THE ROLE OF SERVICE MARKETING MIX ATTRIBUTES (7P) TOWARDS MALAYSIAN CONSUMERS' PURCHASE DECISION FOR LIFESTYLE STORES

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FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF MARKETING

SEPTEMBER 2025

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BY

CHAN SOO YEE
TEH ZI YING

A final year project submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF MARKETING (HONS)

UNIVERSITY TUNKU ABDUL RAHMAN

TEH HONG PIOW FACULTY OF BUSINESS AND FINANCE DEPARTMENT OF MARKETING

SEPTEMBER 2025

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Date: 17/9/2025

Signature: _____

Supervisor's Name: Nur Aliah Binti Mansor

Date: 17/9/2025

DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our 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) Equal contribution has been made by each group member in completing the FYP.

(4) The word count of this research report is 10874.

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Date: 17/9/2025

DISCLOSURE OF AI USAGE

We hereby declare that:

In this FYP report, we used ChatGPT for idea support (brainstorming, outlining, concept breakdown) and writing support (drafting from notes, drafting from scratch). The outputs were reviewed, adapted, and integrated into our own work, which reflects our personal understanding and complies with the academic integrity policies of UTAR.

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Date: 17/9/2025

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DEDICATION

To our supervisor Nur Aliah Binti Mansor, this Final Year Project is dedicated. Their unending guidance, encouragement, and support proved vital for the successful completion of this study. The way the professors are dedicated to teaching, and their values of advice greatly motivated us to carry this research with full diligence and determination.

We would also like to dedicate this to my classmates and friends who have been stuck by us in every way through this academic journey. Their motivation, cooperation, and knowledge-sharing approach have provided us not only with academic assistance but also with emotional support in testing times. This project is as much a result of their kindness and companionship as it is of my own efforts.

PREFACE

To fulfil our Final Year Project (FYP) requirements for our undergraduate studies, we had undertaken this research project. The motivation for this study comes from our observations into the growing importance attached to lifestyle stores in Malaysia with respect to the retailing of facial skincare products. We observed that Malaysian consumers these days acquire multiple choices, both online and physical stores, leading us to investigate on what factors truly shape their purchase decisions.

Therefore, to find possible answers to these questions, we adopted the service marketing mix framework widely known as the 7Ps, which allows for an expansive view of consumer behaviour concerning service-oriented businesses. In this framework, we have attempted to find out how aspects such as product, price, place, promotion, people, processes, and physical evidence affect purchasing decisions.

This project is also personally meaningful for us; it is in line with our academic interests in marketing, and consumer behaviour. Developing this project has proved to be both challenging and rewarding. It has given us the opportunity to hone our research skills and, of most interest to us, to gain deeper insights into marketing practices within Malaysia's lifestyle retail industry. We trust the findings will not only be useful for our academic growth but also offer valuable insights for practitioners in the retail sector.

ABSTARCT

The study aims to investigate the role that attributes of the service marketing mix (7Ps) play in shaping the purchasing decisions of Malaysian consumers in lifestyle stores. With the phenomenal speed of growth that has taken place in retailing lifestyle products, particularly in skincare, it is imperative to know what really drives consumers' purchase decision in a competitive retail environment.

The research design is quantitative in nature and collected from 384 Malaysian respondents. Data were collected using a structured survey instrument targeting Malaysian consumers who are active in purchasing lifestyle-related products. The data were analysed using descriptive and inferential statistical analytical methods to determine the relationships between the service marketing mix attributes and purchase decisions.

Findings prove that all seven dimensions greatly affect purchase decisions made by consumers. It supports the significance of 7Ps in the lifestyle retail context which indicates that consumer purchase decision is affected. In this context, the study brings value to the academic domain by bringing the 7Ps into Malaysian consumer research, while at the same time offering practical implications to lifestyle retailers from the results, which emphasize that adopting a more integrated marketing approach has become very important as a means to enhance consumer satisfaction, and overall competitiveness in the ever-changing retail environment.

Keyword: service marketing mix(7Ps); consumer purchase decision; lifestyle stores; Malaysian consumers; skincare product

Subject Area: HF5410-5417.5 Marketing. Distribution of products

Table of Contents

Copyright Statement II

DECLARATION V

DISCLOSURE OF AI USAGE VI

ACKNOWLEDGEMENTS VII

DEDICATION VIII

PREFACE IX

ABSTARCT X

LIST OF TABLES XIV

LIST OF FIGURES XV

LIST OF ABBREVIATIONS XVI

LIST OF APPENDICES XVII

CHAPTER 1: RESEARCH OVERVIEW 1

1.1 Research Background 1

1.2 Research Problem 2

1.3 Research Objectives 4

1.4 Research Question 5

1.5 Research significance 6

CHAPTER 2: LITERATURE REVIEW 8

2.1 Underlying theories 8

2.2 Review of Variable 12

2.3 Proposed Research Framework 16

2.4 Hypothesis Development 17

CHAPTER 3: METHODOLOGY 22

3.1 Research Design 22

3.1.1 Quantitative Research 22

3.1.2 Descriptive Research 22

3.2 Sampling Design 23

3.2.1 Target Population 23

3.2.2 Sample Size 24

3.2.3 Sampling Frame 25

3.2.4 Sample Location 25

3.2.5 Sampling Technique 25

3.3 Data Collection Method 26

3.3.1 Questionnaire Design 26

3.3.3 Field Work 32

3.4 Proposed Data Analysis Tool 33

3.4.1 Reliability Test Analysis 33

CHAPTER 4: DATA ANALYSIS 35

4.1 Descriptive Analysis 35

4.2 Reliability test 41

4.3.1 Pearson Correlations Coefficient Analysis 42

4.3.3 Model Summary 44

CHAPTER 5: DISCUSSION, CONCLUSION, IMPLICATIONS 46

5.1 Discussions of Findings 46

5.2 Implications of the Study 52

5.2.1 Theoretical Implications 52

5.2.2 Practical Implications 52

5.4 Recommendations for Future Research 55

5.5 Conclusion 56

REFERENCES 57

APPENDICES 68

LIST OF TABLES

Page

Table 3.1 Questionnaire Design.....26
Table 3.2 Reliability Table.....33
Table 4.1 Respondents' Demographic Characteristic.....35
Table 4.2 Reliability Test.....41
Table 4.3 Pearson Correlation Analysis.....42
Table 4.4 Multiple Regression Analysis 43
Table 4.5 Model Summary.....44
Table 4.6 Coefficient Analysis 45
Table 5.1 Result of Hypothesis Test.....46

LIST OF FIGURES

Page

Figure 2.1 The Marketing Mix Model.....9
Figure 2.2 Proposed Conceptual Framework 17
Figure 3.1 Sample Size.....24
Figure 4.1 Respondent's Age.....37
Figure 4.2 Respondent's Ethnicity.....38
Figure4.3 Respondent's Gender.....38
Figure 4.4 Respondent's Highest Level of Education. 39
Figure 4.5 Respondent's Occupation.....39
Figure 4.6 Respondent's Monthly Income.....40
Figure 4.7 Respondent's Average monthly spending.....41
Figure 5.1 Practical Implications.....53
Figure 5.2 Practical Implications.....53

LIST OF ABBREVIATIONS

PRO	Product
PRI	Price
PLA	Place
PROM	Promotion
PEO	People
PROC	Process
PHY	Physical Evidence
DEC	Purchase Decision

LIST OF APPENDICES

Appendix A: Survey questionnaire 68

CHAPTER 1: RESEARCH OVERVIEW

1.1 Research Background

In the recent years, the global retail industry has changed significantly in the rapidly changing and shift towards to digital landscape of today. E-commerce has booming and steadily taken the place of traditional brick-and-mortar store-based shopping as people's living standards have increased (Wang, 2023). According to Global Retail E-commerce Sales 2014-2027 | Statista, (2024), global retail e-commerce revenues are reached $5.8 trillion in 2024. Forecasts suggest that this amount will increase by 39% in the upcoming years, reaching over $8 trillion by 2027. The number of internet shoppers worldwide increased by 2.7% annually to 2.71 billion in 2024 and by 2025, it is anticipated that this number would have increased to 2.77 billion global online shoppers (70+ Online Shopping Statistics - 2025 Report to Consider - InBeat Agency, n.d.).

According to Sankhya (2025), in Malaysia, the e-commerce on retail is developing rapidly as now has a market worth of $10.72 billion in 2025. This had resulted that Malaysia's e-commerce facing an excellent, sizable market opportunity (Jie, 2021). As online purchasing platforms have grown in popularity, especially after the COVID-19 epidemic, many customers have come to value the ease and flexibility that e-commerce provides. Nonetheless, this does not imply that physical stores are no longer important. A statistic from KPMG in 2024, in Malaysia, 49% of Malaysian stated that they feel engage in purchasing both online and in physical stores ("Seamless Commerce a Necessity for Malaysia&Rsquo;S Retailers," 2024). This had indicated that although the growth of e-commerce is continuously development, but the physical store is not lost their importance.

In Malaysia, the two most well-known e-commerce sites are Shopee and Lazada (Vasudevan & Arokiasamy 2021). The lifestyle store is one type of retail idea that has effectively closed the experiential divide. Lifestyle store has a quickly gained traction in retail sector in recent years such as Watson and Guardian (Maharani & Pangaribuan, 2021).

Understanding the significance of the items in the cosmetic sector is crucial when considering why this study focusses on facial skincare. The cosmetic sector of product not only just for make-up products, but it also including facial skin care products, hair care (Rocca et al., 2022). Based on the research on Global Data's Report, from many of cosmetic product, the industry's largest category and one with the highest market demand is facial skincare product (Koay et al., 2022). In 2023, Malaysia's facial skin care product markets among cosmetics section brought in about 866.7 million US dollars revenue (Statista, 2024). According to Bhandalkar (2020), it anticipated to increase by 2027 to US$1,288.7 million, so it reflects that the Malaysia have a very high market demand and value in cosmetic sector especially in skin care product.

1.2 Research Problem

According to Sarkar (2017), customers may employ both physical and online purchasing methods based on their current preferences, which leads to essentially distinct behaviours between the two modes of shopping then only make their decision. So, this is the important to study the customer decision in both online and physical store. Most of the consumer more inclined to collect variety of useful information about the product through online before making a purchase decision (Lalwani, 2016). After searching for the information, they might be considered which of the channel either physical or online will provide them the most beneficial to them then only make a purchase (Aw et al., 2020). This action is calling as cross-channel shopping behaviour (Aw et al., 2020). If studying only one channels, either physical or online, it maybe will disregard the whole range of consumer behaviour

that occur during the actual decision-making process. Therefore, it must examine both online and physical store in order to get to know the real of customer decision.

