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**FACTORS INFLUENCE FEMALE PURCHASE INTENTION
TOWARDS LOCAL COSMETICS PRODUCT AMONG UNIVERSITI
MALAYSIA KELANTAN STUDENTS**

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ABSTRACT

This paper aimed to study the effect between attitude, brand awareness, consumer experiences and price on female purchase intention towards local cosmetics products among Universiti Malaysia Kelantan (UMK) students. This study reviewed the literature of past research of factors that influence female purchase intention towards local cosmetics product. The main factor of consumer behaviour that used in this study was to analyse customer female purchase intention were attitude, brand awareness, consumer experience and price. We used a survey questionnaire to collect 226 valid responses from female student of Bachelor of Entrepreneurship (Retailing) with Honours in UMK. These collected data were analysed using SPSS version 24 and the result gathered through Pearson Correlation Coefficient and Multiple Regression. The findings revealed that attitude, brand awareness, consumer experiences and price emerged with significant influence on female intention toward local cosmetics at UMK. The implication from this study is for female consumer who is wearing a cosmetic product, an industry or organization who involve in produce local cosmetic product and retailer who sale a local cosmetic product. Finally, the result shows that attitude influence female purchase intention the most compared to brand awareness, consumer experiences and price.

ABSTRAK

Kajian ini bertujuan untuk mengkaji kesan antara sikap, kesedaran jenama, pengalaman pengguna dan harga terhadap niat pembelian wanita terhadap produk kosmetik tempatan di kalangan pelajar Universiti Malaysia Kelantan (UMK). Kajian ini mengkaji literatur kajian terdahulu tentang faktor-faktor yang mempengaruhi niat pembelian wanita terhadap produk kosmetik tempatan. Faktor utama tingkah laku pengguna yang digunakan dalam kajian ini adalah untuk menganalisis niat pembelian wanita pelanggan adalah sikap, kesedaran jenama, pengalaman pengguna dan harga. Kami menggunakan soal selidik kaji selidik untuk mengumpul 226 jawapan sah dari pelajar perempuan Sarjana Muda Keusahawanan (Peruncitan) dengan Kepujian dalam UMK. Data yang dikumpul ini dianalisis dengan menggunakan SPSS versi 24 dan hasilnya dikumpulkan melalui “Pearson Correlation Coefficient” dan “Multiple Regression”. Hasil kajian menunjukkan bahawa sikap, kesedaran jenama, pengalaman pengguna dan harga muncul dengan pengaruh yang signifikan terhadap niat wanita terhadap kosmetik tempatan di UMK. Implikasi dari kajian ini adalah untuk pengguna wanita yang memakai produk kosmetik, industri atau organisasi yang terlibat dalam menghasilkan produk kosmetik tempatan dan peruncit yang menjual produk kosmetik tempatan. Akhirnya, keputusan menunjukkan bahawa sikap mempengaruhi niat pembelian wanita yang paling banyak berbanding dengan kesedaran jenama, pengalaman pengguna dan harga.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter had shown overall of the study. It contains the background of the study, research problem, research objective of the study as well as research questions. Significant of study and scope of the study were also described in this chapter. The study was explained with the purpose to explore factors affecting female purchase intention, specifically for local cosmetic product.

1.2 BACKGROUND OF THE STUDY

Cosmetics and personal care product have long been present in market. This product used daily by many people, and the use of cosmetic product is increasing every year. The use of this product is regarded as a requirement for personal hygiene, better appeal, skin and hair protection from ultraviolet light and harmful contaminants and slowing down the aging process. Due to advances in technology, the cosmetics industry is constantly looking for new and effective products that are available, cheap and secure. At the same time, information on the identity and source of ingredients used in cosmetics is not always available; therefore verification of the validity and acceptance of the materials may be require (Hashim & Mat Hashim, 2013).

The cosmetics industry has grown rapidly in both developed and developing countries. The cosmetics market in Asia seems to be one of the fastest growing markets. Malaysia is now moving towards becoming a developing nation by year 2020. Hence, with that vision Malaysia is not dependent on a single sector but has various economic generates that can contributes to national wealth and economic growth. In this context, one of the important sectors is the Halal food or Halal product sector which is no longer just an industry that complies with religious needs to feed about 60 percent of Malaysians who are Muslim but it is their own economic power locally and in global (Raufu & Naqiyuddin, 2015).

The cosmetics industry has grown and developed countries. Continuous growth and evolution in the cosmetics industry offers a good opportunity for those who are interested in this business to promote their cosmetics product. According to the Association of Southeast Asian Nation (ASEAN), cosmetics can be defines as any substance or preparation intended to be placed in contact with the outside of the human body or with teeth and membranes of the oral cavity with natural view or especially to clean it, change their appearance and/or correct the smell of the body and/or protect or keep them in good condition (Hassali, Al-tamimi, Dawood, & Verma, 2015).

The cosmetics market in Asia as to be one of the fastest growing markets. Asia Pacific's market value has risen to more than US\$ 70 billion, which is the second-largest market after at Western European market. As reported in 2013, Malaysia spends about US\$ 407 million on cosmetics and bath product and this demand is largely met by imports. Skin care products are the main drives of the cosmetics market, which represents the value of US\$ 229 million followed by eye colour cosmetics with a value of US\$ 20.6

million. In 2013 Malaysia importing US\$ 295 million cosmetics and toiletries and the top three importing countries were US, Japan and Thailand. It was found that Malaysian consumers' interest was barred by growing heavy advertising, marketing and prosperity that increased their interest in premium brands, and they proffered to use imported cosmetics products. Newer in Malaysia's trade market is emergence of Halal cosmetics that will attract the Muslim consumer in the country (Hassali et al., 2015)

At this time, attitudes towards cosmetic use have changed among the population. Female show great importance in personal makeup as well as working female and those with high income are often attractive to purchase premium personal care product. Today, men in Malaysia are also likely to see personal makeup as a necessity and not luxury. Users should also be willing to pay higher prices for high quality product and good benefits, such as whitening, multi-functional and anti-aging (Hassali et al., 2015). The appearance of attractive is very important for both man and female. Recently, the people are willing spend a great deal of money to take maintain the beauty of the face and skin by purchasing a trusted cosmetics.

On average, local cosmetics have a reasonable price rather than imported cosmetics. Typically, demand and prices has a negative correlation, meaning that if there is an increase price, it will result in decreased demand (Kotler & Armstrong, 2010). However, the higher price of imported cosmetics does not diminish interest and virtues of some Indonesian adults to purchase expensive imported cosmetics (Larasati, 2013).

