



UNIVERSITI
MALAYSIA
KELANTAN

**FACTOR INFLUENCING ONLINE REPURCHASE INTENTION
AMONG COSMETIC CONSUMERS IN MALAYSIA**

By

AFIQ BIN KHAIRIL ANUAR (H20A1050)

FATIHA TUL NAJJAH BINTI MOHD NOR (H20A1142)

LIYANA SAHIRA BINTI MOHD ZUKI (H20A1192)

MARINA BINTI SUDARMAN (H20A1200)

A Report Submitted In Partial Fulfillment Of The Requirements For The
Degree Of

Bachelor Of Entrepreneurship (Wellness) With Honors.

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2022/2023

DECLARATION

We here by certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution.

OPEN ACCESS

We agree that my report is to be made immediately available as hardcopy or on-line

CONFIDENTIAL

(Contains confidential information under the Official Secret Act 1972)*

RESTRICTED

(Contains restricted information as specified by the organization where research was done)* open access (full text).

We acknowledge that University Malaysia Kelantan reserves the right as follows.

1. The report is the property of University Malaysia Kelantan
2. The library of University Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the report for academic exchange.

Certified by:

Certified by:

Signature:

Signature by Supervisor:

Name: Marina Binti Sudarman

Name: Dr..Nurul Hafizah Binti Mohd Yasin

Date: 26 Jun 2023

Date: 26 Jun 2023

ACKNOWLEDGEMENT

First of all, we would like to express our deepest appreciation to those who have cooperated in this research. Without their help and feedback, it would be difficult for me to complete this study. As well as to University Malaysia Kelantan (UMK) in particular to the Faculty of Hospitality, Tourism and Wellness for giving us the opportunity to further our studies and broaden our knowledge for future development.

On the other hand, we would like to express a million thanks to Dr Nurul Hafizah Binti Mohd Yasin as supervisor for the guidance, help and encouragement in the process of carrying out this thesis which has cultivated the research to think outside the box and always take initiative.

There is no way we could have completed the research project without the help and blessing of parents and family. Their full support to continue this study and trust us to continue this study completes our journey in this research.

Finally, we would like to thank all our friends who provided encouragement throughout this research journey. They help us a lot in motivating us to achieve success.



TABLE OF CONTENTS

	PAGE
PAGE COVER	
THESIS DECLARATION	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii-vii
LIST OF TABLES	vii-viii
LIST OF FIGURES	ix
ABSTRACT	x
ABSTRAK	xi
CHAPTER 1 INTRODUCTION	
1.1 Introduction	1
1.2 Background of study	1-2
1.3 Problem Statement	2-4
1.4 Research Objectives	5
1.4.1 General Objectives	5
1.5 Research Questions	5
1.5.1 General Research Objective	5-6
1.6 Scope of Study	6
1.7 Significant of the Study	6
1.7.1 Health Ministry	6
1.7.2 Consumers	7
1.8 Definition of Terms	7
1.8.1 Security	7
1.8.2 Trust	7
1.8.3 Ease of Use	7-8
1.8.4 Privacy Concern	8
1.8.5 Product Price	8
1.9 Summary	8

CHAPTER 2 LITERATURE REVIEW	
2.1 Introduction	9
2.2 Repurchase Intention of Cosmetic Consumers	9
2.3 Underpinning Theory	9-10
2.4 Hypothesis Development	10
2.4.1 Influence Between Security And Online Repurchase Intention	10
2.4.2 Influence Between Trust and Online Repurchase Intention	11
2.4.3 Influence Between Ease Of Use and Online Repurchase Intention	11
2.4.4 Influence Between Privacy Concerns And Online Repurchase Intention	12
2.4.5 Influence Between Product Price And Online Repurchase Intention	12-13
2.5 Conceptual Framework	13
2.6 Summary	14
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Introduction	15
3.2 Research Design	16
3.3 Population	16
3.4 Sample Size	17
3.5 Sampling Method	18
3.6 Data Collection Procedure	19
3.7 Research Instrument	19-21
3.8 Data Analysis	22
3.9 Reliability Test	23
3.9.1 Pilot Test	23-24
3.10 Summary	24

CHAPTER 4 RESULT AND DISCUSSION

4.1 Introduction	25
4.2 Response Rate	25
4.3 Data Screening	26
4.4 Common Method Variance (CMV)	26-27
4.5 Respondents' Demographic Analysis	28
4.5.1 Gender of Respondents	29
4.5.2 Age of Respondents	29-30
4.5.3 Religion of Respondents	30
4.5.4 Status of Respondents	30-31
4.5.5 Highest Education Level of Respondents	31
4.5.6 Employment Status of Respondents	31-32
4.5.7 Income of Respondents	32
4.6 Normality Test	32
4.6.1 Normality Test for Cosmetic Consumers	33
4.6.2 Normality Test for Security	33
4.6.3 Normality Test for Trust	33-34
4.6.4 Normality Test for Ease of Use	34
4.6.5 Normality Test for Privacy Concern	34
4.6.6 Normality Test for Product Price	34-35
4.7 Descriptive Analysis	35-36
4.7.1 Repurchase Intention of Cosmetic Consumer	36-37
4.7.2 Security	37
4.7.3 Trust	38
4.7.4 Ease of Use	38-39
4.7.5 Privacy Concern	39
4.7.6 Product Price	40
4.8 Pearson Correlation Analysis	40-41
4.8.1 Correlation between Security and Online Repurchase Intention of Cosmetic Consumer.	41-42

4.8.2 Correlation between Trust and Online Repurchase Intention of Cosmetic Consumer.	42-43
4.8.3 Correlation between Ease of Use and Online Repurchase Intention of Cosmetic Consumer.	43-44
4.8.4 Correlation between Privacy Concern and Online Repurchase Intention of Cosmetic Consumer.	44-45
4.8.5 Correlation between Product Price and Online Repurchase Intention of Cosmetic Consumer.	45
4.8.6 Overall Results of Pearson Correlation Coefficient	46-47
4.9 Regression Analysis	47
4.9.1 The influence between Security and Repurchase Intention among Online Cosmetic Consumer.	47-48
4.9.2 The influence between Trust and Repurchase Intention among Online Cosmetic Consumer.	48
4.9.3 The influence between Ease of Use and Repurchase Intention among Online Cosmetic Consumer.	49
4.9.4 The influence between Privacy Concern and Repurchase Intention among Online Cosmetic Consumer.	49-50
4.9.1 The influence between Product Price and Repurchase Intention among Online Cosmetic Consumer.	50
4.10 Discussion	50-51
4.10.1 To identify the influence of security and repurchase intention among online cosmetics consumer in Malaysia	51
4.10.2 To determine the influence of trust and repurchase intention among online cosmetics consumer in Malaysia.	51
4.10.3 To identify the influence of ease of use and repurchase intention among online cosmetics consumer in Malaysia	52
4.10.4 To determine the influence of privacy concern and repurchase intention among online cosmetics consumer in Malaysia	52
4.10.5 To determine the influence of product price and repurchase intention among online cosmetics consumer in Malaysia	52-53

4.11 Summary	54
Chapter 5 CONCLUSION AND RECOMMENDATION	
5.1 Conclusion	55
5.2 Recapitulation of the Findings	55-56
5.3 Implication of the Study	56
5.3.1 Practical Implication	57
5.4 Limitations of Study	57-58
5.5 Recommendation	58-59
REFERENCES	60-65
APPENDIX	66-74

LIST OF TABLES

NO		PAGE
Table 1	Summary of Hypothesis	14
Table 2	Measurement of Likert Scale	20
Table 3	Construct, questionnaire, items, measurement scale and reference source.	20-21
Table 3.9.1	Reliability Test Coefficient Alpha for Repurchase Intention Among Cosmetic Consumers in Malaysia (Pilot Test).	23
Table 4.1	Response Rate	25
Table 4.2	Result of Common Method Variance	27
Table 4.3	Summary of Demographic Profile of Respondents	28
Table 4.6.1	Normality Test for Cosmetic Consumer	33
Table 4.6.2	Normality Test for Security	33
Table 4.6.3	Normality Test for Trust	33
Table 4.6.4	Normality Test for Ease of Use	34
Table 4.6.3	Normality Test for Privacy Concern	34
Table 4.6.6	Normality Test for Product Price	35

Table 4.7	Descriptive Statistics for Each Construct	35
Table 4.7.1	Mean Value for Cosmetic Product	36
Table 4.7.2	Mean Value for Security	37
Table 4.7.3	Mean Value for Trust	38
Table 4.7.4	Mean Value for Ease of Use	38
Table 4.7.5	Mean Value for Privacy Concern	39
Table 4.7.6	Mean Value for Product Price	40
Table 4.8	Rules of Thumb about Correlation Size	40-41
Table 4.8.1	Correlation between Security and Online Repurchase Intention of Cosmetic Consumer.	41
Table 4.8.2	Correlation between Trust and Online Repurchase Intention of Cosmetic Consumer.	42
Table 4.8.3	Correlation between Ease of Use and Online Repurchase Intention of Cosmetic Consumer.	43
Table 4.8.4	Correlation between Privacy Concern and Online Repurchase Intention of Cosmetic Consumer.	44
Table 4.8.5	Correlation between Product Price and Online Repurchase Intention of Cosmetic Consumer.	45
Table 4.8.6	Results of Pearson Correlation Coefficient	46
Table 4.9.1	Summary of Regression Analysis on the relationship between Security and Repurchase Intention of Cosmetic Consumer.	48
Table 4.9.2	Summary of Regression Analysis on the relationship between Trust and Repurchase Intention of Cosmetic Consumer.	48
Table 4.9.3	Summary of Regression Analysis on the relationship between Ease of Use and Repurchase Intention of Cosmetic Consumer.	49
Table 4.9.4	Summary of Regression Analysis on the relationship between Privacy Concern and Repurchase Intention of Cosmetic Consumer.	50
Table 4.9.5	Summary of Regression Analysis on the relationship between Product Price and Repurchase Intention of Cosmetic Consumer.	50
Table 4.10	The Results of Hypothesis Testing and Findings	54

LIST OF FIGURE

NO		PAGE
Figure 1	Conceptual framework	13
Figure 2	Research Process	15
Figure 4.5.1	Gender of Respondents	29
Figure 4.5.2	Age of Respondents	29
Figure 4.5.3	Religion of Respondents	30
Figure 4.5.4	Status of Respondents	30
Figure 4.5.6	Highest Education Level of Respondents	31
Figure 4.5.7	Employment of Respondents	31
Figure 4.5.8	Income of Respondents	32

ABSTRACT

E-commerce is a growing market, the number of retailers and the growth in online shopping has built up a competitive market. In Malaysia, online repurchasing shows encouraging progress among consumers. The convenience side of online shopping, such as practicality, has strengthened shoppers' intentions to repurchase online. Therefore, this study aims to determine the factors that influence cosmetic consumers' intention to online repurchase the cosmetic products. This study employed a cross-sectional research design by using a non-probability sampling method. The proposed model is an extension UTAUT and was empirically tested using data obtained from an online survey of online cosmetic shoppers (n=256). A total of 256 data were analyzed using the Statistical Package for the Social Sciences (SPSS). The analysis revealed that security, trust, ease of use, privacy concern and product price has a positive influence on the online repurchase intention among cosmetic consumer. The findings revealed that security had the greatest impact on the intentions to online repurchase among cosmetic consumer. Other theories can be applied to guide future studies to discover more factors that influence online cosmetic shopper to repurchase.

Keyword: Repurchase of Cosmetic Consumer, Security, Trust, Ease of Use (EOU), Privacy Concern, Product Price.

UNIVERSITI
MALAYSIA
KELANTAN

ABSTRAK

E-dagang ialah pasaran yang semakin berkembang, bilangan peruncit dan pertumbuhan dalam beli-belah dalam talian telah membina pasaran yang kompetitif. Di Malaysia, pembelian semula dalam talian menunjukkan kemajuan yang menggalakkan dalam kalangan pengguna. Sisi kemudahan membeli-belah dalam talian, seperti praktikal, telah mengukuhkan niat pembeli untuk membeli semula dalam talian. Oleh itu, kajian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi niat pengguna kosmetik untuk membeli semula produk kosmetik secara dalam talian. Kajian ini menggunakan reka bentuk kajian keratan rentas dengan menggunakan kaedah persampelan bukan kebarangkalian. Model yang dicadangkan ialah sambungan UTAUT dan diuji secara empirikal menggunakan data yang diperoleh daripada tinjauan dalam talian terhadap pembeli kosmetik dalam talian (n=256). Sebanyak 256 data telah dianalisis menggunakan Statistical Package for the Social Sciences (SPSS). Analisis mendedahkan bahawa keselamatan, kepercayaan, kemudahan penggunaan, kebimbangan privasi dan harga produk mempunyai pengaruh positif ke atas niat pembelian semula dalam talian di kalangan pengguna kosmetik. Penemuan itu mendedahkan bahawa keselamatan mempunyai kesan terbesar terhadap niat untuk membeli semula dalam talian di kalangan pengguna kosmetik. Teori lain boleh digunakan untuk membimbing kajian masa depan untuk menemui lebih banyak faktor yang mempengaruhi pembeli kosmetik dalam talian untuk membeli semula.

Kata kunci: Pembelian Semula Pengguna Kosmetik, Keselamatan, Kepercayaan, Kemudahan Penggunaan (EOU), Kebimbangan Privasi, Harga Produk.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter provides a brief description of the research. Section 1.2 presents the background of the study, while section 1.3 states the problem statement. Next, section 1.4 outlines the research objectives, while sections 1.5 and 1.6 each explain the research questions and scope of the study. Besides, sections 1.7 and 1.8 each explain the significance of the study and the definition of terms. Finally, section 1.9 provides the summary used in this research.

1.2 BACKGROUND OF STUDY

The intensity of demand from customers and active retailers is increasing every day in today's competitive and dynamic business. Manufacturers in this market need to gradually build their relationships with customers. According to (Giovanis et al., 2018), pricing is a key element for consumers to determine repurchase intentions. This is an important aspect in evaluating the quality of products and services in business. Today's mass media has a huge impact on the way consumers think clearly to influence their emotions, needs, wants and demands. Businesses today especially business and corporate leaders are now spending more of their money on consumer research. The purpose of consumer research is to reveal and examine all the elements that influence consumers' propensity to repurchase, especially among cosmetic consumers in Malaysia Thapa et.,al (2017)

The intensity of demand from customers and active retailers is increasing every day in today's competitive and dynamic business. Manufacturers in this market need to gradually build their relationships with customers. According to (Giovanis et al., 2018), pricing is a key element for consumers to determine repurchase intentions. This is an important aspect in evaluating the quality of products and services in business. Today's mass media has a huge impact on the way consumers think clearly to influence their emotions, needs, wants and demands. Businesses today especially business and corporate leaders are now spending more of their money on consumer

research. The purpose of consumer research is to reveal and examine all the elements that influence consumers' propensity to repurchase, especially among cosmetic consumers in Malaysia Thapa et.,al (2017)

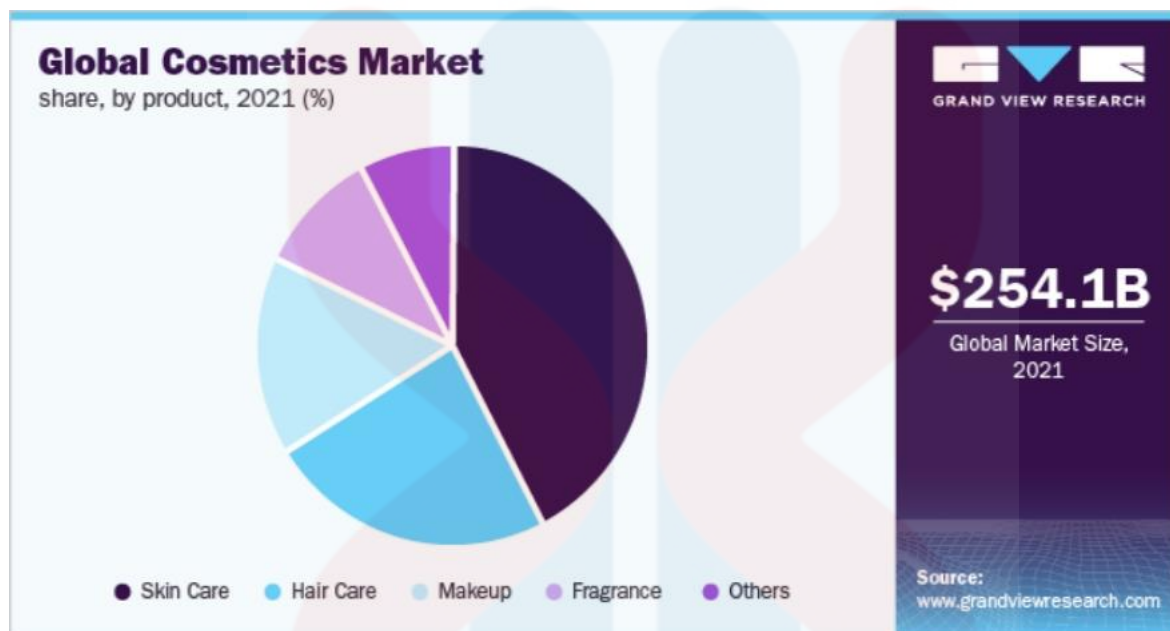
Repurchase intention is defined as a "the subjective probability that a consumer or an experienced customer will continue to purchase a product from the same online supplier" (Chiu et al.,2015). For example of several element is service factors, security considerations and internet customization factors, contribute to consumer trust in e-commerce websites. The repurchase intention spectrum increases with the organization's capacity to foster customer loyalty. A study by Schoenbachler et al.,(2014) found that loyal consumers will make a decision to buy and are not influenced by price. The consumer will spend his money to repurchase the desired product. The desire to repurchase is one of the main psychological reasons that drive consumers to acquire more products or services.