Understanding consumer purchase preferences through the 7Ps marketing mix has become crucial in Malaysia's fiercely competitive skincare business. There is a dearth of thorough research looking at these seven factors in relation to skincare purchases in lifestyle retail contexts like Watsons, despite the fact that numerous studies have separately examined factors like product quality and price sensitivity. Goi (2009) asserts that the broader marketing mix is crucial in determining customer loyalty and happiness. Furthermore, Huré et al. (2017) contend that omni-channel retail experiences improve customer perception and decision-making. One example of this would be integrating online and in-store skincare engagement. Furthermore, Mohamed et al. (2022) discovered that individualized interactions and advertising techniques greatly raise the possibility that Malaysian millennials will adopt skincare products. Nevertheless, there is still a lack of research on an integrative study that integrates these 7Ps with skincare-specific consumer purchasing behavior. In order to determine which elements of the marketing mix have the most influence on consumers' preferences for skincare products and to give skincare marketers working in lifestyle retail settings useful information, more study in this field is therefore required.

The increasing popularity of lifestyle-based retail formats that combine physical and online channels is changing the skincare purchasing experience in Malaysia. Customers increasingly appreciate hybrid retail settings where they can physically inspect products and confirm their selections online, particularly in the skincare and cosmetics sectors, claim Park and Kim (2023). Similar to this, Ng, Lee, and Chong (2022) highlighted that whether they are shopping online or trying products in-store, Malaysian consumers want skincare retail experiences that complement their desired lifestyle. Furthermore, Kaur and Osman (2021) discovered that urban Malaysian millennials' decisions to buy skincare products are heavily influenced by the combination of store atmosphere, employee contact, and digital access. Thus, the purpose of this study is to investigate how customers' decisions about skincare products in the local market are influenced by the convergence of retail design,

brand identification, and multichannel interaction in lifestyle stores.

Although there has been extensive research on online and offline shopping purchase decision (Edwar et al., 2018), (Schulze, 2020). But limited studies have examined purchase decision in the specific context of lifestyle stores—particularly for facial skincare products in the Malaysian market. Based on the prior research, the study only examines the purchase decision that shopping in Malaysia, through physical or online but it doesn't focus on the context of lifestyle store of facial skin care product (Wong et al., 2018). The extent to which Malaysian consumers make decisions about the facial skin care product in lifestyle store, whether online or offline, is still unknown, despite their growing digital participation. This research aims to bridge this gap by exploring the factors influencing Malaysian consumers' purchase decision for lifestyle stores, specifically examining the role of the 7Ps in shaping consumer behaviour.

1.3 Research Objectives

To examine 7P to influence Malaysia consumer purchase decision in lifestyle store in both online and physical store.

1) Product- To investigate product influence Malaysia consumer purchase decision to purchase at lifestyle stores in both online and physical store.

2) Price- To investigate price of product influence the Malaysia consumer purchase decision to purchase at lifestyle stores in both online and physical store.

3) Place- To investigate place influence the Malaysia consumer purchase decision to purchase at lifestyle stores in both online and physical store.

4) Promotion- To evaluate promotion influence the Malaysia consumer purchase

decision to purchase at lifestyle stores in both online and physical store.

5) People- To investigate people influence Malaysia customer purchase decision in both online and physical lifestyle stores.

6) Process- To examine the process influence Malaysia customer purchase decision in both online and physical lifestyle stores.

7) Physical Evidence- To investigate the physical evidence influence Malaysia customer purchase decision in both online and physical lifestyle stores.

1.4 Research Question

To what extent does 7P influence Malaysian consumer purchase decision in lifestyle stores in both online and physical store?

1) Product- How do product influence Malaysia consumer purchase decision in online and physical lifestyle stores?

2) Price- How do price influence Malaysia consumer purchase decision in online and physical lifestyle stores?

3) Place- How do place influence Malaysia consumer purchase decision in online and physical lifestyle stores?

4) Promotion- How do promotional influence Malaysia consumer purchase decision in online and physical lifestyle stores?

5) People- How do people influence Malaysia consumer purchase decision in online and physical lifestyle stores?

6) Process- How do process influence Malaysia consumer purchase decision in online and physical lifestyle stores?

7) Physical Evidence- How do physical evidence influence Malaysia consumer purchase decision in online and physical lifestyle stores?

1.5 Research significance

Researchers that aim to comprehend the connection between consumer purchase decisions and the seven components of the marketing mix—particularly in retail settings—should take note of this study. Researchers can gain a better knowledge of how people, processes, and tangible evidence affect customer behavior. According to Sodhi and Giri (2023), researchers looking into the factors that influence purchasing decisions must have a thorough awareness of how customers perceive the quality of the services they receive. Similar to this, study indicates that buying behavior is directly influenced by the physical environment, which includes store design, product display, and cleanliness. The contextual relevance of these elements to certain product categories, such skincare items, can also be investigated by researchers.

The findings of this study directly affect marketing and customer engagement tactics for companies operating in the skincare retail industry. Businesses may improve their customer engagement strategy by knowing how people, processes, and tangible evidence affect purchasing decisions. Tan and Lim (2023), for instance, stress that companies can boost sales by improving the consumer experience through store design and the caliber of customer care. In a similar vein, (Hosseini & Jayashree, 2014) emphasize how crucial it is to provide a smooth customer service process and train staff in order to increase client satisfaction and, eventually, loyalty. This information can be used by retailers to craft memorable and customized experiences that influence customer choice.

This study provides policymakers with useful information about how consumer protection and retail rules can boost consumer trust, especially in the skincare section of lifestyle retailers. Global cosmetics regulations are changing to emphasize sustainability, ingredient safety, and transparent labeling—aspects that can have a direct influence on consumer confidence and decision-making, as noted by RegASK (2024). Additionally, regulations that support openness and truthful product information—like uniform ingredient labeling and the ban on overstated claims—are crucial for safeguarding skincare customers and guaranteeing that they make educated decisions (RegASK, 2024). Policymakers can implement regulations that enhance retail service quality by acknowledging the impact that physical retail components, such as store atmosphere and employee professionalism, have on customer trust.

CHAPTER 2: LITERATURE REVIEW

2.1 Underlying theories

According to Figure 2.1, Marketing mix is one of the basic conceptual in marketing. According to Rafiq and Ahmed (1995), Neil Borden asserts that he was the first to adopt the term "marketing mix", having been inspired by Culliton's (1948) depiction of a corporate executive as a "mixer of ingredients". However, the marketing mix was not expressly defined by Borden but E.Jerome McCarthy later created and formalised the four Ps of the marketing mix in 1960 (Rafiq & Ahmed, 1995). The four P were first proposed by McCarthy in 1960 in his book of Basic Marketing: A Managerial Approach which the four elements grouped with product, price, place and promotion as the main components of a marketing plan (Khan, 2013). The marketing mix is a grouping of all the elements that a marketing manager may control to appeal to the target market (Rafiq & Ahmed, 1995). It helps to identifies the key choices and create desired response that had make when tailoring the products to meet the wants of customers (Singh, 2012). It can also be saying that greater distribution and the application of suitable marketing tactics go hand in hand with the proper goods at reasonable costs, and they all work together in the eyes of the customer if all of the factors meet (Išoraitė, 2016).

Figure 2.1: ***Marketing mix model***

According to Khan (2013), Booms and Bitner (1982) used the original marketing mix concept by revising another three Ps (people, physical evidence and process) from the original 4P and proposed the 7P model. This 7P model will be more suit and pertinent to today's marketing trends. For the three additional P, Booms and Bitner clearly mention that they only intended services to be included in the extra three P, so it will be focus on services of customer, which it will influencing customer perception of product quality, experience and consumer purchase decision (Rafiq & Ahmed, 1995). It is appropriately titled because it is the application of this combination of strategies that establishes the organizations in the eyes of consumers. According to Rafiq & Ahmed (1995), Booms and Bitner state that the extended P by splitting them out with 4p rather than incorporated into 4p will highlight the factors that are significant to the service sector. Additionally, Booms and Bitner mention that these additional components are critical to defining and marketing services in the perspective of customers, both prior to and during the service encounter (Rafiq & Ahmed, 1995). These P should be the part of the marketing mix since company may control and utilise them to affect consumer behaviour (Rafiq & Ahmed, 1995). This study will be applied the 7P marketing mix concept to analyse the consumer decision between online and physical lifestyle

store. The following section explain about each component of 7P marketing mix.

Product

Product is defined as any tangible and intangible goods or services that offer by a company which the customer is willing to pay for it (Išoraitė, 2016). Anything that may be offered to consumers to the market in order to pique their attention, to be the acquisition for the product usage, persuade them to purchase it, or be used and eaten while satisfying a certain need or want is considered a product (Khan, 2014). Products can be grouped according to their quality, branding, characteristic and functionality to deliver the main benefits of the product or services (Khan, 2014).

Price

The price is the monetary value that the consumer agrees and must be pay in order to exchange the product with the sellers (Singh, 2012). Price is the only component of marketing that generates revenue, this component would boost market share in addition to revenues (Išoraitė, M. 2016). Customer usually used the perceived value to evaluate the product that worth how much, but sometimes maybe will be different price perception based on different person (Khan, 2014).

Place

According to Khan (2014), the product's accessibility to make a sale to the intended market is referred to as "place". Place is a channel for accessing clients and offering services. refers to both the product's delivery method and the location where the buyer can buy it (Sattapong, 2022). This has to do with choosing the right location and using smart distribution to bring the product to the intended market (Saidani & Sudiarditha, 2019).

Promotion

Promotion is referring to selling strategy, any marketing campaign or a tool that wants to be successful needs to incorporate communication in order to sell the product to the end user (Khan, 2014). According to Panchal et al. (2022), it described promotion as human endeavours centred on an interaction process that can be guided by direct approaches such as personal selling points or indirectly through media communication. The promotion notion encompasses all marketing efforts aimed at educating, convincing, and reminding the target market about a company and its goods or services in order to create a positive perception in the eyes of the consumer (Panchal et al., 2022).

People

According to Khan (2014), people refer to the staff members who create and provide the service to the end-user as a bridge that link customers and brands together. People is the key function to deliver the service, all human actors involved in service delivery, such as the company's employees and other clients (Rafiq & Ahmed, 1995). It is a situation that the employee interacts with the customer when purchasing any products, the attitude and communication of the employees will provide a first impression to the customer while intend to purchase something (Wang, 2022).

