



# **DETERMINANTS OF CONSUMER PURCHASE INTENTION TOWARD ORGANIC BEAUTY PRODUCTS AMONG WOMEN IN MALAYSIA**

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## ABSTRACT

The goal of this research is to investigate the determinants of consumer purchase intention towards organic beauty products. Thus, the key objective of this study is to investigate the influence of green ads, trust, attitude and green knowledge toward organic beauty product purchase intention among women in Malaysia. Using a quantitative method this study employs online questionnaire surveys to women in Malaysia. 384 data have been collected using purposive sampling and analysed using the SPSS 28 version. The results show that there were positive significant correlations between green ads, trusts, attitude and green knowledge with consumer purchase intention. Significance of this study is the expansion of knowledge on the factors that lead to purchase intention towards organic beauty products. Future research can expand this study by investigating other factors using qualitative methods and different respondents.

**Keywords: Green Ads, Trust, Attitude, Green Knowledge, Purchase Intention**

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

In this chapter, we will discuss more specifically and in detail the background of the research, problem statement, research goals, research questions, study significance, and definition of terms, then will end with the summary of this study. The purpose of this research is to examine the consumer purchase intention towards organic beauty products among women and to identify the relationships of independent variable and dependent variable. In the background section of the study, we explain more deeply and extensively about organic beauty products. Besides that, we also gave an attachment of statistical data that had been taken from global market value for organic beauty products from 2020 to 2031 and Origins of organic beauty products used by Malaysian respondents as of July 2021 against this study. Next, the statement of problems related to the problems highlighted in this study were discussed and explained.

### 1.2 BACKGROUND OF THE STUDY

Organic beauty products are made from natural resources, such as fruit-based substances, and do not contain any chemicals, additives, or other unnatural mixes. Many women use organic beauty products to strive to protect both the environment and animal species' welfare. In other words, organic ingredients, pesticides, and animal experimentation are not used in the production of organic beauty products. Numerous personal care items, such as lotions, skincare, and environmentally friendly beauty products are included in the category



of organic beauty products. The demand for organic beauty products is expanding quickly on an international level (Khan et al., 2021).

In 2018, it was projected that the demand for natural beauty products was estimated to be worth USD 34.5 billion. From 2018 to 2027, it is anticipated to rise at a net yearly growth rate of 5.2%, when it will reach USD 54.5 billion. Due to the prevalence of utilizing personal care products, people are growing more conscious of the negative consequences of beauty goods containing no natural material (Al Mamun et al., 2018; Rani et al., 2018). Since organic beauty products help protect human skin while having little negative effect on the environment, many women in particular feel compelled to buy them (Khan et al., 2021). Sometimes, even non-users of organic beauty products (people who have never used natural beauty goods) purchase natural beauty goods (Munerah et al., 2021).

Since there is no regulating authority that oversees organic beauty products or those who make that claim, the phrase "organic" is only used as a marketing ploy on the product's packaging. In other words, even if an item contains synthetic chemicals in addition to small amounts of organic beauty product ingredients, it can still claim to be organic. As more consumers look to avoid chemicals, they are finding that organic beauty products work better. Although the costs of producing natural beauty goods are high, the advantages outweigh the dangers of pollution, cancer, and eczema. It has been used for many years (Khan et al., 2021; Zollo et al., 2021).

Even though the organic beauty market is still in its infancy, researchers who are more interested in this issue have found a variety of circumstances that affect consumers' intentions to purchase organic beauty products through green advertisements, trust, attitude, and knowledge. But few studies, particularly within the framework of developing economies, have

focused on the theoretical frameworks that predict consumers' propensity to buy organic beauty items (Ghazali et al., 2017; Suphasomboon et al., 2022).

Green advertising can influence consumers' purchasing intentions by fostering consumer trust and raising knowledge of organic products (Fuerst et al., 2016; Rahmi et al., 2017). Along with marketing tactics, brand value is created by cultivating customer trust (Rizomyliotis et al., 2021) this influences consumers' buying intentions for eco items. (Jayaram et al., 2015). Despite the fact that lots of organic items have reasonable prices, consumers are less likely to trust goods without a strong green label. According to Jaiswal et al., (2018), people assess organic goods depending on the products' details, green labels, and environmentally friendly packaging.

Prior research concentrated on analysing green advertisements for organic beauty products (Lim et al., 2020). The current study is special because it examines green advertisements (GAds), consumer perceptions of knowledge, trust, and attitudes, and increased plans to purchase expensive natural beauty items in Malaysia. It also examines whether consumers who live a way of life of health and sustainability (LOHAS) are more concerned with their physical well-being and their surroundings, have been inclined to purchase organic beauty products, protect a surroundings, and and produce local goods, and whether women consumers had an elevated level curiosity in organic goods produced locally and believed to be healthier goods. Additionally, LOHAS users influence the people they know to adopt environmentally friendly lifestyles. (Ma et al., 2019).

The organic beauty market value between 2020 and 2031 is shown on this timeline below. From about 35 billion dollars in 2021 to roughly 59 billion dollars estimated for the year 2031, it is projected that the value of the worldwide market for organic beauty and personal care goods can grow positively. These statistics demonstrate the market's increasing relevance

for natural and organic cosmetic products. In fact, people are becoming more and more aware of the kinds of items they buy. When it comes to personal consumer products, this is particularly true. A growing percentage of people prefer to buy natural or organic cosmetics in the specific context of beauty goods. In terms of two crucial factors, namely ingredients and processing, cosmetics are regarded as natural. However, the lack of regulation on the subject and the discrepancy between private standards and administrative interpretations of natural cosmetics lead to uncertainty in the cosmetic sector. (see figure 1.1).

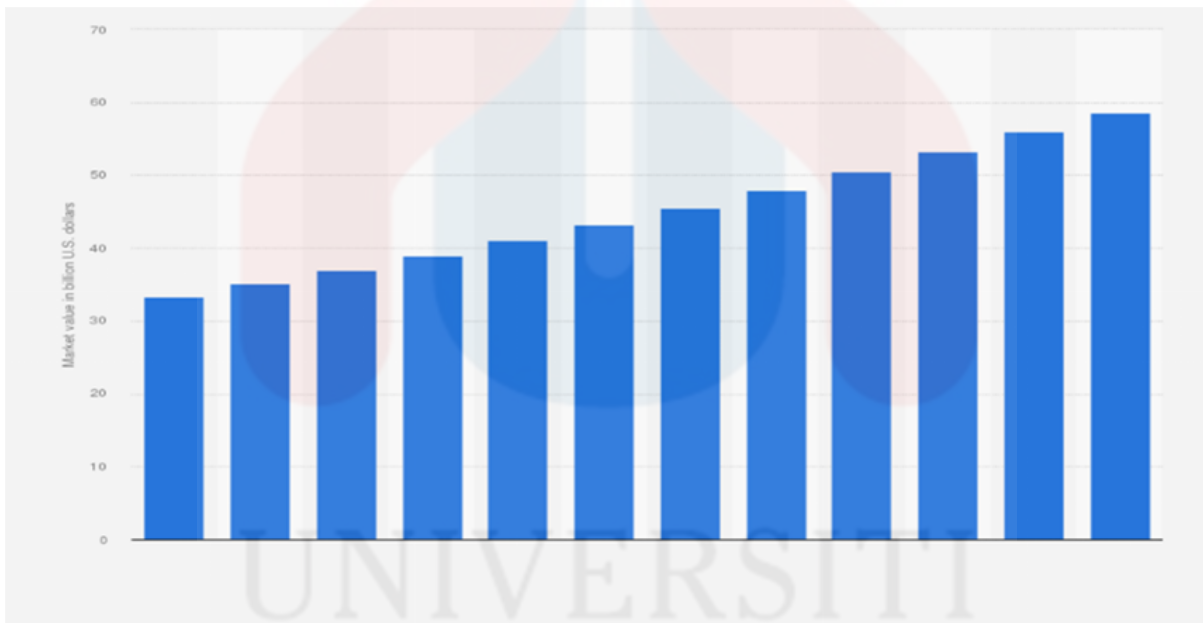


Figure 1.1: The sales volume for organic beauty products from 2020 to 2031

Source: Statista

The organic beauty products used by women respondents in 2021 are shown on this timeline below. The use of organic products has always been a crucial aspect of consumers' lives, as has the organic beauty sector. When organic cosmetic products were introduced in January, 6% of consumers used them. When compared to January, the use of organic beauty

products by women customers climbed by 10% or 16% in February. 18% of consumers who used organic beauty products in March were female consumers. Only 2% more women purchased this product in March than in February. This shows a slight increase in users who use this organic product. In April, 21% of female users of these products increased by 3% compared to last month. This shows that many female users feel confident to use these products. In the month of May, organic beauty products used as much as 23% which shows a slight increase of only 2% of users. In addition, in June the increase in organic beauty products was as much as 27% which shows an increase of 4% in consumers who feel confident about these organic products. In July, women made up 46% of the consumers who use this product, up from 9% in June. The organic beauty sector is still understudied, despite this encouraging growing tendency. (see figure 1.2).

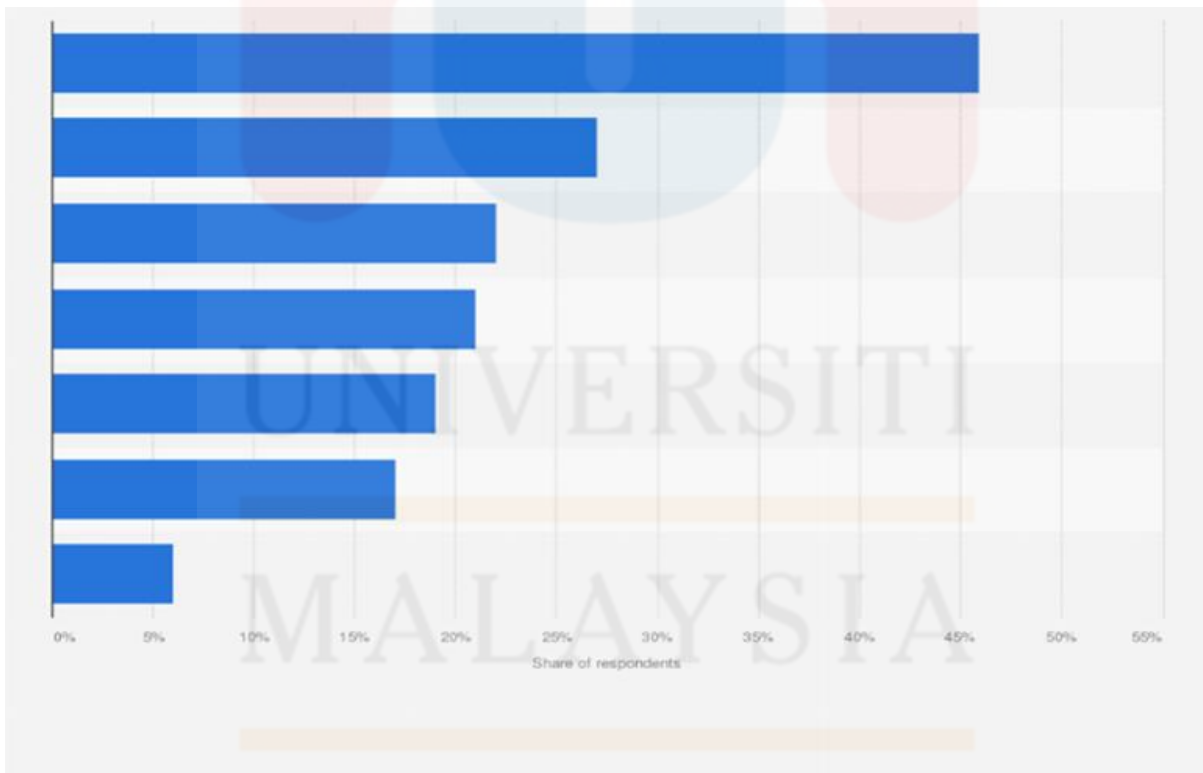


Figure 1.2: Origins of organic beauty products used by Malaysian respondents as of July 2021

Source: Statista

### **1.3 PROBLEM STATEMENT**

Organic beauty products are one of the products that are used among young women. This is because organic beauty products are produced with ingredients without chemicals, additives, or any unnatural mixture. This product is created to preserve nature and animal species. Pesticides and synthetic chemicals are not used in the production of organic or green cosmetics. Green cosmetic is a natural cosmetic and has many types for personal care, such as natural creams, beauty products and natural makeup.

Organic beauty products are good for the skin because they are mercury-free and poison-free. Personal care products are often used in daily life, especially for women. However, there are many beauty products that have non-organic ingredients. There is a lot of important information contained in green advertisements and the benefits of organic beauty products. Therefore, many working and educated female consumers buy organic beauty products without chemicals because they can protect human skin and not harm the environment (Khan et al, 2021).

Previous journals stated that attitude, behavioral control, product knowledge, as well as environmental and safety values are important in personal care product repurchase intentions among Malaysians (Limbu et al., 2022). Making a green purchase is one specific eco-friendly activity that consumers do to demonstrate their concern for the environment (Matić & Puh, 2016). This is because non-organic beauty products can cause harm to the environment as well as the welfare of animals.

Furthermore, there is an attitude among consumers to buy and use natural and organic products, including food, clothing and personal care products. Because they are concerned

about taking care of their health and improving their appearance. Customers who are more satisfied with beauty products are more likely to repurchase these cosmetic items. Buyers also have different attitudes in buying. They are sure where natural beauty products are environmentally friendly products that are safe to use. Belief in green goods as a precursor variable for consumer attitudes in buying green goods such as environmental involvement and smart consumers (Lavuri et al., 2022).

Therefore, this study will investigate consumer purchase intentions toward natural beauty products among women. Organic beauty products are less well known because many buyers do not have extensive knowledge about organic beauty products which cause these products to be less owned (Limbu et al., 2022). Many buyers think that organic or natural beauty products are less effective because they take a long time to improve the skin. They believe that asking for non-natural beauty products is better than organic beauty products. According to prior research, the majority of user reviews have a significant influence on the reputation of green companies as well as customer intent to purchase green items (Lavuri et al., 2022).

#### **1.4 RESEARCH OBJECTIVES (RO)**

The purpose of the study is to comprehend the relationship between female consumers' intentions to purchase organic beauty products. In this section, a supportive objective is defined in order to fulfill the study's goals:

1. To investigate the relationship between green ads towards organic beauty products purchase intention among women.



2. To examine the relationship between trust towards organic beauty products purchase intention among women.
3. To study the relationship between attitude towards organic beauty products purchase intention among women.
4. To examine the relationship between green knowledge towards organic beauty products purchase intention among women.

### **1.5 RESEARCH QUESTIONS**

Based on these objectives, the following research questions were developed:

1. Is there a significant relationship between green ads and purchase intention toward organic beauty products among women?
2. Is there a positive relationship between trust and purchase intention toward organic beauty products among women?
3. Is there a positive relationship between attitude and purchase intention toward organic beauty products among women?
4. Is there a significant relationship between green knowledge and purchase intention towards organic beauty products among women?

### **1.6 SIGNIFICANCE OF THE STUDY**

The goal of this study is to investigate women's intentions to purchase organic beauty products. There have been more academic papers written about organic beauty products recently as a result of the key issues that the growing popularity of organic beauty products has raised for retailers, sellers, and business strategists. Chemicals are substances that were originally used in place of pricey organic components in beauty products, but due to modern customers' increased interest in living healthy lives, they are more likely to prefer organic beauty products.

### **1.6.1 Academic contributions**

Additionally, this study will be helpful to women since it will enhance their awareness of organic beauty products, which are now all but extinct and are nearly completely lost. Learning about organic beauty products is fascinating and great in so many ways. The chance to learn more about organic beauty products and their advantages may make them feel fortunate. They will be intrigued and have fun when they talk to you about it. The opportunity to learn about organic beauty products will be provided to the women.

Besides, positive consumer feedback has a role to play in the better practices of organic beauty products. Research from the past, however, indicates that certain communities are still hesitant to develop the practice of eating more natural and environmentally friendly goods. This is because of a number of factors, including the failure to recognize the potential for change that these products could bring about the high level of product loyalty to current (synthetic) products and the inadequacy of information and promotion through media campaigns.

Furthermore, this research may aid in accelerating Malaysia's economic expansion. The continued growth of the organic beauty sector can ultimately support Malaysia's economic expansion while also enhancing its standing as a top destination for high-quality beauty treatments abroad. Additionally, customers who purchase quality organic beauty products in Malaysia have the propensity to return and promote favourable word of mouth among their friends and family.

### **1.6.2 Practical contributions**

Researchers are interested in the rapidly expanding cosmetic businesses and sales of organic beauty products, but there is little research on women's buying intentions for these



goods. Women today are more focused on maintaining their youth, being healthy, and finding high-quality items. Since organic beauty products are goods that help protect human skin while having little to no negative environmental effects, many women, especially, are compelled to buy them. In addition, rather than producing local makeup goods. The majority of research on the market for organic beauty products is centered on organic and natural beauty products. Based on Kim and Chung's (2011) study found that health consciousness partially supported the consumers' purchase intention toward organic beauty products among women.

Furthermore, the consumer purchase intention toward organic beauty products among women is inconclusive. Therefore, this study aims to identify the relationship between green ads, trust, attitude, and green knowledge to purchase intention toward organic beauty products among women. The research finding will broaden our understanding of how it influences the purchase intention toward organic beauty products among women and adds to the literature in this area. Therefore, from the findings, organic beauty products are safe to use, so consumers are found to have no hesitation in purchasing organic beauty products. Upgrading the organic goods as well as the product quality will likely lead to an enhancement of consumers' purchase intentions. Due to the fact that consumers typically learn about a product's quality and features during the pre-purchase and pre-consumption process, organic beauty products might be categorised as "experience goods." Thus, helping the organic beauty product industries increase their sales rate. In addition, the findings of this study have significant marketing implications that benefit the organic beauty product businesses since they can help marketers in establishing a loyal customer base and developing positive evaluations and interest in their products.