This study aims to determine the relationship between security, privacy concerns, trust, ease of use (EOU), product price, and repurchase intention. The literature shows that security, privacy concerns, trust, ease of use (EOU) and product price can make consumers more satisfied online, which may increase their propensity to make repeat purchases. (Palvia et al., 2019).

1.3 PROBLEM STATEMENT

Online shoppers can browse and buy a wide range of products and services from a large number of websites, including shoes, apparel, eyewear, and other items. Online bill payment, buying tickets for public transit, and other services are also available. The global cosmetic market, which was estimated to be worth USD 254.08 billion in 2021 by Cosmetic Market Size (2022), is predicted to grow at a CAGR of 5.3% from 2022 to 2028. One of the key factors driving the market expansion during the projection period is the widespread increase in adoption of skincare and personal care products combined with the rise in the ageing population worldwide. Fashion trends that are on the rise and key product innovations in formulation. Moreover, the fragrance segment is forecast to expand with a CAGR of 4.3% from 2022 to 2028. The increasing consumer spending on premium and luxury personal care products, such as fragrances due to the high-income level, is one of the major supporting factors in the market. Moreover, the growing popularity of fragrance

products among men is further projected to provide ample growth to the market during forecast period.



Recently, skin care products have had a huge impact on the skin of users either positively or negatively. Most people are becoming more concerned about the harmful effects of chemicals used in skincare products. In Malaysia, most of the users are Malays who are generally Muslims. As Muslims, they use Halal Products that are free of porcine or animal substances that are not being processed according to Islamic principles. The beauty industry shapes girls, boys, men and women around the world. From putting make-up on Barbie at a young age to picking out the blush you want to wear at your wedding. The beauty industry is in every stage of life. Growing up with the beauty industry can be rewarding and frightening. There were several problems with the beauty industry from product to its impact on mental health.

Online shopping is encouragingly on the rise among consumers in Malaysia. Simon and Sarah (2019) estimate that internet shopping accounts for 80% of Malaysian product or service repurchases. Customers' intent to make additional purchases online has increased by the convenience features of online buying, such as practicality (Ratih et al., 2020). The effect of Covid19 makes many shoppers shop online. This is because, in 2020, the government strongly encouraged its people to buy through online platforms to prevent the Covid19 virus from spreading further during the pandemic phase. With this purchase, people will make payments using

contactless online banking. Cosmetic products can be characterized as any substance or combination designed for the occurrence of contact between different the sole or primary objective of cleaning, odor, changing their appearance, or using the teeth and mucous membranes of the oral cavity to deal with the personal odor and assure and maintain it in excellent condition (Spicoli, 2020).

Today, consumers are offered a wide variety of cosmetic products and brands. This means that thousands of cosmetic options are available, making consumers take a more complex evaluation process of cosmetic alternatives before finally buying the product. According to the Bain (2021) Malaysia's e-commerce market increased by 68% year-on-year in 2021. At the same time, Malaysia had a 47% annual growth in the number of online repurchases, with 14.43 million people doing so in the first quarter of 2022 by Global Digital Insights (2021). The COVID19 pandemic has changed online internet shopping habits. More than half of poll participants said they now shop online more frequently and rely more on the internet for news, health-related information, and digital entertainment as a result of the pandemic.

Previous studies have defined price as a nominal cost charged to customers who are intended to be believed to have ownership value and are free to use the product. Pricing is one of the aspects that reflect product quality and influence product image; because of that, the organization's choice of the price range is crucial. The perceived value, however, acts as a mediator between the price component and the propensity to buy. A customer's cognitive assessment of perceived value is generated from perceived benefits and perceived expenses. Online repurchasing is incredibly useful since you can shop anytime, anywhere, whereas conventional shopping can be time-consuming, but allows you to see and touch the product you bought. This is the fundamental difference between online repurchasing and traditional shopping. Repurchasing cosmetic goods online is becoming more and more popular worldwide, despite the fact that people typically equate buying with physically visiting a store and making a purchase (we call this traditional shopping). Therefore, this study is aims to fill the gaps by investigating the factors influencing online repurchase intention among cosmetic consumers in Malaysia.

1.4 RESEARCH OBJECTIVES

To study the factors that influences online repurchase intention of cosmetics product among consumer in Malaysia.

1.4.1 General Objective

1. To identify the influence of security and repurchase intention among online cosmetics consumer in Malaysia.
2. To determine the influence of trust and repurchase intention among online cosmetics consumer in Malaysia.
3. To identify the influence of ease of use and repurchase intention among online cosmetics consumer in Malaysia.
4. To determine the influence of privacy concern and repurchase intention among online cosmetics consumer in Malaysia.
5. To determine the influence of product price and repurchase intention among online cosmetics consumer in Malaysia.

1.5 RESEARCH QUESTIONS

1.5.1 General Research Objective

This study aims to examine the factor influencing online repurchase intention among cosmetic consumers in Malaysia. specific objectives were then established to achieve the goals of this research as follows.

1. Is there any influence of security and repurchase intention among online cosmetics consumer in Malaysia.
2. Is there any influence of trust and repurchase intention among online cosmetics consumer in Malaysia.

3. Is there any influence of ease of use and repurchase intention among online cosmetics consumer in Malaysia.
4. Is there any influence of privacy concern and repurchase intention among online cosmetics consumer in Malaysia.
5. Is there any influence of product price and repurchase intention among online cosmetics consumer in Malaysia.

1.6 SCOPE OF STUDY

This research focuses entirely on investigating the factors that influence online repurchase intentions of cosmetic products among consumers in Malaysia. The variables measured in this study are security, trust, ease of use, privacy concerns and product price. The term repurchase intention refers to the tendency and desire that strongly encourages individuals to buy a product (Bosnjak et al. 2015). Repurchase intention is a motivational factor that motivates individuals to repurchase certain products. Customers with different personality types may influence their level of repurchase intention towards consumers of the cosmetic products they use because what they feel is different from each other. Therefore, the level of their repurchase intention is very important to consumers of cosmetic products because it will help to increase the level of satisfaction and improvement towards online purchases.

1.7 SIGNIFICANCE OF THE STUDY

The importance of this study becomes a guide and source for future studies on re-examining repurchase intention among cosmetic consumers in Malaysia. Other researchers can also improve this study and can rearrange the old study to make a new study and get a better picture of the scope of this study's investigation.

1.7.1 Health Ministry

The importance of this study will be able to provide various information to the Ministry of Health to take appropriate action to cosmetic users in Malaysia. This study also gives ideas to the government to implement various related programs such as online cosmetics purchasing programs, cosmetic user implementation seminars, cosmetic product exhibitions and conferences. In daily

life, this program can help users to get more in-depth information about the purchasing intentions of cosmetic users in Malaysia.

1.7.2 Consumers

This researcher can directly benefit consumers in Malaysia to raise awareness about the intention to make online purchases among cosmetic consumers because security, trust, ease of use, privacy concern and product price can give consumers the opportunity to review their intentions towards cosmetic consumers in Malaysia.

1.8 DEFINITION OF TERMS

Research studies that refer to key terms should be carefully defined and accurately measure the correct constructs and to avoid confusion in choosing the right key terms for research purposes. The conceptual definition states what is to be measured or observed in the study while the operational definition states how to capture value. The following is the definition of key terms that will be studied in this study.

1.8.1 Security

According to Kalakota and Whinston et al., (2015), security can be defined as a condition or occurrence that has the potential to financially harm data or network resources through destruction, disclosure, data alteration, denial of service, and/or fraud, waste, and abuse. In this study customers are at greater risk of security because of several harms in online purchasing.

1.8.2 Trust

According to a study by Cyr (2015), trust has a favourable impact on loyalty in a large sample of mixed cultures. Regardless of the ability to monitor or control other parties, trust is described as "the willingness of a party to be exposed to the activities of another party based on the expectation that the other party would do particular actions that are significant to the trustee." In this study, it is anticipated that the development of repurchase intentions and the intention to recommend would be significantly influenced by trust in online shopping platforms that predict repurchase intentions.

1.8.3 Ease Of Use

According to Davis et al. (2015), ease of use can be defined as the degree to which people assume that utilising a specific technology will be devoid of effort. The same study found that technology acceptance is significantly influenced by technology usability. Technology will be chosen more frequently if it is user-friendly and user-friendly. In this study, ease of use is a gauge of a product's usability satisfaction as determined by one or more users.

1.8.4 Privacy Concern

Privacy concerns can be defined as consumers' willingness to give information online that facilitates transactions (Belanger et al., 2020). In this study, privacy concern typically involves an individual's personal information online. Concerns about information privacy practices by businesses, such as the collection of personal information, may be among the privacy issues raised in this study.

1.8.5 Product Price

Price can be defined as a "consumers trust quality the cosmetic products offered correspond to the prices offered, the manufacturer gives a discount for the price of the cosmetic products marketed when compared to the competitor's price, the price charged by the manufacturer is reasonable, consumers are generally satisfied with the price of the product, consumers will consider information from product price experts cosmetics to make repeat purchases". In this study, price perception in online cosmetic products will measure to influence consumers to make repeat purchases.

1.9 SUMMARY

In conclusion, this chapter emphasized the background of the research and presents the research problem. Then, the research objectives and research questions were outlined follow by the scope of the study. At the end of chapter 1, significance of this research were justified and definition of terms of the study are highlighted.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The previous chapter highlights the critical elements of the study. Chapter 2 aims to review information in the literature and develop a conceptual framework related to the research problem. Section 2.2 begins by explaining the literature review of consumers' cosmetic repurchase intentions. Sections 2.3 and 2.4 explain the underpinning theory and hypothesis development respectively. Section 2.5 presents an explanation of the conceptual framework. Finally, section 2.6 contains a summary presented at the end of this chapter to summarize the entire chapter.

2.2 Repurchase Intention of Cosmetic Consumers

Repurchase intention can be defined as a consideration made by each consumer regarding repurchasing in the same company William & Auchil et al., (2021). The customer has a certain reason for making such a decision because for the customer to choose a service provider and buy each of the same services is one of their previous experiences. This repurchase intention is one of the individual's or customer's judgments about the same company that has met the needs and assessment of a good and current service situation McDougall & Levesque et al., (2020). Repurchase intention among customers depends on the value obtained in their past transactions when making a purchase for example appropriate performance criteria (product benefits), competition and cost considerations. Kaynak et al., (2021). Intention to repurchase in the future also has a significant relationship with customer satisfaction Durvasula et al., (2018). Overall from this study, customers have intention to repurchase in the future based on the value they get from past contacts or from the services provided.

2.3 UNDERPINNING THEORY

The underpinning theory of this research framework was theory of planned behavior (TPB). This theory is used to identify and anticipate behavior caused by intention, according to certain circumstances and perceived behavior (Matthew & Leandre, 2017). According to Wikipedia, the psychological theory related to ideas and behavior is known as TPB. Based on the theory, the intention of a person's behavior is based on three reasons, namely temperament,

surrounding conditions and perceived behavior. Behavioral intention is the biggest determinant in a person's social behavior which is the core principle of TPB. This theory was established by Icek Ajzen which aims to combine with TRA. This is because in TRA theory, behavioral control is not included and combined. TPB has been used for the purpose of how beliefs, attitudes, behavioral intentions and behavior in a person according to his mastery in research. In the context of online shopping repurchase intention, the current study takes security, trust, EOU, privacy concern, and product price.

2.4 HYPOTHESIS DEVELOPMENT

There are four hypotheses formulated for this study. Details from the discussion about the relationship between the variables are explained as follows.

2.4.1 Influence Between Security and Online Repurchase Intention

Security is one of the main challenges in e-business, according to Kalakota and Whinston et al., (2015). According to the definition, it is one of "situations, circumstances, or events that have the potential to cause financial hardship to data or network resources through destruction, disclosure, alteration, denial of service, or misuse, waste and fraud. Security is an electronic channel that relies on various online technology elements include encryption, digital signatures and certificates, according to Klang et al., (2020). E-commerce businesses should be concerned about security measures in a way that inspires customers to buy cosmetics online and gives them confidence that the danger of fraud can be reduced.. A study by Hartono et al., (2015) found that websites with a higher level of security can protect their users from financial losses due to security issues. For example, credit card information leaks. Theoretically, many academics have draw conclusions ng the relationship between customers' propensity to repurchase cosmetics and safety. The researchers concluded that when there is a high level of security, cosmetic customers are more likely to make repeat purchases when they are satisfied with the security offered by e-commerce businesses. Therefore, good safety can influence consumers' propensity to repurchase cosmetics. As a result, according to the discussion above, the first research hypothesis is proposed as follows.

H1 :Safety has a significant effect on online repurchase intention.

2.4.2 Influence Between Trust and Online Repurchase Intention

In general, trust is a person's readiness to be exposed to the deeds of another party in the expectation that the other party will act in a way that is pertinent to the Trustee, according to (Mayer, Davis, and Schoorman 2015). According to (Morgan and Hunt 2019), a trustee is someone who will act in the trust's best interests and with no bad intentions. Trust is one of the key elements that determines a person's commitment to a relationship. Additionally, it claims that trust has a significant impact on each consumer's commitment. This conviction is essential to a business's success. Consumers' confidence in internet companies' ability to act responsibly is significantly influenced by their level of trust. Many researchers came to the conclusion that one of the initial actions users should perform when accessing a website is to confirm its credibility in order to foster the confidence required for users to keep visiting the site since trust is crucial and has a big influence on repurchase intentions. Building a solid reputation should be a top goal for businesses engaged in e-commerce because it can win clients' trust and motivate them to make additional purchases. As a result, according to the discussion above, the second research hypothesis is proposed as follows.

H2: Trust affects consumers' online repurchase intentions.

2.4.3 Influence Between Ease Of Use and Online Repurchase Intention

The same study found that EOU has a significant impact on the extent to which technology is accepted. A technology will be chosen over an alternative if it is easy to use. EOU has an indirect effect on attitude intention, but this effect is due to an indirect mediating effect on perceived usefulness, according to the TAM stated in the 2019 study. A significant negative correlation between risk perception and attitude towards online purchases was shown in Van's study Heijden et al., (2015). This implies that as perceived risk increases, customer attitudes toward online shopping will become less favorable. Consumers' willingness to make additional purchases will undoubtedly suffer if using online marketplaces is plagued by major technology issues. As a result, according to the above discussion, the third research hypothesis is suggested as follows.

H3. Online EOU significantly impacts repurchase intention.

2.4.4 Influence Between Privacy Concerns And Online Repurchase Intention

According to Belanger et al., (2020) "The willingness of users to provide information through the Internet that enables purchases to be made" is one way to determine privacy. Personal information online is usually a problem for privacy. Online businesses can create privacy policies that consider notification, transparency and customer preferences or consent to address privacy concerns. Some privacy concerns, including the need for secure third-party authentication or laws and regulations generated by an efficient e-business infrastructure, can help win consumer trust in online marketplaces. Additionally, many studies have shown that privacy has a significant impact on online purchase intentions to purchase and repurchase. The findings of Klang et.al (2020) reveal that although recent advances in technology and legal means to protect identity and payments have evolved, the impact on electronic transactions has been disappointing. The danger associated with online purchases is that users' personal information may be voluntarily provided or may be stolen and used by third parties to send spam to users. Due to this, user privacy is affected. Although the impact of a privacy breach may not be as severe as the loss of financial data, it results in consumers' distrust of online retailers and affects their intention to repurchase cosmetics. As a result, according to the discussion above, the fourth research hypothesis is proposed as follows.

H4. Privacy concerns significantly affect repurchase intentions.

2.4.5 Influence Between Product Price And Online Repurchase Intention

Price is defined as the customer's money exchange in terms of service or product, or the value they receive Kotler and Armstrong et al., (2020). It is important for companies to retain loyal customers who are willing to pay higher prices for their favorite brands and not buy based on lower prices. Wickliffe & Pysarchik et al., (2021) introduced product aspects as characteristics that have an inherent effect on repurchase intentions such as brand and price. these two factors include the main part of the product characteristics. Price is one of the important factors in customer repurchase, thus consumer satisfaction is influenced by the perception of product price. directly it is affected by price fairness indirectly. In another study, lee et al., (2018) examined the effect of consumers' perception of price fairness on their purchase decisions and referred to it as a suitable

predictor for consumers' repurchase decisions. (Jehri and Sahaskmontri 2018) also stated good value in exchange for receiving money among the criteria taken into account by consumers. According to Khraim et.,al (2021) product price has a significant effect on brand loyalty which in turn affects customers for repurchase intentions. As a result, according to the discussion above, the fifth research hypothesis is proposed as follows.