Process

According to Wang, (2022), process refers to the customer must go through the steps in order to purchase a product or receive a service such as waiting or reservation. The customer's level of happiness with the purchase is based on the

speed of the procedure and the expertise of the service providers, both of which are readily apparent to them (Khan, 2014). All real mechanisms and procedures for providing services make up the process, it is the ways to make customers feel content and joyful so they would return in the future (Saidani & Sudiarditha, 2019).

Physical evidence

According to Khan, (2014), physical evidence refers to the setting in which the service is provided, along with any material items that help with its execution and communication. Physical evidence refers to physical setting that customer using the services must be in (Sattapong, 2022). It also refers physical facilities which help product marketing as well because they can persuade customers to use the given good or services (Saidani & Sudiarditha, 2019).

2.2 Review of Variable

Independent Variable

Product

Products in the skincare sector include cleansers, moisturizers, serums, sunscreens, and treatments designed to address different skin issues. Leading Malaysian health and beauty retailer Watsons provides a wide selection of skincare products from domestic and foreign brands to suit various clientele groups. Watsons is able to cater to a wide range of customers with different budgets and skincare requirements thanks to the availability of mass-market brands like Garnier and Nivea as well as dermatologist-recommended brands like La Roche-Posay and CeraVe. Singh (2012) asserts that one of the most important components of competitive advantage is product differentiation. By providing Watsons-branded skincare items that rival

those of big brands at a lower price range, the company guarantees exclusivity in this instance. To further differentiate their products, Watsons also partners with global brands to launch exclusive formulas or limited-edition items.

Price

According to Khan (2014), cost structures, demand elasticity, and competitive positioning should all be taken into consideration when setting prices. Cost-based pricing, value-based pricing, and competition-based pricing are common pricing techniques in the skincare sector. In order to serve various customer categories, Watsons strategically uses a combination of these pricing strategies. Price is a psychological factor in customer decision-making, according to Singh (2012). Watsons regularly employs psychological pricing techniques to give the impression that their products are affordable, such as charm pricing (putting a price at RM19.90 instead of RM20). In order to accommodate varying levels of purchasing power, the company also uses tiered pricing, providing both high-end and low-cost skincare products.

Place

Watsons has effectively implemented an omnichannel retail strategy, combining physical locations with online shopping portals. Išoraitė (2016) emphasizes the value of omnichannel and multichannel strategies that combine online and offline buying. With more than 550 physical locations throughout Malaysia, Watsons is well-positioned in shopping centers, business districts, and residential neighborhoods. For consumers who enjoy in-person shopping experiences, these locations guarantee strong foot traffic and ease. Additionally, customers may explore, buy, and have their purchases delivered to their homes or picked up in-store via Watsons' mobile app and online store. Singh (2012) goes into additional detail about how supply chain management and logistics contribute to on-time

product delivery.

Promotion

Singh (2012) emphasizes that the best results are obtained by using an integrated marketing communication (IMC) strategy that blends public relations, digital marketing. TV commercials, social media marketing, and loyalty programs are just a few of the promotional platforms that Watsons skilfully combines. Khan (2014) emphasizes how social media and digital marketing are becoming increasingly important in promotional tactics. Through social media sites like Facebook, Instagram, and TikTok, Watsons Malaysia actively interacts with its clientele by posting product tutorials, skincare advice, and news about promotions. Influencer marketing has become a powerful tool, and Watsons has partnered with dermatologists and beauty experts to increase consumer engagement and reputation. Wang (2022) investigates the efficacy of tailored promos in the cosmetics sector, where AI-powered marketing technologies use user preferences to show relevant ads.

People

Khan et al. (2013) highlight that well-trained employees enhance consumer experience through professionalism, expertise, and responsiveness. Watsons invests in training programs for in-store beauty advisors, equipping them with product knowledge and skincare consultation skills. Išoraitė (2016) emphasizes that employees serve as brand ambassadors, shaping customer perceptions. Watsons staff play a crucial role in assisting customers in selecting suitable skincare products, offering professional advice based on skin concerns and lifestyle needs. Wang (2022) talks on the growing popularity of virtual beauty experts in the skincare sector. Customers may now get individualized skincare advice online thanks to Watsons' introduction of AI-powered skin analysis tools on its website and app.

This technology development improves the total customer experience by bridging the gap between in-store knowledge and the ease of internet purchase.

Process

Effective procedures are essential for both physical and digital touchpoints in the skincare retail industry. Simplified operational routines, from inventory control to checkout, greatly increase consumer trust and service consistency, according to Khan (2014). An integrated Point-of-Sale (POS) system at Watsons improves the procedure and guarantees smooth transactions at every branch. Easy navigation, speedy checkouts, and a variety of payment options, such as credit cards and e-wallets, are also supported by their website and mobile app. Automation and AI technologies have also increased operational efficiency, according to Singh (2012). Watsons has integrated chatbot support and AI-driven product recommendations to help with online consumer inquiries. Additionally, Watsons has a liberal return policy that makes it easy for customers to return items, boosting customer confidence. Watsons is dedicated to providing a seamless, effective, and fulfilling skincare buying experience.

Physical Evidence

Watsons places a strong emphasis on establishing a welcoming and polished shopping environment in the skincare retail sector. According to Išoraitė (2016), Watsons' spotless, stores with well-marked divisions make it simpler for customers to browse and compare products. Khan et al. (2013) also stress the significance of tangible evidence found online. Watsons makes sure that its internet platforms are professional by including ingredient information, skincare advice, user reviews, and high-resolution product photos. Influencer endorsements, unboxing videos, and live product demonstrations are additional intangible but powerful types of tangible proof that increase online conversions and foster confidence. Whether consumers

purchase online or in-store, all of these components work together to create a unified and comforting brand experience.

Dependent Variable

Purchase Decision

Consumers assess information, consider options, and finally select a product or service during the critical buying decision stage. Išoraitė (2016) asserts that a number of variables, including product characteristics, marketing tactics, individual preferences, and outside stimuli like peer recommendations or promotions, affect the choice to buy. Customers give careful consideration to product quality, brand trustworthiness, and in-store experiences when purchasing skincare items from lifestyle stores. The apparent risk makes the decision-making process even more thoughtful, particularly when it comes to skincare efficacy and safety. Therefore, retailers may better align their retail environment and marketing mix with customer expectations by studying how consumers make skincare purchasing decisions.

2.3 Proposed Research Framework

According to Figure 2.2, this research is to investigate the relationship between marketing mix 7P and consumer purchase decision in online and physical lifestyle store in Malaysia. The independent variable is the marketing mix. The dependent variable is purchasing decision. This framework indicates that the IVs affect the DV.

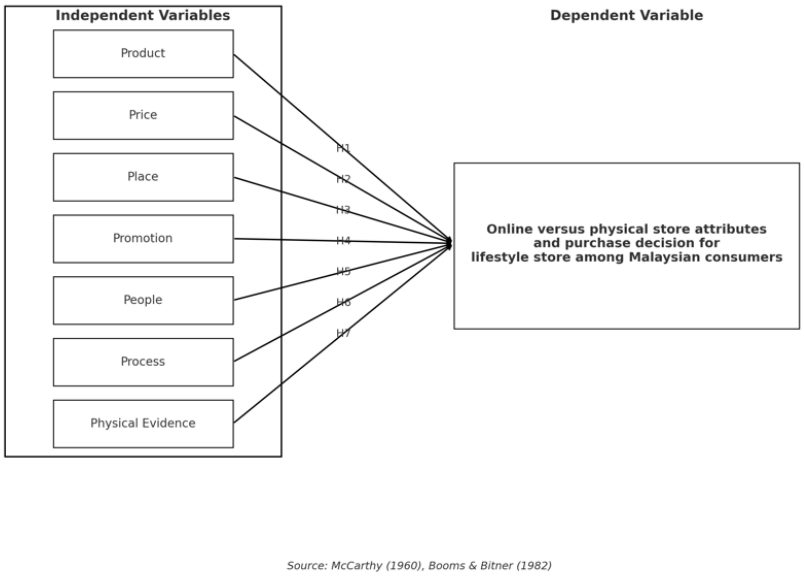

Figure 2.2: ***The proposed conceptual framework***

2.4 Hypothesis Development

Product

According to Adesanya et al. (2024), product attribute such as packaging design has a significant relationship. Customer may have a positive effect from the packaging material or colour and desire a range of product which provide unique, exclusive packaging with a special design so that consumer only can differentiate the product from the same product categories. According to Sudirjo et al. (2023), the product attribute such as branding of the skin care product has significantly relationship. Customers who have a favourable thought of the brand are more inclined to purchase the brand of skincare products. According to Wahyuningrum (2025), the skin care product quality has the significant relationship. The quality represents to the assurance for the people when using the skin care product, so customer frequently prefer on high-quality skin care product in order to get a safe and effective skin care. This research state that product quality has significant relationship through online purchase (Putra et al., 2024). Customers' decisions to buy are influenced by the quality of the products, which is the value that meets their

requirement.

H1: There is a significant relationship between product and purchase decision for online and physical lifestyle store among Malaysian consumers.

Price

According to Hermiyenti & Wardi (2019), a fair pricing increases the value that customers receive and have the significant relationship with purchasing decisions. A fair price might influence the decision that a product will be purchased, particularly if it fits the customer's expectations and budget. According to Wijaya et al. (2025), customers typically select premium skin care products at reasonable costs which had a significant relationship between price and purchase decision. According to Sudirjo et al., (2023), the price of the skin care product has significantly relationship between consumer purchase decision. It states that when people view the price of skincare products favourably, they are more likely to buy them. According to Lestari and Juhana (2024), it emphasises that consumers frequently evaluate prices across platforms when buying skin care product online, a lower price being a key factor. This research state that price have significant relationship with purchase decision through online purchase (Putra et al., 2024). People frequently choose the more expensive of two items because they perceive a difference in quality.

H2: There is a significant relationship between price and purchase decision for online and physical lifestyle store among Malaysian consumers.

Place

According to Muliadi et al. (2024), since place is a venue or a location to exhibit the traded items, customers can view the products being offered right at the point of sale easily and directly will increase their purchase decision. According to Ali et al. (2022), it states that there has a significant relationship between place and

purchase decision if it is handled correctly and has characteristics that match the indicators. Regardless of the goods and its quality, a location that is both easily visible and accessible will have an impact on consumers' decisions to buy. According to Wijaya et al. (2025), it has a significant relationship between place and purchase decision because consumer decisions are increasingly influenced by geographic location and efficacy. An effective and convenient distribution channels make it easier for customers to buy skin care products, whether through physical stores or e-commerce platforms.