## **1.7 DEFINITION OF TERMS**

In this study we are using a few keys terms which is:

### **i. ORGANIC BEAUTY PRODUCT**

According to the Soil Association (n.d.), organic beauty products contain materials cultivated on organic farms.

### **ii. CONSUMER**

A consumer is someone who utilises or consumes a service or product (Bhadoria, 2020).

### **iii. PURCHASE INTENTION**

Purchase intention refers to an user's inclination to buy a specific item or service because they feel it requires a certain item or service, or it can relate to a consumer's approach toward and opinion of a product (Keller, 2001).

### **iv. GREEN ADS**

Green advertising emphasises the connection between services and products and the environment, encourages eco-friendly living, and conveys a great image of collective environmental stewardship (Banerjee et al., 1995).

### **v. TRUST**

Trust is an emotional brain state, not merely a behavioural expectation, and it is an essential component of all human connections, including love relationships, family life, corporate operations, politics, and medical procedures (Thagard, 2018).

### **vi. ATTITUDE**

In general, attitudes are mental states, and implicit attitudes are distinct from explicit attitudes on two fronts: they are automatic and not discoverable through introspection (Machery, 2016).

### **vii. GREEN KNOWLEDGE**

Customer's subjective comprehension of a green product's environmental feature and environmental implication (Wang et al., 2019).

## **1.8 SUMMARY**

This chapter summarizes research on women consumers' purchase intentions for organic beauty products. Additionally, it gives background data on the research's problem-solving, objective, and questions. In the context of this study, the definition of terminology and the study's meaning are also examined.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter is going to discuss all about the literature review of consumer purchase intention towards organic beauty products among women. It is divided into six major sections which describe previous research, the independent variables and dependent variables of the study will be discussed in this chapter and include an overview of the topic and the underpinning theory which is the theory (TPB) was chosen, explains the independent variable and dependent variable, development conceptual framework and hypothesis statement. Finally, summarizes chapter 2.

#### **2.2 OVERVIEW OF PURCHASE INTENTION TOWARD ORGANIC BEAUTY PRODUCTS AMONG WOMEN**

Purchase intention, also known as buyer purpose, reflects the degree to which customers are eager and inclined to buy a product or service within a given time frame. The consumer becomes aware of the requirement to acquire a certain product at the awareness stage of the trip. For example, a consumer may notice that their couch is out of date, no longer fits in their desired room design, or is broken. At this point, the consumer understands the need to buy, but they may not be ready to transform that need into intent since preliminary research is required. The quest for information is the second stage of the customer purchase experience. Before making their final selection, the customer begins to seek for and study information about other items and services on the market. Customers have a variety of information sources at their disposal. In this couch example, clients may visit multiple furniture business websites,

order catalogues, or chat with friends and family about prior purchases. The buyer has a shaky buying intent and may not know which business to choose. Knowing where the consumers are in their journey will assist to influence marketing actions such as advertising and efforts to raise knowledge of brands. Once the customer has obtained enough information to make an informed purchasing decision, they may examine the alternatives that are accessible to them. Purchase intentions are confirmed at this point, and sellers want to know if clients are thinking about buying from them. Toward the end of the customer journey, the consumer purchases and consumes the product, either immediately or later. However, research indicates that there are some discrepancies between what a consumer intends to do and what they really do. Customers, for example, may have decided to buy a sectional couch but change their minds at the last minute when they approach the store to complete the purchase. At this point, they should collect as much information as possible about the specifics of the intended purchase decision, such as the amount of clients estimated to spend (Market Research Solution, n.d).

According to Market Research Solution (n.d), In addition, there are several factors that affect purchase intention such as seasonality, existing customer satisfaction, customer demographics, and advertising.

Seasonality refers to the fact that certain items sell at different periods of the year. However, this is not always clear, so make sure that sellers ask their customers directly whether and how seasonality affects their buy intent for the items. Some individuals, for example, buy rain boots when it starts raining, while others are wiser and buy out of season to save money. Existing customer satisfaction is a significant motivator for purchase intent. Customers that are dissatisfied are more inclined to shop elsewhere. Customer demographics are important. It can influence the purchasing intent depending on the product or service. Customers of different income levels may purchase particular things more frequently. Advertising is intended to

generate sales. Therefore, they should anticipate it to influence purchase intent, preferably in a favourable way (Market Research Solution, n.d).

Green products, often known as organic and natural beauty products, are manufactured from natural assets such as vegetable and fruit ingredients, and do not include any chemicals, additives, or non-natural combinations; they strive to protect the environment and animal species' wellbeing. Green cosmetics, in other words, are free of poisons, toxic pesticides, and testing on animals. Green products encompass a diverse range of personal treatment items, such as eco-friendly lotions, cosmetics, and skincare products. Green products are becoming increasingly popular across the world. Organic and natural products marketplace was valued at around USD 34.5 billions during 2018. It is expected to expand at a rate of compound annual growth of 5.2% from 2018 to 2027 (Limbu et al., 2022). The increased knowledge of natural asset depletion has elevated the issue of ecological conservation, resulting in eco-friendly consumerism termed as "green consumption." As green products acquired market acceptance, more buyers sought out greener options (Moisander, 2007). According to D'Souza et al. (2006), Environmental concerns of clients may be major issues in the marketing of beauty goods.

Green advertising raises customer knowledge of organic products, fosters consumer trust, and can influence consumer purchase intention (Fuerst & Shimizu, 2016; Rahmi et al., 2017). Green advertising also emphasises the link between services or products and ecosystem, promotes green behaviors, and depicts a collaborative vision of environmental stewardship (Banerjee et al., 1995). Through posters, pamphlets, and billboards, a company's green brand reminds customers of the product's environmental conservation value (Lin et al., 2015; Nagar, 2015). Green marketing raises environmental awareness, has a good influence on customer attitudes regarding green purchase intent and purchasing actions (Jayaram et al., 2015;



Alamsyah et al., 2020), gives a great, solid reputation to the brand, and increases consumer loyalty (Hansen et al., 2018).

Consumer trust in green products has been demonstrated to have a substantial impact on their purchasing habits and behaviours (Lavuri et al., 2022). The decision to use a renewable energy source is clearly influenced by trust (Mezger et al., 2020). Assume a customer does not believe the information of the company. In those circumstances, people are unlikely to form a favourable opinion of the item (Lavuri et al., 2022). As a result, they will not buy the item (Wang et al., 2020). According to Fras-Jamilena et al. (2019), consumers' purchasing intentions toward sustainable development may be strengthened by their perceived quality of and faith in sustainability items.

Several research corroborates Kim and Chung's (2011), discovery of a favourable association between customers' attitudes and purchasing intentions toward organic personal care products. According to research, customers' propensity to purchase paraben-free cosmetics is greatly influenced by their mindset. Consumer intention, like attitudes regarding executing a given activity, influence their behavioural intentions, according to the IMB model (Limbu et al., 2022). Customer trust is one component of consumer behaviour that is related to customer opinions regarding the company's organic items (Wang et al., 2020). Consumers will acquire a favourable attitude toward buy intention when they trust in the offers and believe the organic items to be ecologically sustainable (Arlı et al., 2018; Kahraman and Kazançoğlu, 2019; Zaremohzzabieh et al., 2020).

Various studies have found that knowledge of the product interacts favourably with purchase intent in a variety of scenarios; for example, customers' knowledge about organic food influences their buy intentions. When it comes to green products, knowledge about the product and brand is a key component of purchase intent. According to research, social

networking as a source of news for green products, as well as consumer knowledge of green cosmetics, have an essential impact in increasing customers' readiness to purchase products. According to one study, People are more likely to choose green beauty products if they are aware of the negative effects of organic beauty products.

## **2.3 UNDERPINNING THEORY**

To comprehend the social framework in the study, underpinning theory is used as a theory. The purpose of these theories is to explain "how" and "why" certain events take place. A lens is frequently used to describe the theory that guides research.

### **2.3.1 Theory Of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB), which Ajzen created in 1991, has a fundamental structure that resembles a well-liked theoretical framework for cognitive psychology. It discusses and identifies the factors that predict a person's purchasing intentions and behaviour (Eleonora, 2017). The basis for behavior forecasting focuses on monitoring attitude, subjective norms, and perceived behavioral control. Theory of Planned Behavior (TPB) is selected as the theoretical framework for anticipating behavioral intention. (Ajzen, 1980). The most important theory for predicting psychological and medical conditions is probably this one. In addition, it has been applied successfully in the study of ecological behaviour. The Theory of Planned Behavior model, according to Ajzen (1985), perceived standards, perceived behavioral control, and attitude affect intention to affect behavior. However, there is a researcher named Chen who published an article using the theory of planned behavior and has combined several other variables including trust. In addition, according to Chen (2017), adds two link paths from subjective norm and perceived behavioural



control to attitudes toward non-remunerated donations of blood to the TPB's basic model, integrating elements like perceived risk, trust in blood-collection organizations, and blood donation experience.

As part of the examination into whether it is possible to predict an individual's conduct, peripheral persuasion data from the revised probability model are introduced to the framework. In this study, these prognostic signs are seen as the driving force behind consumers' declarations of purchase intention. Understanding intentions, behavior attitudes, subjective norms, perceived behavior control, and peripheral persuasion (the function of the store and salespeople) can assist marketers in uncovering different aspects of behavior or improving their comprehension of behavior, which in turn can help them develop marketing campaigns which may convince consumers to purchase products (Chan and Bishop, 2013). An attitude is a belief, either positive or negative, and an assessment of a certain behaviour Ajzen (1985). According to Ajzen (1991), an individual is more likely to engage in a particular action if they have a positive attitude about it. The subjective norm is the behavior that a person accepts as normal because of peer pressure and perceivable behavioral standards. Perceived behavioural control occurs when an individual's motivation is affected by how they perceive the difficulty or simplicity of a certain behavior. Additionally, it has been shown that TPB, that has been used to predict green consumer behavior and understand why individuals prefer to purchase natural beauty products, is accurate (Bamberg et al., 2003; Kalafatis et al., 1999).

According to Vazifehdoust et al. (2013), consumers' decisions to purchase green products are affected by a variety of factors, including product quality, green labeling, green advertising, and environmental sensitivity. Green purchase intention is significantly impacted by environmental awareness and concerns, according to Aman et al. (2012). Green purchasing behavior is positively influenced by environmental awareness, green product attributes, green

marketing strategies, and green costs (Boztepe, 2012). The TPB is well-designed and appropriate for characterizing behavioral patterns, according to Kalafatis et al. (1999). However, only a few studies have applied postulated behavioral theories, such as stimulus-organism-response, to social networking sites to analyze consumers' intentions to make purchases that are environmentally friendly (Luo et al., 2020; Zafar et al., 2021). In order to analyze the development of opinions and relations of influence, social impact theory enables a more quantitative approach (Holyst, Kacperski, & Schweitzer, 2000), and the focus of Theory of Reasoned Action (TRA) (Zhao et al., 2019; Zafar et al., 2021) examines how internet-based green advertising affects consumers' intentions to buy green products. Only a few studies (Sun et al., 2021 and Pop et al., 2020) TPB was only utilized in a small number of studies to examine consumers' intentions to purchase green beauty products on social networking sites. However, when compared to TRA, TPB offers a more detailed explanation of the relationship between behavioral intention and the actual behavior of green products. Additionally, TPB is frequently employed in a number of scenarios to help consumers reach their behavioral goals. (Park et al., 2017).

Environmental concerns and environmental knowledge are important elements that affect customers' decisions to buy organic products, claim Paul et al. (2016) and Yadav et al. (2016). As a result, it's critical to produce goods that satisfy customers in terms of cost, functionality, quality, and environmental concerns (Vazifehdoust et al., 2013; Zakersalehi et al., 2012). The research on environmentally friendly consumption is a recent one, and Gilg et al. (2005) claim that additional data is still required to fully understand how environmental concerns affect green consumption. Consumer attitudes toward certain conduct are used to estimate specific environmental behavior, which is directly predicted by environmental concern (Ajzen et al., 1977; Weigel et al., 1983). On the other side, understanding the environment can offer ideas and broad knowledge about how things relate to the environment,

which might result in sustainable development. Ohtomo et al. (2007) found that consumers' attitudes and behaviors about environmental concerns and actual purchase behavior diverge if they are unaware of green items. This might significantly influence the choice to purchase anything and might point to environmentally friendly consumption patterns. As a result, purchasing green products is influenced equally by awareness and concern, according to Scott et al. (2014) and Diamantopoulos et al. (2003). These reasons lead us to include environmental awareness and worries as determinants of the propensity to buy organic products in the theoretical TPB model framework.

## **2.4 DETERMINANT FACTORS OF PURCHASE INTENTION**

According to (Agcadağ, 2017) a major amount of the products people purchase and use frequently are cosmetics and personal care items. The research hypotheses in this study will be detailed in the discussion that follows, with reference to the research questions and the research as previously stated.

### **2.4.1 GREEN ADS**

Green advertisements are described as advertising that promotes a company's products, services, or public image through the use of environmental themes known as "green advertising." In addition to helping businesses stand out from the competition and distinguishing between consumer-friendly products and other products, green marketing may also help businesses gain more visibility and trust with ethical consumers (Banerjee et al., 1995).

Green advertising emphasizes the connection between services and the environment, encourages eco-friendly living, and provides the idea that we all have an obligation to protect

the environment (Banerjee et al., 1995). A company's green advertising reminds buyers of the item's environmental conservation value via posters, booklets, and billboards (Lin et al., 2015; Nagar et al., 2015). Studies (Jayaram et al., 2015; Alamsyah et al., 2020) have shown that green advertising influences consumers' views and behavior with regard to green purchases. It also increases consumer trust in the brand and gives it a favorable, strong reputation (Hansen et al., 2018).

Green advertising covers a broad scope of activities, including improving existing products, production processes modifications, packaging improvements, and advertising updates. To address difficulties with costs or profits, businesses use green advertising. Consumers, businesses, and the government all have a big part to play in putting green ads into practice. But several obstacles prevent it from being put into practice, such as a lack of consumer awareness, financial limitations, a lack of scientific expertise, lax regulations, and pressure from the competition. (Nagar et al., 2015).

In order to express environmental connections, green advertising depends on a range of unique production factors or qualities that regard as far as how environmental statements are worded (Rossiter et al., 2012). Previous research has demonstrated the importance of nature, natural imagery, and the pleasant emotional reactions that result in green advertising (Hartmann et al., 2009). This tactic of using nature as a background makes subliminal connections between the natural environment and the promoted goods (Corbett et al., 2006). According to Hartmann et al., (2009), despite "virtual natural experiences," there is a basic human affection for the environment, and this affection is what motivates people to take acts that advance environmental protection.

### **2.4.2 TRUST**

Trust is an emotional brain state, not merely a behavioural expectation, and it is an essential component of all human connections, including love relationships, family life, corporate operations, politics, and medical procedures (Thagard, 2018). According to Lavuri et al. (2022), consumer trust in organic products has been a major influencer of purchase attitudes and behaviours. When customers trust what is offered and feel that organic items are environmentally beneficial, they will generate a favourable attitude towards buy intent. (Lavuri et al., 2022). This has proven that trust is related to consumer purchase intention towards organic beauty products.

### **2.4.3 ATTITUDE**

Attitudes are basically based on the evaluative feelings of what is favourable or negative in relation to specific objects, things, behaviours, or abstract concepts. In other words, a person's psychological routines are referred to as their attitude and are determined by how many advantages or disadvantages they see. The market is filled with both environmentally friendly and non-eco-friendly cosmetic items, and it all depends on the attitudes and purchases of the consumers. Thus, consumers' attitudes towards organic cosmetics became more positive (Alkhayat et al., 2021). One of the most significant variables influencing whether a consumer will purchase organic beauty products is their attitude (Thøgersen, 2007, 2020). According to Tewary et al., 2021, women typically have a stronger preference for organic cosmetic products than men do.

According to several studies, a consumer's understanding of the environment and attitude toward it are important aspects when deciding whether to buy organic beauty products. As customers' concerns about their health, the environment, brands, and product availability have increased, so has the use of and development of organic beauty products. Nowadays,

consumers prefer to purchase organic beauty products because of their belief in the environment's concern, and their importance has increased (Tewary et al. 2021). According to Jaharuddin et al., 2014, consumer attitudes illustrate how people's attitudes are influenced by their ideas and knowledge.

#### **2.4.4 GREEN KNOWLEDGE**

Cosmetics that are manufactured using only natural ingredients and no synthetic chemicals, animal testing, or pesticides are known as green cosmetics. Green cosmetics encompass a range of personal care goods, such as eco-friendly lotions, makeup, and beautification accessories.

Several studies have proven a positive correlation between product knowledge and purchase intent in a variety of situations. For instance, customers' awareness about organic food favourably affects their buy intentions (Singh A et al, 2017). Consumers' intentions to buy organic food are positively impacted by their awareness of the products. According to a survey, people who are aware of the drawbacks of conventional beauty products are more likely to be interested in buying green alternatives. According to research, social media plays a significant part in increasing consumers' readiness to buy products by serving as a source of information on green cosmetics and raising consumer awareness of green cosmetics (Pop et al, 2020).



## **2.5 DEVELOPMENT OF CONCEPTUAL FRAMEWORK**

According to the previous literature study, the researchers suggested a theoretical framework based on (Lavuri et al., 2022) to examine how and when green ads, trust, attitude, and green knowledge influence women's willingness to buy organic products.

### **2.5.1 The Relationship between Green Ads with Consumer Purchase Intention**

Green advertising can influence consumers' purchasing intentions by fostering consumer trust and raising knowledge of organic products (Fuerst et al., 2016; Rahmi et al., 2017). Along with promotional tactics, brand value is created by cultivating customer trust (Rizomyliotis et al., 2021) this influences consumers' buying intentions for organic beauty products (Jayaram et al., 2015). Although lots of products with the organic label are inexpensive, consumers are less likely to trust the products without a strong green label. According to Jaiswal et al., (2018), consumers assess organic beauty products depending on the products' details, environmental, and green packaging. However, women's desire to buy organic beauty products is harmed by their misgivings about green social media advertising. Therefore, green advertising has a positive impact on customers' faith in beauty goods that are organic during the research process. Green advertising has a favorable effect on how consumers view organic beauty goods.