H5: product price has a significant effect on customer repurchase intention

2.5 CONCEPTUAL FRAMEWORK

Through reference to the literature review, a conceptual framework describes the significance factors that influence repurchase intention of cosmetic products in Malaysia. The conceptual framework for this research is shown in Figure 1. There are five independent variable namely security, trust, ease of use, privacy concern and product price. Repurchase intention of cosmetic products in Malaysia is the dependent variable.

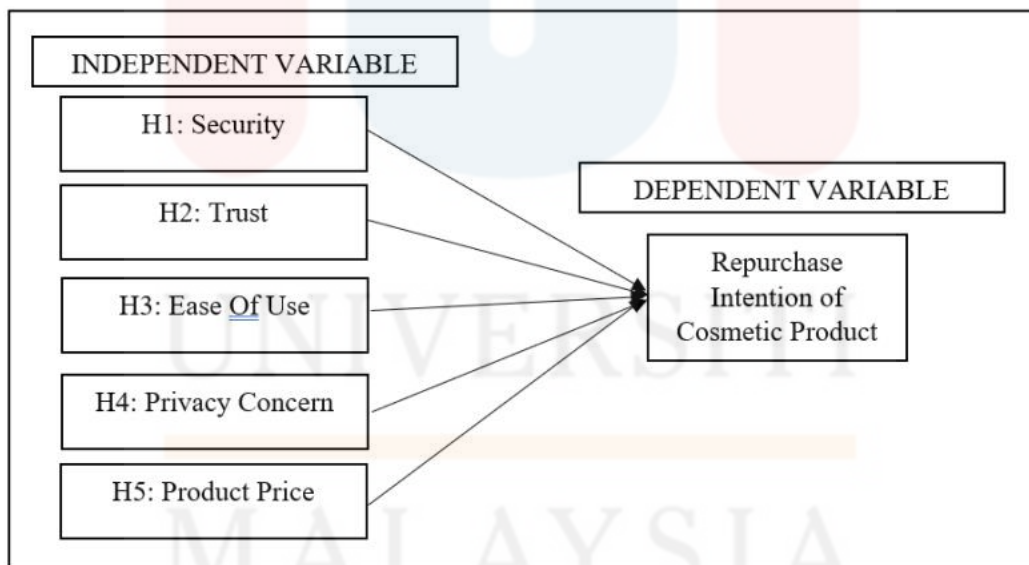


Figure 1 : Conceptual framework

2.6 SUMMARY

In conclusion, this chapter presents and discusses the background and context of the study in formulating the respondents and the targeted population that will benefit from this study before focusing on the main issues, which is the intention to repurchase online that is influenced by consumers of cosmetic products. Issues and gaps include methodological issues of online purchase intentions, discussed in the next section. Basic underpinning theories and hypotheses are also discussed in this chapter. Based on this theory and literature review, a research framework for this study was formulated and presented. The scope of the study is related to the importance of the study as well as the definition of the terms used in the study that we concluded. Finally, the hypothesis study was postulated which is summarized in table 1.

Table 1: Summary of Hypothesis

No	Hypothesis	Statement
1	H1	There is a relationship between security and online repurchase intention
2	H2	There is a relationship between trust and online repurchase intention
3	H3	There is a relationship between ease of use and online repurchase intention
4	H4	There is a relationship between privacy concerns and online repurchase intention
5	H5	There is a relationship between product price and online repurchase intention

CHAPTER 3
METHODOLOGY

3.1 INTRODUCTION

This chapter will cover the methodology part of the study to obtain accurate data based on several articles and several questionnaires on online repurchase intentions among cosmetic consumers in Malaysia. The contents of this chapter are study design, population, sample size, sampling method, research instrument, data collection procedure, data analysis and summary. The collected data will be observed to obtain an accurate calculation for the population, as well as create a sample size and sampling method to facilitate the production of data collection. While the instrument method is used through a questionnaire method for cosmetic consumers in Malaysia to produce the best data analysis study for the methodology. The entire methodology process is summarised in Figure 2

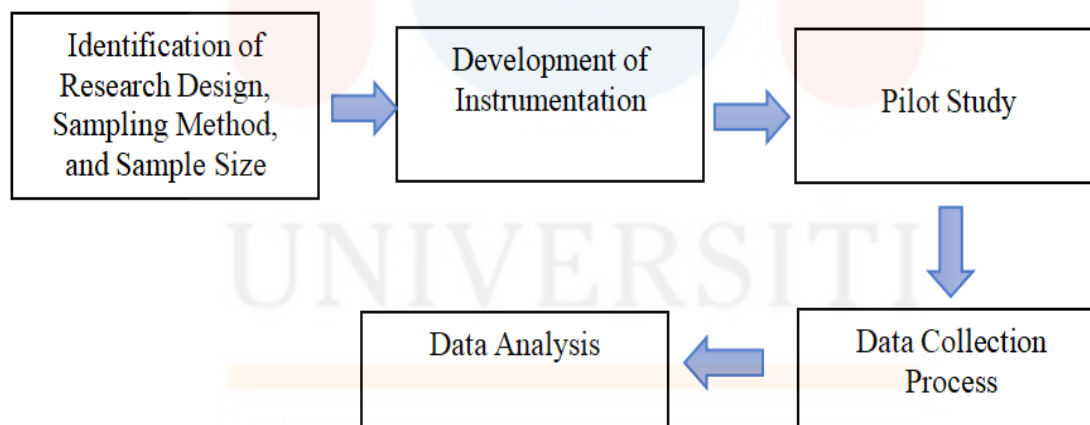


Figure 2: Research Process

3.2 RESEARCH DESIGN

The development of the study design refers to the general strategy chosen by the researcher to combine various factors and aspects of the study in a logical and reasonable point, thereby allowing the researcher to approach the study problem effectively, it represents the design for the acquisition of, measurement and evaluation Datum et al., (2016).

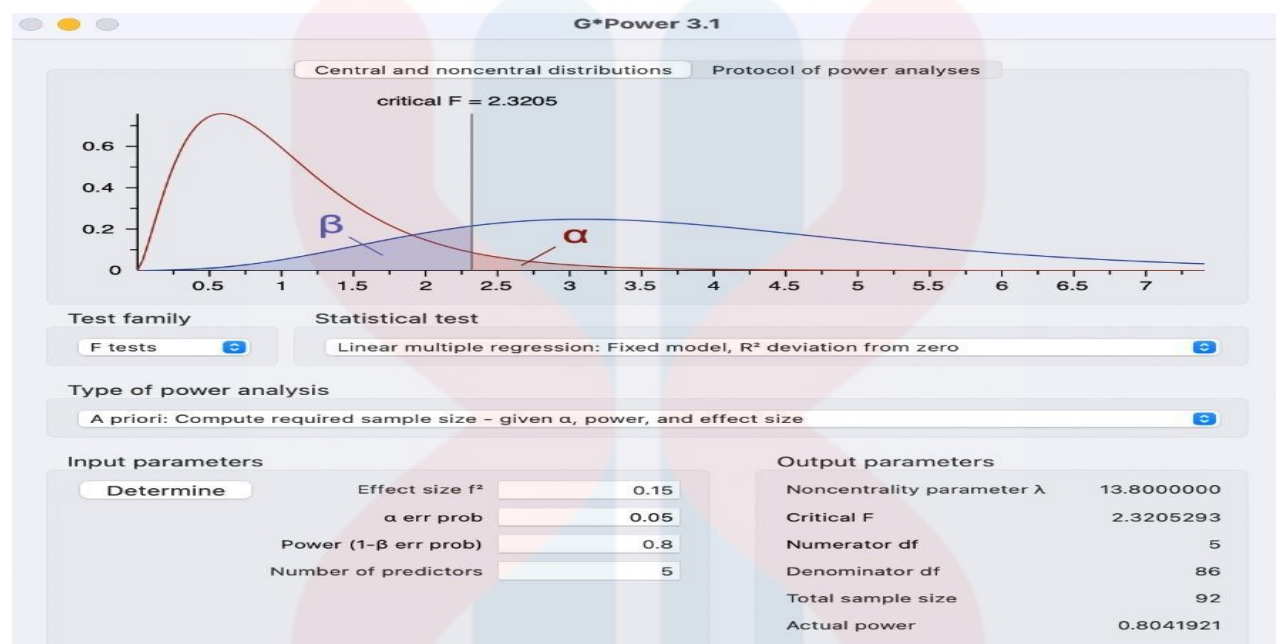
This research study is about the factors that influence online repurchase intentions among cosmetic consumers in Malaysia. The study design is a cross-sectional study. Cross sectional study research design had been used in this research proposal. The research strategy through survey research has been used for getting information. The researcher has used a questionnaire to identify the level of online repurchase intention among cosmetic consumers in Malaysia.

3.3 POPULATION

Population can be defined as a complete group of people, content, items and so on, each of which has its own characteristics that interest the researcher. The population of interest is the population that will be investigated or treated in the study. Instead, the researcher will collect a sample of the type of population of interest to include in the survey. The complete group of people, things or events that the researcher wants to study is called a population Kumar et al., (2013). In order to identify the target population involved in the sampling frame, sample selection is important. Without thinking about the contamination of the listing with wrong entries, a well-constructed sampling frame leads the researcher to the designated target population.

There are 32.7 million Malaysians who repurchase cosmetic products online (Department of Statistics, 2021). Data collection is done in all states in Peninsular Malaysia including Sabah and Sarawak.

3.4 SAMPLE SIZE



Determining the sample size is a critical phase in sampling because it is an important process that has a major impact on the research. The method of allocating the correct sample size is not an easy task, as many factors are necessary considered and taken into account before any specific number can be decided as the minimum sample size. The process of determining the sample size includes estimation of accuracy, time allocated, and financial budget of the researcher. Social science research has used power analysis to determine sample sizes. Hair, Hult, Ringle, and Saestedt, (2014) suggest that power analysis is appropriate for determining sample size when using structural equation modeling technique (SEM). Therefore, this study uses power analysis to make decisions minimum sample size. G*Power 3.1 was used to determine the minimum sample size required to obtain appropriate statistical power and to clarify Hair, Hult, Ringle, & Sarstedt (2017) model relationship. Findings with five predictors show that the minimum sample size is 92, which is the number needed to achieve 80% power at a medium effect size (0.15) and confidence 0.05 level. Considering adjustments for non-response rates from other studies, the data collection for this study was determined to be 256 respondents. Therefore, due to the 256 responses received, the data is considered significant to test the research model.

3.5 SAMPLING METHOD

In the research, the researcher selected a non-probability sampling method. The non probability method has four types which are several different types of sampling including convenience, quota, and snowball.

The non-probability sampling methodology then employs nonrandomized techniques to draw the sample. The non-probability sampling method heavily relies on judgment. Instead of picking people at random, participants are chosen because they are reachable. Nonprobability sampling is sometimes a beneficial and practical technique to select a sample, but it is sometimes the only option in other situations. One of the primary weaknesses of non-probability sampling is the lack of generalizability of the conclusions reached using the method. Even if the majority of the results of this method apply to the study group, extrapolating these results outside of the sample may be erroneous.

Purposive sampling is the non-probability sampling method the researchers choose. Purposive sampling techniques in which units are selected because they have characteristics that researchers need in this study. 250 respondents consisting of cosmetic users who have made online purchases of cosmetic products.

3.6 DATA COLLECTION PROCEDURE

The data of this study will be collected according to the random sampling method. Data collection will highlight the factors that influence online repurchase intentions among cosmetic consumers, and there are 250 questionnaires that will be given to cosmetic consumers who often make online purchases in Malaysia. The researcher will use the platform through Google forms to make it easier for respondents to answer. Data collection will be processed when the researcher searches for data information through reading and observation to record the data obtained. In addition, data collection will be accepted by reading articles, papers, magazines, newspapers, reports, libraries that provide scientific books and so on that are deemed appropriate. In the meantime, data collection through internet sources will be conducted to get a preliminary picture of the intention to repurchase online among cosmetic users. All the data obtained will be collected to select the appropriate data only and should be known as the documentation method.

3.7 RESEARCH INSTRUMENT

Research instruments are tools used to collect, measure and analyze data related to the research topic. Questionnaires, tests, surveys and checklists are all examples of research instruments. Researchers often choose a research tool, which is associated with a research approach. Through this study, there are instruments that involve questionnaires. For example, data will be collected from responses from respondents regarding factors that influence online repurchase intentions among cosmetic consumers. This instrument will also be further divided into scales and questionnaires based on their structure or format. According to Burn and Grove (2015), this tool is often used in research. Researchers use instruments to collect data, The type of equipment that will be used for data collection is determined by the research questions of Lincoln & Guba (2015).

Through research instruments, questions will be developed to collect respondent data. The questionnaire involves 3 parts. For part A this is about the demographic profile of respondents to collect data on gender, race, age, marital status, higher education and occupations. Next, part B will provide questions about the dependent variable, which is the repurchase intention of cosmetic product consumers. For example, the question for this research study is "how often do you repurchase cosmetic products online". Finally, part C, for the questionnaire involves independent variable questions. For example, the question for this independent variable is "a variety of products available at different prices makes it easier for me to make repeat purchases". All the data obtained will be summarized in the final conclusion and collected in the research instrument.

In addition, the questionnaire is also important to know how the perspective of the respondents of the research study. The questionnaire will be evaluated and given to respondents, multiple choice and Likert scale to express themselves. Respondents can select options from a list provided with questions to answer based on a Likert scale. In this study, two measurement scales were used to reduce method bias due to the similarity of scale endpoints (Podsakoff, Mackenzie & Podsakoff, 2012). A 5-point Likert scale ranging from 1 = "Strongly disagree" to 5 = "Strongly agree" in the set of questionnaires to measure the dependence of the study variables. A score closer to 5 reflects very strong agreement, while a score closer to 1 reflects strong disagreement. A rating of 3 represents neither agree nor disagree. While for the 7-point Likert scale range from 0 (never)

to 6 (every day) it represents the frequency of experience that nurses have for each item. Table 2 below shows the measurement of likert scale and Table 3 illustrates the construct, questionnaire, total number, items adapted, measurement scale and source.

Table 2 : Measurement of Likert Scale

Strongly Disagree	Disagree	Neither agree nor Disagree	Agree	Strongly agree
1	2	3	4	5

Table 3: Construct, questionnaire, items, measurement scale and reference source

Construct	Questionnaire	Total item	Measurement Scale	Reference
Security	<ul style="list-style-type: none"> • I believe that purchasing cosmetics online has strong security measures. • I feel confident to make repurchases from cosmetics online businesses because customer safety is well taken care of. • I believe that cosmetic online stores usually ensure the security of transaction information is protected. • I perceive the technical quality on the website of the cosmetics online store provides good security 	4	5-point Likert Scale ranging from 5-strongly agree to 1-strongly disagree	Belanger et al. (2012)
Trust	<ul style="list-style-type: none"> • I trust that cosmetic online stores are trustworthy. • I trust that cosmetic online stores have my best interest in mind • I trust online cosmetics stores keep their promises and commitments to customers. • I trust that cosmetic online stores would not behave opportunistically 	4	5-point Likert Scale ranging from 5-strongly agree to 1-strongly disagree	McKnight and Chervany (2001)
Ease of Use (EOU)	<ul style="list-style-type: none"> • It would be easy to become skilled by using online platforms 	4	5-point Likert	Moore and

	<ul style="list-style-type: none"> • Buying from the online market is easy for me • I found online transactions easy when purchasing cosmetic products on the Web • It is easy for me to get a cosmetic product website to make a repurchase 		Scale ranging from 5-strongly agree to 1- strongly disagree	Benbasat (2015), Davis
Privacy Concern	<ul style="list-style-type: none"> • I am concerned about the privacy of my personal information during a transaction with cosmetic online stores • I often worry about the privacy of my information when making online purchases. • I worried about making an online purchase because I'm worried about my privacy information being exposed. • I am worried that cosmetics online stores will collect too much information about me. 	4	5-point Likert Scale ranging from 5-strongly agree to 1- strongly disagree	Belanger et al. (2012), Chellappa (2018)
Product Price	<ul style="list-style-type: none"> • I tend to buy products at a price that suits my needs • I will compare the price of one brand with another brand in the same product category • Providing a clear product price tag makes it easier for me to repurchase the product. • I always aware of current product price promotions online. 	4	5-point Likert Scale ranging from 5-strongly agree to 1- strongly disagree	Peatti & Peters (2017)
Repurchase Intention	<ul style="list-style-type: none"> • I would intend to repurchase from the same online marketplace • I willingness to repurchase products for the same online marketplace is high • I have the intention to repurchase cosmetic products online • I am sure that repurchase cosmetic products online is sacure. 	4	5-point Likert Scale ranging from 5-strongly agree to 1- strongly disagree	Oliver (2020)

3.8 DATA ANALYSIS

This research will be used the primary data and the data collected through the questionnaire. Researcher used the Statistical Package for the Social Sciences (SPSS) version 22.0 to analyse the data. SPSS is a computer software to helps researcher analysis the data and transforms data to the graph or tables. It helped researcher to reducing the Strongly Agree Strongly Disagree time to calculate the primary data. The researcher coded the questionnaire and key into the data file. After key in, researcher moved to the next procedures. The data analysis collection was categorized by descriptive statistics and multiple regressions.