H3: There is a significant relationship between place and purchase decision for online and physical lifestyle store among Malaysian consumers.

Promotion

According to Witono & Aprilianty (2024), the promotion such as TikTok short video promotion will significantly influence purchase decision. The customer feel that this type of promotion will feel more real and unscripted, rather than formal advertisement. According to Halim & Untoro (2024), promotion have significant relationship with purchase decision. The researchers discovered that even in the absence of prior experience, customers are more likely to be convinced to try or repurchase skin care items when advertisements are viewed as timely, relevant, and beneficial. According to Wijaya et al. (2025), it has a significant relationship between promotion and purchase decision because it is act as a communication role that in charge of informing, convincing customer to purchase the product. If a business produces high-quality products, without promotion, customer is unable to know the information regarding the product, so will result challenging to decide purchase.

H4: There is a significant relationship between promotion and purchase decision for online and physical lifestyle store among Malaysian consumers.

People

Išoraitė (2016) asserts that the "people" component—such as skilled sales representatives—directly affects consumer pleasure and experience, particularly in service-oriented settings like lifestyle shops. Widyastuti and Fernando (2023) also point out that retail employees' demeanor, empathy, and behavior have a favorable impact on the emotional bond with customers, which is important when it comes to personal care products like skincare. According to Setiawan et al. (2024), customer service representatives are a crucial component of the total service experience, and their capacity to provide insightful advice and genuine support may influence customers to make repeat skincare purchases. In lifestyle retail settings, these human components foster emotional connection and brand trust, both of which are critical in influencing the skincare preferences of Malaysian customers.

H5: There is a significant relationship between people and purchase decision for online and physical lifestyle store among Malaysian consumers.

Process

Consumer purchasing decisions in lifestyle skincare stores are greatly influenced by the effectiveness and transparency of service delivery procedures. Išoraitė (2016) asserts that expedited procedures such product return systems, consultation flow, and checkout speed increase customer happiness and loyalty, particularly in retail settings where customer service is crucial. According to their findings, which are corroborated by Widyastuti and Fernando (2023), organized and transparent service procedures have a good impact on customers' perceptions of value and promote repeat business. Additionally, Setiawan et al. (2024) stress that synchronized online ordering, mobile app usability, and in-store pickup choices greatly increase buy convenience and customer involvement in lifestyle retail when considering online and offline integration.

H6: There is a significant relationship between process and purchase decision for online and physical lifestyle store among Malaysian consumers.

Physical Evidence

Yuen and Chan (2010) claim that lighting and store layout are examples of atmospheric cues that have a big impact on customers' emotional reactions and buying decisions. A well-designed physical environment has a beneficial impact on customer satisfaction and behavioral intention, particularly in service-oriented environments as lifestyle beauty stores, according to Ryu et al. (2012). According to Ali and Kim (2015), physical surroundings and aesthetics have the power to heighten emotional attachment, which in turn promotes repeat business and brand loyalty. When combined, these components give Malaysian customers a sense of assurance, empowering them to participate and make skincare purchases with assurance.

H7: There is a significant relationship between physical evidence and purchase decision for online and physical lifestyle store among Malaysian consumers.

CHAPTER 3: METHODOLOGY

3.1 Research Design

According to Indu & Vidhukumar (2020), a research design is a methodical plan to investigate a scientific problem and is meant to give a suitable framework for a study. The investigators use to answer a research question or hypothesis, guaranteeing that pertinent data is gathered, examined, and interpreted in a methodical and rigorous way (Kouam, 2024).

3.1.1 Quantitative Research

Quantitative methods were employed to collect the data for this study. According to Apuke, (2017), it defines quantitative research as a kind of research methodology that use mathematical approaches. The goals of quantitative research are measurement-based data collection, trend and relationship analysis, and measurement verification (Watson, 2015).Hence, this research intends to gather numerical data through distributing survey questionnaires. These study which similar to our research also use quantitative method (Patro, 2023), (Lee et al., 2019).

3.1.2 Descriptive Research

We apply descriptive research design in our study. It is helpful to describe the desirable features of the sample under examination using descriptive study designs (Omair, 2015). Descriptive studies that examine a population's characteristics,

pinpoint issues within a group or unit, or examine differences in characteristics among institutions (Siedlecki, 2020). In addition, cross-sectional study is an observational study will be selected as the next classification of descriptive research. Cross-sectional studies are observational research projects that examine demographic data at one specific point in time (Wang & Cheng, 2020).

3.2 Sampling Design

According to Turner (2020), selecting a relevant subset of the population for a certain research question is known as sampling design, since it is impossible for the full population of interest to participate, it is frequently more practicable to sample the population.

3.2.1 Target Population

In this study, it will focus on target respondent that meet the certain requirements. The eligibility criteria for the respondents were (1) Malaysians and (2) aged 18 years old and above and (3) had been went to lifestyle store- (Watson or Guardian) before in Malaysia. Choosing above 18 years old population is because people under the age of eighteen typically have limited income and relying on parental support, which reduces their purchasing decision and purchasing power which is still not consider as an adult (Chan & Tong, 2024). The perspectives of adults that above 18 years old are more suitable to include in the study and offer more insightful information (Lin et al., 2024). The individual that had been before to lifestyle store only will provide the more detailed and accurate information on how they purchase skin care product through physical and online lifestyle store.

3.2.2 Sample Size

According to Figure 3.1, the sample size is the number of participants in our study who are representative of a population. According to Department of Statistic Malaysia (Dosm, n.d.), in 2024, Malaysia total population is 34.06 million individuals, approximately 24.92 million of people,73.1% which are aged 18 and above. We used Krejcie and Morgan table (KMT) to determine how many respondents is need in our research. The Krejcie and Morgan table help researchers in selecting the right number of respondents from a population group to avoid invalid result (Krejcie & Morgan, 1970). According to Memon et al. (2020), the Krejcie and Morgan table suggest that a sample size of 384 is enough for a population of 1 million or more.

Table 1: Krejcie and Morgan Table

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Figure 3.1: *Sample size*. Adapted from Bukhari (2021)

3.2.3 Sampling Frame

Finding a sample frame would not be applicable and accessible as it is difficult because had a wide emphasis of our study to obtain the reliable data, which is Malaysian that above 18 years old, there are too many respondents to gather all the data in detail. Hence, the study's sample frame is inaccessible and unavailable.

3.2.4 Sample Location

This study did not focus on any specific geographical location. Instead, it targeted on Malaysian consumers from various state across Malaysia who had meet our research criteria. So, there is no sampling location as this research will take advantage of Internet to conduct a Google form containing the study's surveys will be distributed via social media with links and in-person using QR codes.

3.2.5 Sampling Technique

In our study, the sampling technique that this research use is non-probability sampling. According to Elfil and Negida (2017), the sample population is chosen using non-probability sampling techniques which do not ensure that every individual in the target group has an equal chance. Specifically, we have chosen purposive sampling in this study due to the target respondent must be above 18 years old and been going before to lifestyle store. Purposive sampling is a sampling technique used by researchers to identify participants who possess particular attributes or traits to meet the research criteria that are crucial to the study (Rahman, 2023). There are three questions will be asked before distributing the questionnaire to the respondent to make sure that the respondent had meet our criteria to fill up

the survey form.

3.3 Data Collection Method

Data collection will be conducted online using Google Forms. Respondents will be prompted to answer a series of specific questions within the administered questionnaire. The primary data gathered will subsequently be analysed using appropriate research analysis tools.

3.3.1 Questionnaire Design

The questionnaire will be structured into two sections: Section A and Section B. Section A will consist of five demographic questions covering Age, Gender, State, Occupation, Education Level, and Income, along with three screening questions to ensure respondent reliability and qualification. Based on Table 3.1, Section B will utilize a seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree), across 30 questions. The questions in this section will focus on the independent variables (i.e.,price, place, promotion, product, people, process and physcial evidence) and the dependent variable (i.e.,purchase decision). The questionnaire items have been adapted from prior studies and customized to fit the specific requirements of this research.

Variable	Code	Measurement Item	References
Product	PRO1	I buy in-store facial skincare products from lifestyle stores because of their product quality.	(Wahyuningrum 2025) (Putra et al.,

	PRO2	I buy in-store facial skincare products from lifestyle stores because of their brand reputation (i.e. Watsons, guardian).	2024) (Sudirjo et al. 2023) (Sari & Kusdiyanto, 2024) (Altay et al., 2021)
	PRO3	I can find a wide range of facial skincare products in-store at lifestyle stores	
	PRO4	I have access to consistent facial skincare product information through their official online stores.	
	PRO5	I buy from their official online stores because the product is available exclusively online.	
Price	PRI1	I buy in-store facial skincare products at lifestyle stores because of their affordable prices.	(Hermiyenti & Wardi 2019) (Wijaya et al. 2025) (Sudirjo et al., 2023) (Lestari and Juhana 2024),
	PRI2	I buy in-store facial skincare products at lifestyle stores because they offer good value for money in terms of quality.	
	PRI3	I buy in-store facial skincare products at lifestyle stores because their prices are reasonable.	

	PRI4	I buy facial skincare products through their official online stores because they offer online-exclusive prices.	
	PRI5	I have access to consistent price information both online and offline.	
Place	PLA1	I buy in-store facial skincare products at lifestyle stores because of their many branches.	(Muliadi et al. 2024) (Ali et al. 2022) (Wijaya et al. 2025)
	PLA2	I buy in-store facial skincare products because it is easy to go there.	
	PLA3	I visit lifestyle stores because they are located conveniently.	
	PLA4	I buy facial skincare products from their official online stores because they are easy to access online.	
	PLA5	I buy facial skincare products from official online stores because they are available online.	
PROM	PROM1	I buy facial skincare products from their official online stores because of social media promotion.	(Witono & Aprilianty 2024) (Sari &

	PROM2	I buy facial skincare products from their official online stores because TikTok's short video promotions.	Kusdiyanto, 2024) (Ko, 2024)
	PROM3	I buy facial skincare products from their official online stores because they're on sale.	
	PROM4	I buy in-store facial skincare products because they have events there.	
	PROM5	I buy in-store facial skincare products because they are discounted.	
People	PEO1	I buy in-store facial skincare products from lifestyle stores because their staff is helpful.	(Išoraitė 2016) (Ko, 2024) (Setiawan et al. 2024) (Kushwaha & Agrawal, 2014)
	PEO2	I buy in-store facial skincare products because of the staff's efficient service.	
	PEO3	I buy in-store facial skincare products because their staff provides a clear explanation of the products.	
	PEO4	I buy facial skincare products from their official online stores because	

		they have live chats that answer my questions online.	
	PEO5	I buy facial skincare products from their official online stores because they provide personalised product recommendations.	
Process	PROC1	I buy in-store facial skincare products because their buying process is smooth.	(Setiawan et al. 2024) (Ko, 2024) (Kushwaha & Agrawal, 2014)
	PROC2	I buy in-store facial skincare products because the operating and closing times are convenient for me.	
	PROC3	I buy facial skincare products via their official online stores because of the ease of ordering services.	
	PROC4	I buy facial skincare products via their official online stores for on-time delivery.	
	PROC5	I buy facial skincare products via their official online store because it offers a Buy Now, Pay Later (BNPL) service (e.g. Atome).	