1.3 PROBLEM STATEMENT

Based on previous studies, most female does not care about the side effects after using a product that promises the beauty to the wearer. This statement has been supported by Mansor & Yaacob (2010) they said that a few of cosmetic consumer were ignoring consumption of product effect to the skin. They also give priority to short-term impact to the skin compared to long-term effect that affects full body. In additional, previous researcher Mansor & Yaacob (2010) also said that a lot of cosmetic consumer got an amazing result and they feel like to use the product continuously to fulfil their need egoistic satisfaction.

Most of them were not aware whether it is good or not to the skin. They also did not check the ingredient of the product before deciding to purchase. A few products put scientific term in ingredient which caused difficulties to consumer to understand the content and material meaning (Norudin, M., Desnika, MA., & Rafi, 2010). It can conclude that, the statement will relate with the female purchase intention and this can support by statement of Azmi Hassali & AL-Tamimi (2015), they said that the user influence with interested marketing by the producer that can raise passion of the user in premium brands and they want to choose the imported product.

There was limitation in performing the research on consumer's attitude in purchase intention in Malaysia. According to Chen & Chai (2010) supported by Blackwell et al., (2006) attitudes can define as acts that represents what consumers needs and wants and "attitude of environmental concern are rooted in a person's concept of their own self and the degree to which an individual perceives their self to be an essential part

of the natural environment. This research will study relationship between attitude and consumer behaviour in making purchasing decision.

The previous researcher concludes the study by completing the research gap between all studied articles that on this study conclusive identifies differs of main problem. Other issue is brand awareness affect female intention in purchasing. This study pressure at a brand issue related with article (Oh & Han, 2000) which is brand awareness suppose contribute to consumer perceptions towards the popularity of product. The most famous product is attracted consumer to choose it. This study aware that consumer more prefers to choose branded cosmetic product from popular brand rather than choosing the local cosmetic product. Local products are less popular because of several factors such as lack in advertisement or no exposure. Other than that, price also is one of the factor that influence consumer intention to choose which brand is their final decision to purchase.

1.4 RESEARCH OBJECTIVE

The purpose of this research is to identify the factor of consumer behaviour that affecting with female's purchase intention towards local cosmetic product. This study consist of four independent variables of consumer behaviour which are attitude, brand awareness, consumer experience, price while the dependent variable would be the female's purchase intention towards local cosmetic product.

The objective of this study as follow:

- i. To examine the relationship between attitude and female's purchase intention towards local cosmetic product
- ii. To examine the relationship between brand awareness and female's purchase intention towards local cosmetic product
- iii. To examine the relationship between consumer experience and female's purchase intention towards local cosmetic product
- iv. To examine the relationship between price and female's purchase intention towards local cosmetic product
- v. To examine the association between factors of consumer behaviour (attitude, brand awareness, consumer experience, price) and female's purchase intention towards local cosmetic product?

1.5 RESEARCH QUESTION

- i. Does the attitude influence and female's purchase intention towards on local cosmetic product?
- ii. Does the brand awareness influence and female's purchase intention towards on local cosmetic product?
- iii. Does the consumer experience influence and female's purchase intention towards on local cosmetic product?
- iv. Does the price influence and female's purchase intention towards on local cosmetic product?
- v. What are the dominant factors of consumer behaviour that influence the female's purchase intention towards local cosmetic product?

1.6 SCOPE OF THE STUDY

The scope of the study is, a segment of research paper that explains the data or subject that is being analysed. The issues that have been discussed are about the factors that influencing of female intention towards local cosmetics product. Based on these issues, our scope of study in this research paper is Retailing (SAR) female student in University Malaysia Kelantan Campus City (UMK). The entire respondent is which consumers use local cosmetic product. There are 226 respondents.

Besides that, this research of study is done to examine the relationship between independent variables such as attitude, brand awareness, consumer experience and price and dependent variable is purchase intention of the local cosmetics product.

Next, the advantages of this research are important which is it was easy to get data from respondent. Lastly, this research was only focus on female student based on their studies that they had learnt and understanding.

1.7 SIGNIFICANCE OF THE STUDY

In this section, it provides brief explanations on the various significance of the study.

First, the research attempt to contribute a female consumer who is wearing a local cosmetic product in their daily life as personal care product. The information gathered in this research is important where explanation given is about the local cosmetics product to avoid feeling worried or confused when using the cosmetics. This research will make

female consumer become more alert and aware about the cosmetics they purchase and wear to avoid from bad or worse effect to their skin.

Besides, this study also would help an industry or organization who involve in producing local cosmetic product. The industry must produce a cosmetic product which is safe and effective to use. This research will make the industry to be more focuses on standard which is satisfy consumer needs and wants from local cosmetics product. At the same time, it can increase their profit and corporate social responsibility.

Lastly, this study can be a guideline for the retailer who sale a local cosmetic product to be more alert on what kind of product a consumer find from local cosmetics product. The findings will helped in providing necessary information to guide the retailers before they sale the local cosmetics product to consumer. It will assist to extract lesson to retailer according research issues which have the potential to affect their business.

1.8 OPERATIONAL DEFINITION OF TERMS

1.8.1 Local cosmetic product

Malaysians local product had a higher quality if compared with products from less developed country (A. Singh & Bansal, 2016).Cosmetic product means beautifying, cleansing, colouring, perfuming, conditioning, protecting, preserving or changing appearance of any substance or preparation applied to human body such as skin, hair, nails, lips, eyes or teeth. The purpose of cosmetics used is to capture the appearance of looking, attractive, healthy and clean (Ying San et al., 2012).

Local cosmetic is use for beauty and healthy on skin to maintain beauty, clean and to improve appearance (Rahim, 2018). All products must be registered under KKM (Kementerian Kesihatan Malaysia) before they publish and market to the public (Nur Atikah Noor Wavi, 2017).

1.8.2 Female

Youth generations are tend to use cosmetic products to place more interest in maintaining their self-esteem. Cosmetic usages become a trend to females because of the elements of cosmetic itself that bring attractiveness to human and the dominant users of cosmetic products is female (Krishnan, Amira, Atilla, Syafawan, & Hafiz, 2017).

