	250	250	250	250	250
Perceived value	Pearson Correlation	671**	.768**	.795**	.745**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	250	250	250	250	250

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



Correlations

		purchaseintention	socialmedia	brandimage	pricing	perceivedvalue
purchaseintention	Pearson Correlation	1	.705**	.679**	.664**	.671**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	250	250	250	250	250
socialmedia	Pearson Correlation	.705**	1	.791**	.677**	.768**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	250	250	250	250	250
brandimage	Pearson Correlation	.679**	.791**	1	.693**	.795**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	250	250	250	250	250
pricing	Pearson Correlation	.664**	.677**	.693**	1	.745**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	250	250	250	250	250
perceivedvalue	Pearson Correlation	.671**	.768**	.795**	.745**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	250	250	250	250	250

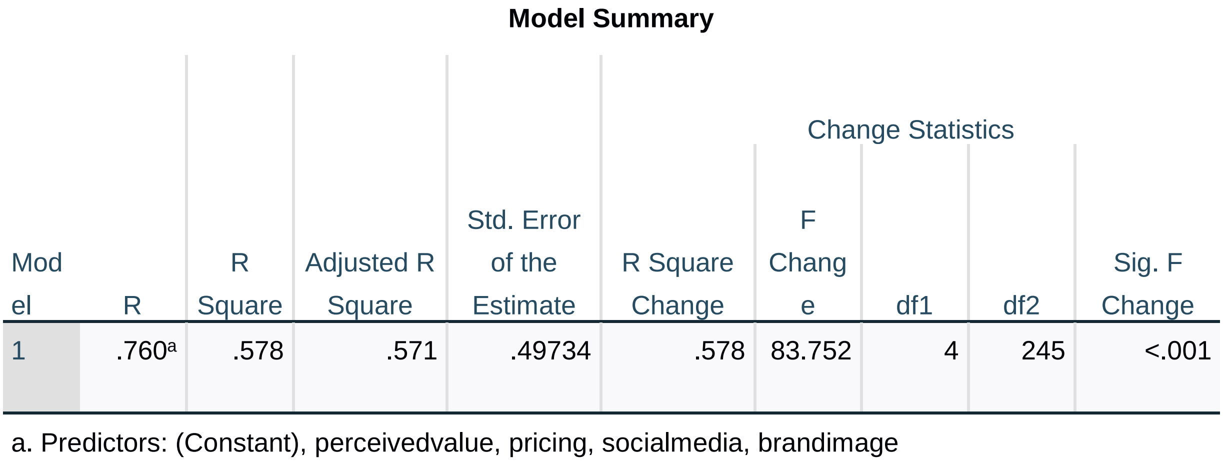
**. Correlation is significant at the 0.01 level (2-tailed).

6. SPSS Output: Multiple Regression Analysis Model Summary

Appendix 4.10: Multiple Regression Analysis Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760[a]	.578	.571	.49734

a. Predictors: (Constant), perceived value, pricing, social media, brand image



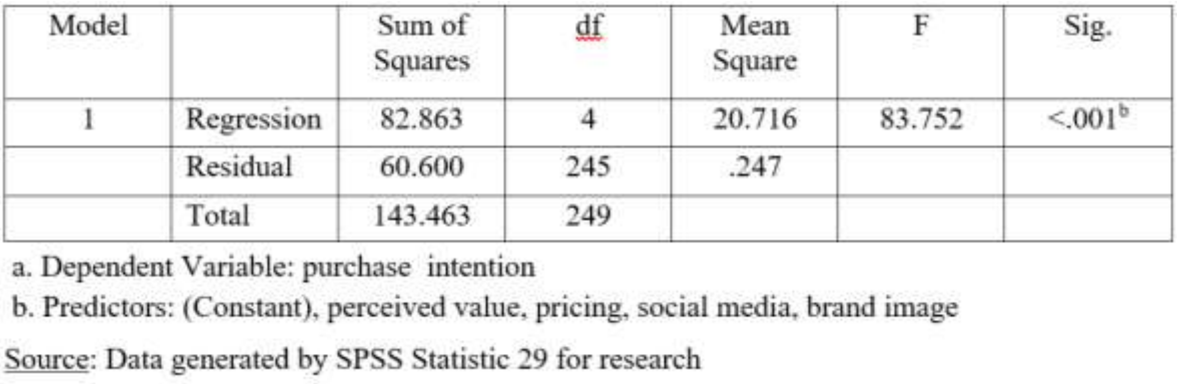
Model Summary

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.760[a]	.578	.571	.49734	.578	83.752	4	245	<.001