Descriptive analysis had helped researcher to describe and simple summarize for analysis data into the meaningful way. Descriptive analysis had been used to analyse the profile of respondents such as age, education and others. Therefore, descriptive analysis helped researcher to analyse the demographic profile of respondents.

Frequency analysis had been use to analyse the finding that was regarding to demographic of respondent. The researcher needed to show the respondent obtained for this study to represent all demographic characteristics of population.

Chi-Square analysis is a statistical test to analysis the relationship between dependent variable and independent variable in this study. Chi-square had been use to analyse the categorical variable.

Correlation analysis plan had been use to analyse dependent variable and independent variable in this study. In the other words, correlation analysis is to identify the relationship between dependent variable and independent variable. Pearson Correlation Coefficient can be grouped by two correlations which are positive correlation and negative correlation. Range for the positive correlation is the value higher than positive 1 (+1.00) and the value lower than negative 1 (-1.00) will be negative correlation. There is no relationship between two variables when the value is 0. If the value more than 0, it is considered to positive correlation.

3.9 Reliability Test

Reliability is a measure of the internal consistency of a set of scale items. To determine the reliability measure for the measurement items under each component, Cronbach's Alpha is a popular measure for reliability. Cronbach's Alpha is a reliability coefficient that indicates the extent to which items in a set are positively correlated with one another. The data collected is subject to reliability analysis to determine reliability from measurements. According to Awang (2022), Cronbach's Alpha of 0.6 or higher for a component indicates that the measurement items under a certain component will provide a reliable measure of internal consistency. A reliability of less than 0.60 was considered to be poor, in the range of 0.70 to be acceptable and above 0.80 to be good. Cronbach's alpha can take a value between 0 and 1. The value is closer to 1.0, more reliable scale variables in the study.

3.6.1 Pilot test

The researcher used a pilot test to identify the weaknesses of the questionnaire. Pilot testing helps researchers improve the quality of data in research. It helps researchers to minimize errors in research. Cosmetic consumers who make repurchases online are the target respondents for the researcher and 50 questionnaires were distributed as a pilot test to increase the reliability and validity of the results. The results of the pilot test are shown in the following table

Table 3.6.1: Reliability Test Coefficient Alpha for Repurchase Intention Among Cosmetic Consumers in Malaysia (Pilot Test)

Construct	α
Intention	0.843
Security	0.869
Trust	0.776 0.854
Ease of Use	0.934
Privacy of Concern	0.829
Product Price	

The table 3.6.1 above showed the Cronbach's Alpha value for product class involvement factors is 0.934 which is good. The result showed that it is reliable and can be accepted in this study.

3.10 SUMMARY

In conclusion, the research methodology chapter discusses the methods used in this study. This is a basic study of factors influencing online repurchase intention among cosmetic consumers in Malaysia. This study is based on surveys and questionnaires to collect and collect information about the level of online repurchase intentions among cosmetic consumers. In addition, information from respondents were analyzed using SPSS software based on descriptive statistics, correlation analysis and multiple regression. From the results of the analysis, the relationship between the dependent variable and the independent variable was identified.



CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

Chapter 4 of this study represents the empirical results and explains the data analysis used to test the research hypotheses. It comprises eleven main sections, beginning with the introduction of this chapter. The subsequent sections assess the response rate and prospectively data screening. The subsequent section presents the respondent's background information and descriptive analysis of the respondents. This is followed by the data analysis that involves descriptive analysis, correlation analysis and regression analysis. At the end of this chapter, there was a brief chapter summary in concluding this chapter.

4.2 RESPONSE RATE

About 256 questionnaires were distributed, and 256 questionnaires were returned and answered by respondents. The response rate obtained is comparable to some studies that use cosmetic consumers who purchase cosmetic products online as a study sample. For example, Castle (2016) received a 70% response rate of cosmetic consumers who made purchases online, and Peters, De Rijk, and Boumans (2019) achieved a 60% response rate of purchasing cosmetic products online. A description of the reaction rate is shown in Table 4.1.

Table 4.1: Response rate

Descriptions	No.of samples	Percentages
Total number of questionnaires distributed	256	100.0%
Effective response rate (usable)	231	90.2%

4.3 DATA SCREENING

One of the step in the data analysis process is recognizing the missing data and evaluating its possible action. When respondents ignore certain questions or need more knowledge concerning specific questions in the questionnaire, missing data might occur. This may include a questionnaire that is a wrongly ticked or incomplete answer. However, there are several techniques for handling missing data, such as through its distribution, replacement, or deletion (Hair et al.2006, Hair et al. 2014). Those questionnaires with excessive missing data, irregularities, and response no to the first question, which is never purchasing cosmetics online, was rejected. Thus, from a total of 276 questionnaires, twenty were rejected because of excessive missing data, irregularities, and irrelevant responses. Therefore, only 256 questionnaires can be run for data analysis.

4.4 COMMON METHOD VARIANCE (CMV)

CMV is a prerequisite to be tested for a self-reported questionnaire in a cross-sectional study. Specifically, the predictor and measurement variables were obtained from the same individual (Podsakoff et al., 2015). Therefore, this study uses procedural and statistical methods to address this issue. Regarding procedural methods, two scales were used to reduce any method bias produced by similarity in scale endpoints (Podsakoff et al., 2015). Exogenous variables of the data set were tested using a 5-point Likert scale, while endogenous variables used a 7-point Likert scale.

In terms of statistical methods, CMV can be tested using Harman's single factor test to identify whether the bias occurred in this study (MacKenzie & Podsakoff, 2015). According to Podsakoff et al. (2015), this test involved loading all measures into an exploratory factor analysis (EFA). It is assumed that the existence of CMV is represented by the occurrence of either a single factor or a general factor that accounts for most of the covariance in the measure.

Accordingly, the findings in this study show that the most significant variance for the cosmetic consumer's repurchase intention factor is 43.319%. According to Podsakoff et al. (2015), CMV may be an issue if the measured items load on one factor or one factor explains most of the variance. The findings of this study revealed that neither a single factor nor a general factor accounted for most of the covariance. Therefore, CMV was confirmed not to be a significant problem in the study and could be advanced.

Table 4.2 Result of Common Method Variance

Component	Initial Eigenvalues			Total	% of Variance	Cummulative %
	Total	% of Variance	Cumulative %			
1	10.396	43.319	43.319	10.396	43.319	43.319
2	2.316	9.650	52.969			
3	1.268	5.285	58.254			
4	1.132	4.717	62.971			
5	.919	3.828	66.799			
6	.885	3.687	70.485			
7	.676	2.817	73.302			
8	.630	2.623	75.926			
9	.584	2.434	78.360			
10	.556	2.317	80.677			
11	.516	2.150	82.827			
12	.504	2.098	84.925			
13	.436	1.816	86.741			
14	.398	1.660	88.401			
15	.379	1.578	89.980			
16	.355	1.478	91.458			
17	.339	1.412	92.870			
18	.297	1.238	94.108			
19	.279	1.164	95.272			
20	.268	1.117	96.389			
21	.238	.992	97.381			
22	.223	.927	98.308			
23	.205	.856	99.164			
24	.201	.836	100.000			

4.5 RESPONDENTS' DEMOGRAPHIC ANALYSIS

The first information investigated after data screening is the general background of the respondents who attended the questionnaire in this research. It is worth looking at the demographic profile of the respondents who participated in this research before analyzing the actual data. The sample consisted of a total of 256 respondents. This part of the analysis consists of information related to gender, age, religion, status, highest education level, employment status and income.

Table 4.3: Summary of Demographic Profile of Respondents

	Demographic Profile	Frequency	Percentage (%)
Gender	Male	96	38.2
	Female	155	61.8
Age	18-25 years	159	63.3
	26-35 years	47	18.7
	36-45 years	38	15.1
	46-55 years	5	2.0
	56 years above	2	8
Religion	Malay	141	56.2
	Chinese	66	26.3
	Indian	17	6.8
	Other		
Status	Married	69	27.5
	Single	182	72.5
	Others		
Highest Education Level	Degree	159	63.3
	Diploma	41	16.3
	Matrikulasi	1	.4
	SPM	15	6.0
	STPM	35	13.9
Employment status	Employed	49	19.5
	Self-Employed	48	19.1
	Student	145	57.8
	Unemployed	9	3.6
Income	Below RM1000	128	50.0
	RM 1001- RM 2000	52	20.3
	RM2001- RM3000	33	12.9
	Above RM4001	43	16.8

4.5.1 Gender of Respondents

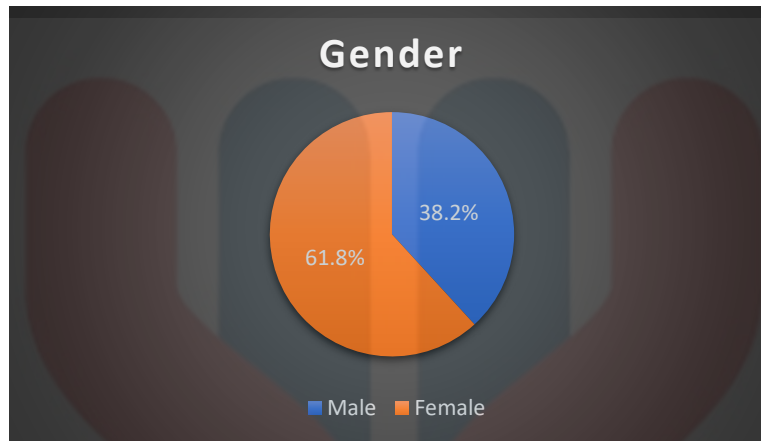


Figure 4.5.1: Gender of Respondents

Figure 4.5.1 shows the gender of the respondents consisting of men and women while table 4.3 shows the frequency and percentage of gender for the respondents. Out of 256 study respondents, 96 (38.2%) males and 155 (61.8%) females were involved in this study. It shows that the number of female respondents is higher compared to the number of male respondents. This is because women are more likely to repurchase cosmetics online than men (Kaspila et al., 2021; Cheah et al. et al., 2017). Therefore, women are more willing to be involved in this study.

4.5.2 Age of Respondents

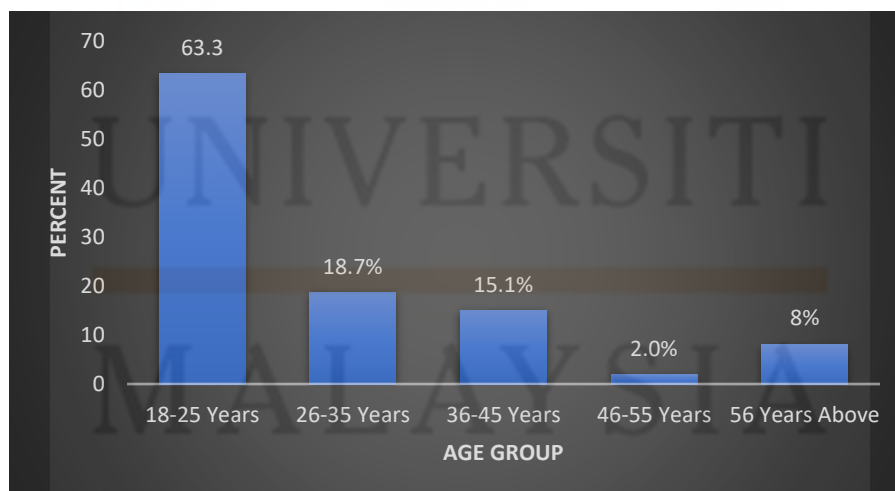


Figure 4.5.2: Age of Respondents

Figure 4.5.2 shows a bar chart of the respondent's age group consisting of 18 to 25 years, 26 to 35 years, 36 to 45 years, 46 to 55 years and 56 years and above while table 4.3 shows the frequency and percentage for each age group. Most of the respondents, 159 (63.3%) respondents were categorized in the age group of 18 to 25 years while only 2 (8%) respondents

were aged 56 years and above. Next, 47 (18.7%) respondents aged 26 to 35 years, 38 (15.1%) respondents aged 36 to 45 years and followed by 5 (2.0%) respondents aged 46 to 55 years. Individuals between the ages of 18 and 25 are likely to often repurchase cosmetics online because individuals between the ages of 18 and 25 feel that making purchases online can save them time and cost in online spending (Bogue et. al, 2015).

4.5.3 Religion of Respondents

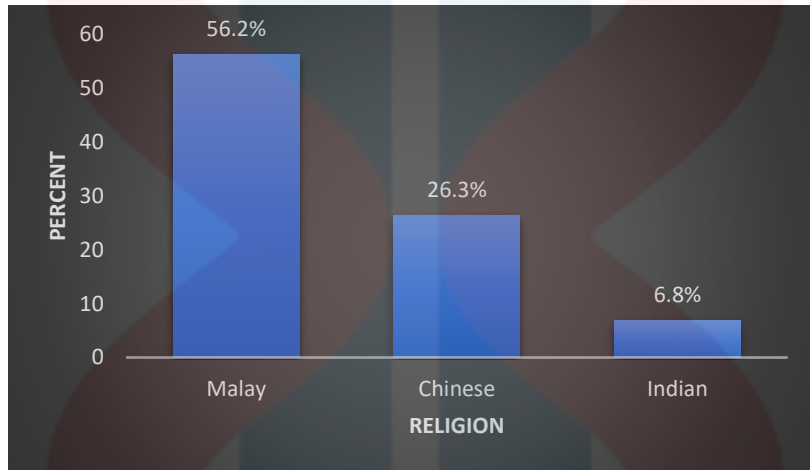


Figure 4.5.3: Religion of Respondents

Figure 4.5.3 shows a bar chart of respondents' religions consisting of Malays, Chinese and Indians while table 4.3 shows the frequency and percentage of respondents' religions. Of the 256 respondents in this study, most of the respondents were Malay with the highest percentage of (56.2%) compared to other religions, followed by Chinese respondents with (26.3%) and Indian respondents with (6.8%).

4.5.4 Status of Respondent

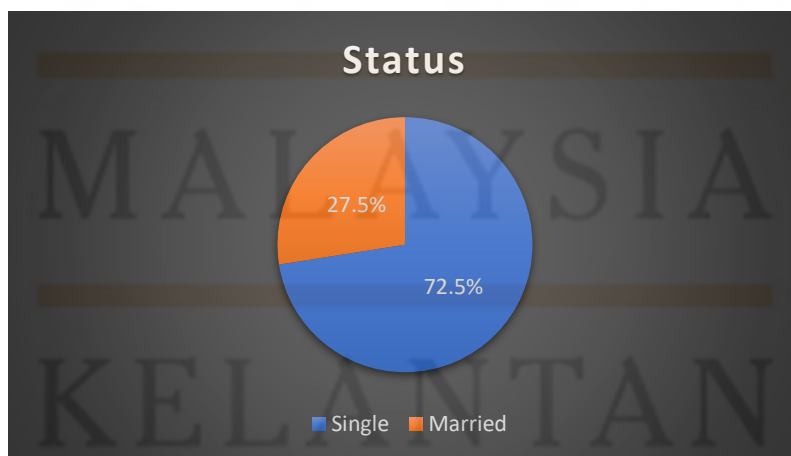


Figure 4.5.4: Status of respondents

Figure 4.5.4 shows a pie chart of respondent status consisting of Single and Married while table 4.3 shows the frequency and percentage of respondent status. Of the 256 respondents in this study, most of the respondents were single with the highest percentage of 182 (72.5%) and married 69 (27.5%).

4.5.5 Highest Education Level of Respondents

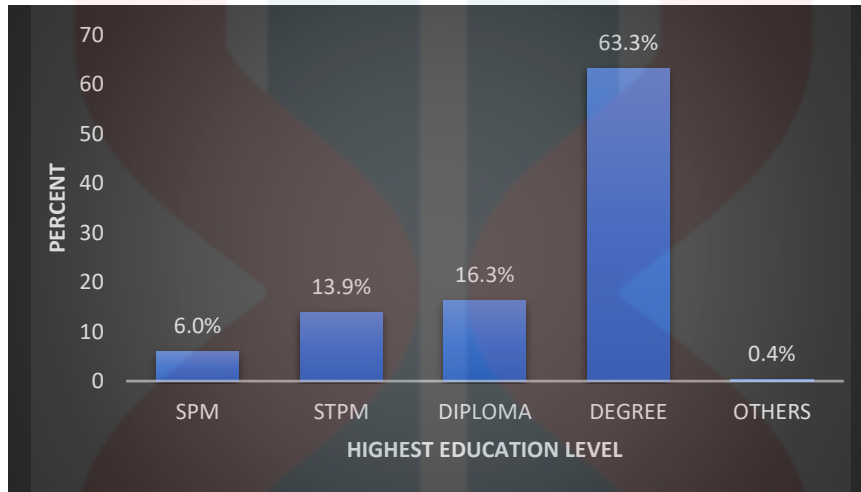


Figure 4.5.5 Highest Education of Respondents

Figure 4.5.5 shows the highest level of education of the respondents consisting of SPM, STPM, Diploma, Bachelor and Others while table 4.3 shows the frequency and percentage of the highest level of education of the respondents. As a result, the highest frequency and percentage with 159 (63.3%) respondents are Bachelors and then followed by 41 (16.3%) respondents are Diplomas, 35 (13.9%) respondents are STPM, 15 (6.0%) respondents are SPM, and 1 (0.4%) of the respondents were Others. Respondents with higher education levels were used and understand information about the repurchase intention of cosmetic consumers.