Hypothesis H1: There is a positive relationship between green ads and consumers' purchase intention toward organic products.

### **2.5.2 The Relationship between Trust with Consumer Purchase Intention**

Previous studies have proven that trust seems to have an impact on the choice to choose a renewable power source. One of the things that affect how customers behave and how they view the organization's organic products is consumer trust (Lavuri et al., 2022). According to Wang et al. (2022), When a transaction is processed, a trust may reduce the possible risk for the consumer while increasing the possibility that they will make a purchase. Trust minimises the possibility that an exchange relationship would act opportunistically, increases transaction worth, and increases the likelihood that a purchase will be made (Wang et al., 2022). According to Lavuri et al. (2022), Customers' trust in the products and believe that organic products are environmentally friendly will increase their propensity to make a purchase.

Hypothesis H2: There is a positive relationship between trust with consumer purchase intention towards organic products.

### **2.5.3 The relationship between Attitude with Consumer Purchase Intention**

The study's findings suggest that environmental and health concerns have a substantial influence on young working women's attitudes toward buying organic cosmetic products. The findings of this research will enable organizations operating in the organic personal care or cosmetic industry by providing insight into the psychology and attitude of the main target population to grab the market (Tewary et al. 2021). Then, higher income and education have a beneficial impact on consumers' intentions to buy organic beauty products due to their health-conscious and environmentally friendly attitudes. According to Tarkiainen et al., (2005), there is a positive relationship between the attitude toward purchasing organic beauty products and the intention to buy them. According to (Basheera Bibi Khan 2021) The positive relationship between attitude and purchase intention is strengthened by customer involvement.



Hypothesis H3: There is a positive relationship between attitude with consumer purchase intention toward organic products.

#### **2.5.4 The Relationship between Green Knowledge with Consumer Purchase Intention**

In an effort to protect the environment and minimize pollution, green cosmetics include lotions, makeup, and other beauty items. Additionally, the frequent mini-lockdowns improved awareness of the relationship between physical appearance and both internal and external well-being since the Covid-19 pandemic. In turn, this has led to a reduction in makeup preferences and an increase in preferences for skincare products.

The new market demands are being answered by nutricosmetics, which combines the advantages of cosmetic procedures with the advantages of dietary supplementation to enhance the beauty of our bodies. Knowledge about the brand and the product is a key factor in the intention to buy green products (Limbu et al., 2022).

Consumers' opinions about purchasing eco-friendly cosmetics are positively impacted by their understanding about sustainable personal care goods, which in turn influences their propensity to do so. In other words, a young female consumer's power to buy green cosmetics increases with her level of awareness about green cosmetics. Higher behavioural skill levels in relation to buying green cosmetics are likely to increase the intention to buy green cosmetics.

Hypothesis H4: There is a positive relationship between green knowledge with consumer purchase intention toward organic products

### 2.5.5 Diagram of the conceptual framework

Contingent on the previous research study, members of the researchers from Lavuri et al., 2022 and Lambu et al., 2022 have proposed a framework which helps us to study consumer purchase intentions towards organic beauty products. Therefore, we have combined and provided a framework from both frameworks from previous researchers (see figure 2.1).

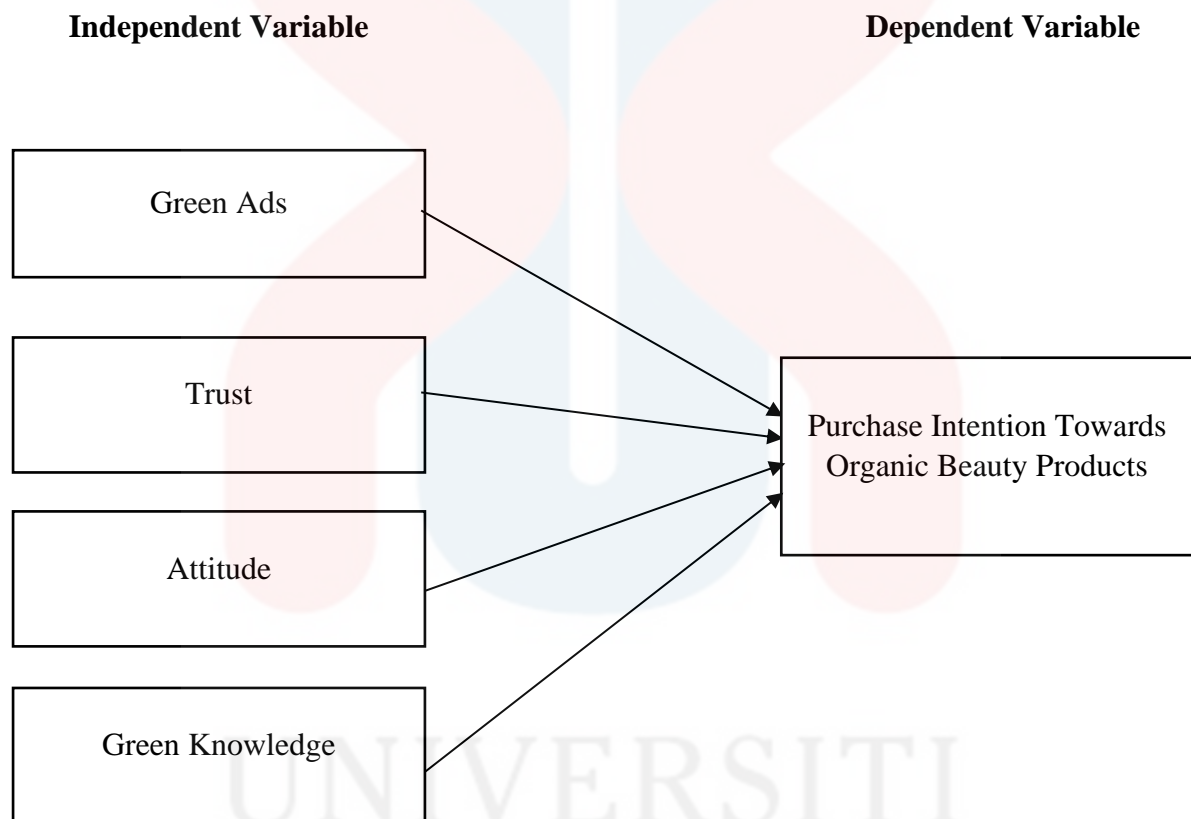


Figure 2.1: Conceptual Framework

## 2.6 SUMMARY

Consumer buy intentions for organic beauty goods among women, which are green advertisements, trust, attitude, and knowledge, were discussed in this section's overall view

topic. The research, specifically the technique used in the current research to gather information, is explained in the following paragraph.



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## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

The previous chapter discussed the literature on consumer purchase intentions toward organic beauty products among women. Meanwhile, this study approach utilised to investigate the objectives will be described in this chapter. Each section of this chapter has its own heading. Among them, explains the sample design, which includes the study population, sample size, sampling components, and sampling methodologies, along with the research design and data collection technique, is one of them. Next, describe the study instrument, describe the pilot study, explain the constructed instrument, describe the data analysis, and lastly, a conclusion.

#### **3.2 RESEARCH DESIGN**

The structure of a study's findings is determined by researching designs. Participants, data collection, processes, and data analysis are a few of the components. To respond to kinds of inquiries, various sorts of research designs are utilized. Therefore, it can be concluded that research design is one of the methods for data collection and analysis by obtaining samples from populations. Research is split into two categories in this regard: qualitative research and quantitative research.

In this research, our group has used a quantitative method that relates to the calculation of data. The premium data type that we use in this study employs a survey method to gather correct data. Through this survey method, we need at least 384 people from women who used the organic beauty product to answer the questionnaire provided to obtain percentage data. In addition, we also used deductive methods in conducting this study. This method is a method

where we take a theory by someone who has been validated and accurate. Deductive reasoning uses scientific methods to test hypotheses. It is a statement that makes or assumes truth. The conclusion reached after the general conclusion is a hypothesis. These hypotheses can then be tested to prove or confirm the proposed idea, and can also be used in decision-making.

### **3.3 POPULATION AND SAMPLE SIZE**

The population is the whole circle of people, activities, or significant issues the researcher wants to investigate into. It is the set of individuals, activities, or things of significance from which the researcher wishes to draw conclusions (based on statistical sampling). In this research, we chose the group of women who reached the age of 18 and above in Malaysia as the target population. The researchers have chosen such an age level because according to Section 2 of the Age of Majority Act 1971, the individual under the age of 18 is considered a minor in Malaysia. In other words, at the age of 18, a person has reached the age of majority (Noraida, Asiah, Kamaliah & Noor, 2019). In addition, this age category is mature enough to make decisions on their own.

According to the Department of Statistics Malaysia (2022), in 2022 the total population for men exceeded the population of women with 1.70 million and 15.7 million. The total population gender ratio is 109 men for every 100 females (see figure 3.1). Furthermore, based on The Nations ESCAP (2021), shows that the percentage in Malaysia for the year 2022 of the female population according to age from 4 to 14 is 145.5%, 18 years and above is 854.1%, and the remaining percentage is for the male population (see figure 3.2).



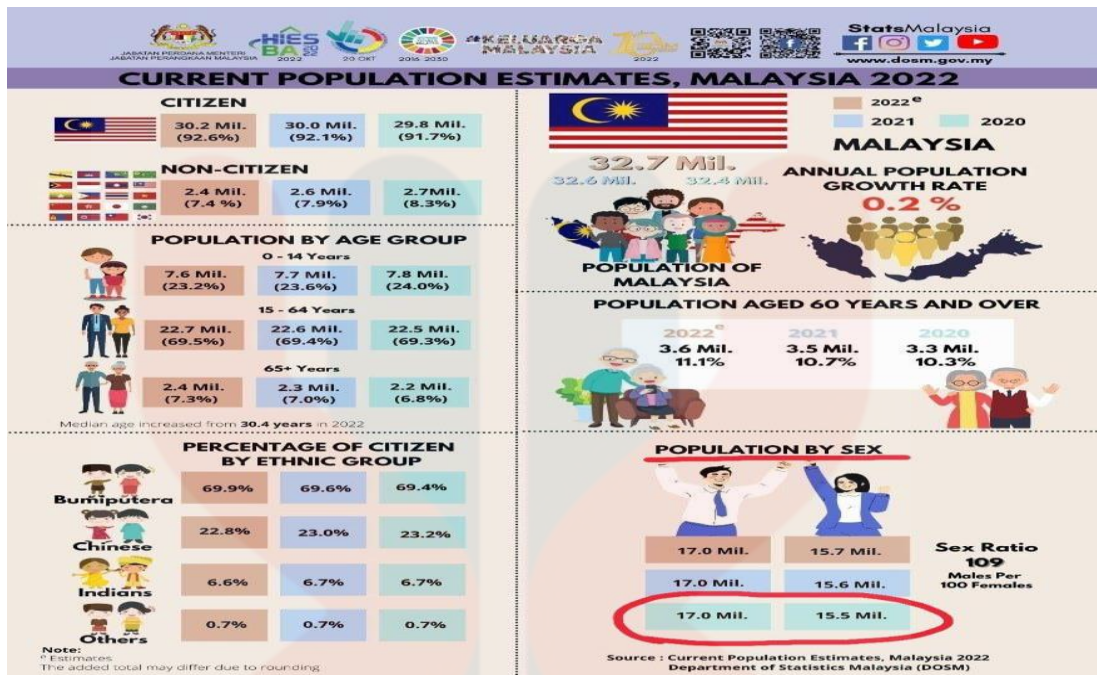


Figure 3.2: Current Population Estimates, Malaysia 2022

Source: Department of Statistics Malaysia

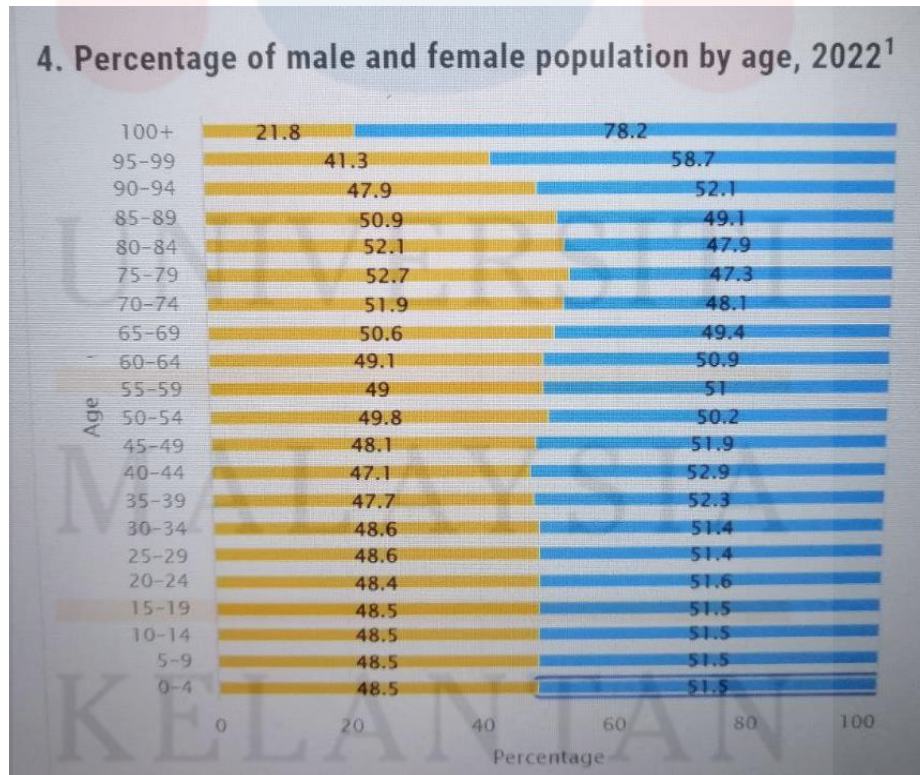


Figure 3.2: Percentage of Male and Female Population by Age, 2022

Source: United Nation ESCAP

The act of deciding how many observations or replicates to include in a statistical example is known as sample size determination. Aside from that, sample size determination in descriptive studies differs from experimental studies and contributes to the quality of evidence-based research. Furthermore, sample sizes are evaluated depending on the accuracy of the generated estimations (Kaur, 2021). The sample size for this research is 384 respondents based on the female population which is 15.7 million (854.1%) according to the selected age from 18 and above by Department of Statistics Malaysia and United Nation ESCAP. (see figure 3.1 & figure 3.2). The sample size selection is based on Krejcie and Morgan (see table 3.1).

For the sample in this research, will be obtained from a population consisting of groups of respondents or participants as follows:

- i. Young women and adult women
- ii. Starting from age 18 and above
- iii. Women intended to purchase organic beauty products
- iv. Women who consume toward organic beauty product

Table 3.1: Determining the Sample Size for A Given Population

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

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*

### 3.4 SAMPLING METHOD

Sampling method that is the best and suitable for this research is non-probability sampling (or non-random sampling). This is because it offers a variety of sample selection procedures, the majority of which incorporate an element of subjective judgement. A non-probability sample may be the most feasible in the exploratory stages of some research initiatives, such as pilot testing a questionnaire, but it will not allow the size of the problem to be discovered. Following that, probability sampling techniques may be applied. Furthermore, with the increasing expansion of online questionnaires, non-probability samples have become significantly more widespread (Saunders et al., 2019). Some nonprobability sampling plans are more reliable than others and may provide some crucial leads to potentially relevant



demographic information. The following section discusses nonprobability sampling designs, which fall under the broad categories of convenience sampling and purposive sampling (Sekaran & Bougie, 2016).

In this research, we will be using purposive sampling as our technique to find and collect the respondent. The collecting of information from people of the society who are easily available to supply it is referred to as purposive sampling. Purposive sampling is most frequently employed during the experimentation stage of a research study and is maybe the greatest technique to rapidly and efficiently get some basic information (Sekaran & Bougie, 2016). Purposive sample selection requirements related to the study purpose are frequently met by samples apparently chosen for convenience sampling (Saunders & Townsend, 2017). It's likely that the firm you'd like to use as a research study is 'convenient' since you gained entry with existing contacts. If this firm is also an 'extreme' instance, it can give insights into what makes it unusual or drastic, as well as an explanation for its aim while addressing the research goal. Thus, while a sampling of individuals from another sector of a company for whom you operate may be easier to recruit and so more 'convenient,' the truth that certain respondents allow researchers to fulfill a research aim requiring an in-depth concentration on a certain homogenous group is much more significant (Saunders et al., 2019).

#### **3.4.1 PURPOSIVE SAMPLING**

The collecting of information from people of the society who are easily available to supply it is referred to as convenience sampling. Convenience sampling is most frequently employed during the experimentation stage of a research study and is maybe the greatest technique to rapidly and efficiently get some basic information (Sekaran & Bougie, 2016). Purposive sample selection requirements related to the study purpose are frequently met by

samples apparently chosen for convenience sampling (Saunders & Townsend, 2017). It's possible that the organisation you want to use as a case study is 'convenient' since you were able to gain access through existing relationships. Where this organisation is also a 'extreme' case, it can provide insights into the unique or extreme, as well as explanation for its objective when addressing the study goal. Alternatively, while a sample of operational in another section of an organisation for whom you work may be easy to recruit and so 'convenient,' the fact that such respondents allow you to address a study goal requiring an in-depth focus on a certain homogeneous group is more important (Saunders et al., 2019).

### **3.5 RESEARCH INSTRUMENT**

A research instrument is measuring equipment that is frequently used in assuming interviews and questionnaires to collect relevant data on a topic that is important from those who are meant to participate (Sekaran et al., 2016). As a result, it is important that the researcher choose a proper research tool for gathering data. The research instrument is divided into two types which are qualitative and quantitative methods (Trigueros et al., 2017).