Physical Evidence	PHY1	I buy in-store facial skincare products because the product displays are attractive to me.	(Ali and Kim, 2015) (Ryu et al. 2012) (Yuen and Chan 2010)
	PHY2	I buy in-store facial skincare products because the store is well-lit.	
	PHY3	I buy in-store facial skincare products because they clearly mark the product section.	
	PHY4	I buy facial skincare products from their official online stores because of their clear product categorisation.	
	PHY5	I buy facial skincare products from their official online stores because of their online reviews.	
Purchase Decision	DEC1	I intend to repurchase facial skincare products from lifestyle stores in the future.	(Sari & Kusdiyanto, 2024)
	DEC2	I intend to recommend lifestyle stores to my friends and family members to purchase facial skincare products.	
	DEC3	Given a chance, I am willing to purchase new facial skincare	

		products carry by lifestyle stores.	
	DEC4	It is likely that I will consider lifestyle stores as my first choice when buying facial skincare products in the future.	

Table 3.1 ***Questionnaire design***

3.3.2 Survey Tools

A structured questionnaire created with Google Forms served as the main tool for gathering data. To measure factors, the questionnaire included closed-ended questions with Likert scale answers. Because of its capacity to generate standardized responses appropriate for quantitative analysis, this format was selected. To improve accessibility and comprehension, the questionnaire was created in English. Closed-ended Likert-scale surveys are useful for gathering attitudes, behaviors, and perceptions in consumer research, claims Brace (2018).

3.3.3 Field Work

To guarantee a wider audience, the poll was disseminated both offline and online. The Google Form link was disseminated on social media sites including Facebook, Instagram for the online approach. Furthermore, survey-related QR codes were dispersed in real-world locations like public spaces and university notice boards. In order to reach a diverse set of Malaysian respondents, a hybrid strategy was selected. Online survey distribution improves convenience and reach, particularly when

aiming to reach a population spread across different geographic regions, claims Nardi (2018). Only those who answered "Yes" to the age and previous lifestyle store visitation screening questions were permitted to continue with the questionnaire.

3.4 Proposed Data Analysis Tool

This section outlines the statistical tools used for analyzing the collected data. The analysis was conducted using Statistical Package for the Social Sciences (SPSS) software, which is widely applied in social science research for organizing, analyzing, and interpreting quantitative data. This study employed reliability analysis, descriptive analysis, and inferential analysis (including Pearson correlation and multiple regression analysis to test the proposed hypotheses and answer the research objectives.

3.4.1 Reliability Test Analysis

According to Table 3.2, Cronbach's Alpha was employed in reliability analysis to gauge the internal consistency of the questionnaire's items. A Cronbach's Alpha score of 0.7 and higher is regarded as appropriate and signifies that the scale items consistently measure the same underlying concept, according to Tavakol and Dennick (2011).

Alpha Coefficient Range	Reliability Level
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
>0.9	Excellent

Table 3.2 ***Reliability table***

The demographic profile of the respondents and their responses to the seven marketing mix factors and purchase decision were summarized using descriptive statistics. It helps to summarize and present data using measures of central tendency and variability (Bhattacherjee,2012). Central tendencies and data dispersion were described using metrics like mean, frequency, percentage, and standard deviation (Kaur et al,.2018). Before moving on to inferential analysis, descriptive analysis helps to organize the gathered data and find broad trends, as Siedlecki (2020) explains.

3.4.2 Inferential Analysis

Two inferential statistical methods were applied in order to test the hypotheses and investigate correlations between variables: a. The coefficient of Pearson correlation The degree and direction of the linear association between each independent variable (7Ps) and the dependent variable (buying decision) were investigated using Pearson correlation. Strongly positive relationships are shown by Pearson's r values, which range from -1 to +1 (Schober, Boer, & Schwarte, 2018). This test aids in identifying whether there are noteworthy correlations between factors and the skincare purchases made by customers.

b. Analysis of Multiple Regression. The predictive power of the independent variables (7Ps) on the dependent variable (buying decision) was determined using multiple regression analysis. This research assists in identifying the components of the marketing mix that have a substantial impact on purchasing decisions as well as the degree to which these elements influence decisions when other factors are held constant. When the objective is to predict an outcome variable based on numerous predictors and evaluate the relative contribution of each factor in the presence of others, multiple regression is appropriate, according to Hair et al. (2019).

CHAPTER 4: DATA ANALYSIS

4.1 Descriptive Analysis

Measure	Items	Frequency	Percentage
Age	18-20	130	31%
	21-30	234	55%
	31-40	30	7%
	41-50	23	6%
	>50	5	1%
Ethnicity	Malay	30	7%
	Chinese	376	89%
	Indian	14	3%
	Other	2	1%
Gender	Female	290	69%
	Male	132	31%
Highest Level of Education	No formal education	7	1%
	Primary school/ secondary school	65	16%
	Diploma/bachelor's degree/Master/PHD	333	79%

	Others	17	4%
Occupation	Students	322	76%
	Government employees	11	2%
	Private sector employee	51	12%
	Self-employed	22	5%
	Unemployed	8	2%
	Homemaker	2	1%
	Retired	2	1%
	Others	4	1%
Monthly Income	RM0-RM1999	243	58%
	RM2000-RM3999	49	12%
	RM4000-RM5999	46	11%
	>RM6000	7	1%
	Prefer not to say	77	18%
Average monthly spending on facial skincare products	RM0-RM49	144	34%
	RM50-RM99	97	23%
	RM100-RM149	84	20%
	RM150-RM199	44	10%
	>RM200	40	10%
	Prefer not to say	13	3%

Table 4.1 ***Demographic characteristics***

According to Figure 4.1, The figure had indicated the age of respondents. According to the chart, respondents aged 21-30 years old account for the largest proportion of the total respondents which is 55% (234 respondents). The second largest proportion that accounts for 31% (130 respondents) is the respondents that aged of 18-20 years old, followed by 7% (30 respondents) of respondents that are fall within 31-40 years old, then followed by 6% (23 respondents) that aged 41-50 years old, and the most least group is the aged which are more than 50 years old that are only 1% (5 respondents).

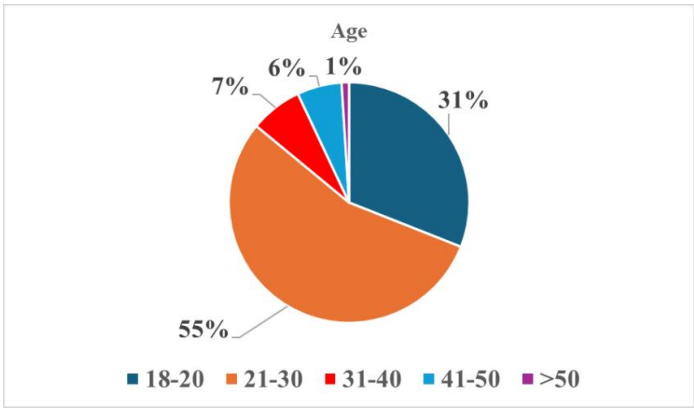

Figure 4.1 ***Respondent's age***

According to Figure 4.2, The Figure had indicated the ethnicity of the respondents. According to the chart, Chinese population account for the most, followed by Malays, Indians and other. The proportions of Chinese were 89% (376 respondents), Malay were 7% (30 respondents), Indians were 3% (14 respondents) and other respondents were 1% (2 respondents).

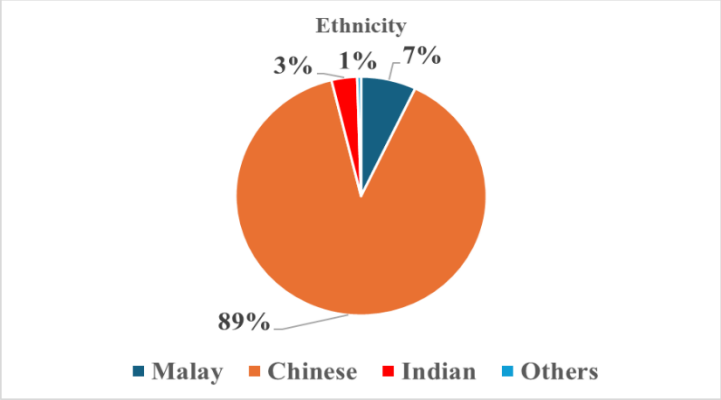

Figure 4.2 ***Respondent's ethnicity***

According to Figure 4.3, The Figure had indicated the gender of the respondents. Among of it, the female respondents accounted for the largest proportion which is 69% (290 respondents), followed by the male respondents, who accounted for 31% (132 respondents).

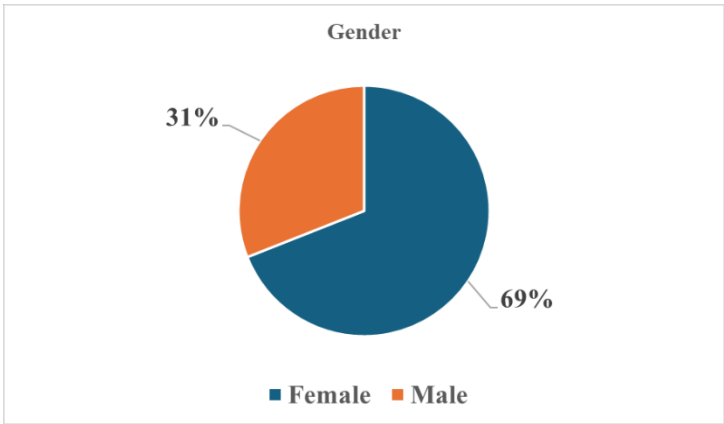

Figure 4.3 ***Respondent's gender***

According to Figure 4.4, The Figure had indicated the highest level of education of the respondents. Most of the respondent's highest education level is diploma/ bachelor's degree/ master/ phd in a 79% (333 respondents). Next are those at the Primary school or secondary school which is in 16% (65 respondents), other

respondents which is the third largest proportion in 4% (17 respondents) and the last is no formal education is 1% (7 respondents).