4.5.6 Employment Status of Respondents

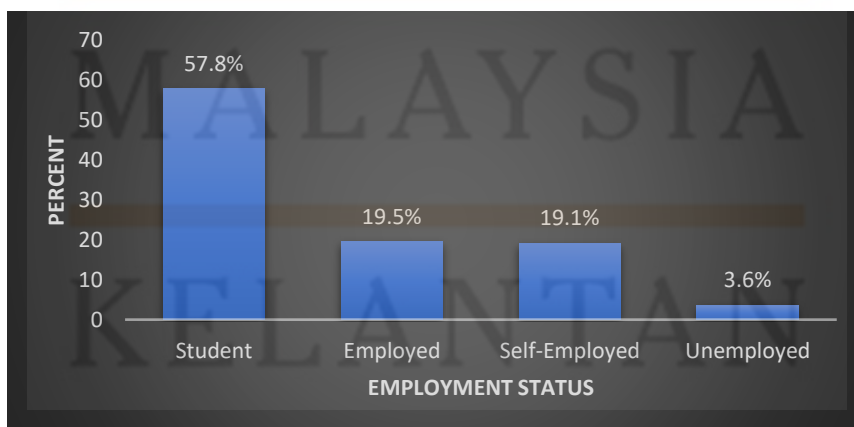


Figure 4.5.6: Employment Status of Respondents

Figure 4.5.6 shows the employment status of respondents consisting of students, employed, self-employed and unemployed while table 4.3 shows the frequency and percentage of employment status of respondents. As a result, the highest frequency and percentage with 145 (57.8%) respondents are students and then followed by 49 (19.5%) respondents are employed, 48 (19.1%) respondents are self-employed, and 9 (3.6%) respondents are unemployed. This shows that students are respondents who more often make repurchase intention in cosmetic consumer online.

4.5.7 Income of Respondents

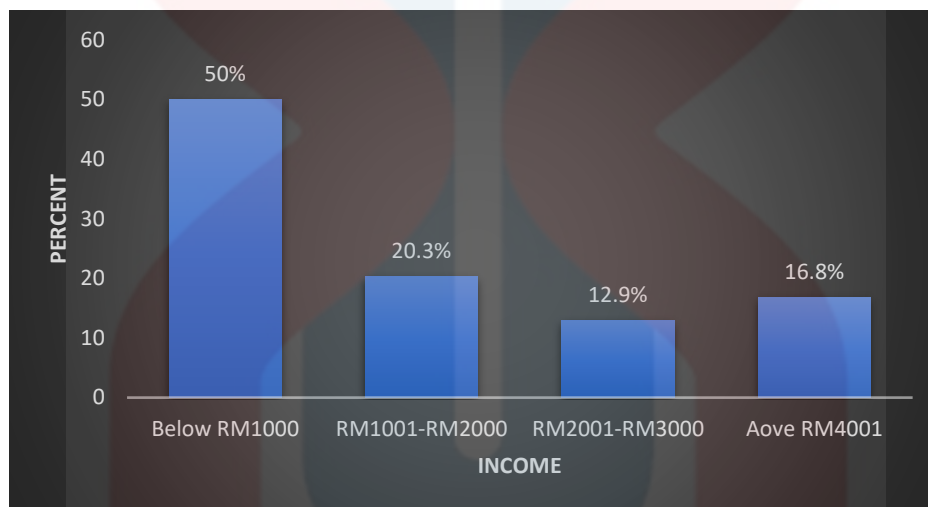


Figure 4.5.7: Income of Respondents

Figure 4.5.7 shows the respondent's income while table 4.3 shows the frequency and percentage of respondent's income. According to the results above, most of the respondents have an income below RM1000 which is 128 (50.0%) respondents while only 52 (20.3%) respondents have an income of RM1001-RM2000. Next, 33 (12.9%) respondents earn between RM2001 to RM3000, and 43 (16.8%) respondents earn more than RM4001.

4.6 NORMALITY TEST

The Normality Test was used to identify sample data from the target population as either normal data or non-normal data (Park et. al, 2018). Test results can show that reject or fail to reject the null hypothesis from the target population. The type of normality test used in this research is Skewness. The slope is a symmetry measurements. According to Ghasemi & Zahediasl et. al (2019), the range of Skewness is from -3 to 3. The acceptable range of normality is Skewness between -1 to 1.

4.6.1 Normality Test for Cosmetic Consumers

Table 4.6.1 : Normality Test for Cosmetic Consumer

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Cosmetic Consumer	256	4.8145	1.29052	-.697	.152

Table 4.6.1 shows that the normality test for cosmetic consumers dependent variables. The statistical value for Skewness is -0.697. Therefore, the data for cosmetic consumers is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.6.2 Normality Test for Security

Table 4.6.2: Normality Test for Security

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Security	256	3.5410	0.79661	-.552	.152

Table 4.6.2 shows that the normality test for security independent variable. The statistical value of Skewness is -0.552. Therefore, the data for security is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.6.3 Normality Test for Trust

Table 4.6.3: Normality Test for Trust

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Trust	256	3.6416	0.79596	-.708	.152

Table 4.6.3 shows that the normality test for trust independent variable. The statistical value of Skewness is -0.708. Therefore, the data for trust is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.6.4 Normality Test for Ease of Use

Table 4.6.4: Normality Test for Ease of Use

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Ease of Use	256	3.7402	0.88943	-.628	.152

Table 4.6.4 shows that the normality test for Ease of Use independent variable. The statistical value of Skewness is -0.628. Therefore, the data for ease of use is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.6.5 Normality Test for Privacy Concern

Table 4.6.5: Normality Test for Privacy Concern

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Privacy Concern	256	3.7402	0.88943	-.628	.152

Table 4.6.5 shows that the normality test for privacy concern independent variable. The statistical value of Skewness is -0.628. Therefore, the data for privacy concern is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.6.6 Normality Test for Product Price

Table 4.6.6: Normality Test for Product Price

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Product Price	256	4.0381	0.85363	-1.185	.152

Table 4.6.6 shows that the normality test for the product price independent variable. The statistical value of Skewness is -1.185. Therefore, the data for the product price is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.7 DESCRIPTIVE ANALYSIS

In this section, the descriptive statistics analysis was conducted to describe and summarise the main characteristics of the data set on each variables such as security, trust, ease of use, privacy concern, product price and for the dependent variable is repurchase intention of cosmetic product. Each variable's mean and standard deviation were computed to understand the variability and interdependence of the dimensions in this research. All response items were on a 5-point Likert Scale (1=strongly disagree to 5= strongly agree). The following criteria based on the mean scores were used to determine the levels of agreement for each variable.

The mean value for each construct can be measured as high as presented in Table 4.7. In ascending order, the high scores in mean values are Cosmetic Consumer (mean=4.8145, standard deviation=1.29052), Product Price (mean=4.0381, standard deviation= 0.85363), Ease of Use (mean=3.7402, standard deviation=0.88943), Privacy Concern (mean=3.7402, standard deviation=0.88943), Trust (mean=3.6416, standard deviation=0.79596) and Security (mean=3.5410, standard deviation=0.79661) had moderate level score. The highest among independent variables was the Product Price.

Table 4.7: Descriptive Statistics for Each Construct

Variables	Mean	Std. Deviation
Cosmetic Consumer	4.8145	1.29052
Security	3.5410	0.79661

Trust	3.6416	0.79596
Ease of Use	3.7402	0.88943
Privacy Concern	3.7402	0.88943
Product Price	4.0381	0.85363

Note: N=256

Measurement scale: 1- Strongly Disagree to 5- Strongly Agree

Measurement level: 1.00 – 2.49: Low; 2.50 – 3.49: Moderate; 3.50- 5.00:

High

4.7.1 Repurchase Intention of Cosmetic Product

Table 4.7.1 Mean Value for Cosmetic Product

No.	Statement	Mean	Std. Deviation	N
1.	I intend to repurchase cosmetic products from the same online marketplace.	4.73	1.612	256
2.	My willingness to repurchase products for the same online market is high	4.87	1.593	256
3.	I am sure that buying cosmetic products online is cheaper compared to the market price	5.16	1.608	256
4.	I am sure that repurchase cosmetic products online is secure.	4.50	1.638	256

Table 4.7.1 shows the results of descriptive statistics for the repurchase intention of cosmetic users. The overall mean of the four questions related to the repurchase intention of cosmetic consumers is above 4.0. This shows that most respondents think that cosmetic products influence online repurchase intentions in cosmetic consumers. The average of the highest mean result is 5.16, this shows that the respondents agree that purchasing cosmetic products online is cheaper than the market price. However, the statement influenced our results because it had the lowest mean score of 4.50, indicating that respondents were confident that repurchasing cosmetic products online is safe.

4.7.2 Security

Table 4.7.2: Mean Value for Security

No.	Statement	Mean	Std. Deviation	N
1.	I believe that purchasing cosmetics online has strong security measures.	3.46	1.066	256
2.	I feel confident to make repurchases from cosmetics online businesses because customer safety is well taken care.	3.55	.969	256
3.	I believe that cosmetic online stores usually ensure the security of transaction information is protected.	3.55	.960	256
4.	I perceive the technical quality on the website of the cosmetics online store provides good security	3.60	.948	256

Table 4.7.2 shows the results of descriptive statistics for the security. The overall mean for the four questions related to security is above 3.0. This shows that most respondents think that safe security affects online repurchase intentions in cosmetic consumers. The average of the highest mean result is 3.60, this shows that the respondents agree that the technical quality of the website of the cosmetics online store provides good security for consumers. However, that statement influenced our results because it had the lowest mean score of 3.46, indicating that some respondents believed that purchasing cosmetics online had strong security measures.

4.7.3 Trust

Table 4.7.3 : Mean Value for Trust

No.	Statement	Mean	Std. Deviation	N
1.	I trust that cosmetic online stores are trustworthy	3.56	.996	256
2.	I believe that making this online purchase saves time and makes my purchases easier	3.96	1.034	256

3.	I trust online cosmetics stores keep their promises and commitments to customers	3.63	1.001	256
4.	I trust that cosmetic online stores would not behave opportunistically	3.41	1.085	256

Table 4.7.3 shows the results of descriptive statistics for trust. The overall mean for the four questions related to trust is above 3.0. This shows that most respondents think that trust influences online repurchase intentions in cosmetic consumers. The average of the highest mean result is 3.96, this shows that the respondents believe that making this online purchase can save time and facilitate the purchase of every cosmetic user. However, the statement influenced our results because it had the lowest mean score of 3.41, indicating that some respondents believed that cosmetics online stores would not take advantage.

4.7.4 Ease of Use

Table 4.7.4: Mean Value for Ease of Use

No.	Statement	Mean	Std. Deviation	N
1.	It would be easy to become skilled by using online platforms	3.86	1.021	256
2.	Repurchasing from the online market is easy for me	4.00	.978	256
3.	I find online transactions easy when buying cosmetic products on the Web	3.93	1.028	256
4.	It is easy for me to find cosmetic product websites to make repeat purchases	3.85	1.012	256

Table 4.7.4 shows descriptive statistics results for ease of use. The overall mean for the four questions related to ease of use is above 3.0. This shows that most respondents think that ease of use influences online repurchase intentions in cosmetics consumers. The highest mean score average is 4.00, this indicates that respondents believe that repurchases from the online market are easy to obtain. However, the statement affects our results because it has the lowest mean score of 3.85, indicating that some respondents find it easy to get cosmetic product websites to make repeat purchases because there are many cosmetic product websites in the market.

4.7.5 Privacy Concern

Table 4.7.5: Mean Value for Privacy Concern

No.	Statement	Mean	Std. Deviation	N
1.	I am concerned about the privacy of my personal information during a transaction with cosmetic online stores	3.60	1.083	256
2.	I often worry about the privacy of my information when making online purchases	3.80	1.039	256
3.	I worried about making an online purchase because I'm worried about my privacy information being exposed	3.79	1.039	256
4.	I am worried that cosmetics online stores will collect too much information about me.	3.78	1.022	256

Table 4.7.5 shows the results of descriptive statistics for privacy concerns. The overall mean for the four questions related to ease of use is above 3.0. This shows that most respondents think that privacy concern affects online repurchase intentions in cosmetics consumers. The highest mean score average is 3.80, this shows that respondents often worry about information privacy when making online purchases. However, the statement influenced our results because it had the lowest mean score of 3.60, indicating that some respondents were concerned about the privacy of their personal information during transactions with cosmetic online stores.

4.7.6 Product Price

Table 4.7.6: Mean Value for Product price

No.	Statement	Mean	Std. Deviation	N
1.	I tend to buy products at a price that suits my need	3.94	1.046	256
2.	I will compare the price of one product with another product in the same product category	4.06	1.014	256

3.	Providing a clear product price tag makes it easier for me to repurchase the product	4.18	.955	256
4.	I always aware of current product price promotions online.	3.97	.988	256

Table 4.7.6 shows the results of descriptive statistics for product price. The overall mean for the four questions related to ease of use is above 3.0. This shows that most respondents think that product price affects online repurchase intentions in cosmetics consumers. The highest mean result average is 4.18, this shows that the respondents like when the website provides a clear product price tag because it makes it easier to buy the product again. However, the statement affects our results because it has the lowest mean score of 3.94, indicating that some respondents like to compare the price of one product with other products in the same product category to get the price and quality of the product.

4.8 PEARSON CORRELATION ANALYSIS

The Pearson correlation test was used to measure the association between two numerical variables. The objective of this test is to determine whether the correlation coefficient is significant and to identify which hypothesis should be accepted or rejected. If the association is significant, the researcher must decide the level of strength of the association is acceptable based on table 4.5.

Table 4.5 : Rules of Thumb about Correlation Coefficient Size

Coefficient Range (r)	Strength of Association
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Sources: (Mukaka, 2012). Malawi Medical Journal

Table 4.5 shows the Rules of Thumb about the Size of the Correlation Coefficient to interpret the strength of the association between variables based on the size of the correlation coefficient. If the coefficient range value (r) is 1.00, which means a perfect positive association;

if r value = -1.00, which means a perfect negative association. Then, there is no association between the variables because the value of $r = 0$.

In this study, the researcher used correlation analysis to identify the association between the dependent variable and the independent variable. The dependent variable in this study is Repurchase Intention among Cosmetic Consumers in Malaysia, while one of the independent variables in this study is the factor Security, Trust, Ease of Use, Privacy Concern and Product Price.

4.8.1: Correlation between Security and Online Repurchase Intention of Cosmetic Consumer.

		Cosmetic Consumers	Security
Repurchase intention of Cosmetic Consumer	Pearson Correlation	1	.729**
	Sig. (2-tailed)		.000
	N	256	256

Table 4.8.1 shows the association between Security and Online Repurchase Intention of Cosmetic Consumers in Malaysia. The p value of cosmetics users is 0.00 which is less than the highly significant level which is 0.01. Based on the results, there is a significant association between Online Repurchase Intention of Cosmetic Consumers in Malaysia. However, the Pearson Correlation coefficient of 0.729** shows that the association between security and online repurchase intention of cosmetic consumers in Malaysia is negligible. The null hypothesis is accepted because there is a significant association between security and online repurchase intentions of cosmetic consumers.

Based on the results, the researchers consider that the security factor has little influence on the online repurchase intention of cosmetic users because the correlation is negligible. This can be explained by some users may be concerned about their security when re-purchasing online. Barriers to the

security factor are the lack of consumer confidence, understanding and knowledge of online repurchasing terms in cosmetic consumers. As a result, the level of online repurchasing of cosmetic users is somewhat influenced by the security factor. Negligible correlation may be due to consumers not being able to interpret information about security factors in repurchasing online among cosmetic consumers.

Table 4.8.2: Correlation between Trust and Online Repurchase Intention Of Cosmetic Consumers.