The quantitative technique is applied in this study as a research tool for data gathering, analysis, and interpretation. The quantitative method entails gathering data in order to quantify and statistically analyze the information, as stated by Creswell et al., 2003. The quantitative method may includes the collection of data which is usually numeric, and the researcher will employ mathematical models as the methodology to analyze the data. The result is relying on the quantity of the measurement (Creswell et al., 2017).

In this study, the age range for respondents who will respond to the question for the demographic component must be between 18 and 55 years old and above. The questionnaire will test the respondent's knowledge about organic beauty products as well as their capacity to

respond to a few questions on their intention to buy them. Respondents are required to choose from a selection of options related to their desire to buy natural beauty goods the option that most accurately reflects their belief. The given survey comprises three elements, including demographic independent variables, and dependent variables that respondents must complete. Data for this study were gathered via respondents' responses.

### **3.5.1 Questionnaire**

Questionnaire design is the process of transforming the study variables into a set of written questions to elicit responses and feedback from the respondents (Malhotra et al., 2002). The researcher must create a suitable questionnaire since a thoughtfully constructed questionnaire can encourage the intended respondents to provide accurate and comprehensive input on the issue of interest. The questions in this study were closed-ended. According to earlier research, The study's questionnaire items had been developed. In this study, there will be 30 total questions in a set of surveys.

To gather information and opinions from respondents, questionnaires were used in the research survey. Researchers have made an endeavor to make sure that all respondent data is anonymous in order to guarantee that it is secure and not shared with third parties. Thus, the outcomes of the current study will be contrasted with those of past investigations.

Researchers utilized a questionnaire as a research tool in this work to get information from respondents. Malaysian women are given questionnaires to complete. To make the task of researchers easier and use less resources, questionnaires are also administered online. Three sections make up the questionnaire. Age, occupation, state, and other demographic information about the respondents were included in Section A. Section B dealt with the independent variables of green advertising, trust, attitude, and green knowledge, whereas Section C dealt

with the dependent variable of respondents' intention to purchase organic beauty products. The table below shows the 30 questions in Sections B and C that were included to answer the research question:

Table 3.2: The Types of Questions That Will Be Made To Respondents

Section	Factors	Content	Questions
A	Demographic profile of respondents	Age	<ol style="list-style-type: none"> <li>1. 18 – 24 years old</li> <li>2. 25 – 34 years old</li> <li>3. 35 – 44 years old</li> <li>4. 45 – 54 years old</li> <li>5. 55 years old and above</li> </ol>
		Race	<ol style="list-style-type: none"> <li>1. Malay</li> <li>2. Chinese</li> <li>3. Indian</li> <li>4. Others</li> </ol>
		Marital Status	<ol style="list-style-type: none"> <li>1. Married</li> <li>2. Single</li> <li>3. Others</li> </ol>
		Occupation	<ol style="list-style-type: none"> <li>1. Student</li> <li>2. Government Employee</li> <li>3. Private Employee</li> <li>4. Self-employed</li> <li>4. Others</li> </ol>
		Education Level	<ol style="list-style-type: none"> <li>1. No formal education</li> <li>2. SPM</li> <li>3. Diploma</li> <li>4. Degree</li> <li>5. Others</li> </ol>
		Monthly Income	<ol style="list-style-type: none"> <li>1. RM1000 and below</li> <li>2. RM1001 - RM4000</li> <li>3. RM4001 - RM6000</li> <li>4. RM6001 - RM8000</li> <li>5. RM8001 - RM10,000</li> <li>6. RM10,001 and above</li> </ol>
		State of Living	<ol style="list-style-type: none"> <li>1. Perlis</li> <li>2. Kedah</li> <li>3. Pulau Pinang</li> <li>4. Perak</li> </ol>

			<ol style="list-style-type: none"> <li>5. Selangor</li> <li>6. Wilayah Persekutuan</li> <li>7. Negeri Sembilan</li> <li>8. Melaka</li> <li>9. Johor</li> <li>10. Pahang</li> <li>11. Terengganu</li> <li>12. Kelantan</li> <li>13. Sabah</li> <li>14. Sarawak</li> </ol>
		Place of Living	<ol style="list-style-type: none"> <li>1. City</li> <li>2. Rural</li> </ol>
		Do you have any experience using organic beauty products?	<ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>

S e c t i o n	Facto rs	Con tent	Questions	References
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B	<p>Independent Variables</p>	<p>Green Ads</p>	<ol style="list-style-type: none"> <li>1. I think that green advertising can give awareness about the importance of organic beauty products.</li> <li>2. I believe that using green advertising could help make organic beauty products more well-known to many people.</li> <li>3. I think that green advertising makes me more environmentally aware.</li> <li>4. I believe green advertising makes me more likely to buy organic beauty products.</li> <li>5. I believe that green advertising can help to promote organic beauty products.</li> <li>6. I believe that green advertising can be beneficial to organic beauty products.</li> </ol>	<p>Alamsyah et al., (2020).</p>
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		<p>Trust</p>	<ol style="list-style-type: none"> <li>1. I trust there are no dangerous chemical residues in organic beauty products.</li> <li>2. I trust the idea of using organic beauty products.</li> <li>3. I trust that using organic beauty products has a beneficial effect on health.</li> <li>4. I trust buying organic beauty products is a trustworthy choice.</li> <li>5. I trust using organic beauty products helps me live a healthy life.</li> <li>6. I trust the use of ingredients in organic beauty products.</li> </ol>	<p>Bauer et al., (2013).</p>
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		Attitude	<ol style="list-style-type: none"><li>1. I'm aware of organic beauty products and also use them.</li><li>2. I believe it is a terrific idea to give my family, friends, and acquaintances organic beauty products.</li><li>3. I consciously prefer to use organic beauty products.</li><li>4. I recommend to my friends and family regarding the organic beauty products.</li><li>5. I believe using organic beauty products makes my skin look healthy and glowing.</li><li>6. I always do a pricing check before purchasing any organic beauty products.</li></ol>	Teixeira et al., (2021)
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		<p>Green Knowledge</p>	<ol style="list-style-type: none"> <li>1. I know a lot about organic beauty products.</li> <li>2. I am familiar with the green terms in organic beauty products.</li> <li>3. I am conscious of the advantages and qualities of organic beauty products.</li> <li>4. I think that I am more knowledgeable in understanding organic beauty products compared to other products.</li> <li>5. I believe that women who are pregnant or nursing can safely utilize organic beauty products.</li> <li>6. I believe that green knowledge can help me to identify organic beauty products and animal base products.</li> </ol>	<p>Limbu et al., (2022)</p>
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S e c t i o n	Facto rs	Cont ent	Questions	References
C	Depe ndent  Varia ble	Purc hase  Inte ntio n	<ol style="list-style-type: none"> <li>1. I am willing to purchase organic beauty products while shopping.</li> <li>2. I'm going to start buying organic beauty products.</li> <li>3. I will purchase more organic beauty products.</li> <li>4. I'm willing to spend more money on organic beauty products.</li> <li>5. I will purchase organic beauty products to protect the environment.</li> <li>6. I would like to purchase organic beauty products as soon as I run out of them.</li> </ol>	Teixeira et al., (2021)

In social science and education research, the Likert scale has been employed as one of the most popular and widely utilized research tools. Regarding the evaluation and addition of measurement points there are concurrently several discussions and worries. In light of this, the goal of this research is by studying the content, progressively constructing a structure around the Likert scale that is already in existence and then combining the insights gained through strong explanation. The objective of this investigation is to determine whether psychometric tools like the Likert scale and its variations before concentrating on some difficult issues including scale validity, reliability, and interpretation. The scale is intended to measure the direction (by agree/disagree) and intensity (by strong/not strong) of the behaviors. As a result, the scoring system was designed to have characteristics of a description-level interval scale (Likert 1932).

There are three parts to each item on the provided questionnaire. The demographic results provided by the people who responded are shown in Section A. despite the fact that part B is often divided into three question section groups. Independent research variables are used in every question breakdown. The dependent variable's performance is covered in part C, which follows section C. Due to this, each part of the question is distinct in order to guarantee that the data gathered will satisfy the objectives of this research. The Likert scale has five possible responses: 1, to 5 from Strongly Disagree to Strongly Agree.

Table 3.3: The Five Point Likert Scale

<b>Strongly Disagree</b>					<b>Strongly Agree</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	

### 3.5.2 Pilot test

A pilot test is a small research study, to assess the viability of alternative research approaches prior to a larger investigation including data gathering methods, sample recruitment strategies, and other methods. To gather more reliable data, researchers carried out a pilot study. Only 30 questionnaires were given out for respondents to complete as part of this pilot project. Before giving the questionnaires to the real respondents, the researchers used this pilot study to improvise the questions. It was also used to measure how well the questionnaire's questions were understood by the responders. The researcher looked at the chosen responses after the 30 randomly chosen surveys had been completed. If the survey's results strongly disagree or disagree, researchers must redo the questions. The ideal course of action is to do preliminary research since, if the information gathered is authentic and trustworthy, the researcher won't have any issues.

Pilot tests are important because they can help in a variety of ways, including handling software and testing procedure errors, determining whether the product is prepared for large-scale application, enhancing period decision-making and resource management, providing the opportunity to see how the target group will react to the program, determining its accomplishments, and providing the group a chance to practice tasks that will use for reliability test.

All of the surveys and questionnaires will be pre-tested with at least 30 participants as part of the pilot test. Even with this small sample size, it can still provide feedback to help the questionnaire be better. Only large or sophisticated surveys require piloting, and it takes a lot more time and effort. Piloting will typically reveal implementation issues rather than issues



with the survey design, assuming the survey was pretested. It can be corrected before doing the survey itself.

### **3.6 DATA COLLECTION PROCEDURE**

Data collection is a systematic procedure that involves acquiring and evaluating information on pertinent factors in order to answer questions, create research questions, test hypotheses, and assess results. Finding trends in how people alter their opinions and actions over time or in different situations may be useful. Additionally, it aids in decision-making simplicity and consistency. Based on the input, it assists in resolving issues and enhancing the consistency of the good or service.

In this research, purposive sampling is used. The researchers are able to save time and money with this method. Following the responders' comments and suggestions, a snowball sample analysis is performed. On online survey software like Google Forms, the data gathered can be shown as graphs and charts and can be either qualitative or quantitative. This method allows the researcher to choose a random respondent and get certain data from each person.

Through Google Forms, the researchers will run an online survey. Through social media platforms including Facebook, Twitter, WhatsApp, and Telegram, the surveys would be made available to Malaysian women. The survey can be shared with the respondents via social media which include WhatsApp, Facebook statuses, and Instagram stories. The information will be gathered utilizing an online questionnaire with four-point Likert scale ratings for each item. The main information for this study was initially gathered through the questionnaire that would be distributed online to the 348 respondents via Google Forms.

### **3.7 DATA ANALYSIS**

Data analysis tools make it simple for users to analyse and manipulate information, survey the connections and interactions among data sets and discover patterns and trends in perception. The whole list of techniques used to analyze the results is provided here. The programme Statistical Programmers for Social Science (SPSS) version 28.0.1.1 will be used by researchers to analyze the primary data. SPSS is a data processing and analysis programme that allows us to construct tables and pie charts. Data analysis is the process of analyzing each element of the data that has been provided by reviewing and gathering the data and applying logic or analytical analysis to do so.

The level of data aggregation affects the analytical unit used in the following phase of data analysis (Raudenbush, 2002). Meanwhile, by making the data easier to gather, review, and conveniently size, this data analysis helps the researcher. The steps in this study's data analysis are listed below. In this study, descriptive analysis, reliability and validity analysis, and Pearson correlation were utilized to evaluate the data gathered from questionnaires given to participants, SPSS software was then used to analyse the results.

#### **3.7.1 Descriptive Analysis**

Descriptive analysis known as installation of data details using easy and haphazard techniques. It is used to deliver quantitative explanations in a clear way. According to Holcomb (2016), descriptive statistical analysis is used to interpret and sum up data from general or representative investigations. However, another sort of statistic known as inferential statistics is required for establishing population-level generalizations from samples.

The descriptive analysis allows one to simplify huge volumes of data in a logical manner (Parampreet Kaur, 2008). Every descriptive statistic lowers a large amount of data into

a brief description. Researchers can characterize as well as comprehend the number of occurrences, therefore, happen with the use of frequency analysis, which also provides metrics of central trends and dispersion. By using descriptive analysis, researchers can present data in a more effective and understandable way. At the same time, Researchers can also understand and analyze the mean score of survey responses using descriptive statistics and the data they have gathered.

### **3.7.2 Reliability and Validity Test**

The term dependability relates to how consistently or reliably the test assesses attributes. This reliability study will accurately represent the full population under investigation and have findings that have remained constant throughout time. When evaluating how well the results match up with accepted theories and other measures of the same idea, validity may be assessed. Cronbach's Alpha validity and internal reliability evaluation tool were used. An internal consistency determination called Cronbach alpha is used to determine how closely a group of items is related to one another.

In this study, Cronbach's alpha will be used to evaluate the accuracy of the data that respondents submitted in response to the given questionnaire. According to (Saunders et al. 2012; Bryman & Bell, 2011) Researchers can repeat this finding in a variety of circumstances. According to Bonett, 2015, If the result indicates a value of 0.6 or higher, the internal consistency accuracy is determined to be acceptable. As can be seen in the table below, when a strong correlation between the variables is shown by Cronbach's Alpha, which is getting closer to 1 and has higher internal consistency reliability:

Table 3.4 : Cronbach's Alpha Scale

<b>Cronbach's Alpha Coefficient</b>	<b>Strength of Association</b>
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very good
0.9	Excellent

Source : Hair et.al (2003)

### **3.7.3 Pearson Correlation**

Pearson Correlation Coefficient is the direction, severity, and significance of the relationship between the dependent and independent variables. While a low correlation suggests that the variables are only slightly related, a high correlation suggests an important connection between several independent variables. Both excellent quality positive (+) and negative (-) figures could be produced using the correlation. If the correlation coefficient is greater than one +1, then there is a relationship between the two variables. In case the correlation coefficient is 1, it is assumed that the two variables are positively related. If the opposite were true, it would imply a negative correlation between the two variables, such as the correlation coefficient being -1. If the correlation coefficient is equal to 0, so there is no correlation between the two. The explanation of Pearson's Correlation Coefficient is provided in the table below. (Piaw 2006).

Table 3.5 : Pearson's Correlation Tables

Correlation Coefficient (r)	Strength of Relationship
00	No correlation
.01 to .30 (-.01 - .30)	Very weak
.31 to .50 (-.31 to -.50)	Weak
.51 to .70 (-.51 to -.70)	Moderate
.71 to 90 (-.71 to -.90)	Strong
.90 to 1.00 (-.90 to 1.00)	Very strong

Source: (Piaw 2006)

### 3.8 SUMMARY

The researcher discussed the elements of the study process in this chapter with the aim to acquire the previously mentioned hypothesis and outcomes. The procedure included planning the study design, carrying out the study, responding to the research question, and reviewing the test validity findings. The aim of this study was to figure out women's intentions to purchase organic cosmetic products.

This study's research strategy combines descriptive analysis and correlation for future growth. The respondents for the study will be Malaysian women, and a questionnaire will be distributed to them. The study's objectives are based on the questionnaire that is being provided. The respondents are recruited from the population using snowball sampling. Here are some tools for data analysis. Pilot test, descriptive analysis, correlation analysis, and reliability and

validity. The researcher will go through each component of the study approach in this chapter. The data we gathered from the questionnaire will be analyzed and discussed beginning in the next chapter.

## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 INTRODUCTION**

In this chapter will analyze the results based on data collected from a survey of 384 respondents using the statistical package for social sciences (SPSS). The data will be analyzed to identify the relationship between the four independent variables and consumer purchase intention toward organic beauty products. This chapter contains respondent demographic profile, descriptive analysis, reliability and validity analysis, correlation analysis, hypothesis and summary.

#### **4.2 RESULTS OF DESCRIPTIVE ANALYSIS**

In Section A of the data, a descriptive analysis was done to summarise the demographic characteristics of the respondents who participated in this study.



#### 4.2.1 RESPONDENT DEMOGRAPHIC PROFILE

Demographic information about the responder, such as age, race, marital status, employment, and level of education, monthly income, state of living, place of living and experience using organic beauty products is explained in this section.

##### 4.2.1.1 NUMBER OF RESPONDENTS BASED ON AGE

Table 4.1 shows the age distribution of the 384 respondents who provided their information during data collection.