1.8.3 Purchase Intention

According to Mahdi & Maryam, (2013), the consumer based relationship of organization mediate the relation between purchase intention and religiosity. Halal awareness and qualified halal certification products have been major constructs which help to improve reput of brand and should focus on intensive halal promotional campaign to mole the consumer purchase intension towards halal brands (Yuhanis Abdul Aziz, 2012)

Usually consumer purchase intention based on their knowledge about cosmetic products and also based on knowledge of ingredients that used in cosmetic product. Other than that, problem skin also can affect the consumer's attitude in purchase intention because consumers will find a product that can heal their skin.

1.8.4 Attitude

Attitude means a person's relatively consistent evaluation, feelings and tendencies toward something either object or idea (T.E.O Yuan Sim et al., 2012). The accessibility of a product in certain places might alter consumer attitudes toward purchasing a good cosmetic product (Yeo, Mohamed, & Muda, 2016). Consumers' attitudes are developed from personal experiences, earning with reality, information from friends and salesperson (Ying San et al., 2012).

1.8.5 Brand Awareness

According to Aaker (1991) brand awareness means the ability of the potential purchaser to recognize and recall that a brand is a member of a certain product category. Consumer with a high level of brand awareness can influence them to purchase due to the familiarity with the brand and its characteristic (Ying San et al., 2012).

Quality is the entire features and characteristics of a product or service that are able to satisfy the stated or implied needs of the product or service (Kotler, 2011) and (Keller, 2008). However quality is defines differently depends on how the product affect to the skin (A. Singh & Bansal, 2016). Brand image means, a consumer perception towards particular brand (Keller, 1993). According to Jr, Omar, & Wahid (2007), brand image will influences the way consumer view the products and will lowering purchase risks.

1.8.6 Consumer Experience

Consumer shopping experiences resulted from the past purchase regarding the total impression about the seller (Ying San et al., 2012). It can help the seller to lead the future purchase intention if consumer trust with products that sold by seller.

The elements of consumer experience included trust and satisfaction. Trust is consumer willingness to rely on consumer on the seller and take action in circumstances where such action makes the consumer vulnerable to the seller (Ying San et al., 2012).

Consumer will purchase if they trust the seller and cosmetic product when they uncertain with the risk and trust is very an important factor in influencing consumer to purchase where, satisfaction also important to gain sales and it help a consumer to have a good experience while purchasing cosmetic product (Ying San et al., 2012). Consumer will be a regular consumer if they achieve the high level of satisfaction.

1.8.7 Price

According to Rahim, (2018) price is important to consumer and as well as the price is affordable, they can decide on product purchasing. Price is not actually effect the consumer purchase intention because when consumer loyal to particular brand, they will pay the product price even the price might be expensive.

Promotion is important to attract consumer purchase intention because promotion of product will influence and attract consumer to purchase and use the product (Rahim, 2018). According to Kotler & Keller (2009), personal factor also play an important role

that influencing the use of cosmetic product consumer purchase intention such as age, occupation, lifestyle, personality and value.

1.9 CHAPTER SUMMARY

In this chapter, it will describe about background and factors influencing female purchase intention towards local cosmetic products. After that, some of problem statement of the factors influencing purchase intention of local cosmetic products also will be describe. Moreover, in this chapter, it has four research objectives. This chapter also provided definition of terms which are important keywords that will be used in this study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The previous chapter has emphasized the position of this study. In this chapter contains the literature of each topic. This section also discusses the methods used by previous researchers on the same scope. Literature research is an intermediate base derived from journals, books, master's theses, conference proceedings and other reports. It is thoughtful in associated with the development of the word from another word or initiates roots in the same hypothesis or other language, which will be discussed in detail in Chapter 3.

2.2 LOCAL COSMETIC INDUSTRY IN MALAYSIA

Worldwide market for cosmetic products and grooming equipment are affected by the economic downturn, but globally the economy is recovering, this market is expected to witness significant growth. Increase user revenue and change lifestyle drives the global beauty market. Cosmetic manufacturers and toiletries face the challenges and obstacles in their growing market growth potential in the near future. The main reason is behind huge global growth. The beauty industry is an offshore production unit for effective Asian economic costs. Appearance new distribution channels such as online retailers drive this market growth. Increase users prioritizing the use of natural cosmetics

products, compel cosmetics and toiletries manufacturers to change the strategy according to user preferences (Branston, Symon, & Strong, 2003).

The cosmetics industry has become one of the world's leading industries, and now the cosmetics and fixtures industry in Malaysia has grown rapidly. In this era, cosmetics are regarded as necessities not something people want for materialistic life, especially for female. With increased market size and increased consumer demand, cosmetics firms need to find new methods and learn to understand the needs of consumers to improve their product's satisfaction levels. Therefore, increasing consumer satisfaction will positively affect the sales of the product. Today, the beauty and health market is growing rapidly in Malaysia and around the world (Eze & Tan, 2012).

Local cosmetics brands are becoming popular when Instagram, Facebook and Twitter start to become the norm in our society. They are mostly founded by fashion entrepreneurs, professional makeup artists and celebrities as well as influential social media. The personal care and cosmetics in Malaysia conducted by the US International Trade Administration, while a large number of local manufacturers produce and own their home brands, more local players turn to local cosmetics manufacturers and focus on personal contracts or labelling (Nadia Baharuddin, 2017).

The cosmetics industry in Malaysia is growing at an annual rate of 13%. This is due to the increase in the number of female workers, urbanization, and increase self-awareness due to education. The industry is expected to grow rapidly in the future due to the huge demand for premium products (Eze, Tan, & Yeo, 2012). The Global Beauty Market is usually divided into five major business segments: skin care, hair care, colours

(make-up), fragrances and toiletries. These segments are complementary and through them their diversity can satisfy all consumer needs and expectations about cosmetics. Beauty products can also be divided into premium and mass production segments, according to brand brands, prices and distribution channels used. In the global view of the mass segment representing 72% of total sales in 2010, while the premium segment accounted for the remaining 28%. The majority of global premium cosmetics sales are concentrated in developed markets (Barbalova, 2011).

2.3 PURCHASE INTENTIONS

Purchase intentions can be define as personal action tendencies according to brand. It is one of the components of consumer cognitive behaviour on how an individual intends to purchase a specific brand (Ling, Chai, & Piew, 2010). Dissimilar perceptions among consumers may lead to different evaluations about products when they want to choose and make a purchase (Rezvani et al., 2012). Besides, word-of-mouth are highly influenced consumers' purchase intentions (Kenyon & Sen, 2012).