		Cosmetic Consumers	Trust
Repurchase intention of Cosmetic Consumer	Pearson Correlation	1	.611**
	Sig. (2-tailed)		.000
	N	256	256

Table 4.8.2 shows the association between Trust and Online Repurchase Intention of Cosmetic Consumers In Malaysia. The p value of cosmetics users is 0.00 which is less than the highly significant level which is 0.01. Based on the results, there is a significant association between Online Repurchase Intention of Cosmetic Consumers In Malaysia. However, the Pearson Correlation coefficient of 0.611** shows that the association between trust and online repurchase intention of cosmetic consumers in Malaysia is negligible. The null hypothesis is accepted because there is a significant association between trust and online repurchase intentions of cosmetic consumers

Based on the results, the researchers consider that the trust factor has little influence on the online repurchase intention of cosmetic consumers because the correlation is negligible. This can be explained by some

consumers may be concerned about their trust when repurchasing online. An obstacle to the trust factor is the lack of consumer confidence about online repurchasing in cosmetics consumers. As a result, the online repurchase level of cosmetic users is somewhat influenced by the trust factor. Negligible correlation may be due to consumers not being able to interpret the information about the trust factor in repurchasing online among cosmetic consumers.

Table 4.8.3: Correlation between Ease of Use and Online Repurchase Intention Of Cosmetic Consumers.

		Cosmetic Consumers	Ease of Use
Repurchase intention of Cosmetic Consumer	Pearson Correlation	1	.482**
	Sig. (2-tailed)		.000
	N	256	256

Table 4.8.3 shows the association between Ease of Use and Online Repurchase Intention of Cosmetic Consumers in Malaysia. The p value of cosmetic users is 0.00 which is less than the highly significant level which is 0.01. Based on the results, there is a significant association between Online Repurchase Intention of Cosmetic Consumers In Malaysia. However, the Pearson Correlation coefficient of 0.482** shows that the association between ease of use and online repurchase intention of cosmetic consumers in Malaysia is negligible. The null hypothesis is accepted because there is a significant association between ease of use and online repurchase intentions of cosmetic users

Based on the results, the researchers assume that the ease of use factor has little influence on the online repurchase intention of cosmetic users because the correlation is negligible. This can be explained by some users may be concerned about their ease of use when repurchasing online. An obstacle to the ease of use factor is the lack of consumer confidence about online repurchasing in cosmetics consumers. As a result, the online repurchase level of cosmetic users is somewhat influenced by the ease of use factor. Negligible correlations may be due to consumers not being able to interpret

information about trust factors in online repurchasing among cosmetic consumers.

Table 4.8.4: Correlation between Privacy Concern and Online Repurchase Intention Of Cosmetic Consumers.

		Cosmetic Consumers	Privacy Concern
Repurchase intention of Cosmetic Consumer	Pearson Correlation	1	.482**
	Sig. (2-tailed)		.000
	N	256	256

Table 4.8.4 shows the association between Privacy Concern and Online Repurchase Intention of Cosmetic Consumers in Malaysia. The p value of cosmetic users is 0.00 which is less than the highly significant level which is 0.01. Based on the results, there is a significant association between Online Repurchase Intention of Cosmetic Consumers in Malaysia. However, the Pearson Correlation coefficient of 0.482** shows that the association between ease of use and online repurchase intention of cosmetic consumers in Malaysia is negligible. The null hypothesis is accepted because there is a significant association between ease of use and online repurchase intentions of cosmetic users

Researcher interpreted that the privacy concern has a little influence on the online repurchase intention of cosmetic users because the correlation is negligible. This is because consumers are now very careful about their privacy concerns when repurchasing online. One of disadvantages of privacy concern is too much privacy can result in failure to exchange ideas and to learn from others. As a result, the online repurchase level of cosmetic users is somewhat influenced by the privacy concern. Negligible correlations may be due to consumers not being able to interpret information about trust factors in online repurchasing among cosmetic consumers.

Table 4.8.5: Correlation between Product Price and Online Repurchase Intention Of Cosmetic Consumers.

		Cosmetic Consumers	Product Price
Repurchase intention of Cosmetic Consumer	Pearson Correlation	1	.479**
	Sig. (2-tailed)		.000
	N	256	256

Table 4.8.5 shows the association between Product Price and Online Repurchase Intention of Cosmetic Consumers in Malaysia. The p value of cosmetic users is 0.00 which is less than the highly significant level which is 0.01. Based on the results, there is a significant association between Online Repurchase Intention of Cosmetic Consumers in Malaysia. However, the Pearson Correlation coefficient of 0.479** shows that the association between ease of use and online repurchase intention of cosmetic consumers in Malaysia is negligible. The null hypothesis is accepted because there is a significant association between ease of use and online repurchase intentions of cosmetic users

Based on the results, the researchers assume that the product price factor has little influence on the online repurchase intention of cosmetic users because the correlation is negligible. This can be explained by some users may be concerned about the product of price when repurchasing online. An obstacle to the product price factor is how much are customers willing to pay when do online repurchasing in cosmetics consumers. As a result, the online repurchase level of cosmetic users is somewhat influenced by the product price factor. Negligible correlations may be due to consumers not being able to interpret information about trust factors in online repurchasing among cosmetic consumers.

4.8.6 Overall Results of Pearson Correlation Coefficient

Table 4.8.6: Results of Pearson Correlation Coefficient

Hypothesis	Result	Conclusion
<p><u>Hypothesis 1</u> H_0 = There is a association between security and online repurchase intention among Cosmetic Consumers in Malaysia.</p>	<p>$p= 0.00$ Negligible correlation relationship</p>	Accepted
<p><u>Hypothesis 2</u> H_0 = There is a association between trust and online repurchase intention among Cosmetic Consumers in Malaysia.</p>	<p>$p= 0.00$ Negligible correlation relationship</p>	Accepted
<p><u>Hypothesis 3</u> H_0 = There is a association between ease of use and online repurchase intention among Cosmetic Consumers in Malaysia.</p>	<p>$p= 0.00$ Negligible correlation relationship</p>	Accepted
<p><u>Hypothesis 4</u> H_0 = There is a association between privacy concern and online repurchase intention among Cosmetic Consumers in Malaysia.</p>	<p>$p= 0.00$ Negligible correlation relationship</p>	Accepted
<p><u>Hypothesis 5</u> H_0 = There is a association between product price and online repurchase intention among Cosmetic Consumers in Malaysia.</p>	<p>$p= 0.00$ Negligible correlation relationship</p>	Accepted

Based on table 4.8.6, the researcher can then conclude that the hypothesis has a negligible association with the dependent variable. All independent variables used were

significant in the range of 0.00 to 0.30. in terms of factors of security, trust, ease of use, privacy concern and product price that are reported to be neglected in relation to online repurchase intention in cosmetics consumers in Malaysia because the correlation coefficients that are proven are reported as 0.729**, 0.611, 0.482,0.482 and 0.479 respectively. There is a significant association between security, trust, ease of use, privacy concern and product price in this study with online repurchase intention in cosmetics consumers in Malaysia. Therefore, alternative hypotheses for security, trust, ease of use, privacy concern and product price are accepted.

4.9 REGRESSION ANALYSIS

Regression analysis is conducted to check the influence or effect of an independent variable against the dependent variable. Regression can be divided into two categories: simple linear regression and multiple linear regression. According to Ibrahim (2021), linear regression is to see the effect of an independent variable on a dependent variable, while multiple regression is to look at some of the effects of independent variables on a dependent variable. Thus, multiple regression has been used in this section to answer the followings research objectives:

1. To identify the influence of security and repurchase intention among online cosmetics consumer in Malaysia.
2. To determine the influence of trust and repurchase intention among online cosmetics consumer in Malaysia.
3. To identify the influence of ease of use and repurchase intention among online cosmetics consumer in Malaysia.
4. To determine the influence of privacy concern and repurchase intention among online cosmetics consumer in Malaysia.
5. To determine the influence of product price and repurchase intention among online cosmetics consumer in Malaysia.

4.9.1 The influence between security and repurchase intention among online cosmetics consumer.

To answer the first research hypothesis, which is "the influence between security and repurchase intention among online cosmetics users in Malaysia," a regression analysis was performed on safety and repurchase among online cosmetics users. In this analysis, security is the dependent variable, and repurchase intention of cosmetics consumer is the independent variable. Table 4.9.1 shows that security affects repurchase intention among online cosmetics

users in Malaysia. The F statistic shows a significant influence between the independent and dependent variables ($F=287.869$, $p<0.05$). The R2 value shows that security explains 53.1 percent of the variance in Cosmetic Consumers. Therefore, H1 is supported.

Table 4.9.1: Summary of Regression Analysis on the Relationship between Security and Repurchase Intention of Cosmetics Consumer.

Variable	Coefficients	Standard Error	t-value	p value
Security	0.633	0.070	2.507	0.000**
R² = 0.531; F = 287.869 Sig. = 0.000**				

Note: Dependent Variable: Cosmetic Consumer

Note: * $p \leq 0.05$ ** $p \leq 0.01$

4.9.2 The influence between trust and repurchase intention among online cosmetics consumer.

In order to answer the second research hypothesis which is "the influence between trust and repurchase intention among online cosmetics users", regression analysis was performed on the trust and repurchase intention of cosmetic users. In this analysis, cosmetic consumers' repurchase intention is the dependent variable, and trust is the independent variable. Table 4.9.2 shows the influence of trust on the repurchase intention of cosmetic consumers. The F statistic shows a significant influence between the independent and dependent variables ($F=151.488$, $p<0.05$). The R2 value shows that trust explains 37.4 percent of the variance in Cosmetic Consumers. Therefore, H2 is supported.

Table 4.9.2 Summary of Regression Analysis on the Relationship between Trust and Repurchase Intention of Cosmetics Consumer.

Variable	Coefficients	Standard Error	t-value	p value
Trust	0.991	0.081	4.017	0.000**
R² = 0.374; F = 151.488 Sig. = 0.000**				

Note: Dependent Variable: Cosmetic Consumer

Note: * $p \leq 0.05$ ** $p \leq 0.01$

4.9.3 The influence between ease of use and repurchase intention among online cosmetics consumer.

In order to answer the third research hypothesis which is "the influence between ease of use and repurchase intention among online cosmetics consumers" regression analysis was performed on ease of use and repurchase intention of cosmetic consumers. In this analysis, repurchase intention of cosmetic consumers is the dependent variable, and ease of use is the independent variable. Table 4.9.3 shows ease of use against repurchase intention of cosmetic consumers. The F statistic shows a significant influence between the independent and dependent variables ($F=76.986$, $p<0.05$). The R2 value shows that trust explains 23,3percent of the variance in Cosmetic Consumers. Therefore, H3 is supported.

Table 4.9.3: Summary of Regression Analysis on the Relationship between Ease of Use and Repurchase Intention of Cosmetics Consumer.

Variable	Coefficients	Standard Error	t-value	p value
Ease of Use	0.700	0.080	7.167	0.000**
R² = 0.233; F = 76.986 Sig. = 0.000**				

Note: Dependent Variable: Cosmetic Consumer

Note: * $p \leq 0.05$ ** $p \leq 0.01$

4.9.4 The influence between privacy concern and repurchase intention among online cosmetics consumer.

In order to answer the fourth research hypothesis which is "the influence between privacy concern and repurchase intention among online cosmetics consumers," regression analysis was performed on privacy concern and repurchase intention of cosmetic consumers. In this analysis, repurchase intention of cosmetic consumers is the dependent variable, and privacy concern is the independent variable. Table 4.9.4 shows privacy concern against repurchase intention of cosmetic consumers. The F statistic shows a significant influence between the independent and dependent variables ($F=76.986$, $p<0.05$). The R2 value indicates that financial records explain 23.3 percent of the variance in in Cosmetic Consumers. Therefore, H4 is supported.

Table 4.9.4 : Summary of Regression Analysis on the Relationship between Privacy Concern and Repurchase Intention of Cosmetics Consumer.

Variable	Coefficients	Standard Error	t-value	p value
Ease of Use	0.700	0.080	8.774	0.000**
R² = 0.233; F = 76.986 Sig. = 0.000**				

Note: Dependent Variable: Cosmetic Consumer

Note: *p ≤ 0.05 **p ≤ 0.01

4.9.5 The influence between product price and repurchase intention among online cosmetics consumer.

In order to answer the fifth research hypothesis which is "the influence between product price and repurchase intention among online cosmetics consumers" regression analysis was performed on product price and repurchase intention of cosmetic consumers. In this analysis, repurchase intention of cosmetic consumers is the dependent variable, and product price is the independent variable. Table 4.9.5 shows product price against repurchase intention of cosmetic consumers. The F statistic shows a significant influence between the independent and dependent variables (F=75.499, p<0.05). The R2 value indicates that financial records explain 22.9 percent of the variance in in Cosmetic Consumers. Therefore, H5 is supported.

Table 4.9.5: Summary of Regression Analysis on the Relationship Product Price and Repurchase Intention of Cosmetics Consumer.

Variable	Coefficients	Standard Error	t-value	p value
Ease of Use	0.723	0.083	8.686	0.000**
R² = 0.229; F = 75.499 Sig. = 0.000**				

Note: Dependent Variable: Cosmetic Consumer

Note: *p ≤ 0.05 **p ≤ 0.01

4.10 Discussion

The purpose of the discussion is to interpret and describe the result of data analysis from the previous chapter and develop a better understanding toward research problems. Thus, the discussions are related with the research questions presented in Chapter 1. Besides, findings of this research will also be discussed briefly about the correlation test between five independent variables and dependent variables. In this research, there are five objectives related to this study, which are:

4.10.1 To identify the influence of security and repurchase intention among online cosmetics consumer in Malaysia

The first objective is to identify the relationship between security and repurchase intention among online cosmetics users in Malaysia. Based on the results obtained, the security factor has a strong relationship with repurchase intention among online cosmetics users in Malaysia. Most respondents strongly agree with the security factor with the average mean in security being 3.54. According to Hartono et al., (2015) found that websites with a higher level of security can protect their users from financial losses due to security issues. For example, credit card information leaks. Theoretically, many academics have drawn conclusions about the relationship between customers' propensity to repurchase cosmetics and security. The researchers concluded that when there is a high level of security, cosmetic customers are more likely to make repeat purchases when they are satisfied with the security offered by e-commerce businesses. Therefore, good security can influence consumers' propensity to repurchase cosmetics online.

4.10.2 To determine the influence of trust and repurchase intention among online cosmetics consumer in Malaysia.

The second objective is to identify the relationship between trust and repurchase intention among online cosmetics users in Malaysia. Based on the results obtained, the trust factor has a strong relationship with repurchase intention among online cosmetics users in Malaysia. Most respondents strongly agree with the trust factor with the average mean in trust being 3.64. According to Morgan and Hunt..., (2019) Trust is one of the important elements that determine a person's commitment to a relationship. Moreover, it claims that trust has a significant impact on the commitment of each cosmetic user online. This confidence is essential for business success. Consumers' confidence in the ability of internet companies to act

responsibly is greatly influenced by their level of trust when repurchasing cosmetic products online.

4.10.3 To identify the influence of ease of use and repurchase intention among online cosmetics consumer in Malaysia.

The third objective is to identify the relationship between ease of use and repurchase intention among online cosmetics users in Malaysia. Based on the results obtained, the ease of use factor has a strong relationship with repurchase intention among online cosmetics users in Malaysia. Most of the respondents strongly agree with the ease of use factor with the average mean in ease of use being 3.74. According to Van Heijden et al., (2015) found that Ease Of Use has a great impact on the extent to which technology is internally accepted. A technology will be chosen over an alternative if it is easy to use. EOU has an indirect effect on consumer attitude intention, but this effect is due to an indirect mediating effect on perceived usefulness, according to TAM stated in a 2019 study. A significant negative correlation between risk perception and attitude towards online purchases. This implies that as perceived risk increases, customer attitudes toward online shopping will become less favorable. Consumers' willingness to make additional purchases will undoubtedly be affected if using an online marketplace is plagued by major technology issues.

4.10.4 To determine the influence of privacy concern and repurchase intention among online cosmetics consumer in Malaysia.

The fourth objective is to identify the relationship between privacy concern and repurchase intention among online cosmetics users in Malaysia. Based on the results obtained, the privacy concern factor has a strong relationship with repurchase intention among online cosmetics users in Malaysia. Most of the respondents strongly agree with the privacy concern factor with the average mean in privacy concern being 3.74. According to Klang et.al (2020) Personal information online is usually a problem for privacy. Every online business can create a privacy policy that considers notification, transparency and customer preferences or consent to address privacy concerns among cosmetic users. Some privacy concerns, including the need for secure third-party authentication or laws and regulations generated by an efficient e-business infrastructure, can help win consumer trust in online marketplaces. Therefore, a good privacy concern can influence the consumer's tendency to repurchase cosmetics online.

4.10.5 To determine the influence of product price and repurchase intention among online cosmetics consumer in Malaysia.

The fourth objective is to identify the relationship between product price and repurchase intention among online cosmetics users in Malaysia. Based on the results obtained, the product price factor has a strong relationship with repurchase intention among online cosmetics users in Malaysia. Most of the respondents strongly agree with the product price factor with the average mean in product price being 4.04. According to Kotler and Armstrong et al., (2020) It is important for companies to maintain loyal customers who are willing to pay higher prices for their favorite brands and not buy based on lower prices. Price is one of the important factors in customer repurchase, thus consumer satisfaction is influenced by the perception of product price. directly it is affected by price fairness indirectly. Therefore, a good product price can influence the tendency of consumers to repurchase cosmetics online.