Table 4.1: Frequency Analysis of Respondent's Age

Age	Frequency (n)	Percent (%)
18 - 24 years old	149	38.8
25 - 34 years old	146	38
35-44 years old	34	8.9
45-54 years old	36	9.4
55 years old and above	19	4.9
Total	384	100.0

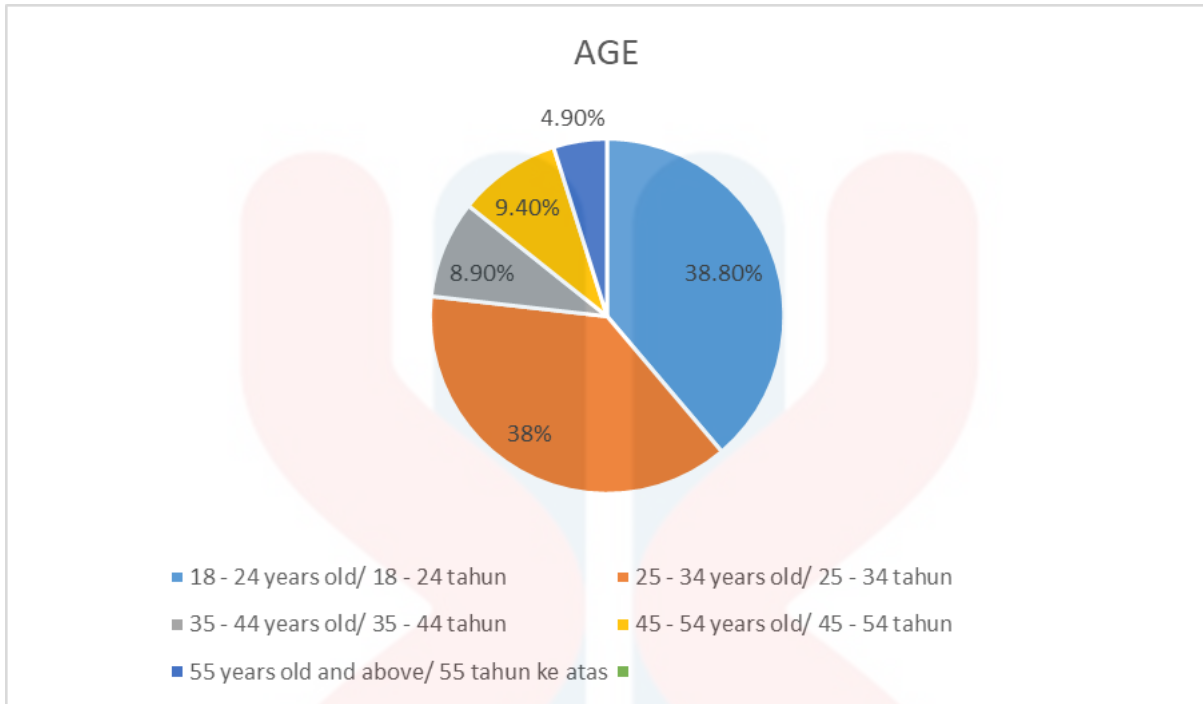


Figure 4.1: The Percentage of Age

The total respondents were shown by age in Table 4.1 and Figure 4.1. The survey had 384 responses, with 149 respondents between the ages of 18 to 24, 146 respondents between the ages of 25 to 34, 34 respondents between the ages of 35 to 44, and 36 respondents between the ages of 45 to 54 and 19 respondents above the age of 55. Figure 4.2 shows the percentage of respondents by age. Respondents between the ages of 18 and 24 years old accounted for the biggest proportion of respondents (38.8%), followed by 25-34 years old (38%), 45 to 54 years old (9.4%), respondents between the age of 35 to 44 years old (8.9%) and the least respondents are above the age of 55 which is (4.9%).

#### 4.2.1.2 NUMBER OF RESPONDENTS BASED ON RACE

Table 4.2 shows the race distribution of the 384 respondents who provided their information during data collection.

Table 4.2: Frequency Analysis of Respondent’s Race

Race	Frequency (n)	Percent (%)
Malay	276	71.9
Indian	37	9.6
Chinese	67	17.4
Others	4	1
Total	384	100.0

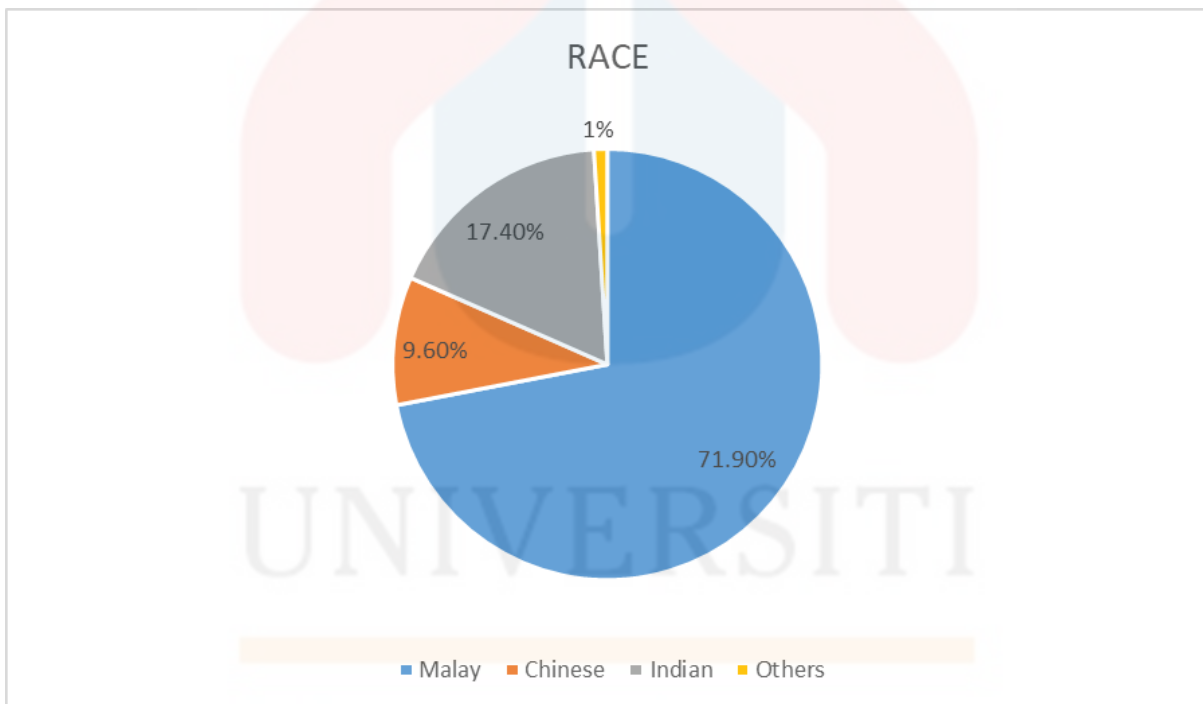


Figure 4.2: The Percentage of Race

The total number of respondents divided by race is shown in Table 4.2 and Figure 4.2. The respondents by race were split into 4 groups which were Malay, Chinese, Indian and others. The survey received 384 replies, comprising Malay respondents 276, Chinese respondents 37, Indian respondents 67, and other respondents 4. Figure 4.3 shows that the Malay religion had

the largest proportion of responses (71.9 %), followed by the Indian religion (17.4 %), Chinese religion (9.6 %), and other religions had the lowest percentage (1 %).

#### 4.2.1.3 NUMBER OF RESPONDENT BASED ON MARITAL STATUS

Table 4.3 shows the marital status distribution of the 384 respondents who provided their information during data collection.

Table 4.3: Frequency Analysis of Respondent's Marital status

Marital Status	Frequency (n)	Percent (%)
Single	246	64
Married	136	35.4
Others	2	0.5
Total	384	100.0

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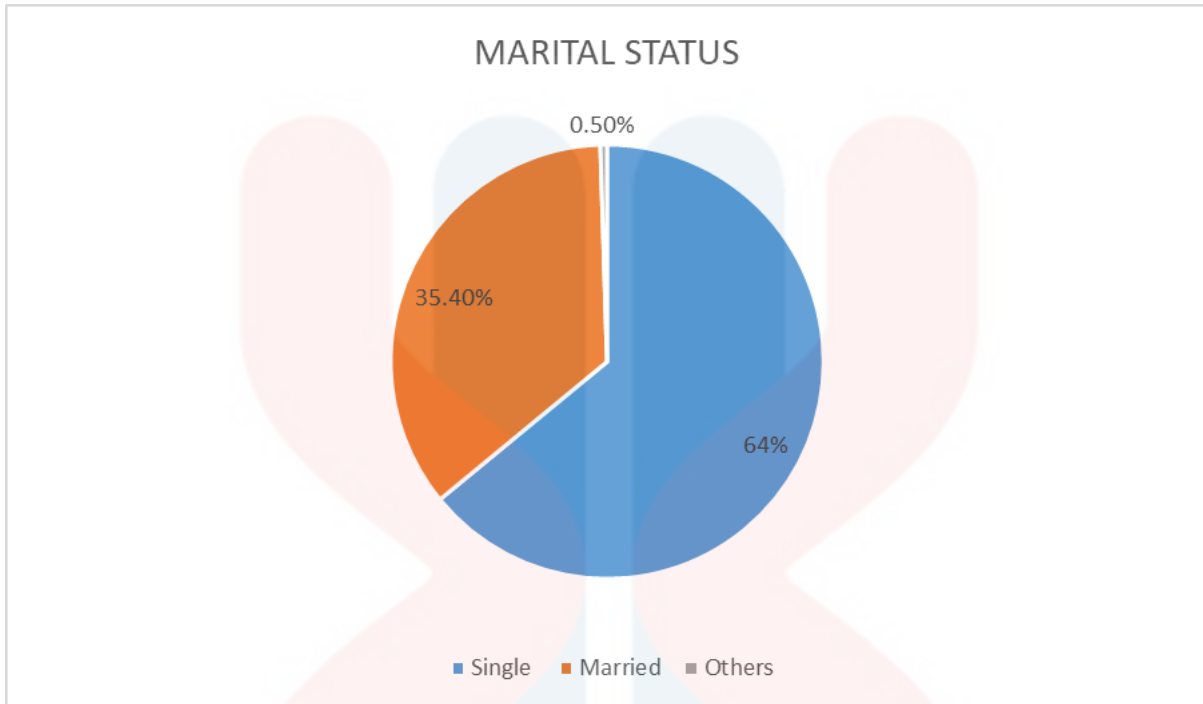


Figure 4.3: Percentage of Respondents of Marital Status

Table 4.3 and Figure 4.3 show the total number of respondents by marital status. There were 246 single respondents and 136 married respondents and 2 respondents in others. There were 384 participants in this study, with 64 % being single, 35.4 % being married, and 0.5 % for others.

#### 4.2.1.4 NUMBER OF RESPONDENTS BASED ON OCCUPATION

Table 4.2 shows the occupation distribution of the 384 respondents who provided their information during data collection.

Table 4.4 : Frequency Analysis of Respondent's Occupation

Occupation	Frequency (n)	Percent (%)
Student	146	38%
Government Employee	69	18%
Private employee	121	31.5%
Self-employed	29	7.6%
Others	19	4.9%
<b>Total</b>	<b>384</b>	<b>100.0</b>

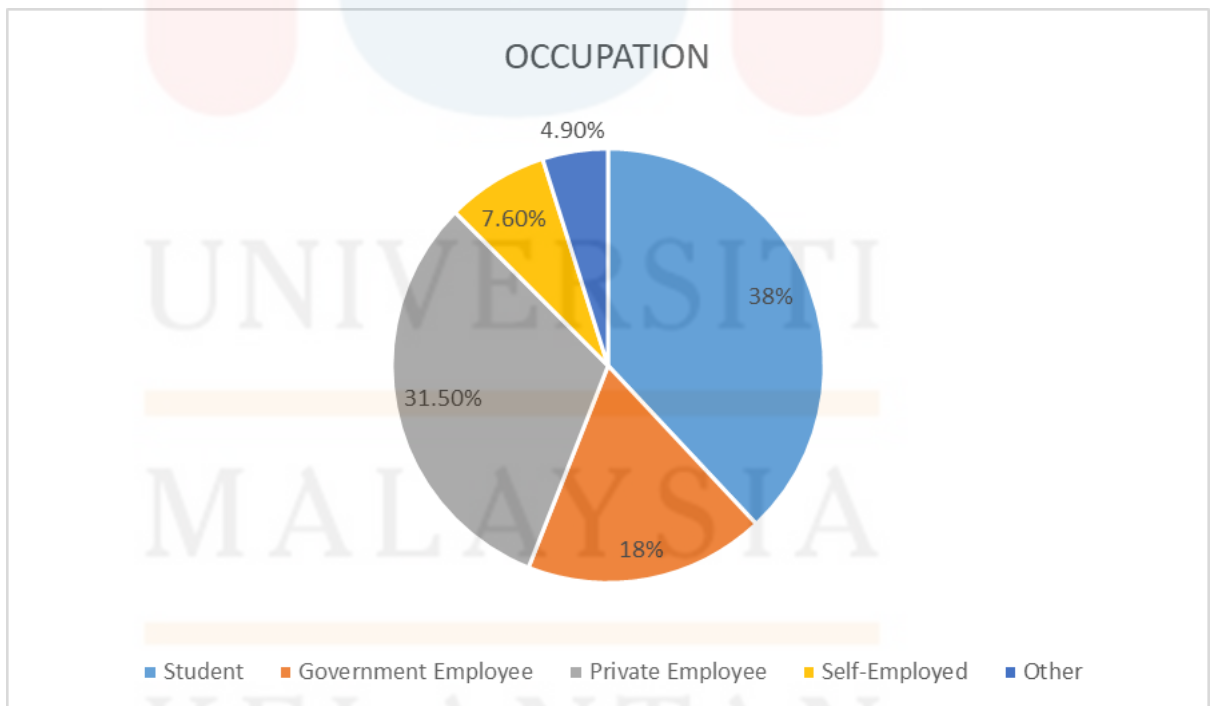


Figure 4.4: The Percentage of Occupation

Table 4.4 and Figure 4.4 show the total of respondents from each occupation. Students made up the bulk of responders (38 % (146), with the private employee for 31.5 % (121 respondents). There 18 % (69 respondents) were government employees, 7.6 % (29 respondents) were self-employed, and 4.9 % (19 respondents) for others.

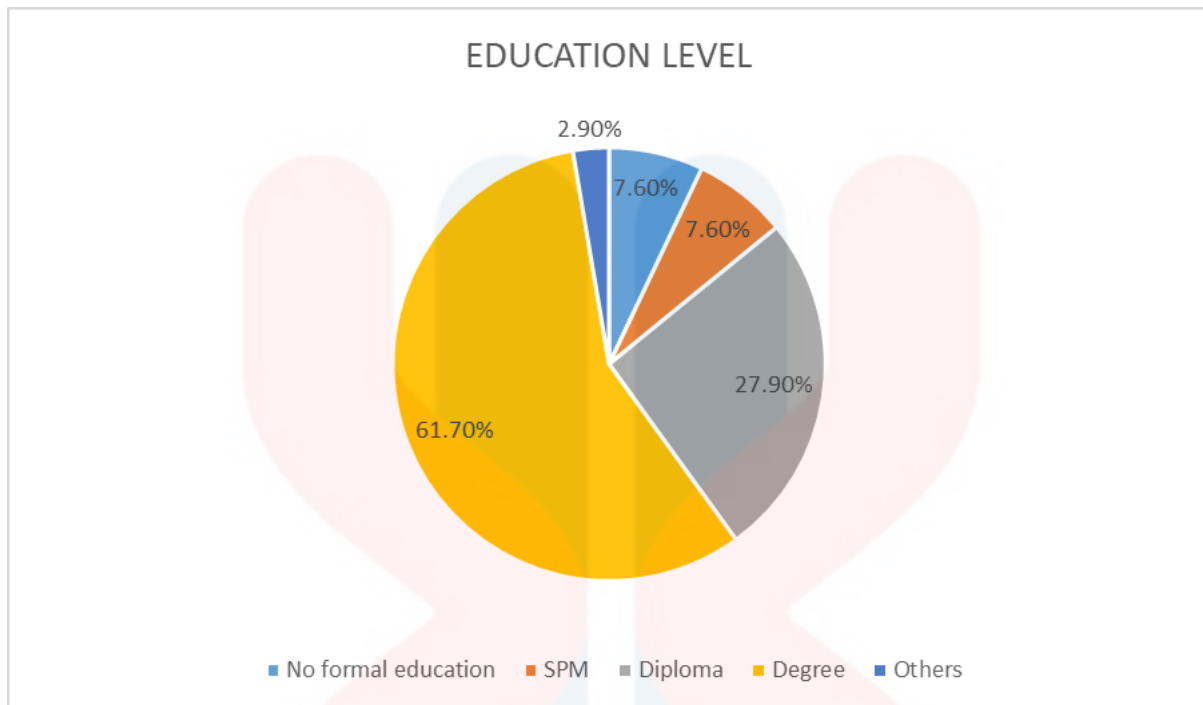
#### 4.2.1.5 NUMBER OF RESPONDENTS BASED ON EDUCATION LEVEL

Table 4.5 shows the education level distribution of the 384 respondents who provided their information during data collection.

Table 4.5: Number of Respondents by Education Level

Education Level	Frequency (n)	Percent (%)
No formal education	0	0%
SPM	29	7.6%
Diploma	107	27.9%
Degree	237	61.7%
Others	11	2.9%
Total	384	100.0





*Figure 4.5: The Percentage of Education Level*

In Table 4.5 and Figure 4.5, the overall participants for education level are shown. The questionnaire was answered by 7.6 % (29 respondents) of those with an SPM, and 27.9 % of respondents with a diploma level education responded (107 respondents). The majority number of respondents was 61.7 % (237 respondents) with a bachelor's degree level education and the lowest proportion of respondents were those with others which is 2.9 % (11 respondents).

#### **4.2.1.6 NUMBER OF RESPONDENTS BASED ON MONTHLY INCOME**

Table 4.6 shows the monthly income distribution of the 384 respondents who provided their information during data collection.