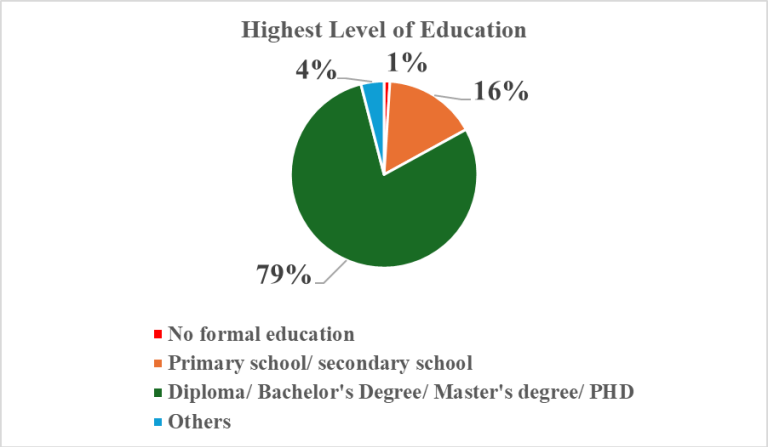

Figure 4.4 ***Respondent's highest level of education***

According to Figure 4.5, The Figure had indicated the occupation of the respondents. Most of the respondent's occupation which is students in a 76% (322 respondents), followed by private sector employee which is 12% (51 respondents). Next is the self-employed which is 5% (22 respondents), two of group of the occupation percentage which are same, the government employees is 2% (11 respondents) and unemployed which is 2% (8 respondents). The last three group of occupation is also same which is homemaker 1% (2 respondents) and retired 1% (2 respondents) and others 1% (4 respondents).

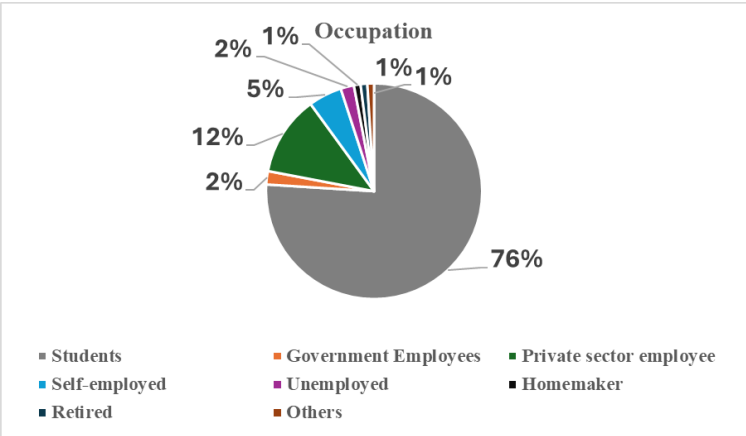

Figure 4.5 ***Respondent's occupation***

According to Figure 4.6, The Figure had indicated the monthly income of the respondents. Most of the respondent's monthly income is in RM0-RM1999 which is in 58% (243 respondents), but the second largest proportion is the group, which is prefer not to say, it is 18% (77 respondents), followed by monthly income in RM2000-RM3999 which is in 12% (49 respondents). For the monthly income RM4000-RM5999 which is 11% (46 respondents), and the last is more than RM6000 which is in 1% (7 respondents).

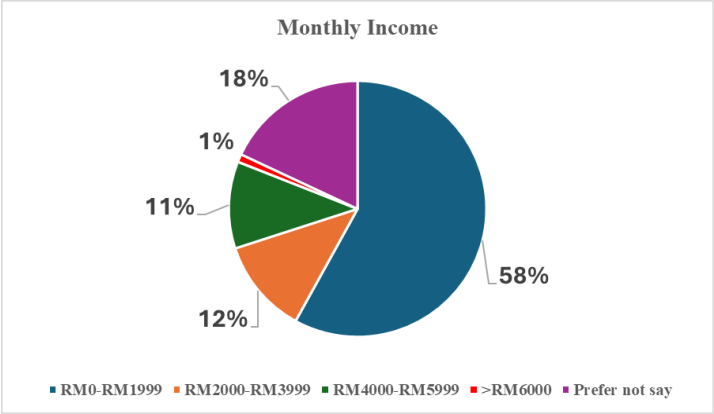

Figure 4.6 ***Respondent's monthly income***

According to Figure 4.7, The Figure had indicated the average monthly spending on facial skincare products of the respondents. The largest proportion of respondents is RM0-RM49 which is 34% (144 respondents), followed by RM50-RM99 which is 23% (97 respondents). Next the third largest proportion is RM100-RM149 which is 20% (84 respondents), then is RM150-RM199 which is 10% (44 respondents) and more than RM200 which is 10% (40 respondents). Lastly is the respondents which is prefer not to say their average monthly spending on facial skincare products it is in 3% (13 respondents).

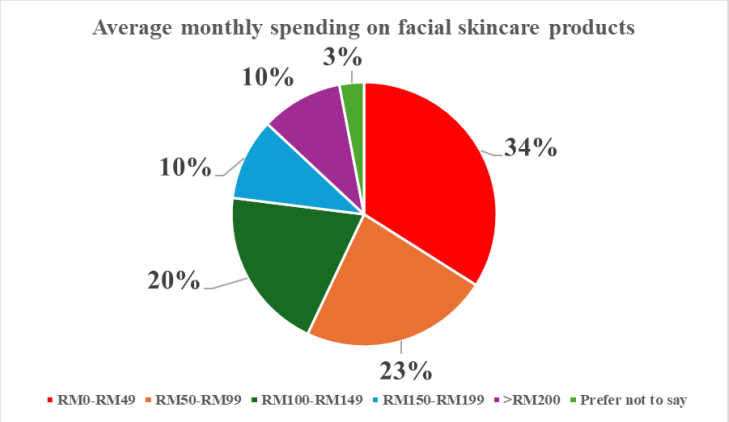

Figure 4.7 ***Respondent's average monthly spending on facial skincare products***

4.2 Reliability test

According to Table 4.2, In order to test the reliability of this survey, 422 respondents were used for reliability analysis. After testing, the Cronbach Alpha scores of the seven independent variables are shown above, including Product (5 items = 0.782); Price (5 items = 0.783), Place (5 items = 0.790), Promotion (5 items = 0.785), People (5 items = 0.834), Process (5 items = 0.788), Physical evidence (5 items = 0.840), and the Cronbach's Alpha score of dependent variable Purchase Decision is (4 items = 0.861). Since the scores of all variables in this study attain 0.6 or more than that, it is considered as acceptable and reliable.

Variable	No of items	Cronbach's Alpha	Level of Reliability
Independent Variable			
PRO	5	0.782	Reliable
PRI	5	0.783	Reliable
PLA	5	0.790	Reliable
PROM	5	0.785	Reliable

PEO	5	0.834	Reliable
PROC	5	0.788	Reliable
PHY	5	0.840	Reliable
Dependent Variable			
DEC	4	0.861	Reliable

Cronbach's alpha ≥ 0.6 is acceptable

Table 4.2 *Reliability test*

4.3 Inferential Analysis

4.3.1 Pearson Correlations Coefficient Analysis

Based on the Table 4.3, there is positive relationship between the dependent variable (DEC) and all independent variables (PRO, PRI, PLA, PROM, PEO, PROC, PHY). The variables are arranged according to the strength of their correlation. The variable with the strongest correlation is Physical Evidence ($r = 0.787$, $p < 0.001$), followed by Price ($r = 0.741$, $p < 0.001$), Process ($r = 0.718$, $p < 0.001$), Promotion ($r = 0.716$, $p < 0.001$), People ($r = 0.707$, $p < 0.001$), Place ($r = 0.706$, $p < 0.001$) and the last is Product ($r =0.686$, $p < 0.001$).

	PRO	PRI	PLA	PROM	PEO	PROC	PHY	DEC
PRO	1							
PRI	.787	1						
PLA	.786	.749	1					

PROM	.741	.743	.767	1				
PEO	.645	.723	.630	.795	1			
PROC	.736	.717	.758	.805	.747	1		
PHY	.739	.760	.769	.790	.739	.804	1	
DEC	.686	.741	.706	.716	.707	.718	.787	1

Table 4.3 ***Pearson correlation analysis***

4.3.2 Multiple Regression Analysis

Based on Table 4.4, the F-value of the model is 130.184, with a significance value of < 0.001. Since the p-value is smaller than 0.05, this indicates that all the independent variables included in the model can significantly predict the dependent variable. In other words, the model as a whole is statistically significant in explaining the variance in the dependent variable.

Model	Sum of squares	df	Mean square	F	Sig.
Regression	**308.875**	**7**	**44.125**	**130.184**	**<.001**
Residual	**140.323**	**414**	**.339**		
Total	**449.199**	**421**			

Table 4.4 ***Multiple regression analysis***

4.3.3 Model Summary

According to Table 4.5, the model summary shows that the Adjusted R Square is 0.682, which means that all the independent variables collectively explain 68.2% of the variance in the dependent variable. This indicates a strong explanatory power of the model in predicting the outcome. Compared to previous studies with lower variance explained, this result suggests that the model applied in this research provides a more robust prediction of the dependent variable.

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.829a	.688	.682	.58219

Table 4.5 ***Model summary***

4.3.4 Coefficient

On the other hand, Table 4.6 shows the significance values of the independent variables. The results indicate that among the seven variables, AVE_PRI, AVE_PLA, AVE_PEO, and AVE_PHY have a significant relationship with visit intention, as their significance values are smaller than 0.05. AVE_PRO, AVE_PROM, and AVE_PROC are considered insignificant as their significance values exceed 0.05. Among the significant variables, AVE_PHY ($\beta = 0.361$) has the strongest effect on visit intention, followed by AVE_PRI ($\beta = 0.210$), AVE_PEO ($\beta = 0.164$), and AVE_PLA ($\beta = 0.107$), respectively.