a. Predictors: (Constant), perceivedvalue, pricing, socialmedia, brandimage

7. SPSS Output: ANOVA

Appendix 4.11: Table of ANOVA

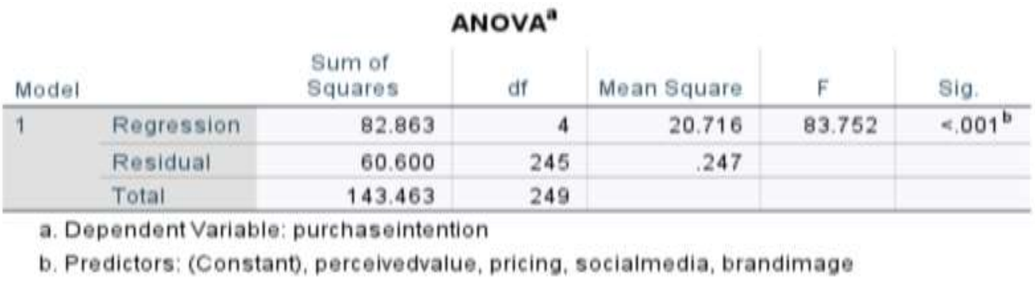


Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.863	4	20.716	83.752	<.001[b]
	Residual	60.600	245	.247		
	Total	143.463	249			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), perceived value, pricing, social media, brand image

Source: Data generated by SPSS Statistic 29 for research



ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.863	4	20.716	83.752	<.001[b]
	Residual	60.600	245	.247		
	Total	143.463	249			

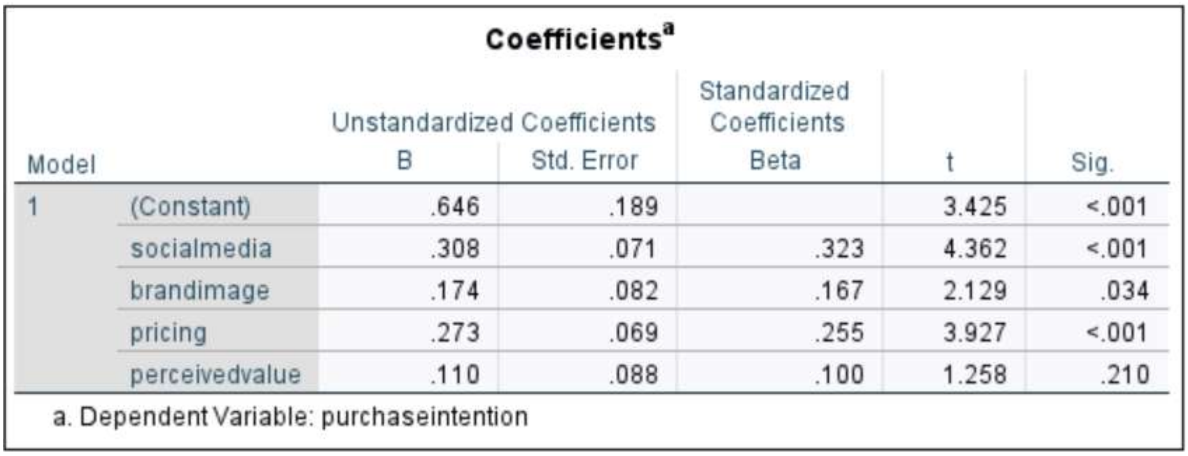
a. Dependent Variable: purchaseintention

b. Predictors: (Constant), perceivedvalue, pricing, socialmedia, brandimage

8. SPSS Output: Multiple Regression Analysis Coefficients

Appendix 4.12: Output of Multiple Regression Analysis Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	t	Sig.
1	(Constant)	. 646	.189		3.425	<.001
	Social media	.308	.071	.323	4.362	<.001
	Brand image	.174	.082	.167	2.129	.034
	Pricing	.273	.069	.255	3.927	<.001
	Perceived value	.110	.088	.100	1.258	.210