Table 4.6: Number of Respondents by Monthly Income

Monthly Income	Frequency (n)	Percent (%)
RM1000 and below	29	7.6%
RM1001 - RM4000	147	88.3%
RM4001 - RM6000	36	9.4%
RM6001 - RM8000	29	7.6%
RM8001- RM10,000	8	2.1%
RM10,001 and above	2	0.5%
None	133	34.6%
Total	384	100.0

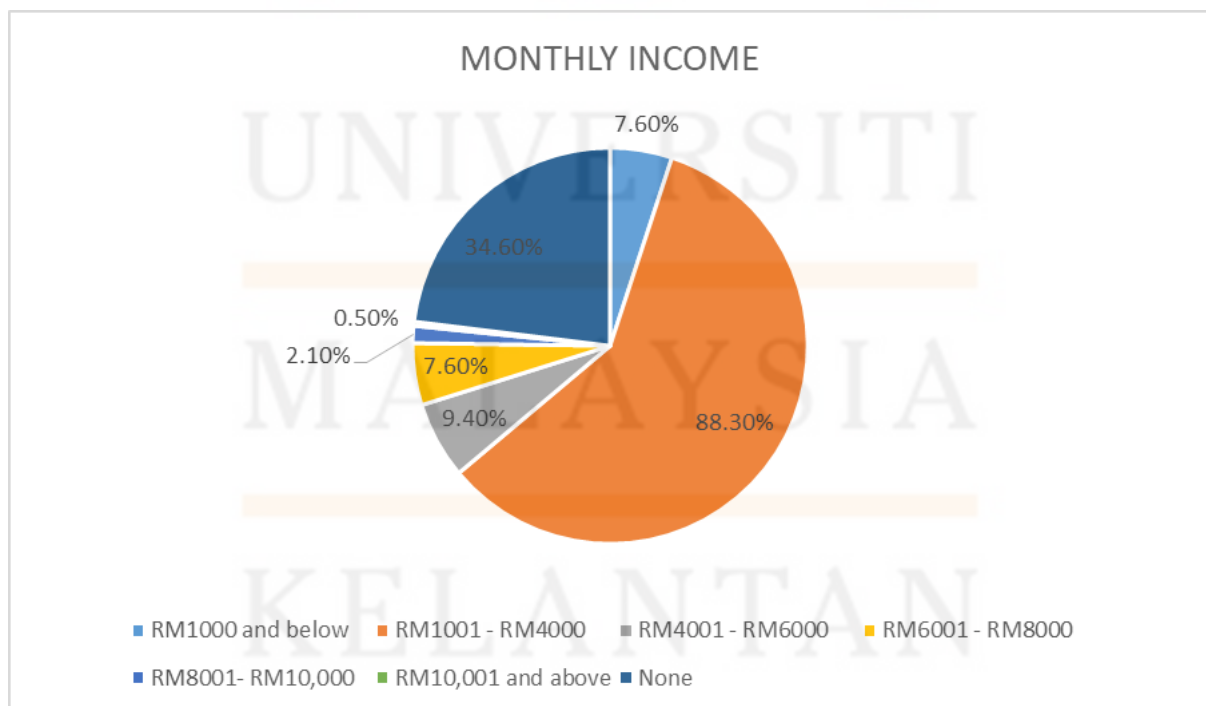


Figure 4.6: Percentage of Respondents by Monthly Income

The overall participants for income level were shown in Table 4.6 and Figure 4.6. There are 22.9 % (29 respondents) who had income levels ranging from RM 1000 below and RM 6001-RM 8000 who answered the questionnaires. The highest was 88.3 % (147 respondents) who had an income level between RM 1001-RM 4000, accompanied by 34.6 % (133 respondents) who seemed to have no income level, 9.4 % (36 respondents) who had an income level of RM 4001-RM 6000, the lowest was 2.1 % who had income levels ranging from RM8001-RM10,000 (11 respondents) and 0.5.

#### 4.2.1.7 NUMBER OF RESPONDENTS BASED ON STATE OF LIVING

Table 4.7 shows the state of living distribution of the 384 respondents who provided their information during data collection.

Table 4.7: Frequency Analysis of Respondent's State of Living

State Of Living	Frequency (n)	Percent (%)
Perlis	13	3.4%
Kedah	33	8.6%
Pulau Pinang	17	4.4%
Perak	24	6.3%

Selangor	40	10.4%
Wilayah Persekutuan	23	6%
Negeri Sembilan	33	8.6%
Melaka	16	4.2%
Johor	28	7.3%
Pahang	58	15.1%
Terengganu	27	7%
Kelantan	53	13.8%
Sabah	13	3.4%
Sarawak	6	1.6%
Total	384	100.0

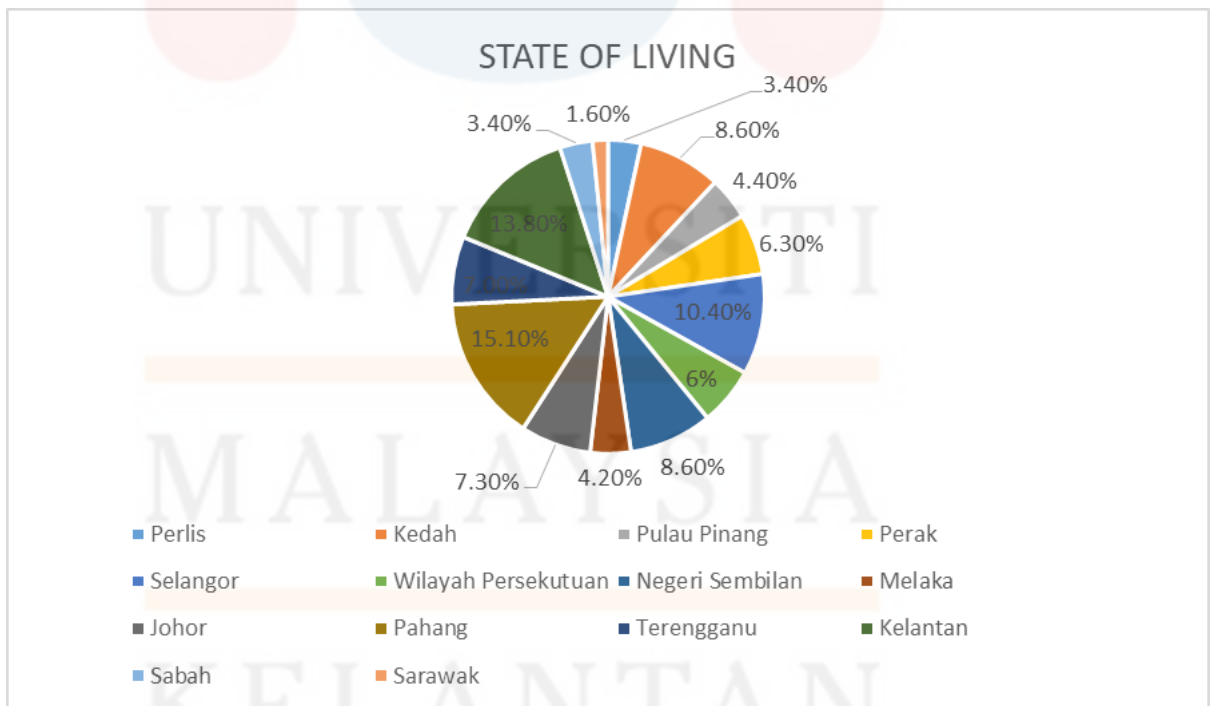


Figure 4.7: Percentage of Respondents by State Of Living

The overall amount of responders for each state was shown in Table 4.10 and Figure 4.8. Pahang had the greatest percentage of respondents (15.1%). (58 respondents). Kelantan received 13.8 % (53 respondents), Selangor received 10.4 % (40 respondents), Kedah and Negeri Sembilan received 8.6 % (33 respondents), Johor received 7.3 % (28 respondents), Terengganu received 7 % (27 respondents), Perak received 6.3 % (24 respondents), Wilayah Persekutuan received 6 % (23 respondents), Pulau Pinang received 4.4 % (17 respondents), Melaka received 4.2 % (16 respondents), Perlis and Sabah received 3.4 % (13 respondents), Sarawak had the lowest participation rate, at 1.6 % (6 respondents).

#### 4.2.1.8 NUMBER OF RESPONDENTS BASED ON PLACE OF LIVING

Table 4.8 shows the place of living distribution of the 384 respondents who provided their information during data collection.

Table 4.8: Frequency Analysis of Respondent's Place Of Living

Place Of Living	Frequency (n)	Percent (%)
Rural	230	59.9%
City	154	40.1%
Total	384	100.0

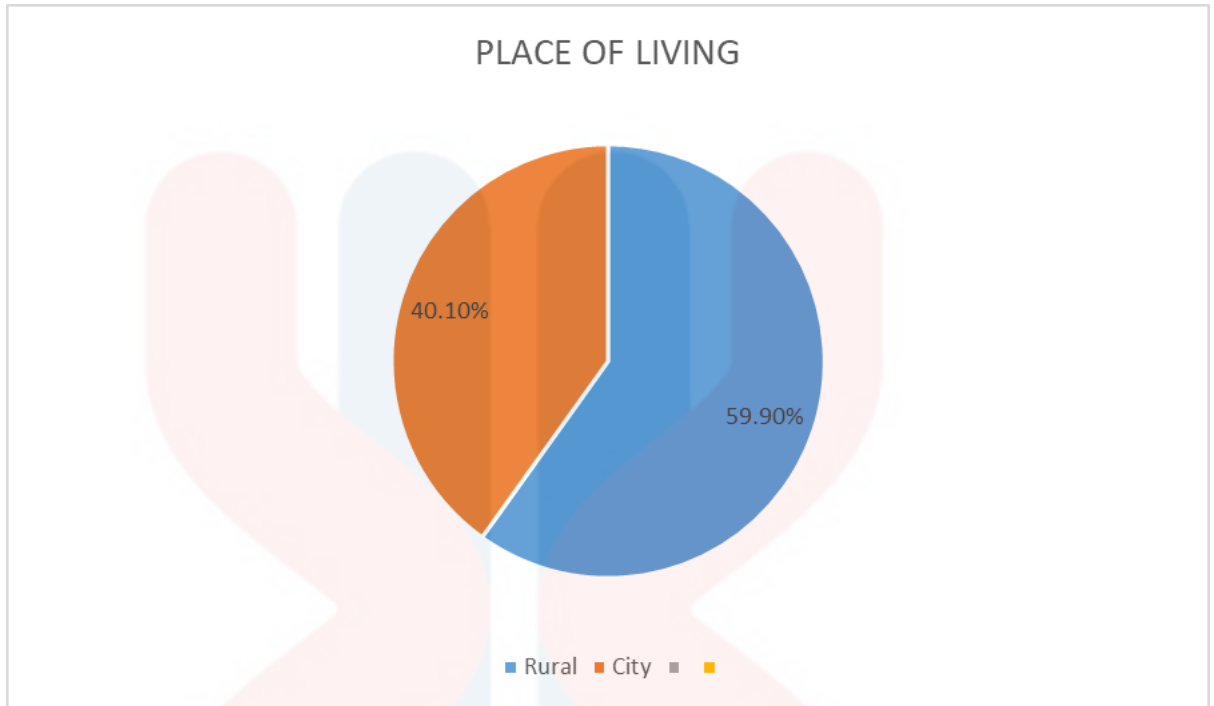


Figure 4.8 : Percentage of Respondent by Place Of Living

The number and percentage of respondents by respondent’s place of living are shown in Table 4.8 and Figure 4.8 above. Therefore, the majority of the respondents that participated in this survey were from rural areas., which consists of 59.90% (230 respondents). While the lowest is the City side which was 40.10% (154 respondents).

**4.2.1.9 NUMBER OF RESPONDENTS BASED ON EXPERIENCE BY USING ORGANIC BEAUTY PRODUCTS.**

Table 4.9 shows the experience by using organic beauty products distribution of the 384 respondents who provided their information during data collection.

Table 4.9: Frequency Analysis of Respondents based on experience by using organic beauty products.

Experience	Frequency (n)	Percent (%)
Yes	333	86.7% %

No	51	13.3%
Total	384	100.0

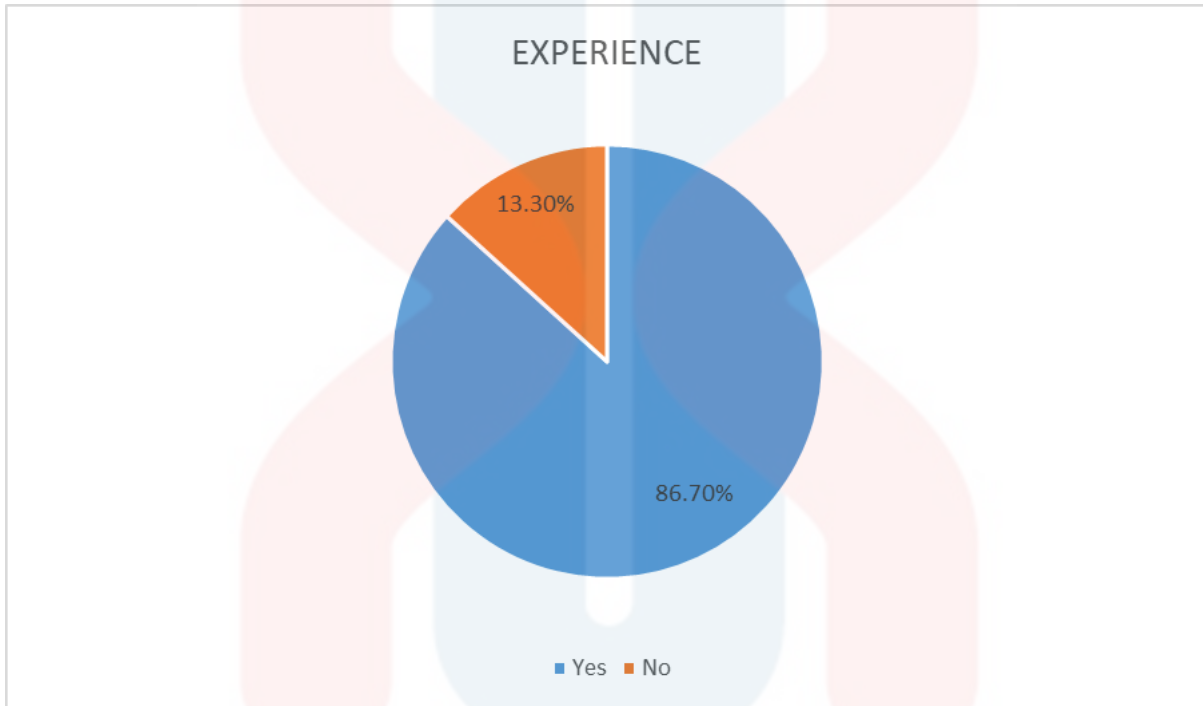


Figure 4.9: The Percentage of Experience using organic beauty products.

According to Table 4.9 and Figure 4.9, 333 respondents (86.7%) reported having experienced organic beauty products. There were 51 persons (13.3%) respondents who did not experience using organic beauty products.

#### 4.2.2 CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCT

Variable measurements are used to present the frequency distribution, mean, and standard deviation in the case of independent variables, (Green Ads, Trust, Attitude, and Green Knowledge) and dependent variables (Purchase Intention). There are six questions for sections



B and C of the questionnaire. All of the questions in sections B (the independent variable) and C (the dependent variable) are evaluated using the SPSS programme and a five-point Likert scale to determine the results. All the Independent Variable and Dependent Variable items were measured using the five (5) Likert scale with values such as Strongly Disagree (SD) to Strongly Agree (SA).

### 4.2.3 DESCRIPTIVE STATISTICS ON VARIABLES

#### 4.2.3.1 Green Ads

Table 4.10 shows the Central Tendencies Result of Green Ads collected from 384 respondents.

Table 4.10: Central Tendencies Result of the Green Ads

Item	Frequency	Mean	Std. Deviation	
1	2	3	4	5

GA1	I think that green advertising can give awareness about the importance of organic beauty products.	2 0.5%	3 0.8%	24 6.3%	103 26.8%	252 65.6%	4.5625	69406
GA2	I believe that using green advertising could help make organic beauty products more well-known to many people..	0 0%	6 1.6%	24 6.3%	104 27.1%	250 65.1%	4.5573	68314
GA3	I think that green advertising makes me more environmentally aware.	0 0%	7 1.8%	26 6.8%	102 26.6%	249 64.8%	4.5443	70294
GA4	I believe green advertising makes me more likely to buy organic beauty products	2 0.5%	7 1.8%	36 9.4%	99 25.8%	240 62.5%	4.4792	78136
GA5	My lack of motivation affects my academic performance.	0 0%	9 2.3%	29 7.6%	106 27.6%	240 62.5%	4.5026	73694
GA6	I believe that green advertising can be beneficial to organic beauty products.	0 0%	5 1.3%	26 6.8%	110 28.6%	243 63.3%	4.5391	68060

Table 4.10 shows the frequency, mean and standard deviation for the items used to measure the Green Ads (GA). The question with the highest mean out of the six (6) measured questions was item GA1, 4.5625 on the statement “I think that green advertising can give awareness about the importance of organic beauty products”. But, GA4 items were measured with the lowest mean which is 4.4792. There was an “I believe green advertising makes me more likely to buy organic beauty products” statement. There were a total of 7 respondents

(1.8%) who disagreed with item GA4. The other four (4) items for E2, E3, and E5 had respective mean values of 4.5573, 4.5443, and 4.5391. Hence, the majority of respondents agreed that “I think that green advertising can give awareness about the importance of organic beauty products” is the most impactful statement in Green Ads that has an impact on consumer purchase intention of organic beauty products among women in Malaysia.

#### 4.2.3.2 Trust

Table 4.11 shows the Central Tendencies Result of the Trust collected from 384 respondents.

Table 4.11: Central Tendencies Result of the Trust

Item	Frequency					Mean	Std. Deviation
	1	2	3	4	5		
T1 I trust there are no dangerous chemical residues in organic beauty products.	2 0.5%	11 2.9%	60 15.6%	152 39.6%	159 41.4%	4.1849	83630
T2 I trust the idea of using organic beauty products.	1 0.3%	4 1%	40 10.4%	181 47.1%	158 41.1%	4.2812	70734
T3 I trust that using organic beauty products has a beneficial effect on health.	1 0.3%	3 0.8%	48 12.5%	175 45.6%	157 40.9%	4.2604	72255

T4	I trust buying organic beauty products is a trustworthy choice.	2	5	41	174	162	4.2734	74450
		0.5%	1.3%	10.7%	45.3%	42.2%		
T5	I trust using organic beauty products helps me live a healthy life.	1	6	57	161	159	4.2266	77374
		0.3%	1.6%	14.8%	41.9%	41.4%		
T6	I trust the use of ingredients in organic beauty products.	1	7	49	171	156	4.2318	76198
		0.3%	1.8%	12.8%	44.5%	40.6%		

Table 4.11 shows the frequency, mean, and standard deviation for the items used to measure the Trust (T) of the respondents. The question with the highest mean out of the six (6) measured questions was item T2, 4.2812 on the statement “I trust the idea of using organic beauty products”. Out of 384 respondents, 176 respondents (88.2%) strongly agreed and agreed with item T2. Hence, the majority of respondents agreed that T1 items were measured with the lowest mean which is 4.1849. There was an “I trust there are no dangerous chemical residues in organic beauty products.” statement. There were 11 respondents (2.9%) who disagreed with item T1. The item T4 has the second-highest mean value of the statement “I trust buying organic beauty products is a trustworthy choice.” with 4.2734. Then, 336 out of 384 respondents (87.5%) strongly agreed and agreed with item T4 in the questionnaire. The three (3) items for T3, T5, and T6 had respective mean values of 4.2604, 4.2266, and 4.2318. Therefore, the majority of respondents agreed that “I trust the idea of using organic beauty products” is the most impactful statement on Trust that gives an impact on consumer purchase intention of organic beauty products among women in Malaysia.