However, purchase intention become the most significant issue in industry to improve brand standing in the market and induce a positive feeling among consumers (Borzooei, Mahdi & Asgari, 2013). It have been used to identify purchasing likelihoods for products within defined time periods (Whiltar, Geurts, & Swenson, 1993). Factors that are more likely to influence purchase intention include product type, prior purchase, and, to a lesser extent, gender (Brown, Pope, & Voges, 2003).

Besides, to determine factors that influence consumer purchase intention theory of reasoned action (TRA) was used (Belleau, Summers, Xu, & Pinel, 2007a). This theory based on the premise that make systematic use of information which available to individuals rationally. This model was designed the relationship between attitude and behaviour. According to the theory of reasoned action (TRA) a person's intention is a function of two basic determinants which one personal in nature and the other reflecting social influence (Lada, Harvey Tanakinjal, & Amin, 2009).

2.4 FACTORS INFLUENCING FEMALE PURCHASE INTENTION TOWARDS LOCAL COSMETIC PRODUCT

2.4.1 Attitude

Attitude means feeling, tendencies or reaction on something such as object or idea (Azmi Hassali & AL-Tamimi, 2015). Consumers' attitudes are developed from personal experiences, earning with reality, information from friends and salesperson (Ying San et al., 2012).

The level of product performance itself can influence consumer purchase intention. Usually the consumer's knowledge about the ingredients used in local cosmetic product will effect on their attitude. Some consumers know and understand on every ingredient that used in cosmetic product because they aware of the long term effect on their skin and also to avoid the risk on the skin and money also. But some consumers were not really care about the long term effect on the skin. They were just want a beauty and light skin in a short period of time without care the on the long term effect or in the

future. This is because they did not have knowledge about the ingredients and also no idea about the effect not only the skin but also effect to their kidney in the future.

Besides that, people who live in the same country with the same beliefs have different purchasing behaviours where every person has a special attitude towards his or her purchase behaviour and the parameters that influence it (Rezvani et al., 2012). Firms from North American and Western European which competes in the global market should be aware of the domestic and foreign market according to consumer perception about purchase behaviour of these products.

According to Rahim, (2018) skin can be more sensitive when consumers use the cosmetic product that might not suit with their skin. Not all consumers have the same skin condition and they have to know the exactly products or ingredients in cosmetic product that suit their skin to prevent the risk on the skin. Skin problem also influence consumer purchase intention on cosmetic product especially in female. There are some skin problems such as acne, dry skin, oily skin, white head, black head and dull skin. All of this problems will influence consumer purchase intention because especially carrier female or student.

2.4.2 Brand Awareness

Brand awareness defines as the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category (Ying San et al., 2012). When consumer aware about the cosmetic product brand, they will consider the cosmetic

product into their purchase list. Another element of brand awareness is brand image and brand quality.

According to Ying San (2012) quality is the entire features and characteristics of a product or service that are able to satisfy the stated or implied needs of the product or service. However quality is defines differently depends on how the product performance to the skin (A. Singh & Bansal, 2016). Some consumer feels that the quality of a cosmetic product is based on the originally of the cosmetic products which is the product is not counterfeit by third parties. Some consumer assumes that a quality local cosmetic product is that product can perform well on their skin.

However, if celebrity endorsing multiple brands, this negatively impacts consumers purchase intention when they are more attached to a celebrity (Ilicic & Webster, 2011). If the consumers have a weak attachment, their purchase intention is increased with multiple endorsements. Celebrities are often becoming the face, or image not only of consumer products and brands, but also of organizations themselves in marketplace (Ilicic & Webster, 2011). For instance, in Malaysia the popular celebrity who have a lot of fans like Noor Neelofa Mohd Nor (Neelofa) become an endorsement for a several company like Oppo r6, Lancôme Cosmetics, Putra Holding, Titan Jewellery and so on and also for her own product NH (Naelofar Hijab) Prima Sdn Bhd. This will influence her fans purchase intention to purchase the product.

Brand image means, a consumer perception towards particular brand Keller (1993). Brand image is used by company to introduce their product as well an image to community. Loudon & Della Bitta (1988) defines that brand image will influences the

way consumer view the products and will lowering purchase risks. Consumer assumes that, a good brand image of local cosmetic product were that product do not have uncertainty ingredients issue that used in local cosmetic product.

2.4.3 Consumer Experience

Consumer experience level is difficult to compete with the best advertisement either because they had faced many situation successful and unsuccessful when applying any cosmetic product to their body. Consumer perceptions of service quality will differ by consumer experience level. There are two categories of consumer in purchasing cosmetic product, repeated consumer and new consumer. Repeated consumer is persons that repeatedly use same product with same brand without making any changes or transformed to another brands product. They also called as consumer because of their loyalty toward the brand.

Consumer perceptions of service quality, effectiveness of a product and quality of product will differ either they had walk in or online purchase. They experience decide them to make last decision before making any purchase. Also choices are based on the other consumer experience such as relatives, friends, buddies or even their neighbour picking method for selecting items being factor influence them to choose right cosmetic product.

There is an interaction effect between consumer experience level and picking method for consumer perceptions of service quality. Service quality is correlated with

increased consumer behavioural intentions. For example through media social and media electronic, seller needs to be intelligent to attract consumer to purchase their product.

2.4.4 Price

Price is very important when consumer want to purchase a product. If the product expensive, this will affect the consumer interested to purchase the product. Price may be the most important consideration in ordinary users. However, the price of a product does not affect the consumer's intent to purchase a product as it does in brand loyalty (Rahim, 2018).

Consumers have strong confidence in their pricing and value so many favourite brands so they compare and evaluate prices with alternative brand. Consumer satisfaction can be also built by comparing prices with cost and value viewed. If viewed the value of the product is greater than the cost, it is noted that the user will purchase the product (Yee & Sidek, 2008).

Beside, price promotion also influence consumer in purchase intention when purchasing a product. If consumer get high or big promotion they can repeat their purchase for the product. However, price promotion may not have had any significant influence on purchase intention but product quality had the greatest influence consumers' purchase intention towards cosmetic products (Eze et al., 2012). Price promotion does may not always enable the attraction of consumers, particularly on cosmetic products.