4.11 SUMMARY

This chapter presents the findings of the study. It has been found that there is a significant relationship between Security, Trust, Ease of Use, Privacy Concern and Product Price towards Repurchase Intention of Cosmetic Consumers. In the next chapter, the discussion about the findings, conclusions and implications of the study will be discussed in detail. The results of the hypothesis test are shown in Table 5.0.

Table 4.10 : The results of hypotheses testing and findings.

Hypotheses	Statement	Decision
H1	There is a relationship between security and online repurchase intention of cosmetic consumers.	Accepted
H2	There is a relationship between trust and online repurchase intention of cosmetic consumers.	Accepted
H3	There is a relationship between ease of use and online repurchase intention of cosmetic consumers.	Accepted
H4	There is a relationship between privacy concerns and online repurchase intention of cosmetic consumers.	Accepted
H5	There is a relationship between product price and online repurchase intention of cosmetic consumers.	Accepted

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 CONCLUSION

A summary of the findings from the previous chapter was offered in this chapter. The research findings are presented in this chapter to highlight the identification of the relationship between security, trust, ease of use, privacy concerns, and product price with the intention to repurchase among Malaysian consumers of cosmetics. For improving the understanding of repurchase intention, suggestions and recommendations were made in light of the findings. This section will elaborate on such a subject.

5.2 RECAPITULATION OF THE FINDINGS

The findings of this study indicate that a variety of factors influence online repurchase intention among Malaysian cosmetic customers. The first research goal was to determine the association between security and repurchase intention among Malaysian online cosmetics users. According to the findings, there is a relationship between security and online repurchase intention. The aftereffects of this examination are in accordance with research led by Raman and Viswanathan (2011), Belanger (2002), and research by Alwafi (2016), the principal theory can be acknowledged. The second goal is to examine the relationship between trust and repurchase intention among Malaysian online cosmetics consumers. According to the data, the association between trust and purchasing cosmetics online is quite beneficial. Moreover, trust significantly influenced the purchase intention of consumers' products as well as services

(Chang et al., 2014; Rahman et al., 2020). Hence, advertising trust is one of the variables to assess in this study that may influence consumers' purchase intention on local cosmetic brands.

The research purpose was to determine the association between ease of use and repurchase intention among Malaysian online cosmetics consumers. There is a relationship between ease of use and repurchase intention. The results also revealed that perceived ease of use has a significant effect on the respondent's online repurchase intention through social media. The results seem to suggest that the respondents may tend to buy online through social media if the process of using social media in terms of ordering and delivering products or services is simple and easy to understand. (See Siew Sin, Khalil Md Nor, Ameen M Al-Agagla, 2012)

The fourth goal is to examine the association between privacy concerns and repurchase intention among Malaysian online cosmetics users. According to the findings, there is a relationship between privacy concerns and repurchase intention. These findings corroborate the results obtained in studies of Eastlick et al. (2006), Pavlou and Fygenson (2006), Van Slyke et al. (2006), and Venkatesh et al. (2002) in the context of online shopping. The strongest direct effect of privacy concerns is felt on repurchase intention. In addition to the study's research purpose, researchers sought to evaluate the association between product pricing and repurchase intention among Malaysian online cosmetics users. The findings demonstrated that online shopping characteristics such as price had a relationship with the propensity to purchase cosmetic products online. Based on Bauboniene and Guleviciute, prices affect consumers' shopping online. Sociodemographic results show that consumer shop online more often due to low prices (Bauboniene & Guleviciute, 2015). It was identified that the reason consumers are shopping online is because consumers can compare prices and shop at lower prices. Consumer

purchasing decisions are influenced by high or low prices. Purchase decisions are affected by the number of reviews only if the price level is high knowledge.

5.3 IMPLICATION OF THE STUDY

The findings of this study have led to several implications related to intention repurchasing online cosmetics product among consumer in Malaysia. The discussion of these implication consists which is practical Implication, which is next, presented.

5.3.1 Practical Implication

The empirical finding of the current study also provided some important practical implication for industry player. Much of the value of this study is to provide useful information for relevant stakeholders. As such, the information that is provided is expected to enhance the understanding surrounding the positive impact of intention repurchase online cosmetics product.

First, by knowing the factors that could influence repurchasing online cosmetic product in the health care industry, the result of this study will help owner of cosmetics product more effectively improve the quality of their products through online shopping. In addition, through this study, new entrepreneurs in the field of cosmetics to make online purchases is one of the strategies to sell their cosmetic products. Owner product can also build a rapport relationship with their existing customers so that they will help to spread the positive word of mouth to influence their close associates to buy products website. It is a powerful marketing tool as consumers believe and trust on people they care and value. In addition, they tend to believe advices given by people, whom they believe will not betray or harm them (See, Nor, & Al-Agaga, 2012).

5.4 LIMITATIONS OF STUDY

This study has several limitations that need to be taken into account when interpreting the results and implications. The first limitation is that the research has focused on the independent variable which is the factor of security, trust, ease of use, privacy concern and product price and repurchase intention among online cosmetics users in Malaysia. In addition, this study only involves cosmetic users who make repurchases of cosmetic products online. However, the level of security, trust, ease of use, privacy concern and product price among online cosmetics users has been determined based on research.

Second, this study uses a cross-sectional design, with no conclusions about the causal relationship between security, trust, ease of use, privacy concern and product price. Therefore, future studies should consider this type of study design to extend this research.

Third, the use of self-reported measures may have resulted in common method bias and thus may have increased the magnitude of the relationship between study variables (Conway & Lance, 2020). Although the use of a single informant remains the primary research design in most studies, multiple informants will increase the validity of study findings. Therefore, to address this limitation, the researcher tested the absence of Common Method Variance in which the use of one informant could cause.

Fourth, task autonomy reliability was adapted from a previous study by Vander Elst et al. (2016) was relatively low (Cronbach's $\alpha = 0.776$). Therefore, future studies using more detailed scales should be used to replicate these findings.

Finally, this research is directed to examine the relationship between security, trust, ease of use, privacy concern and product price repurchase intention among online cosmetics users

in Malaysia. This study is limited to examining the variables selected to identify repurchase intentions among cosmetic consumers.

5.5 RECOMMENDATION

The recommendation is future research should expand the geographic coverage of the study with respect to the population and distribution of the questionnaire. The current study only focused on shoppers who have bought online among cosmetic consumers in Malaysia. Moreover, future research could extend the work of this study by using other study designs, such as an experimental study with an intervention to examine the causal relationships between the predictors and intention. Besides that, future research could use multiple informants to enhance the validity of the research findings as well. Furthermore, it suggested for future study to explore the effect of other psychological capital with respect to personal resources such as optimism and hope as a moderating role in strengthening the positive relationship intention to online repurchase.

Finally, future work should examine whether adding other factors related to the intention to online repurchase the cosmetic product and in turn improve the advanced model of the research framework.

REFERENCES

- Afshan, S. and Sharif, A. (2016), "Acceptance of mobile banking framework in Pakistan", *Telematics and Informatics*, Vol. 33 No. 2, pp. 370-387.
- Agustin, C. and Singh, J. (2020), "Curvilinear effects of consumer loyalty determinants in relational exchanges", *Journal of Marketing Research*, Vol. 42 No. 1, pp. 96-108.
- Al-Gahtani, S. and King, M. (2019), "Attitudes, satisfaction and usage: factors contributing to each in the acceptance of information technology", *Behaviour & Information Technology*, Vol. 18 No. 4, pp. 277-297.
- Anderson, J.C. and Gerbing, D.W. (2018), "Structural equation modelling in practice: a review and recommended two-step approach", *Psychological Bulletin*, Vol. 103 No. 3, pp. 411-419.
- Anderson, R.E. and Srinivasan, S.S. (2022), "E-satisfaction and e-loyalty: a contingency framework", *Psychology & Marketing*, Vol. 20 No. 2, pp. 123-138.
- Aren, S., Güzel, M., Kabadayı, E. and Alpkın, L. (2019), "Factors affecting repurchase intention to shop at the same website", *Procedia – Social and Behavioral Sciences*, Vol. 99, pp. 536-544.
- Baptista, G. and Oliveira, T. (2015), "Understanding mobile banking: the unified theory of acceptance and use of technology combined with cultural moderators", *Computers in Human Behavior*, Vol. 50, pp. 418-430.
- Baron, R.M. and Kenny, D.A. (2016), "The moderator–mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations", *Journal of Personality and Social Psychology*, Vol. 51 No. 6, pp. 1173-1180.
- Bart, Y., Shankar, V., Sultan, F. and Urban, G.L. (2015), "Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study", *Journal of Marketing*, Vol. 69 No. 4, pp. 133-152.
- Belanger, F., Hiller, J.S. and Smith, W.J. (2022), "Trustworthiness in electronic commerce: the role of privacy, security, and site attributes", *The Journal of Strategic Information Systems*, Vol. 11 No. 3, pp. 245-270.
- Benassi, P. (2019), "TRUST: an online privacy seal program", *Communications of the ACM*, Vol. 42 No. 2, pp. 56-59.

Bhattacharjee, A. (2021), "Understanding information systems continuance: an expectation confirmation model", *MIS Quarterly*, Vol. 25 No. 3, pp. 351-370.

Bryman, A. and Bell, E. (2015), *Business Research Methods*, Oxford University Press, Oxford.
Chellappa, R.K. (2018), "Consumers' trust in electronic commerce transactions: the role of perceived privacy and perceived security", Under Submission.

Chiu, C.-M., Wang, E.T.G., Fang, Y.-H. and Huang, H.-Y. (2022), "Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk", *Information Systems Journal*, Vol. 24 No. 1, pp. 85-114.

Chou, S., Chen, C.-W. and Lin, J.-Y. (2015), "Female online shoppers: examining the mediating roles of e-satisfaction and e-trust on e-loyalty development", *Internet Research*, Vol. 25 No. 4, pp. 542-561.

Churchill, G. (2019), *Marketing Research*, Fryden Press, Orlando.
Cranor, L.F., Reagle, J. and Ackerman, M.S. (2020), "Beyond concern: understanding net users' attitudes about online privacy", *The Internet Upheaval: Raising Questions, Seeking Answers in Communications Policy*, pp. 47-70.

Cyr, D. (2018), "Modeling web site design across cultures: relationships to trust, satisfaction, and e-loyalty", *Journal of Management Information Systems*, Vol. 24 No. 4, pp. 47-72.

Dagger, T.S. and O'Brien, T.K. (2020), "Does experience matter? Differences in relationship benefits, satisfaction, trust, commitment and loyalty for novice and experienced service users", *European Journal of Marketing*, Vol. 44 Nos 9/10, pp. 1528-1552.

Davis, F.D. (2019), "Perceived usefulness, perceived ease of use, and user acceptance of information technology", *MIS Quarterly*, Vol. 13 No. 3, pp. 319-340.

Davis, F.D., Bagozzi, R.P. and Warshaw, P.R. (2019), "User acceptance of computer technology: a comparison of two theoretical models", *Management Science*, Vol. 35 No. 8, pp. 982-1003.

Dayal, S., Landesberg, H. and Zeisser, M. (2019), "How to build trust online", *Marketing Management*, Vol. 8 No. 3, pp. 64-69.

Esch, F.R., Langner, T., Schmitt, B.H. and Geus, P. (2016), "Are brands forever? How brand knowledge and relationships affect current and future purchases", *Journal of Product & Brand Management*, Vol. 15 No. 2, pp. 98-105.

Evanschitzky, H., Iyer, G.R., Hesse, J. and Ahlert, D. (2019), “E-satisfaction: a re-examination”, *Journal of Retailing*, Vol. 80 No. 3, pp. 239-247.

Fishbein, M. and Ajzen, I. (2015), *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, Addison-Wesley, Boston, MA.

Flavian, C., Guinaliu, M. and Gurrea, R. (2016), “The role played by perceived usability, satisfaction and consumer trust on website loyalty”, *Information & Management*, Vol. 43 No. 1, pp. 1-14.

Fornell, C. and Larcker, D.F. (2021), “Structural equation models with unobservable variables and measurement error: Algebra and statistics”, *Journal of Marketing Research*, Vol. 18 No. 3, pp. 382-388.

Gefen, D., Karahanna, E. and Straub, D.W. (2020), “Trust and TAM in online shopping: an integrated model”, *MIS Quarterly*, Vol. 27 No. 1, pp. 51-90.

Giovanis, A.N., Tomaras, P. and Zondiros, D. (2021), “Suppliers logistics service quality performance and its effect on retailers’ behavioral intentions”, *Procedia – Social and Behavioral Sciences*, Vol. 73, pp. 302-309.

Goodhue, D.L. and Thompson, R.L. (2015), “Task-technology fit and individual performance”, *MIS Quarterly*, Vol. 19 No. 2, pp. 213-236.

Grabner-Kräuter, S. and Kaluscha, E.A. (2020), “Empirical research in on-line trust: a review and critical assessment”, *International Journal of Human-Computer Studies*, Vol. 58 No. 6, pp. 783-812.

Ha, H.Y., Janda, S. and Muthaly, S.K. (2020), “A new understanding of satisfaction model in e-repurchase situation”, *European Journal of Marketing*, Vol. 44 Nos 7/8, pp. 997-1016.

Hair, J.F., Anderson, R.E., Babin, B.J. and Black, W.C. (2020), *Multivariate Data Analysis: A Global Perspective*, Pearson, Upper Saddle River, NJ, Vol. 7.

Hartono, E., Holsapple, C.W., Kim, K.Y., Na, K.S. and Simpson, J.T. (2019), “Measuring perceived security in B2C electronic commerce website usage: a respecification and validation”, *Decision Support Systems*, Vol. 62, pp. 11-21.

Hassanein, K. and Head, M. (2017), "Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping", *International Journal of Human-Computer Studies*, Vol. 65 No. 8, pp. 689-708.

Igbaria, M., Zinatelli, N., Cragg, P. and Cavaye, A.L. (2017), "Personal computing acceptance factors in small firms: a structural equation model", *MIS Quarterly*, Vol. 21 No. 3, pp. 279-305.

Ismail, M.A. and Safa, N.S. (2018), "Trust, satisfaction, and loyalty formation in electronic commerce", *Journal of Industrial and Intelligent Information*, Vol. 2 No. 3, pp. 228-232.

Jarvenpaa, S.L. and Todd, P.A. (2016), "Consumer reactions to electronic shopping on the world wide web", *International Journal of Electronic Commerce*, Vol. 1 No. 2, pp. 59-88.

Jones, J.M. and Vijayarathy, L.R. (2018), "Internet consumer catalog shopping: findings from an exploratory study and directions for future research", *Internet Research*, Vol. 8 No. 4, pp. 322-330.

Kalakota, R. and Whinston, A.B. (2016), *Frontiers of Electronic Commerce*, Addison-Wesley, Reading, Boston, MA. Keen, P., Ballance, G., Chan, S. and Schrupp, S. (2019), *Electronic Commerce Relationships: Trust by Design*, Prentice Hall PTR, Upper Saddle River, NJ.

Kim, D.J., Steinfield, C. and Lai, Y.J. (2011), "Revisiting the role of web assurance seals in business-to consumer electronic commerce", *Decision Support Systems*, Vol. 44 No. 4, pp. 1000-1015.

Kim, M.J., Chung, N. and Lee, C.K. (2021), "The effect of perceived trust on electronic commerce: shopping online for tourism products and services in South Korea", *Tourism Management*, Vol. 32 No. 2, pp. 256-265.

Klang, M. (2021), "Who do you trust? Beyond encryption, secure e-business", *Decision Support Systems*, Vol. 31 No. 3, pp. 293-301.

Kovács, G. and Spens, K.M. (2015), "Abductive reasoning in logistics research", *International Journal of Physical Distribution & Logistics Management*, Vol. 35 No. 2, pp. 132-144.

Ku, E.C. (2022), "Beyond price: how does trust encourage online group's buying intention?", *Internet Research*, Vol. 22 No. 5, pp. 569-590.