### 4.2.3.3 Attitude

Table 4.12 shows the Central Tendencies Result of the Attitude collected from 384 respondents.

Table 4.12: Central Tendencies Result of Attitude

Item	Frequency					Mean	Std. Deviation
	1	2	3	4	5		
A1 I'm aware of organic beauty products and also use them.	3 0.8%	16 4.2%	48 12.5%	158 41.1%	159 41.4%	4.1849	86092
A2 I believe it is a terrific idea to give my family, friends, and acquaintances organic beauty products.	1 0.3%	2 0.5%	41 10.7%	138 35.9%	202 52.6%	4.4010	71944
A3 I consciously prefer to use organic beauty products.	1 0.3%	4 1%	50 13%	141 36.7%	188 49%	4.3307	75962
A4 I recommend to my friends and family regarding the organic beauty products.	3 0.8%	7 1.8%	46 12%	138 35.9%	190 49.5%	4.3151	81255
A5 I believe using organic beauty products makes my skin look healthy and glowing.	2 0.5%	4 1%	55 14.3%	156 40.6%	167 43.5%	4.2552	77660

A6	I always do a pricing check before purchasing any organic beauty products.	3	5	42	166	168	4.2786	77018
		0.8%	1.3%	10.9%	43.2%	43.8%		

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Table 4.12 shows the frequency, mean, and standard deviation for the items used to measure the Attitude (A). The question with the highest mean out of the six (6) measured questions was the item A2 had the highest mean, 4.4010 on the statement “I believe it is a terrific idea to give my family, friends, and acquaintances organic beauty products.”. Then, 340 out of 384 respondents (88.5%) strongly agreed and agreed with item A2 in the questionnaire. Meanwhile, A1 items had the lowest mean (4.1849) when measured.

There was “I’m aware of organic beauty products and also use them.” statement. There were a total of 317 respondents (82.5%) who strongly agree and agree for item A1. 16 respondents (4.2%) chose to disagree with the statement. The mean values for other four (4) items for A3, A4, A5 and A6 were 4.3307, 4.3151, 4.2552 and 4.2786 respectively.

Therefore, most of the respondents agreed that “I believe it is a terrific idea to give my family, friends, and acquaintances organic beauty products.” is the most influential statement in Attitude that gives an impact on the consumer purchase intention of organic beauty products among women in Malaysia.

#### 4.2.3.4 Green knowledge

Table 4.13 shows the Central Tendencies Result of the Green Knowledge collected from 384 respondents.

Table 4.13: Central Tendencies Result of Green Knowledge

Item	Frequency					Mean	Std. Deviation
	1	2	3	4	5		
GK1 I know a lot about organic beauty products.	6 1.6%	20 5.2%	81 21.1%	155 40.4%	122 31.8%	3.9557	93698
GK2 I am familiar with the green terms in organic beauty products.	5 1.3%	16 4.2%	70 18.2%	160 41.7%	133 34.6%	4.0391	90316
GK3 I am conscious of the advantages and qualities of organic beauty products.	3 0.8%	8 2.1%	49 12.8%	183 47.7%	141 36.7%	4.1745	78715
GK4 I think that I am more knowledgeable in understanding organic beauty products compared to other products.	6 1.6%	29 7.6%	55 14.4%	167 43.8%	124 32.5%	3.9816	95817



GK5	I believe that women who are pregnant or nursing can safely utilize organic beauty products.	1 0.3%	9 2.3%	60 15.6%	170 44.3%	144 37.5%	4.1641	78939
GK6	I believe that green knowledge can help me to identify organic beauty products and animal base products.	1 0.3%	10 2.6%	55 14.3%	180 46.9%	138 35.9%	4.1563	77934

Table 4.13 shows the frequency, mean and standard deviation for the items used to measure the Green Knowledge (GK). Six (6) questions were measured, with item GK3 having the highest mean, 4.1745 on the statement “I am conscious of the advantages and qualities of organic beauty products.”. 324 of the 384 respondents (84.4%) agreed and strongly agreed with item GK3. Meanwhile, GK1 items had the lowest mean which is 3.9557. There was “I know a lot about organic beauty products.” statement. There were 20 respondents (5.2%) who disagreed with item GK1. At the same time, 155 respondents (40.4%) chose to agree with the statement. The mean values for other four (4) items for GK2, GK4, GK5 and GK6 were 4.0391, 3.9816, 4.1641 and 4.1563 respectively.

Therefore, most of the respondents agreed that “I am conscious of the advantages and qualities of organic beauty products.” This is the most influential statement in Green Knowledge that gives an impact on the consumer purchase intention of organic beauty products among women in Malaysia.

**4.2.3.5 Purchase intention**

Table 4.14 shows the Central Tendencies Result of the Purchase Intention collected from 384 respondents.

Table 4.14: Central Tendencies Result of Purchase Intention

Item	Frequency					Mean	Std. Deviation
	1	2	3	4	5		
PI1 I am willing to purchase organic beauty products while shopping.	5 1.3%	8 2.1%	83 21.6%	157 40.9%	131 34.1%	4.0417	87216
PI2 I'm going to start buying organic beauty products.	3 0.8%	3 0.8%	65 16.9%	179 46.6%	134 34.9%	4.1406	77562
PI3 I will purchase more organic beauty products.	3 0.8%	6 1.6%	86 22.4%	163 42.4%	126 32.8%	4.0495	82718
PI4 I'm willing to spend more money on organic beauty products.	5 1.3%	37 9.6%	85 22.1%	132 34.4%	125 32.6%	3.8724	1.01779

PI5	I will purchase organic beauty products to protect the environment.	1	2	45	196	140	4.2292	6890
		0.3%	0.5%	11.7%	51%	36.5%		
PI6	I would like to purchase organic beauty products as soon as I run out of them.	4	8	56	186	130	4.1198	80548
		1%	2.1%	14.6%	48.4%	33.9%		

Table 4.14 shows the frequency, mean and standard deviation for the items used to measure the Purchase Intention (PI). The item with the highest mean out of the six (6) questions measured was PI5 which is 4.2292 on the statement “I will purchase organic beauty products to protect the environment”.

288 of the 384 respondents (75%) agreed and strongly agreed with item PI5 in the questionnaire. Meanwhile, PI4 items had the lowest mean which is 3.8724. There was “I'm willing to spend more money on organic beauty products.” statement. There were a total of 37 respondents (9.6%) who disagreed with item PI4. While 132 respondents (34.4%) chose to agree with the statement. The mean values for other four (4) items for PI1, PI2, PI3 and PI6 were 4.0417, 4.0495, 4.0495 and 4.1198 respectively.

Therefore, the majority of respondents agreed that “I will purchase organic beauty products to protect the environment”. This is the most influential statement in Purchase Intention that gives impact on the consumer purchase intention of organic beauty products among women in Malaysia.

## 4.3 RESULTS OF RELIABILITY TEST

### 4.3.1 Internal Reliability Test

#### 4.3.1.1 GREEN ADS

Table 4.16: Reliability Test on Green Ads

Variable	Items	Cronbach Alpha	Explanation
Green Ads	6	0.950	Excellent

In this study, six questions were used in this study to measure the Green Ads in consumer purchase intention of organic beauty products among women in Malaysia. Table 4.16 shows that the Green Ads' Cronbach's alpha coefficient is 0.950, indicating a very excellent correlation. As a result, the coefficient obtained for the Green Ads variable's questions is valid.

#### 4.3.1.2 TRUST

Table 4.17: Reliability Test on Trust

Variable	Items	Cronbach Alpha	Explanation
Trust	6	0.958	Excellent

In this study, six questions were used in this study to measure the Trust in consumer purchase intention of organic beauty products among women in Malaysia. Table 4.17 shows that Cronbach's alpha coefficient of Reliability is 0.958 which results in Excellent strength of association. As a result, the coefficient obtained for the Trust variable's questions is valid..

#### 4.3.1.3 ATTITUDE

Table 4.18: Reliability Test on Attitude

Variable	Items	Cronbach Alpha	Explanation
Attitude	6	0.936	Excellent

In this study, six questions were used in this study to measure the Attitude in consumer purchase intention of organic beauty products among women in Malaysia. Table 4.18 shows that Cronbach's alpha coefficient of Attitude is 0.936 which indicates a very good strength of association. As a result, the coefficient obtained for the Attitude variable's questions is valid.

#### 4.3.1.4 GREEN KNOWLEDGE

Table 4.19: Reliability Test on Green Knowledge

Variable	Items	Cronbach Alpha	Explanation
Green Knowledge	6	0.943	Excellent

In this study, six questions were used in this study to measure the Green Knowledge in consumer purchase intention of organic beauty products among women in Malaysia. Table 4.19 shows that Cronbach's alpha coefficient of green knowledge is 0.943 which resulted in an excellent strength of association. As a result, the coefficient obtained for the Green Knowledge variable's questions is valid.

#### 4.3.1.5 PURCHASE INTENTION

Table 4.20: Reliability Test on Purchase Intention

Variable	Items	Cronbach Alpha	Explanation
Purchase Intention	6	0.953	Excellent

In this study, six questions were used in this study to measure the Purchase Intention in consumer purchase intention of organic beauty products among women in Malaysia. Table 4.20 shows that Cronbach's alpha coefficient of Purchase Intention is 0.953 which indicates an excellent strength of association. As a result, the coefficient obtained for the Purchase Intention variable's questions is valid.

#### 4.4 RESULTS OF CORRELATION ANALYSIS

Inferential analysis was carried out in the study using the Pearson correlation test. To quantitatively address the research objectives, correlation analysis, which provides information on both the strength and the direction of a link, can be applied (Schober, Boer, & Schwarte, 2018). Pearson correlation was employed in this study to assess the strength of the association between the dependent variable (customer purchase intention) and the independent variables (green ads, trust, attitude, and green knowledge). The below shown the guidelines of principles for the correlation coefficient interpretation:

##### 4.4.1 PERSON CORRELATION ANALYSIS

Table 4.21: Pearson's Correlation Table

<b>Correlation Coefficient</b>	<b>Interpretation</b>
<b>0.00 - 0.10</b>	Negligible correlation



<b>0.10 - 0.39</b>	Weak correlation
<b>0.40 - 0.69</b>	Moderate correlation
<b>0.70 - 0.89</b>	Strong correlation
<b>0.90 - 1.00</b>	Very strong correlation

Source: Schober, Boer, & Schwarte (2018)

#### 4.4.1.1 GREEN ADS

Table 4.22: Pearson Correlation of Green Ads and Purchase Intention

		Green Ads	Purchase Intention
GREEN ADS	Pearson Correlation	1	0.527**
	Sig. (2-tailed)		.000
	N	384	384

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

H1: There is a positive relationship between green ads and consumer purchase intention toward organic products.

Table 4.21 indicates the positive relationship between green ads and consumers' purchase intention toward organic beauty products is moderately positive with a correlation coefficient of 0.527. This indicates that there is a positive relationship between the impacts of Green Ads is positive and moderately related to Purchase Intention toward organic beauty products. The p value of lifestyle is .000. As a result, there is a positive relationship between green ads and consumers' purchase intention toward organic beauty products.

#### 4.4.1.2 TRUST

Table 4.23: Pearson Correlation of Trust and Purchase Intention

		Trust	Purchase Intention
TRUST	Pearson Correlation	1	0.680*
	Sig. (2-tailed)		.000

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

Hypothesis H2: There is a positive relationship between trust with consumer purchase intention towards organic products.

Table 4.23 indicates the relationship between trust with consumer purchase intention toward organic products is moderately positive with a correlation coefficient of 0.680. This indicates that there is a positive relationship between impacts of Trust is positive and moderately related to consumer purchase intention toward organic products. The p value of lifestyle is .000. As a result, there is a positive relationship between the impact of Trust is positive and moderately related to the consumer purchase intention towards organic products.

#### 4.4.1.3 ATTITUDE

Table 4.24: Pearson Correlation of Attitude and Purchase Intention

		Attitude	Purchase Intention
ATTITUDE	Pearson Correlation	1	0.703**
	Sig. (2-tailed)		.000
	N	384	384

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

Hypothesis H3: There is a positive relationship between attitude with consumer purchase intention toward organic products.

Table 4.24 indicates the relationship between Attitude with purchase intention toward organic beauty products is highly positive with a correlation coefficient of 0.703. This indicates that there is a positive relationship between impacts of Attitude is positive and highly related to consumer purchase intention toward organic beauty products. The p value of lifestyle is .000. As a result, there is a positive relationship between the impact of Attitude is positive and highly related to the consumer purchase intention towards organic products.

**4.4.1.4 GREEN KNOWLEDGE**

Table 4.25: Pearson Correlation of Green Knowledge and Purchase Intention

		Green Knowledge	Purchase Intention
GREEN KNOWLEDGE	Pearson Correlation	1	0.785**
	Sig. (2-tailed)		.000
	N	384	384

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

Hypothesis H4: There is a positive relationship between green knowledge with consumer purchase intention toward organic products

Table 4.29 indicates the relationship between Green Knowledge with purchase intention toward organic beauty products is highly positive with a correlation coefficient of 0.785. This indicates that there is a positive relationship between impacts of Green Knowledge is positive

and highly related to consumer purchase intention toward organic beauty products. The p value of lifestyle is .000. As a result, there is a positive relationship between the impact of Green knowledge is positive and highly related to the consumer purchase intention towards organic products.

## 4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

### 4.5.1 GREEN ADS

Table 4.26: Relationship between Green Ads and Purchase Intention towards Organic Beauty Products

Research Objective	Results	Interpretation
To determine the relationship between Green Ads with Purchase Intention towards organic beauty products among women.	$r = 0.527, p < 0.01$	Accepted

### Hypothesis 1: GREEN ADS

H<sub>1</sub> – There is a positive relationship between green ads and consumer purchase intention toward organic products.

Table 4.26 showed the Pearson Correlation coefficient between Green Ads and Purchase Intention towards organic beauty products among women in Malaysia is 0.527. The p-value is 0.01. The relationship between Green Ads and Purchase Intention towards organic

beauty products among women in Malaysia is a moderate positive coefficient. As a result, this study accepts Hypothesis 1 (H1).

#### 4.5.2 TRUST

Table 4.27: Relationship between Trust and Purchase Intention towards Organic Beauty Products

Research Objective	Results	Interpretation
To determine the relationship between Trust with Purchase Intention towards organic beauty products among women.	$r = 0.680, p < 0.01$	Accepted

#### Hypothesis 2: Trust

H<sub>2</sub>: There is a positive relationship between trust with consumer purchase intention towards organic products.

Table 4.27 showed the Pearson Correlation coefficient between Trust and purchase intention towards organic beauty products among women in Malaysia is 0.680, The p-value is 0.01. The relationship between Trust and purchase intention towards organic beauty products among women in Malaysia is a moderate positive coefficient. As a result, this study accepts Hypothesis 2 (H<sub>2</sub>).

#### 4.5.3 ATTITUDE



Table 4.28: Relationship between Attitude and Purchase Intention towards Organic Beauty Products

Research Objective	Results	Interpretation
To determine the relationship between Attitude with Purchase Intention towards organic beauty products among women.	$r = 0.703, p < 0.01$	Accepted

H<sub>3</sub>: There is a positive relationship between attitude with consumer purchase intention toward organic products.

Table 4.28 showed the Pearson Correlation coefficient between Attitude and purchase intention towards organic beauty products among women in Malaysia is 0.703. The p-value is 0.01. The relationship between Attitude and purchase intention towards organic beauty products among women in Malaysia is a high positive coefficient. As a result, this study accepts Hypothesis 3 (H<sub>3</sub>).

#### 4.5.4 GREEN KNOWLEDGE

Table 4.29: Relationship between Green Knowledge and Purchase Intention towards Organic Beauty Products

Research Objective	Results	Interpretation
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To determine the relationship between Green Knowledge with Purchase Intention towards organic beauty products among women.  $r = 0.785, p < 0.01$

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Accepted

H<sub>4</sub>-There is a positive relationship between green knowledge with consumer purchase intention toward organic products.

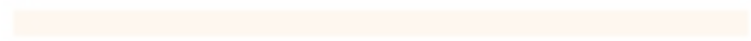
Table 4.28 showed the Pearson Correlation coefficient between Attitude and purchase intention towards organic beauty products among women in Malaysia is 0.703. The p-value is 0.01. The relationship between Attitude and purchase intention towards organic beauty products among women in Malaysia is a high positive coefficient. As a result, this study accepts Hypothesis 4 (H<sub>4</sub>).

#### **4.6 SUMMARY**

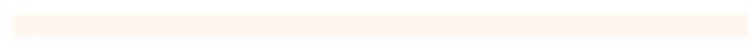
To conclude, this chapter described the data analysis performed by the researchers using Pearson's Correlation Coefficient analysis. In order for the respondent to understand that this study is being archived, the data acquired from them has been explained. The discourse and results of this investigation were also covered in the chapter that followed.



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## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 INTRODUCTION**

This part will examine the study findings, the research question, limitations, and suggestions, and will conclude with a summary of the whole study.

#### **5.2 RECAPITULATION OF THE FINDING**

The public's interest in the beauty product has caused it to be purchased in the near future. Purchase intention is a measure of how ready or motivated shoppers are to make a purchase within a specific time range. Previous research has focused on five variables that potentially affect women consumers' purchase intentions for organic skin care items in Malaysia: attitude, perceived behavioral control, past experience, social norms, and value for money. The Theory Behavioral Plan (TBP) was used by the researchers to analyze and examine a number of independent factors, including attitude and how it interacts with green advertisements, trust, and green knowledge to affect women's intentions to buy organic beauty goods in Malaysia.