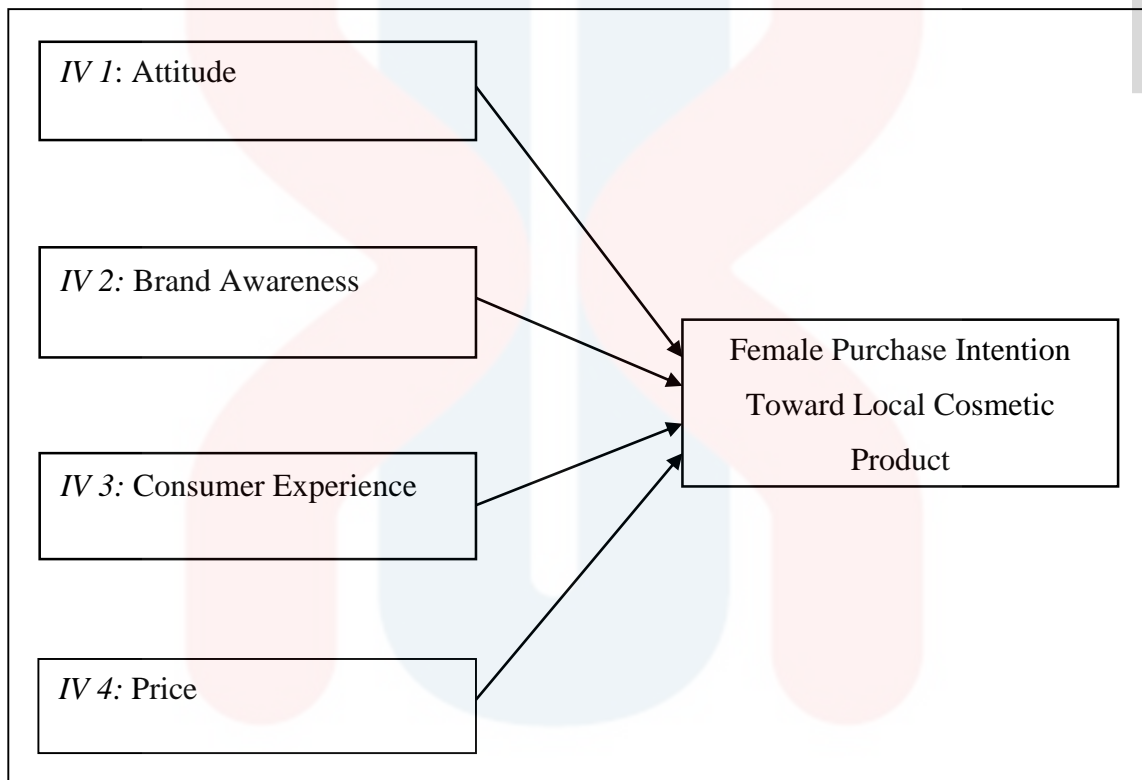
Consumer satisfaction can also be constructed by comparing the prices with the costs that it considers and values. It is also one of the strongest indicators of consumer

loyalty (P. Singh & Pattanayak, 2014). If the value of the product viewed is greater than the cost, note that the consumer will purchase the product (Yee & Sidek, 2008). Consumer will purchase cosmetic product if the price are affordable to them.

Promotion is another useful hint used for cognitive and product assessment purchase decision. Promotion is important to notify the user of its availability products, to generate public awareness of retail marketing activities, to promoting reviews to retailers, and increasing consumer loyalty (Park & Lennon, 2009). The consumer will attract to purchase the product when they do the a promotion for their product (Steenkamp & de Jong, 2010).

2.5 THEORETICAL FRAMEWORK

Figure 2.1: Theoretical frameworks (Theory TRA)



Source: Theory of Reasoned Action (TRA) adopted by (Belleau, Summers, Xu, & Pinel, 2007).

2.6 RESEARCH HYPOTHESIS

Table 2.1: Research Hypothesis

Hypothesis	
H1 Attitude	H₀ There is no significant relationship between attitude and female purchase intention towards local cosmetic products. H₁ There is a significant relationship between attitude and female purchase intention towards local cosmetic products.
H2 Consumer Experience	H₀ There is no significant relationship between consumer experience and female purchase intention towards local cosmetic products. H₁ There is a significant relationship between consumer experience and female purchase intention towards local cosmetic products.
H3 Brand Awareness	H₀ There is no significant relationship between brand awareness and female purchase intention towards local cosmetic products. H₁ There is a significant relationship between brand awareness and female purchase intention towards local cosmetic products.
H4 Price	H₀ There is no significant relationship between price and female purchase intention towards local cosmetic products. H₁ There is a significant relationship between price and female purchase intention towards local cosmetic products.

2.7 CHAPTER SUMMARY

In this chapter, first section was described about the concept of cosmetic industry that relate with the factors influencing female purchase intention towards local cosmetic products. Then, it also described related theory and models of female purchase intentions toward local cosmetic product. This also said about the variable of the factors influencing and female purchase intention towards local cosmetic products and have two dimensions such as suitability and effectiveness. This chapter also provided hypothesis development describes relationship between factors influencing and female purchase intention towards local cosmetic products in this study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this chapter, researches will analysis data from survey. The researcher choose quantitative as their design where the information will get from the questioners, The research methodology will explain more about the research framework, researches hypothesis, target population, sampling, data collection procedure, measuring instrument, assumption required, data analysis and the scope of the study and limitation of the study. This research will be held in Universiti Malaysia Kelantan City Campus.

3.2 RESEARCH DESIGN

Research design is a decision of making choice. It implies that the research configuration is a framework system for leading the venture of research project. It demonstrates the best detail way about methodology procedures that are required keeping in mind the end goal to acquire the data for tackling research issues. The goal and objective of research configuration is to ensure the legitimacy of the study. The aim situation behind this research will be to give a more prominent comprehension on how female purchasing attitude, brand awareness and their buying experience influencing their purchasing intention towards local cosmetic product.

3.3 POPULATION AND SAMPLING

3.3.1 Population

According to the data from department Entrepreneurship and Business Faculty (FKP), the total number UMK population of female students in City Campus is 2291 students. This study is focus on female student in Bachelor of Entrepreneurship in Retailing (SAR) UMK. This study aimed to examine the factors of consumer behaviour in purchase intention on local cosmetic product among UMK female students. Therefore, this study focus on population which is female who use local cosmetic product and will be the targets as a respondent.

3.3.2 Sampling

In this study, the target respondent is SAR female student from UMK City Campus who use a local cosmetic product in their daily life. According Krejcie & Morgan Model (1970) this research will be select 226 from 544 respondents in UMK City Campus.