- Kuchinskas, S. (2019), "In web sites we trust?", *Brandweek*, Vol. 40 No. 7, pp. 46-48.
- Lee, M.C. (2020), "Explaining and predicting users' continuance intention toward e-learning: an extension of the expectation–confirmation model", *Computers & Education*, Vol. 54 No. 2, pp. 506-516.
- Lee, Y. and Kwon, O. (2021), "Intimacy, familiarity and continuance intention: an extended expectation–confirmation model in web-based services", *Electronic Commerce Research and Applications*, Vol. 10 No. 3, pp. 342-357.
- Lian, J.W. and Lin, T.M. (2018), "Effects of consumer characteristics on their acceptance of online shopping: comparisons among different product types", *Computers in Human Behavior*, Vol. 24 No. 1, pp. 48-65.
- Lim, K.H., Sia, C.L., Lee, M.K.O. and Benbasat, I. (2016), "Do I trust you online, and if so, will I buy? An empirical study of two trust-building strategies", *Journal of Management Information Systems*, Vol. 23 No. 2, pp. 233-266.
- Liu, C., Marchewka, J.T., Lu, J. and Yu, C.S. (2020), "Beyond concern: a privacy–trust–behavioral intention model of electronic commerce", *Information & Management*, Vol. 42 No. 1, pp. 127-142.
- Liu, C.-T., Guo, Y.M. and Lee, C.-H. (2021), "The effects of relationship quality and switching barriers on customer loyalty", *International Journal of Information Management*, Vol. 31 No. 1, pp. 71-79.
- McKnight, D.H. and Chervany, N.L. (2021), "Trust and distrust definitions: one bite at a time", *Trust in Cyber-Societies*, Springer, Berlin Heidelberg, pp. 27-54.
- Ma'ruf, J.J. (2020), *Potensi Pasar Siber Dan Niat Beli via Internet*, Universitas Syiah Kuala, Banda Aceh Darussalam.
- Mayer, R.C., Davis, J.H. and Schoorman, F.D. (2020), "An integrative model of organizational trust", *Academy of Management Review*, Vol. 20 No. 3, pp. 709-734.
- Mikhailitchenko, A., Javalgi, R.R.G., Mikhailitchenko, G. and Laroche, M. (2019), "Cross-cultural advertising communication: visual imagery, brand familiarity, and brand recall", *Journal of Business Research*, Vol. 62 No. 10, pp. 931-938.
- Moon, J.W. and Kim, Y.G. (2021), "Extending the TAM for a world-wide-web context", *Information & Management*, Vol. 38 No. 4, pp. 217-230.

Moore, G.C. and Benbasat, I. (2021), "Development of an instrument to measure the perceptions of adopting an information technology innovation", *Information Systems Research*, Vol. 2 No. 3, pp. 192-222.

Oliveira, T., Faria, M., Thomas, M.A. and Popovic, A. (2021), "Extending the understanding of mobile banking adoption: when UTAUT meets TTF and ITM", *International Journal of Information Management*, Vol. 34 No. 5, pp. 689-703.

Oliver, R.L. (2020), "A cognitive model of the antecedents and consequences of satisfaction decisions", *Journal of Marketing Research*, Vol. 18 No. 4, pp. 460-469.

Oliver, R.L. (2019), "Whence consumer loyalty?", *The Journal of Marketing*, Vol. 63 No. 4, pp. 33-44. Palvia, P. (2019), "The role of trust in e-commerce relational exchange: a unified model", *Information and Management*, Vol. 46 No. 4, pp. 213-220.

Pavlou, P.A. and Chellappa, R.K. (2021), *The Role of Perceived Privacy and Perceived Security in the Development of Trust in Electronic Commerce Transactions*, Marshall School of Business, USC, Los Angeles.

Pavlou, P.A. and Gefen, D. (2020), "Building effective online marketplaces with institution-based trust", *Information Systems Research*, Vol. 15 No. 1, pp. 37-59.

Porter, M.E. (2019), "Consumer behavior, retailer power and market performance in consumer goods industries", *The Review of Economics and Statistics*, Vol. 56 No. 4, pp. 419-436.

Ranganathan, C. and Ganapathy, S. (2022), "Key dimensions of business-to-consumer web sites", *Information & Management*, Vol. 39 No. 6, pp. 457-465.

Safa, N.S. (2022), "Modelling of multi-dimensional loyalty in electronic commerce", *Doctoral dissertation*, University Malaya.

Schoenbachler, D.D., Gordon, G.L. and Aurand, T.W. (2021), "Building brand loyalty through individual stock ownership", *Journal of Product & Brand Management*, Vol. 13 No. 7, pp. 488-497.

Shin, D.H. (2017), "User acceptance of mobile internet: implication for convergence technologies", *Interacting with Computers*, Vol. 19 No. 4, pp. 472-483.

Szymanski, D.M. and Hise, R.T. (2020), "E-satisfaction: an initial examination", *Journal of Retailing*, Vol. 76 No. 3, pp. 309-322.

APPENDIX A: RESEARCH QUESTIONNAIRE



**UNIVERSITI
MALAYSIA
KELANTAN**

UNIVERSITI MALAYSIA KELANTAN

UNIVERSITI

**FACTOR INFLUENCING ONLINE REPURCHASE INTENTION AMONG
COSMETIC CONSUMERS IN MALAYSIA**

***FAKTOR YANG MEMPENGARUHI NIAT MEMBELI SEMULA DALAM TALIAN
DALAM KALANGAN PENGGUNA KOSMETIK DI MALAYSIA***

Dear Participant,

RESEARCH TITLE:

FACTORS INFLUENCING ONLINE REPURCHASE INTENTION AMONG COSMETIC CONSUMERS IN MALAYSIA

This study is mainly to determine the factors that influence online repurchase intention among cosmetic consumers in Malaysia. Your responses is important in helping us to better understand online repurchase intentions among cosmetics consumers.

2. This questionnaire will take about 10-15 minutes to complete. We would appreciate it if you could complete the attached questionnaire. There are no right or wrong answers to any questions in this survey.
3. Your response to the questionnaire is confidential, and no individual responses can identify you. The information collected will be used for academic purposes only.
4. Your participation in this study is voluntary. However, your input will be a great deal of help to me. Thank you in advance for participating in the survey.

Thank you for your time and cooperation.

Yours sincerely,

(MARINA BINTI SUDARMAN)

Representative student

(DR.NURUL HAFIZAH BINTI MOHD YASIN)

Supervisor

Peserta yang dihormati,

TAJUK KAJIAN:

FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT MEMBELI SEMULA DALAM TALIAN DALAM KALANGAN PENGGUNA KOSMETIK DI MALAYSIA.

Tujuan utama kajian ini adalah untuk menentukan faktor yang mempengaruhi niat membeli semula dalam talian dalam kalangan pengguna kosmetik di Malaysia. Maklum balas anda adalah penting dalam membantu kami memahami dengan lebih baik niat pembelian semula dalam talian dalam kalangan pengguna kosmetik.

2. Soal selidik ini akan mengambil masa kira-kira 10-15 minit untuk disiapkan. Kami amat menghargai kerjasama dan kesudian anda dalam melengkapkan soal selidik yang dilampirkan. Tidak ada jawapan yang betul atau salah untuk mana-mana soalan dalam kaji selidik ini.

3. Respon anda terhadap soal selidik ini adalah sulit dan tiada respon individu yang boleh mengenal pasti anda. Maklumat yang dikumpulkan akan digunakan untuk tujuan akademik sahaja.

4. Penyertaan anda dalam kajian ini adalah secara sukarela. Walau bagaimanapun, input anda sangat membantu pihak saya. Terima kasih terlebih dahulu kerana sudi menyertai kaji selidik ini.

Terima kasih di atas masa dan kerjasama anda.

Yang ikhlas,

(MARINA BINTI SUDARMAN)

Representative student

(DR.NURUL HAFIZAH BINTI MOHD YASIN)

Supervisor

SECTION A – BACKGROUND INFORMATION

BAHAGIAN A – MAKLUMAT LATAR BELAKANG

Please answer each of the following questions by TICKING an appropriate answer.

Sila TANDAKAN jawapan yang sesuai bagi setiap soalan berikut.

1. Gender/ Jantina

Male/ Lelaki

Female/ Perempuan

2. Age / Umur

18- 25 years/ tahun

26 –35 years/ tahun

36 –45 years/ tahun

46 years above/ tahun ke atas

3. Race/ Bangsa

Malay/ Melayu

Others (please specify):

Chinese/ Cina

lain-lain (sila nyatakan): _____

Indian/ India

4. Marital status/ Status perkahwinan

Single/ Bujang

Others (please specify):

Married/ Berkahwin

lain-lain (sila nyatakan): _____

5. Highest education / Tahap pendidikan

Spm/ *Spm*

Stpm/ *Stpm*

Diploma/ *Diploma*

6. Occupation/ *Pekerjaan*

Student/ *Pelajar*

Employed/ *Bekerja*

Self-employed/ *Bekerja Sendiri*

Degree/ *Sarjana Muda*

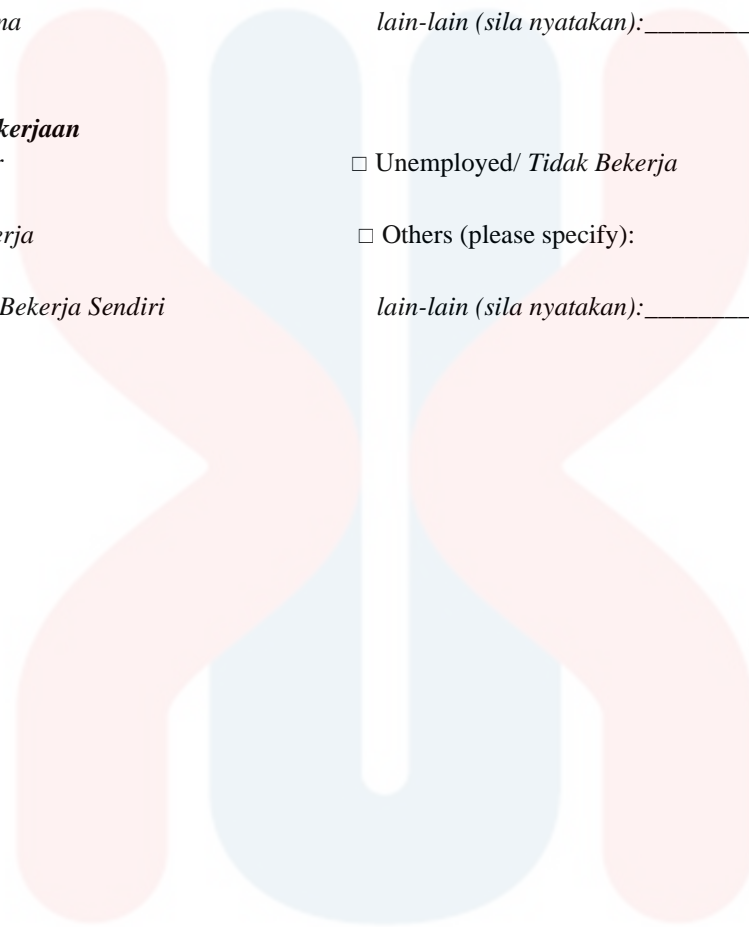
Others (please specify):

lain-lain (sila nyatakan): _____

Unemployed/ *Tidak Bekerja*

Others (please specify):

lain-lain (sila nyatakan): _____



UNIVERSITI

MALAYSIA

KELANTAN

SECTION B: REPURCHASE INTENTION OF COSMETIC PRODUCT

BAHAGIAN B: NIAT MEMBELI SEMULA PRODUK KOSMETIK

Please indicate your level of agreement with each of the statements below:

Sila nyatakan tahap persetujuan anda bagi setiap pernyataan berikut:

1	2	3	4	5
Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
<i>Sangat tidak Setuju</i>	<i>Tidak Setuju</i>	<i>Berkecuali</i>	<i>Setuju</i>	<i>Sangat Setuju</i>

1	I intend to repurchase cosmetic products from the same online marketplace.	1	2	3	4	5
	<i>Saya berhasrat untuk membeli semula produk kosmetik dari pasaran dalam talian yang sama.</i>					
2	My willingness to repurchase products for the same online market is high.	1	2	3	4	5
	<i>Kesediaan saya untuk membeli semula produk untuk pasaran dalam talian yang sama adalah tinggi.</i>					
3	I am sure that buying cosmetic products online is cheaper compared to the market price.	1	2	3	4	5
	<i>Saya yakin bahawa pembelian produk kosmetik dalam talian adalah lebih murah berbanding dengan harga pasaran.</i>					
4	I am sure that repurchase cosmetic products online is sacure.	1	2	3	4	5
	<i>Saya yakin bahawa pembelian semula produk kosmetik dalam talian adalah selamat.</i>					

SECTION C: INDEPENDENT VARIABLE

BAHAGIAN C: PEMBOLEHUBAH BEBAS

Please indicate your level of agreement with each of the statements below:

Sila nyatakan tahap persetujuan anda bagi setiap pernyataan berikut:

1	2	3	4	5
Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
<i>Sangat tidak Setuju</i>	<i>Tidak Setuju</i>	<i>Berkecuali</i>	<i>Setuju</i>	<i>Sangat Setuju</i>

SECURITY/ KESELAMATAN					
1	I believe that purchasing cosmetics online has strong security measures.				
	<i>Saya percaya bahawa pembelian kosmetik dalam talian mempunyai langkah keselamatan yang kukuh.</i>	1	2	3	4 5
2	I feel confident to make repurchases from cosmetics online businesses because customer safety is well taken care of.				
	<i>Saya berasa yakin untuk membuat pembelian semula daripada perniagaan dalam talian kosmetik kerana keselamatan pelanggan dijaga dengan baik.</i>	1	2	3	4 5
3	I believe that cosmetic online stores usually ensure the security of transaction information is protected.				
	<i>Saya percaya bahawa kedai dalam talian kosmetik biasanya memastikan keselamatan maklumat transaksi dilindungi.</i>	1	2	3	4 5
4	I perceive the technical quality on the website of the cosmetics online store provides good security.				
	<i>Saya melihat kualiti teknikal di laman web kedai dalam talian kosmetik memberikan keselamatan yang baik</i>	1	2	3	4 5

TRUST/KEPERCAYAAN

- 1 I trust that cosmetic online stores are trustworthy.
- Saya percaya bahawa kedai dalam talian kosmetik boleh dipercayai.* 1 2 3 4 5
- 2 I believe that making this online purchase saves time and makes my purchases easier.
- Saya percaya bahawa membuat pembelian dalam talian ini dapat menjimatkan masa dan memudahkan pembelian saya.* 1 2 3 4 5
- 3 I trust online cosmetics stores keep their promises and commitments to customers.
- Saya percaya kedai kosmetik dalam talian menepati janji dan komitmen mereka kepada pelanggan.* 1 2 3 4 5
- 4 I trust that cosmetic online stores would not behave opportunistically.
- Saya percaya bahawa kedai dalam talian kosmetik tidak akan bertindak secara oportunistik* 1 2 3 4 5

EASE OF USE/KEMUDAHAN PENGGUNA

- 1 It would be easy to become skilled by using online platforms.
Mudah untuk menjadi mahir dengan menggunakan platform dalam talian. 1 2 3 4 5
- 2 Repurchasing from the online market is easy for me.
- Pembelian semula dari pasaran dalam talian adalah mudah bagi saya* 1 2 3 4 5
- 3 I find online transactions easy when buying cosmetic products on the Web.
- Saya mendapati transaksi dalam talian mudah apabila membeli produk kosmetik di laman Web* 1 2 3 4 5
- 4 It's easy for me to find cosmetic product websites to make repeat purchases 1 2 3 4 5

Mudah untuk saya mendapatkan laman web produk kosmetik untuk membuat pembelian semula

PRIVACY CONCERNS/KEBIMBANGAN PRIVASI

- | | | | | | | |
|---|--|---|---|---|---|---|
| 1 | I am concerned about the privacy of my personal information during a transaction with cosmetic online stores | | | | | |
| | <i>Saya bimbang tentang privasi maklumat peribadi saya semasa transaksi dengan kedai dalam talian kosmetik</i> | 1 | 2 | 3 | 4 | 5 |
| 2 | I often worry about the privacy of my information when making online purchases. | | | | | |
| | <i>Saya sering bimbang mengenai privasi maklumat saya semasa membuat pembelian dalam talian.</i> | 1 | 2 | 3 | 4 | 5 |
| 3 | I worried about making an online purchase because I'm worried about my privacy information being exposed. | | | | | |
| | <i>Saya bimbang untuk membuat pembelian dalam talian kerana risau privasi maklumat saya tersebar.</i> | 1 | 2 | 3 | 4 | 5 |
| 4 | I am worried that cosmetics online stores will collect too much information about me. | | | | | |
| | <i>Saya bimbang kedai dalam talian kosmetik akan mengumpul terlalu banyak maklumat tentang saya.</i> | 1 | 2 | 3 | 4 | 5 |

PRODUCT PRICE/ HARGA PRODUK

- | | | | | | | |
|---|--|---|---|---|---|---|
| 1 | I tend to buy products at a price that suits my need. | | | | | |
| | <i>Saya cenderung untuk membeli produk pada harga yang sesuai dengan keperluan saya.</i> | 1 | 2 | 3 | 4 | 5 |
| 2 | I will compare the price of one product with another product in the same product category. | | | | | |
| | | 1 | 2 | 3 | 4 | 5 |

	<i>Saya akan membuat perbandingan harga bagi satu produk dengan produk lain dalam kategori produk yang sama.</i>					
3	Providing a clear product price tag makes it easier for me to repurchase the product.					
	<i>Menyediakan tag produk harga yang jelas memudahkan saya untuk membeli semula produk.</i>	1	2	3	4	5
4	I always aware of current product price promotions online.					
	<i>Saya sentiasa mengetahui tentang promosi harga produk yang sedang berjalan dalam talian</i>	1	2	3	4	5

Thank you for your kind cooperation
Terima kasih di atas kerjasama anda