The research purpose, research question, and hypothesis serve as the foundation for the summary of this study's findings. The discussion refers to Chapter 4, which is the chapter previous.

##### **5.2.1 Relationship Between Green Ads with Consumer Purchase Intention**

Table 5.1: Research Objective 1, Research Question 1 and Hypothesis 1

<b>Research Objective 1</b>	To investigate the relationship between green ads towards organic beauty products purchase intention among women.
<b>Research Question 1</b>	Is there a significant relationship between green ads and purchase intention toward organic beauty products among women?
<b>Hypothesis 1</b>	There is a positive relationship between green ads and consumers' purchase intention toward organic products.

To address the research question (RQ1), the findings of hypothesis H1 in Chapter 4 were examined. To investigate the relationship between green ads towards organic beauty products purchase intention among women is the first research objective (RO1). According to H1, there is a correlation between women's purchasing intentions for organic beauty products and green advertising. With a correlation coefficient of .527\*\*, the result demonstrates a moderate correlation. The green advertising' p-value for predicting customers' desire to buy organic beauty goods is .000, which is below the very significant level of .001. H1 gets approved as an outcome.

This study established a link between green advertising and customers' inclination to buy. Green advertising, according to research by Jayaram et al. (2015) and AlamSyah et al. (2020), raises consumer trust while also increasing green awareness and having a positive influence on customers' views toward green buying intentions and purchasing behavior (Hansen et al., 2018). It is evident that green advertising also has an impact on customers' decisions to purchase organic beauty products.

### 5.2.2 Relationship Between Trust with Consumer Purchase Intention

Table 5.2: Research Objective 2, Research Question 2 and Hypothesis 2

<b>Research Objective 2</b>	To examine the relationship between trust towards organic beauty products purchase intention among women.
<b>Research Question 2</b>	To identify the relationship between trust with purchase intention toward organic beauty products among women.
<b>Hypothesis 2</b>	There is a positive relationship between trust with consumer purchase intention toward organic products.

To respond to the research question (RQ2), the findings of hypothesis H2 in Chapter 4 were examined. Investigating the connection between women's purchase intentions for organic beauty products and trust is the second research objective (RO2). H2 stated that there is a positive relationship between trust with consumers' purchase intention toward organic products. The result shows moderate correlation with a correlation coefficient value of .680\*. The p value of the trust with consumers purchase intention toward organic beauty products is .000 which is less than the very significant level at .001. Therefore, H2 is accepted.

This study proved that there is a positive relationship between trust with consumers purchase intention toward organic products. Consumer views and purchasing behaviors have been significantly influenced by consumer trust in organic products. Trust is one of the most significant indicators of attitude, according to previous research (Kahraman et al., 2019). The choice to use a renewable energy source may be influenced by trust (Mezger et al., 2020).

### 5.2.3 Relationship Between Attitude with Consumer Purchase Intention

Table 5.3: Research Objective 3, Research Question 3 and Hypothesis 3

<b>Research Objective 3</b>	To study the relationship between attitude towards organic beauty products purchase intention among women.
<b>Research Question 3</b>	Is there a positive relationship between attitude and purchase intention toward organic beauty products among women?
<b>Hypothesis 3</b>	There is a positive relationship between attitude with consumer purchase intention toward organic products.

The results of hypothesis H3 in Chapter 4 were reviewed to answer the research question (RQ3). The third research objective (RO3) is to study the relationship between attitude towards organic beauty products purchase intention among women. H3 stated that there is a positive relationship between attitude with consumer purchase intention toward organic products. The result show strong correlation with a correlation coefficient value of .703\*\*. The p value of attitude with purchase intention toward organic beauty products is .000 which is less than the very significant level at .001. Therefore, H3is accepted.

This study proved that there is a positive relationship between attitude with consumers' purchase intention toward organic beauty products. According to Wang et al. (2020), one aspect of consumer behavior connected to opinions regarding the company's organic products is customer trust. Customers will be more likely to make a purchase when they have faith in the offerings and know that the products are environmentally friendly (Arli et al., 2018; Kahraman et al., 2019; Zaremohzzabieh et al., 2020).

#### 5.2.4 Relationship Between Green Knowledge with Consumer Purchase Intention

Table 5.4: Research Objective 4, Research Question 4 and Hypothesis 4



<b>Research Objective 4</b>	To examine the relationship between green knowledge towards organic beauty products purchase intention among women.
<b>Research Question 4</b>	Is there a significant relationship between green knowledge and purchase intention toward organic beauty products among women?
<b>Hypothesis 4</b>	There is a positive relationship between green knowledge knowledge with consumer purchase intention toward organic products.

To address the research question (RQ2), the findings of hypothesis H2 in Chapter 4 were examined. To examine the relationship between green knowledge towards organic beauty products purchase intention among women is the second research objective (RO2). According to H2, trust and consumers' inclination to buy organic products are positively correlated. With a correlation coefficient of .680\*, the outcome demonstrates a modest correlation. The trust factor is less important than the extremely significant threshold at .001, with a p-value of .000 for consumers' propensity to buy organic beauty products. H2 gets approved as a result.

This study demonstrated a link between customers' propensity to buy organic cosmetic products and their knowledge of environmental issues. Numerous studies have shown that, in a number of situations, having a favorable correlation between green knowledge and purchasing intention. For example, customers' intentions to purchase organic food are positively impacted by their awareness of it (Hsu et al., 2016; Singh et al., 2017). In terms of buying intentions for green products, product and brand knowledge is important (Sun et al., 2020; Mohd Suki et al., 2016).

### 5.3 LIMITATIONS

Researchers spoke about Malaysian women's intentions to buy organic beauty products. Data for this study were gathered using a more useful online questionnaire, and the respondents were Malaysian women. To perform research, social media tools like Google Forms are used.

When conducting the survey for this study, there were a few difficulties. The researcher had to translate the questionnaire used in the prior study because it was only available in English and include at least one bilingual statement (in Malay) to ensure that respondents could comprehend the questions and select the appropriate responses.

According to the study's findings, 333 out of 384 respondents had used organic beauty products before, while 51 respondents have no experience with them. In addition, the number of residential areas may have an impact on the survey's outcomes. 40.1% of respondents live in rural areas, while 59.9% of respondents live in urban areas.

### 5.4 RECOMMENDATIONS

This report examines the purchase intention of organic beauty products among women in Malaysia. However, for further research, it needs to be improved to get more robust research results and better content, such as:

To begin with, researchers can expand the results of this study by studying other genders, which is men. This is because not only women use beauty products based on organic ingredients. However, there are many men who also use it and this will make the findings of the study more interesting.

Moreover, the researchers need to study and use the best variety of articles before continuing the study. This is because it can prevent researchers from making mistakes in terms of independent variable, dependent variable and theory.

Finally, researchers can narrow the scope in terms of state and age of respondent because this can make it easier for researchers to find respondents by using online surveys or interview surveys. Also the outcome of the study will be better and accurate.

## **5.5 SUMMARY**

In a nutshell, this study was conducted to examine the determinants of consumers' purchase intention toward organic beauty products. This study is intent on the relationship between four independent variables (green ads, trust, attitude, and green knowledge) and one dependent variable that is (purchase intention). All of the research questions had been answered and discussed in this study, and it can be said that all of the independent factors considerably influenced it.



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**APPENDICES I**  
**QUESTIONNAIRE**



**DETERMINANTS OF CONSUMER PURCHASE INTENTION TOWARD ORGANIC  
BEAUTY PRODUCTS AMONG WOMEN IN MALAYSIA**

Dear Respondent,

We are students with a Bachelor of Entrepreneurship (Wellness) with Honours from the Faculty of Hospitality, Tourism, and Wellness (FHPK) Universiti Malaysia Kelantan (UMK) currently conducting research on the title "**DETERMINANTS OF CONSUMER PURCHASE INTENTION TOWARDS ORGANIC BEAUTY PRODUCTS AMONG WOMEN IN MALAYSIA**".

The purpose of this survey is to investigate the factors that lead to purchase intention toward organic beauty products among women in Malaysia. If you are a woman aged 18 and above, kindly answer this survey which takes less than 10 minutes of your time. All responses will be kept private and confidential. All information in this survey will be used only for this study. Your participation in this survey is highly appreciated. Thank You.

Researchers

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**Section A/ BAHAGIAN A: RESPONDENT'S INFORMATION / MAKLUMAT RESPONDEN**

**Please tick (✓) on the most appropriate answer.**

**Sila tandakan (✓) pada jawapan yang paling sesuai.**

**1. AGE / UMUR**

- 18 - 24 years old/ 18 - 24 tahun
- 25 - 34 years old/ 25 - 34 tahun
- 35 - 44 years old/ 35 - 44 tahun
- 45 - 54 years old/ 45 - 54 tahun
- 55 years old and above/ 55 tahun ke atas

**2. RACE / BANGSA**

- Malay/ Melayu
- Chinese/ Cina
- Indian/ India
- Others/ lain-lain

**3. MARITAL STATUS / STATUS HUBUNGAN**

- Single/ Bujang
- Married/ Berkahwin
- Others/ lain-lain

**4. OCCUPATION / PEKERJAAN**

- Student/ Pelajar
- Government Employee/ Pekerja Kerajaan
- Private Employee/ Pekerja Swasta
- Self-employed/ Bekerja sendiri
- Others/ lain-lain



## 5. EDUCATION LEVEL / PERINGKAT PENDIDIKAN

- No formal education/ Tiada pendidikan rasmi
- SPM
- Diploma
- Degree/ Pengijazah
- Others/ lain-lain

## 6. MONTHLY INCOME / PENDAPATAN BULANAN

- RM1000 and below/ RM1000 ke bawah
- RM1001 -RM4000
- RM4001 - RM6000
- RM6001 - RM8000
- RM8001 - RM10,000
- RM10,001 and above/ RM10,001 dan ke atas
- None/ Tiada

## 7. STATE OF LIVING / NEGERI TEMPAT TINGGAL

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

- Sarawak

8. PLACE OF LIVING / KAWASAN TEMPAT TINGGAL

- Rural
- City

9. DO YOU HAVE ANY EXPERIENCE USING ORGANIC BEAUTY PRODUCTS? /  
ANDA ADA PENGALAMAN MENGGUNAKAN PRODUK KECANTIKAN  
ORGANIK?

- Yes
- No

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**SECTION B: DETERMINANT FACTORS OF PURCHASE INTENTION TOWARD  
ORGANIC BEAUTY PRODUCTS AMONG WOMEN IN MALAYSIA/ FAKTOR  
PENENTU NIAT PEMBELIAN TERHADAP PRODUK KECANTIKAN ORGANIK  
DALAM KALANGAN WANITA DI MALAYSIA**

This questionnaire section has three parts there are Green Ads, Trust, Attitude, and Green Knowledge./ Bahagian soal selidik ini mempunyai tiga bahagian iaitu Iklan Hijau, Percaya, Sikap dan Pengetahuan Hijau.

**INSTRUCTION / ARAHAN:** Please rate how strongly you agree or disagree with each of the following statements by placing a check mark in the appropriate box. The scale of the survey has five possible responses: 1, to 5 from Strongly Disagree to Strongly Agree. / Sila nilaikan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap pernyataan berikut dengan meletakkan tanda semak di dalam kotak yang sesuai. Skala tinjauan mempunyai lima kemungkinan respons: 1, hingga 5 daripada Sangat Tidak Setuju kepada Sangat Setuju.

**(GREEN ADS / IKLAN HIJAU)**

NO	ITEMS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I think that green advertising can give awareness about the importance of organic beauty products. / Saya berpendapat pengiklanan hijau boleh memberi kesedaran tentang kepentingan produk kecantikan organik.					
2.	I believe that using green advertising could help make organic beauty products more well-known to many people. / Saya percaya bahawa menggunakan pengiklanan hijau boleh					

	membantu menjadikan produk kecantikan organik lebih dikenali ramai orang.					
3.	I think that green advertising makes me more environmentally aware. / Saya fikir bahawa pengiklanan hijau membuat saya lebih sedar alam sekitar.					
4.	I believe green advertising makes me more likely to buy organic beauty products. / Saya percaya pengiklanan hijau menjadikan saya lebih cenderung untuk membeli produk kecantikan organik.					
5.	I believe that green advertising can help to promote organic beauty products. / Saya percaya bahawa pengiklanan hijau boleh membantu mempromosikan produk kecantikan organik.					
6.	I believe that green advertising can be beneficial to organic beauty products. / Saya percaya bahawa pengiklanan hijau boleh memberi manfaat kepada produk kecantikan organik.					

(TRUST / PERCAYA)

NO	ITEMS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I trust there are no dangerous chemical residues in organic beauty products. / Saya percaya tiada sisa kimia berbahaya dalam produk kecantikan organik.					
2.	I trust the idea of using organic beauty products. / Saya percaya idea menggunakan produk kecantikan organik.					
3.	I trust that using organic beauty products has a beneficial effect on health. / Saya percaya bahawa penggunaan produk kecantikan organik mempunyai kesan yang baik kepada kesihatan.					
4.	I trust buying organic beauty products is a trustworthy choice. / Saya percaya membeli produk kecantikan organik adalah pilihan yang boleh dipercayai.					
5.	I trust using organic beauty products helps me live a healthy life. / Saya percaya menggunakan produk kecantikan organik membantu saya menjalani kehidupan yang sihat.					

6.	I trust the use of ingredients in organic beauty products. / Saya percaya penggunaan bahan dalam produk kecantikan organik.					
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**(ATTITUDE / SIKAP)**

NO	ITEMS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I'm aware of organic beauty products and also use them. / Saya mengetahui tentang produk kecantikan organik dan juga menggunakannya.					
2.	I believe it is a terrific idea to give my family, friends, and acquaintances organic beauty products. / Saya percaya adalah idea yang bagus untuk memberikan produk kecantikan organik kepada keluarga, rakan dan kenalan saya.					
3.	I consciously prefer to use organic beauty products. / Saya secara sedar lebih suka menggunakan produk kecantikan organik.					

4.	I recommend to my friends and family regarding the organic beauty products. / Saya mengesyorkan kepada rakan dan keluarga saya mengenai produk kecantikan organik.					
5.	I believe using organic beauty products makes my skin look healthy and glowing. / Saya percaya menggunakan produk kecantikan organik menjadikan kulit saya kelihatan sihat dan berseri.					
6.	I always do a pricing check before purchasing any organic beauty products. / Saya sentiasa membuat semakan harga sebelum membeli sebarang produk kecantikan organik.					

**(GREEN KNOWLEDGE / PENGETAHUAN HIJAU)**

NO	ITEMS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I know a lot about organic beauty products. / Saya tahu banyak tentang produk kecantikan organik.					



2.	I am familiar with the green terms in organic beauty products. / Saya biasa dengan istilah hijau dalam produk kecantikan organik.					
3.	I am conscious of the advantages and qualities of organic beauty products. / Saya sedar akan kelebihan dan kualiti produk kecantikan organik.					
4.	I think that I am more knowledgeable in understanding organic beauty products compared to other products. / Saya fikir saya lebih berpengetahuan dalam memahami produk kecantikan organik berbanding dengan produk lain.					
5.	I believe that women who are pregnant or nursing can safely utilize organic beauty products. / Saya percaya bahawa wanita yang mengandung atau menyusukan bayi boleh menggunakan produk kecantikan organik dengan selamat.					
6.	I believe that green knowledge can help me to identify organic beauty products and animal base products. / Saya percaya bahawa pengetahuan hijau boleh membantu saya mengenal pasti produk kecantikan organik dan produk asas haiwan.					

MALAYSIA

KELANTAN

**SECTION C: DETERMINE CONSUMER PURCHASE INTENTION TOWARD ORGANIC BEAUTY PRODUCTS AMONG WOMEN IN MALAYSIA./ MENENTUKAN NIAT PEMBELIAN PENGGUNA TERHADAP PRODUK KECANTIKAN ORGANIK DALAM KALANGAN WANITA DI MALAYSIA.**

This section is related to consumer purchase intention toward organic beauty products among women in Malaysia. This section will determine the consumer purchase intention toward organic beauty products among women in Malaysia.

**INSTRUCTION / ARAHAN:** Please rate how strongly you agree or disagree with each of the following statements by placing a check mark in the appropriate box. The scale of the survey has five possible responses: 1, to 5 from Strongly Disagree to Strongly Agree. /Sila nilaikan betapa kuatnya anda bersetuju atau tidak bersetuju dengan setiap pernyataan berikut dengan meletakkan tanda semak dalam kotak yang sesuai. Skala tinjauan mempunyai lima kemungkinan respons: 1, hingga 5 daripada Sangat Tidak Setuju kepada Sangat Setuju.

**(PURCHASE INTENTION / NIAT MEMBELI)**

NO	ITEMS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I am willing to purchase organic beauty products while shopping. / Saya sanggup membeli produk kecantikan organik semasa membeli-belah.					

2.	I'm going to start buying organic beauty products. / Saya akan mula membeli produk kecantikan organik.					
3.	I will purchase more organic beauty products. / Saya akan membeli lebih banyak produk kecantikan organik.					
4.	I'm willing to spend more money on organic beauty products. / Saya sanggup membelanjakan lebih banyak wang untuk produk kecantikan organik.					
5.	I will purchase organic beauty products to protect the environment. / Saya akan membeli produk kecantikan organik untuk melindungi alam sekitar.					
6.	I would like to purchase organic beauty products as soon as I run out of them. / Saya ingin membeli produk kecantikan organik sebaik sahaja saya kehabisan produk.					

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**End of the survey**

**Soal selidik tamat**

## APPENDICES II

### RESULT OF TURN IT IN

final report W3

ORIGINALITY REPORT

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Roubaud. "Green factors stimulating the purchase intention of innovative luxury organic beauty products: Implications for sustainable development", Journal of Environmental Management, 2022  
Publication

<b>7</b>	Jaspreet Kaur, Rambabu Lavuri, Park Thaichon, Brett Martin. "Purchase intention of organic foods: are lifestyles of health and sustainability the reason for my purchase decision?", Asia Pacific Journal of Marketing and Logistics, 2022 Publication	<b>&lt;1%</b>
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