Model	Unstandardized B	Coefficient Std.Error	Standardized Coefficient Beta	t	Sig.
(Constant)	.008	.202		.038	.970
AVE_PRO	.023	.059	.021	.391	.696
AVE_PRI	.234	.059	.210	3.987	<.001
AVE_PLA	.128	.064	.107	1.994	.047
AVE_PROM	8.414E-5	.061	.000	.001	.999
AVE_PEO	.160	.049	.164	3.249	.001
AVE_PROC	.066	.062	.059	1.067	.286
AVE_PHY	.391	.060	.361	6.512	<.001

Table 4.6 ***Coefficient analysis***

CHAPTER 5: DISCUSSION, CONCLUSION, IMPLICATIONS

5.1 Discussions of Findings

Hypothesis	Significant Value	Result
H1: There is a significant relationship between product and purchase decision for online and physical lifestyle store among Malaysian consumers.	< 0.001	Supported
H2: There is a significant relationship between price and purchase decision for online and physical lifestyle store among Malaysian consumers.	< 0.001	Supported
H3: There is a significant relationship between place and purchase	< 0.001	Supported

decision for online and physical lifestyle store among Malaysian consumers.		
H4: There is a significant relationship between promotion and purchase decision for online and physical lifestyle store among Malaysian consumers.	< 0.001	Supported
H5: There is a significant relationship between people and purchase decision for online and physical lifestyle store among Malaysian consumers.	< 0.001	Supported
H6: There is a significant relationship between process and purchase decision for online and physical lifestyle store among Malaysian	< 0.001	Supported

consumers.		
H7: There is a significant relationship between physical evidence and purchase decision for online and physical lifestyle store among Malaysian consumers.	< 0.001	Supported

Table 5.1 ***Result of hypothesis change***

H1: There is a significant relationship between product (PRO) and purchase decision (DEC) for online and physical lifestyle store among Malaysian consumers.

The result shows that Product (PRO) has a significant effect on purchase decision (DEC) among Malaysian lifestyle store consumers, as the P-value is less than 0.05. A positive correlation between PRO and (DEC) supports H1. Product packaging play an important role draws the customer's attention to the skincare product and influence their decision to buy, because attractive skin care packaging designs serve as the basis for consumers' value judgement of products (Mohamed et al., 2018). Strong product branding enhances trust and increases the likelihood of purchase when consumers are familiar with the brand’s positive image through word of mouth or online media (Leonardi & Alfonsius, 2024). High product quality makes positive purchase decision because the emotional ties will form between consumers and producer, and customer more likely to develop long-term attachment to the brand (Setiawan et al., 2023).

H2: There is a significant relationship between price (PRI) and purchase

decision (DEC) for online and physical lifestyle store among Malaysian consumers.

Given that price PRI's P-value is less than 0.05 and significantly influences (DEC), which is support H2. According to Cahyani et al. (2017), customers view price as an extrinsic indicator of benefit, plan to sacrifice to obtain the skin care product, making it a significant antecedent of customer satisfaction which directly influence purchase decision. A product with reasonable prices that fit in the customer budget will influence the decision to buy it, because it will stop the customer to switch to other competing product and purchase (Reinaldo & Chandra, 2020). Affordable price is very important factor since skin care product is a consumable item with regular purchase, so customers are highly rational when determining the effectiveness they hope to obtain from the product (Albari & Safitri, 2018).

H3: There is a significant relationship between place (PLA) and purchase decision (DEC) for online and physical lifestyle store among Malaysian consumers.

The P-value for place (PLA) is less than 0.05 and significantly influence purchase decision which indicates that the results support H3. An effective distribution and strategically location improve convenience, because it makes things more accessible way to consumers in more convenient ways, so customer will frequently go to the place and directly make a purchasing decision, it will create brand's emotional bond with consumers (Sirajuddin et al., 2023). Easy access to the place of purchase provides consumers with a stronger basis for making purchase decisions. When products are made available within consumers' reach in a timely manner, thereby progressively increasing their inclination to purchase (Suyanto & Dewi, 2023). A convenient and efficient distribution system enables consumers to access and purchase products easily, minimising effort during times of need which will increase the likelihood to purchase (Bin Abdul Halim et al., 2019).

H4: There is a significant relationship between promotion (PROM) and purchase decision (DEC) for online and physical lifestyle store among Malaysian consumers.

Promotion (PROM) has a significant effect on purchase decision in lifestyle store, as evidenced by the fact that PROM's P-value is less than 0.05. A positive correlation between (PROM) and (DEC) supports H4, Promotion affects consumer behaviour cognitively and emotionally by way of thoughts. Customers' perceptions of any brand or product are influenced by the information presented in advertisements, so it will form a knowledge of skin care product in consumer mind (Sirajuddin et al., 2023). Customer will be easily motivating purchase action due to the promotion will persuade and convince by the advertisement or salesperson to the target customer because creating a sense of worthiness (Hermiyenti & Wardi, 2019). Promotion raises consumer awareness of the product, which in turn encourages and speeds up their response. (Suyanto & Dewi, 2023).

H5: There is a significant relationship between people (PEO) and purchase decision (DEC) for online and physical lifestyle store among Malaysian consumers.

The results support H5 by showing that people (PEO) have a significant impact on purchasing decisions, with the P-value being less than 0.05. By answering questions and recommending appropriate products, polite, informed, and attentive staff members foster customer trust and promote purchases (Anderson & Mossberg, 2004). Furthermore, knowledgeable employees that show compassion and understanding can foster a feeling of confidence and belonging, which influences the decision to buy favorably (Nasution et al., 2014). In addition to providing services, employees in lifestyle stores act as brand ambassadors, influencing customers' sentiments and opinions about the establishment (Ladhari et al., 2017).

H6: There is a significant relationship between process (PROC) and purchase

decision (DEC) for online and physical lifestyle store among Malaysian consumers.

Since the P-value for procedure (PROC) is less than 0.05 and shows a substantial impact on purchase choice (DEC), the results are consistent with H6. A flawless and organized process, like quick checkout, simple returns, unambiguous product usage instructions, and easy consultation, improves customer satisfaction and trust, which increases the likelihood that a consumer will make a purchase (Išoraitė, 2016). Decision certainty is increased when customers feel well-informed and secure during their purchasing experience, which is ensured by an organized service flow (Yeo et al., 2021). Additionally, the process promotes repurchase intention and fosters favorable brand connections when there are short wait periods and clear instructions (Kusumawati & Rahayu, 2020).

H7: There is a significant relationship between physical evidence (PHY) and purchase decision (DEC) for online and physical lifestyle store among Malaysian consumers.

The hypothesis H7 is accepted since the P-value is less than 0.05, indicating a substantial relationship between physical evidence (PHY) and purchase decision (DEC). Visual and sensory cues such as store ambiance, cleanliness, product displays, signage, and in-store testers influence how consumers perceive the quality and reliability of products (Sharma & Stafford 2000). These cues can lower the risk of buying a skin care product by letting customers try it out first (Ali et al., 2021) or improve the overall shopping experience by making the store layout and testing facilities more aesthetically pleasing and comfortable, which increases customer satisfaction and likelihood of purchase (Nguyen et al., 2015).

5.2 Implications of the Study

5.2.1 Theoretical Implications

This study utilized marketing mix (7P) to investigate the factors influencing Malaysian consumers' purchase decision for online and physical lifestyle stores, particularly in skin care products. Results indicated that all seven variables are affecting Malaysian consumer purchase decisions on skin care products in the context of Malaysian lifestyle retail. This aligns with and supports the marketing mix theories, showing that the 7Ps remain a comprehensive and practical framework for understanding consumer purchasing decisions in modern retail environments. The study makes a theoretical contribution by confirming the 7Ps' all-encompassing influence on Malaysian consumers. It also encourages future research to look more closely at why some aspects have a greater impact on various retail categories or similar emerging markets, especially in Malaysian consumer culture.

5.2.2 Practical Implications

According to the findings, companies in the skincare e-commerce industry should put **people and physical evidence** first in order to increase customers' propensity to buy. Using augmented reality (AR) makeup try-on tools or AI skin analysis features, like Sephora's Virtual Artist, which let customers "test" products virtually before purchasing, can reinforce physical evidence in practice. Strong visual guarantees of product quality can also be provided by high-resolution product photos, movies that show texture and application, and certifications like Dermatologically Tested or EcoCert. Since tactile evaluation is impossible when shopping online, these features are especially helpful.

Based on the Figure 5.1 and 5.2, Businesses can use **real-time customer service** channels for **people**, like interactive livestream training, personalized product suggestion systems, and live chat with qualified beauty experts. Watsons Malaysia, for instance, frequently hosts Facebook Live beauty sessions with skincare experts, offering product demos and promptly responding to fan inquiries. Similar to this, Malaysian companies Innisfree and The Body Shop teach their employees how to reply promptly to questions on social media, which strengthens customer loyalty and trust. The brand's relatability and reach among various client categories can be further increased by working with influencers that share its ideals, particularly those from diverse racial origins

Figure 5.1: ***Practical implications***

Figure 5.2: ***Practical implications***

5.3 Limitations of the Study

This study focuses solely on the beauty industry, which may limit the generalizability of its findings to other sectors such as fashion, hospitality, or technology. Consumer behavior in the beauty market is often influenced by unique factors—such as trends in skincare, makeup tutorials, and seasonal product launches—that may not apply to other industries. Another limitation is that the study did not account for differences between luxury beauty brands and mass-market brands, which may have distinct customer expectations and perceptions of physical evidence and service personnel. Future research should broaden the scope to include multiple industries or compare beauty-specific findings with other markets to provide a more comprehensive understanding.

Furthermore, Google Forms was used to disseminate a structured questionnaire as part of this study's quantitative research approach. Although quantitative approaches enable objective measurement and statistical analysis, they might not adequately convey the breadth of customers' experiences, perceptions of people and tangible evidence in beauty retail environments. Because respondents' responses were limited to pre-established possibilities, they have missed subtle insights or distinctive viewpoints. Furthermore, the accuracy of the results could be impacted by social desirability bias or erroneous recall in self-reported data.

The last limitation is although our research is aimed to investigate the Malaysian consumer from various ages that are above 18 years old, but due to the ease of access to the young generation through online and physical and university network, the majority of our respondent are younger generation which is particularly from 18-30 years old. Although broader sampling was possible, but the study's time and scope had limited that made it difficult for us to reach the older population. As a result, the findings may not be as generalisable to other age groups because they may better reflect the purchase decision of younger consumers than those of older ones.

5.4 Recommendations for Future Research

Since this study only looks at one retail sector—beauty—further research should look at other retail categories like fashion, wellness, or luxury goods to see if physical evidence and employee-related factors apply to other industries. Furthermore, a longitudinal study could record shifts in consumer behavior over time because the beauty sector can be unstable due to new trends and technologies. In order to determine whether consumer impressions of people and tangible evidence vary depending on the product category, researchers may also examine other industry segments (e.g., skincare vs. cosmetics). Generalizability outside of the beauty market would be enhanced by extending the duration of investigation and the range of sectors.