Table 3.1 Table for Determining Sample Size of a Known Population.

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384
<i>Note: N is Population Size; S is Sample Size</i>					<i>Source: Krejcie & Morgan, 1970</i>				

Sources: Krejcie & Morgan, (1970).

3.3.2.1 Sample Size

Sample size is very important to conduct and complete our study because if researcher select wrong of sample size, it will be defect on this study. Same goes if the sample sizes are too large, it will waste the time and money and if the sample too small, it will lead to inaccurate result to this study. So, select an accurate sample size is a must

to gain an accurate result. Total population of FKP for female students in UMK City Campus is 2291. However, in this study the researcher select only female student from SAR which is 544 students. So, the sample size based on table Krejcie and Morgan is 226 students.

$$S = \frac{X^2NP (1-P)}{d^2 (N-1) + X^2P (1-P)}$$

Where:

S = required sample size

X = Z value (example 1.96% for 95% confidence level)

N = Population size (assumed to be 544)

P = Population proportion (assumed to be 0.5 or 50%)

d = Degree of accuracy (assumed to be 0.05 or 5%)

$$\begin{aligned}
 S &= \frac{X^2NP (1-P)}{d^2 (N-1) + X^2P (1-P)} \\
 &= \frac{1.96^2 (544 \times 0.5)(1-0.5)}{0.05^2 (544 -1) + (1.96^2 \times 0.5)(1-0.5)} \\
 &= \frac{3.8416 (272)(0.5)}{1.3575+0.96} \\
 &= \frac{522.46}{2.3175} \\
 &= 226
 \end{aligned}$$

3.3.2.2 Sampling Method

In this research, non-probability sampling had been use to determine the sampling in the research. According to Mukesh, Salim Abdul Talib & T.Ramayah (2013), researchers focus on gathering all information with determining the sample size of each group from main population that are conveniently available to have their time to give the respond. This type of sampling method is called convenient sampling method.

This type of sampling method gives advantage for researcher to pick up anyone they want that is free to be the respondent at that current time. For example, in this research, method has been used is convenient sampling method, so the data is collected randomly by make few visit at sampling station in some place at UMK City Campus such as UMK City Campus Library, UMK Laman Siswa, Gary Café Taman Bendahara and UMK City Campus Hostel.

This type of method can cover a large total amount of sample size from a survey that focus on a population and make the survey quick and cost effectively. However, situation of bias condition will happen because survey was made randomly by picking each respondent from different places. This action not argues with the main plan to get main target population from actual target of research plan. The true representative is not valid because the individual surveyed are often different from target population (Mukesh, Salim Abdul Talib & T.Ramayah, 2013).

3.4 DATA COLLECTION METHOD

Data collection is a process of collecting, gathering and measuring information and data on variables of interest to answer stated research questions. The data or information must be accurate to avoid ineffective or unreliable result. In this study, researcher used primary data to determine the information is tailored to elicit the data that will help the study.

3.4.1 Primary Data

In this research, primary data are used through questionnaire to collect the data. This is one of the methods or instrument to collect the data which involve asking a subject and get a respond from a set of written questions. Questionnaire is cost-efficient ways to gather quantitative data either used online, mobile or writing paper survey.

For this research, researcher distributed and collects the data through questionnaire from female student in retailing course (SAR) at UMK. The researcher use online, mobile and writing paper survey to distributed the questionnaire to collect the data. The questionnaire will distributed to female student from year 1 until year 4. The purpose is to found the factor influence female purchase intention towards local cosmetic product. However, using this method will generate meaningful results for this research. The researcher also can get quick or fast results and quality feedback from respondent through questionnaire. This survey can increase the efficiency and effectively of data collection.

3.4.2 Secondary Data

Secondary data is the data have been already collected by and readily available from other sources. Secondary data are usually historical, already assembled, and do not require access to respondent or subject (Zikmund, 2003). In addition, secondary data is data available and easy to get it from other source. Thus, the researches collected data can save times as there is a large amount of data found in other sources.

In this research, data was collected from public record and historical document from previous and latest recorded data statistical in Universiti Malaysia Kelantan City Campus. The number of total students from Faculty of Entrepreneurship and Business (FKP). This research chooses randomly to focus on selecting data among female students from Bachelor of Entrepreneurship (Retailing) with Honours (SAR) in FKP. Table 3.2 shows the total number of FKP students in Universiti Malaysia Kelantan City Campus.

Table 3.2 Bachelor of Entrepreneurship and Business's candidate.

FACULTY ENTREPRENEURSHIP BUSINESS (FKP)	MALE	FEMALE	TOTAL
SAB	151	601	752
SAE	51	112	163
SAK	189	574	763
SAL	192	460	652
SAR	146	544	690

3.5 RESEARCH INSTRUMENT

The most important in collecting data are questionnaire, interviews and direct observations (Bouranta, Chitiris, & Paravantis, 2009). A structured questionnaire is used to collect the necessary data from respondents. It used as a primary data to answer the research the research questions and objectives. To diagnose the functioning institutions, questionnaires are the most common method can be used (Van Dyk, 1991).

The questionnaire was divided into three sections. Section A will focus on information which includes elements demographic information such as gender, age, race and marital status. Section B is indicates which is find out the factors of consumer behaviour such as attitude, consumer experiences, brand awareness and price that influence female purchase intention. While section C will more concentrate on the dependent variable which is the purchase intention of the respondents toward local

cosmetic products will use to this study to measure female purchase intention on local cosmetic product.

In past researcher (Bouranta et al., 2009), six-point likert scale is using to less confusing and to increase response rate among respondents. The measurement of Six-Point Likert scale based on : 6=Strongly Agree, 5=Agree, 4= Slight Agree, 3= Slight Disagree, 2=Disagree, 1=Strongly Disagree. Example of Six-Point Likert scale as below:

Table 3.3: Six-Point Likert scale.

Strongly Disagree	Disagree	Slight Disagree	Slight Agree	Agree	Strongly Agree
1	2	3	4	5	6

3.6 DATA ANALYSIS

3.6.1 Descriptive Analysis

Descriptive analysis is used to describe the basic features of data in a study. They provide simple summaries about the sample and the measure. Husserl which is the make this theory believes that descriptive analysis are phenomenology suspended all suppositions, related to consciousness, and have been based on the meaning of individual experience (M Reiners, 2012). Husserl believes that phenomenology suspend all understanding, relating to consciousness, and has based on the meaning of individual experience.