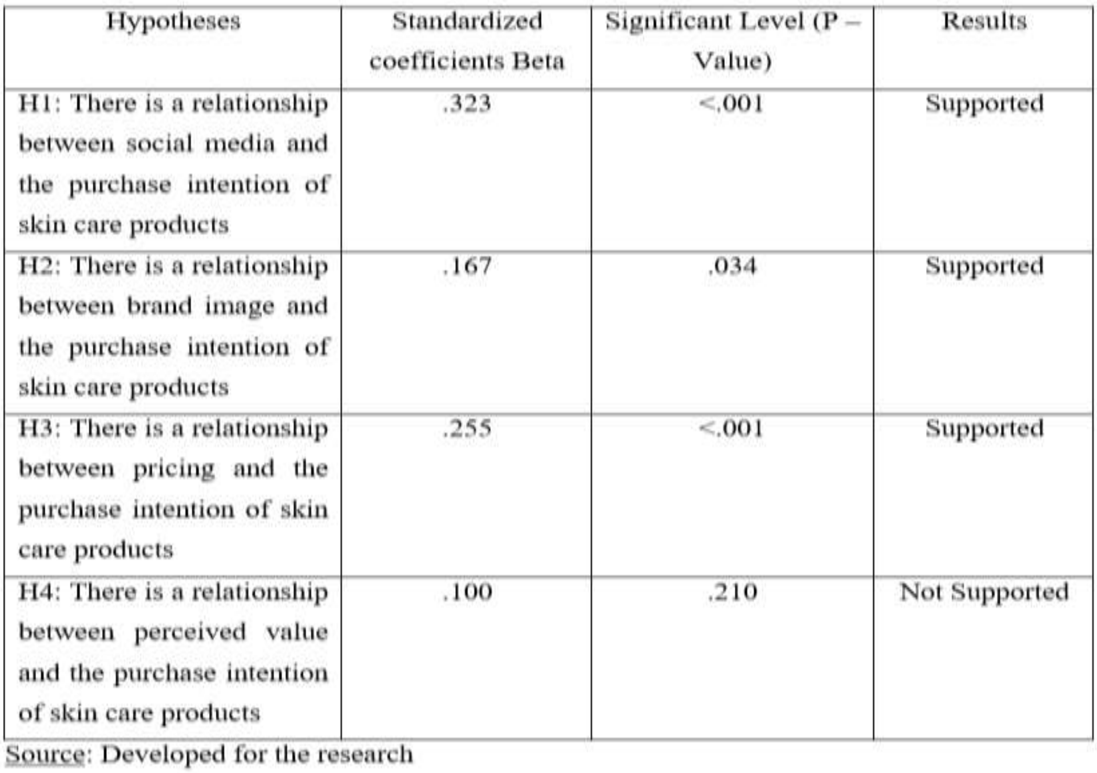


Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.646	.189		3.425	<.001
	socialmedia	.308	.071	.323	4.362	<.001
	brandimage	.174	.082	.167	2.129	.034
	pricing	.273	.069	.255	3.927	<.001
	perceivedvalue	.110	.088	.100	1.258	.210

a. Dependent Variable: purchaseintention

Appendix 5.1: Summary of Hypotheses Findings



Hypotheses	Standardized coefficients Beta	Significant Level (P – Value)	Results
H1: There is a relationship between social media and the purchase intention of skin care products	.323	<.001	Supported
H2: There is a relationship between brand image and the purchase intention of skin care products	.167	.034	Supported
H3: There is a relationship between pricing and the purchase intention of skin care products	.255	<.001	Supported
H4: There is a relationship between perceived value and the purchase intention of skin care products	.100	.210	Not Supported

Source: Developed for the research