To supplement the quantitative results, future studies could include qualitative techniques like focus groups or in-depth interviews. These methods would enable researchers to delve deeper into participants' individual experiences, feelings, and perceptions of people and tangible evidence in beauty shop settings. Qualitative insights could provide a better knowledge that can direct more specialized marketing tactics in the beauty business by obtaining rich, descriptive data and explaining why some elements are more influential than others.

In order to overcome the limitation to capture a wider range of consumer viewpoints, it is recommended that future studies employ a sample that is more age varied. The necessity for including older age groups could offer a deeper insight of how different generations are influenced when making purchases and what factors motivate their impulse to buy. Furthermore, although this study used judgemental sampling to make sure that participants fulfilled certain requirements, future studies can be using a more integrated sample approach that combines stratified and judgemental sampling. This combination sampling approach will reduce demographic bias while maintaining sample relevance, where consumer decisions might have a significant difference across different age of customer segments.

5.5 Conclusion

In a nutshell, this study aims to investigate the variables that influence Malaysian consumer purchase decision on skin care product in online and physical lifestyle store. After reviewing the study's findings, we believe that future researchers and practitioners will have a better understanding of what inspires Malaysian consumer to frequently purchase through both online and physical lifestyle setting. The study's limitations and recommendations were also provided to assist future researchers in doing more effective research.

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APPENDICES

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Appendix A: Survey questionnaire

Greetings to all,

We are final year undergraduate students of Bachelor of Marketing (Hons), from Faculty of Business and Finance in University Tunku Abdul Rahman (UTAR) Kampar campus. As part of our research, we are conducting a research project on " The role of service marketing mix attributes（7P）towards Malaysian Consumers' Purchase Decision for Lifestyle Stores"
" This research aims to investigate marketing mix influence Malaysian consumer purchase decision of skin care product towards lifestyle store.

This survey will only take you approximately **5 minutes**, and all participation towards this survey are voluntary. Rest assured that all the responses collected will be used solely for academic purposes and will be kept private and confidential. Thank you in advance for your time and cooperation in answering our questionnaire.

Your participation is highly appreciated.

For further inquiries, please contact us at chansooyee15@1utar.my, ziying031211@1utar.my

Yours sincerely,

Name and ID of Student: Chan Soo Yee (2106637), Teh Zi Ying (2105703)

Prepared by:

Endorsed by:

Chan Soo Yee

Signature of Student 1

Nur Aliah Mansor

Teh Zi Ying
Signature of Student 2

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-
    - For assessment of any application to UTAR
    - For processing any benefits and services
    - For communication purposes
    - For advertorial and news
    - For general administration and record purposes
    - For enhancing the value of education
    - For educational and related purposes consequential to UTAR
    - For the purpose of our corporate governance
    - For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Yourpersonaldatamaybetransferredand/ordisclosedtothirdpartyand/orUTARcollaborativepartners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at 012-2120359 shiwen0525@1utar.my..

Acknowledgment of Notice

[ ] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

[ ] I disagree, my personal data will not be processed.

.....
Name:
Date:

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DU012(A)

Universiti Tunku Abdul Rahman

The role of service marketing mix attributes (7P) towards Malaysian Consumers' Purchase Decision for Lifestyle Stores)

Instructions:

1. There are **TWO (2)** sections in this questionnaire. Please answer ALL questions in ALL sections.
2. Completion of this form will take you less than 5 minutes.
3. The contents of this questionnaire will be kept **strictly confidential**.

Voluntary Nature of the Study

Participation in this research is entirely voluntary. Even if you decide to participate now, you may change your mind and stop at any time. There is no foreseeable risk of harm or discomfort in answering this questionnaire. This is an anonymous questionnaire; as such, it is not able to trace response back to any individual participant. All information collected is treated as strictly confidential and will be used for the purpose of this study only.

I have been informed about the purpose of the study and I give my consent to participate in this survey.

YES ( ) NO ( )

Note: *If yes, you may proceed to next page or if no, you may return the questionnaire to researchers and thanks for your time and cooperation.*

CONTENT OF QUESTIONNAIRE/ RESEARCH INSTRUMENT **Appendix 007_2502**

THE ROLE OF SERVICE MARKETING MIX (7P) TOWARDS MALAYSIAN CONSUMERS' PURCHASE DECISION FOR LIFESTYLE STORES

Example of Lifestyle Stores:
Guardian,Watsons

Instructions:
Please respond to each statement based on your own knowledge and experience by selecting the option that best reflects your opinion. There is no right or wrong answer. Be honest in your assessment.

1	2	3	4	5	6	7
Strongly Disagree	**Disagree**	**Somewhat Disagree**	**Neutral**	**Somewhat Agree**	**Agree**	**Strongly Agree**

PRODUCT								
PRO1	I buy in-store facial skincare products from lifestyle stores because of their product quality.	1	2	3	4	5	6	7
PRO2	I buy in-store facial skincare products from lifestyle stores because of their brand reputation (i.e. Watsons, guardian).	1	2	3	4	5	6	7
PRO3	I can find a wide range of facial skincare products in-store at lifestyle stores	1	2	3	4	5	6	7
PRO4	I have access to consistent facial skincare product information through their official online stores.	1	2	3	4	5	6	7
PRO5	I buy from their official online stores because the product is available exclusively online.	1	2	3	4	5	6	7
PRICE								
PRI1	I buy in-store facial skincare products at lifestyle stores because of their affordable prices.	1	2	3	4	5	6	7
PRI2	I buy in-store facial skincare products at lifestyle stores because they offer good	1	2	3	4	5	6	7

	value for money in terms of quality.							
PRI3	I buy in-store facial skincare products at lifestyle stores because their prices are reasonable.	1	2	3	4	5	6	7
PRI4	I buy facial skincare products through their official online stores because they offer online-exclusive prices.	1	2	3	4	5	6	7
PRI5	I have access to consistent price information both online and offline.	1	2	3	4	5	6	7
PLACE								
PLA1	I buy in-store facial skincare products at lifestyle stores because of their many branches.	1	2	3	4	5	6	7
PLA2	I buy in-store facial skincare products because it is easy to go there.	1	2	3	4	5	6	7
PLA3	I visit lifestyle stores because they are located conveniently.	1	2	3	4	5	6	7
PLA4	I buy facial skincare products from their official online stores because they are easy to access online.	1	2	3	4	5	6	7
PLA5	I buy facial skincare products from official online stores because they are available online.	1	2	3	4	5	6	7
PROMOTION								
PROM1	I buy facial skincare products from their official online stores because of social media promotion.	1	2	3	4	5	6	7
PROM2	I buy facial skincare products from their official online stores because of TikTok's short video promotions.	1	2	3	4	5	6	7
PROM3	I buy facial skincare products from their official online stores because they're on sale.	1	2	3	4	5	6	7
PROM4	I buy in-store facial skincare products because they have events there.	1	2	3	4	5	6	7
PROM5	I buy in-store facial skincare products because they are discounted.	1	2	3	4	5	6	7
PEOPLE								
PEO1	I buy in-store facial skincare products from lifestyle stores because their staff is helpful.	1	2	3	4	5	6	7
PEO2	I buy in-store facial skincare products because of the staff's efficient service.	1	2	3	4	5	6	7
PEO3	I buy in-store facial skincare products because their staff provides a clear	1	2	3	4	5	6	7

	explanation of the products.							
PEO4	I buy facial skincare products from their official online stores because they have live chats that answer my questions online.	1	2	3	4	5	6	7
PEO5	I buy facial skincare products from their official online stores because they provide personalised product recommendations.	1	2	3	4	5	6	7
PROCESS								
PROC1	I buy in-store facial skincare products because their buying process is smooth.	1	2	3	4	5	6	7
PROC2	I buy in-store facial skincare products because the operating and closing times are convenient for me.	1	2	3	4	5	6	7
PROC3	I buy facial skincare products via their official online stores because of the ease of ordering services.	1	2	3	4	5	6	7
PROC4	I buy facial skincare products via their official online stores for on-time delivery.	1	2	3	4	5	6	7
PROC5	I buy facial skincare products via their official online store because it offers a Buy Now, Pay Later (BNPL) service (e.g. Atome).	1	2	3	4	5	6	7
PHYSICAL EVIDENCE								
PHY1	I buy in-store facial skincare products because the product displays are attractive to me.	1	2	3	4	5	6	7
PHY2	I buy in-store facial skincare products because the store is well-lit.	1	2	3	4	5	6	7
PHY3	I buy in-store facial skincare products because they clearly mark the product section.	1	2	3	4	5	6	7
PHY4	I buy facial skincare products from their official online stores because of their clear product categorisation.	1	2	3	4	5	6	7
PHY5	I buy facial skincare products from their official online stores because of their online reviews.	1	2	3	4	5	6	7

1	2	3	4	5	6	7
Strongly Disagree	**Disagree**	**Somewhat Disagree**	**Neutral**	**Somewhat Agree**	**Agree**	**Strongly Agree**

PURCHASE DECISION								

DEC1	I intend to repurchase facial skincare products from lifestyle stores in the future.	1	2	3	4	5	6	7
DEC2	I intend to recommend lifestyle stores to my friends and family members to purchase facial skincare products.	1	2	3	4	5	6	7
DEC3	Given a chance, I am willing to purchase new facial skincare products carry by lifestyle stores.	1	2	3	4	5	6	7
DEC4	It is likely that I will consider lifestyle stores as my first choice when buying facial skincare products in the future.	1	2	3	4	5	6	7

Personal Profile

1. Age
    1. 18-20
    2. 21-30
    3. 31-40
    4. 41-50
    5. >50

2. Gender
    1. Male
    2. Female

3. Ethnicity
    1. Malay
    2. Chinese
    3. Indian
    4. Others (please specify)_____

4. Highest Level of Education
    1. No formal education
    2. Primary school / secondary school
    3. Diploma / bachelor's degree / master's degree / PhD
    4. Others (please specify) _____

5. Occupation
    1. Student
    2. Government employee
    3. Private sector employee
    4. Self-employed
    5. Unemployed

6. Homemaker
7. Retired
8. Other (please specify) _____

6. Monthly Income
   1. RM0 - RM1,999
   2. RM2,000 – RM3,999
   3. RM4,000 – RM5,999
   4. > RM6,000
   5. Prefer not to say

7. Average monthly spending on facial skincare products
   1. RM0 – RM49
   2. RM50 – RM99
   3. RM100 – RM149
   4. RM150 – RM 1999
   5. >RM200
   6. Prefer not to say

END OF SURVEY
THANK YOU VERY MUCH FOR YOUR KIND COOPERATION

_____
Nur Aliah Mansor