This study is based on quantitative characteristics of a data set called descriptive. The raw data changes into a form that will make it easier for us to understand the data to produce information that is also known as a descriptive analysis that facilitates researchers to interpret and analyze data.

3.6.2 Pilot Study

Pilot study is important to ensure that large randomized trials are feasible, rigorous, and economically justifiable and work as any background research that informs a future study (Arnold et al., 2009). It also as preliminary investigations that were specifically designed to assess the feasibility, safety, or acceptability of an intervention, and studies with a specific hypothesis, objective, and methodology (Arnold et al., 2009).

In pilot test, the questionnaire was being test to evaluate the scale reliability through Cronbach's Alpha value. Cronbach's alpha is a single test administration to provide a unique estimate of the reliability for a given test and it reliability coefficient normally ranges between 0 and 1 (Gliem & Gliem, 2003). The average value of Cronbach's Alpha coefficient ranged from 0.70 and beliefs to 0.82 (Peterson, 2013). The value less than 0.6 will be eliminated from the questionnaire.

Table 3.4: Rule of Thumb of Cronbach's Alpha Coefficient Size.

Cronbach's Alpha	Internal Consistency
$\alpha=0.9$	Excellent (High-Stakes testing)
$0.7= \alpha<0.9$	Good (Low-Stakes testing)
$0.6= \alpha<0.7$	Acceptable
$0.5= \alpha<0.6$	Poor
$\alpha < 0.5$	Unacceptable

Sources: George and Mallery, (2001).

3.6.3 Reliability Test

In this research, 30 sets of pilot test will be allocated and distributed to non-respondents in UMK. These 30 non-respondent samples were distributed to female student's population in UMK. The purpose is to get respondents feedback and ensure the respondents understand clearly and answer the questions properly. It is important to make sure the research will produce a good quality of research result from the suitable questionnaires. The table above show summarizes the rules of thumb for Cronbach's Alpha.

3.6.4 Pearson Correlation

Pearson Correlation used to measure the strength relationship between dependent variables and independent variables. In this research, the dependent variable is female purchase intention and the independent variables are attitude, consumer experiences,

brand awareness and price. The objective of using Pearson Correlation analysis is to determine either the correlation is significant or not significance. The range must between -1 and 1. If the correlation coefficient, r is near to -1, it means the stronger the negative linear relationship. If the correlation coefficient, r is near to 1, it means the stronger the positive linear relationship. If the correlation coefficient, r is near to 0, it means the weaker the linear relationship.

The table below show the rules of thumb about correlation coefficient size to characterize the strength of the correlation between variables based on size of the correlation coefficient, r :

Table 3.5: The Values of Thumb about Correlation Coefficient Sizes.

Coefficient Range, r	Strength of Correlation
± 0.91 to 1.00	Very Strong
± 0.71 to 0.90	High
± 0.41 to 0.70	Moderate
± 0.21 to 0.40	Small but definite relationship
± 0.00 to 0.20	Slight, almost negligible

Sources : Hinkle, Wiersma, & Jurs (2003).

3.6.5 Multiple linear regressions

Multiple linear regressions are procedures maximize a function and involve operations that sequentially treat one variable at a time (Andrews, 1974). It is one of the common forms of simple linear regression to predictive analysis about variable “Y” based on variable “X”. Multiple linear regressions will determine the relationship between one continuous dependent variable and two or more independent variables to make the accurate prediction in each other’s. For instance, it used to predict the relationship between independent variables such as attitude, customer experience, brand awareness, price and the dependent variable which is female purchase intention towards local cosmetics.

3.7 SUMMARY CHAPTER

At the end of this chapter, the researchers review at all components in methodology. This study uses quantitative research using quantitative research for this study using structured questionnaire as a research instrument. For the further study will be discussed in the Chapter 4.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

In this chapter, the researchers will discuss about the result and finding of research based on the analysis that have done the data collection from the respondent. The data that have collected through questionnaire had been analyzed using the Statistical Package for Social Science (SPSS) version 24 and it consists of descriptive analysis, reliability analysis, and demographic profile of the respondents, descriptive statistic and pearson correlation.

4.2 RELIABILITY ANALYSIS

In this study, reliability statistic has been conducted for dependent variable and independent variable for this research. The purpose is to evaluate the reliability of questions and overall variable are reliable based on questionnaire provided. The average value of Cronbach's Alpha coefficient ranged from 0.70 and beliefs to 0.82 (Peterson, 2013). Based on table 4.1, these values are acceptable for the research according Rule of Thumb Cronbach's Alpha Coefficient Size.

The objective of the reliability test was to identify the stability of the data that was gathered in this study. However, the reliability test is finish after checking the data obtained from the survey to the respondent whether it reliable or not for the research.

Table 4.1: Reliability Statistics.

Cronbach's Alpa	Cronbach's Alpha Based on Standardized Items	N of Items
0.97	0.97	31

Table 4.1 was shows the reliability statistics for all the variables (independent variable and dependent variable) in this study. The result for Cronbach's Alpha is 0.97 more than 0.7 which the test can be carried for the further test because it has excellent and highly reliable result for the research.

Table 4.2: Reliability test for dependent variable and independent variables.

Variable	Number of items	Cronbach's Alpha
Female Purchase Intention	5	0.93
Attitude	8	0.91
Brand Awareness	6	0.91
Consumer Experience	6	0.96
Price	6	0.83

Table 4.2 was shows dependent variable (Female Purchase Intention) and independent variable (Attitude, Brand Awareness, Consumer Experience, and Price) are

reliability using Cronbach's Alpha test. The result for dependent variable, the alpha value of reliability analysis for female purchase intention is 0.93. Based on Rules of Thumb, the result is category as excellent. While, for independent variable, the alpha value of reliability analysis for attitude is 0.91 was considered as excellent result. The alpha value of reliability test for brand awareness is 0.91 and it is considered as excellent. Next, the alpha value of reliability analysis for consumer experience is 0.96 was considered as excellent result. Lastly, the alpha value of reliability analysis for price is 0.83 and it was considered as good.

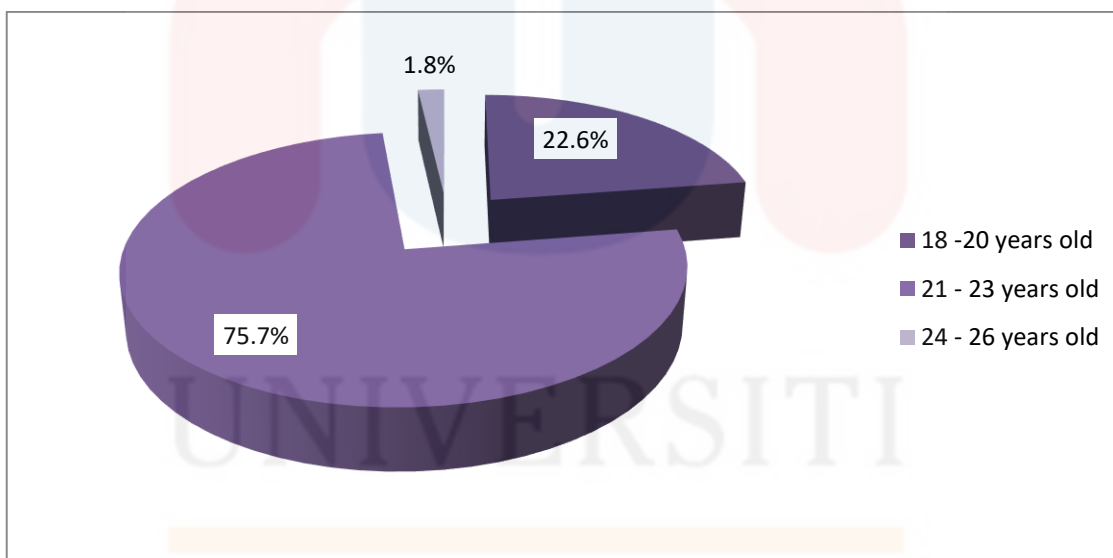
4.3 DESCRIPTIVE ANALYSIS

4.3.1 Demographic Profile of Respondent.

This section has shown that the respondent's profile details. Which inside the questionnaire, Section A consist of general information on demographic profile of respondents such as age, race, status, occupational, year of study and income. In general, the demographic profiles of the respondents are gathered as below:

Table 4.3: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20 years old	51	22.6	22.6	22.6
21-23 years old	171	75.7	75.7	98.2
24-26 years old	4	1.8	1.8	100.0
Total	226	100.0	100.0	



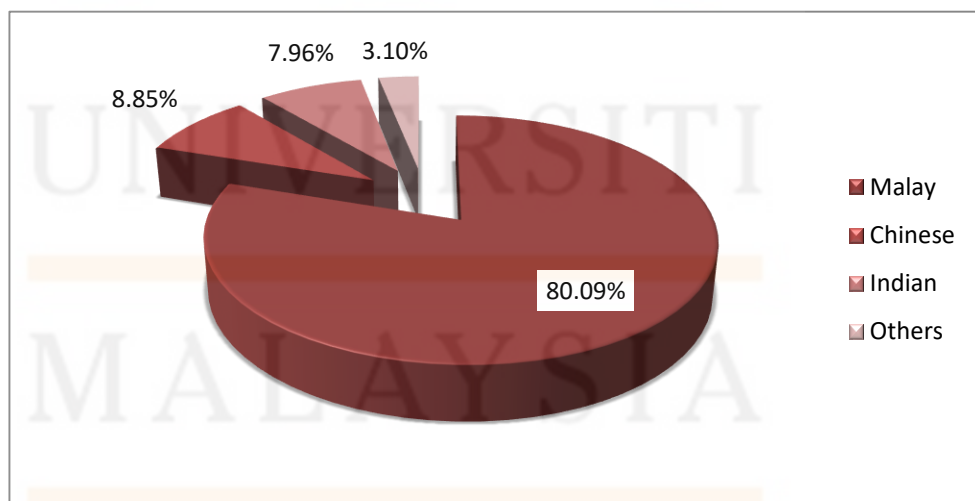
Pie Chart 4.1: Age

Table 4.3 and Pie Chart 4.1 shows the ages among the respondents get by researchers. Due to this research will mainly focus on female Bachelor in Entrepreneurship of Retailing student in Universiti Malaysia Kelantan Students in City Campus, therefore the ages between 18-20 years are total of 51 respondent and 22.6%.

The age between 21-23 years contribute the majority which are 171 respondents and consist 75.7%. The ages between 24-26 years are total of 4 respondents and 1.8% in the pie chart.

Table 4.4: Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	181	80.1	80.1	80.1
Chinese	20	8.8	8.8	88.9
Indian	18	8.0	8.0	96.9
Others	7	3.1	3.1	100.0
Total	226	100.0	100.0	

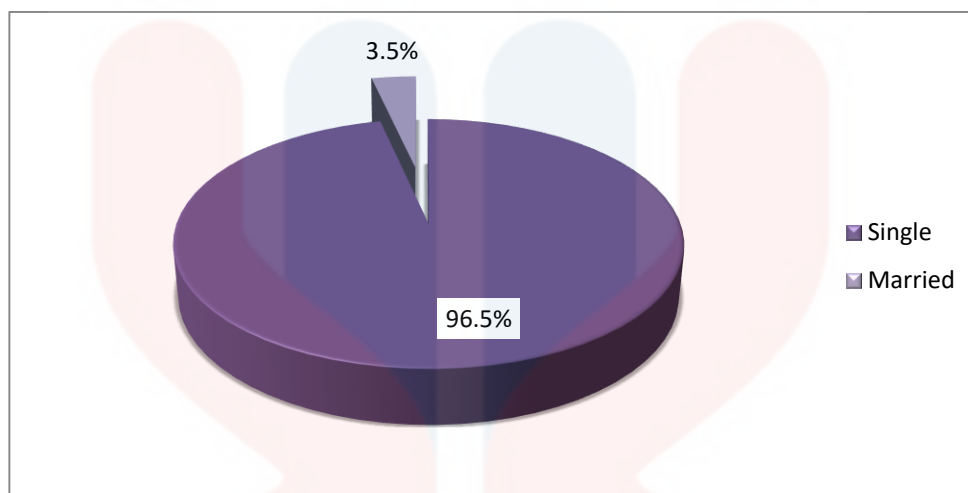


Pie Chart 4.2: Race

The Table 4.4, shows the percentage of respondents in race categories. The researchers divided the race into four categories, which are Malay, Chinese, Indian and others. 181 respondents are Malays and it was the most 80.09%, because there are majority Malay students in Universiti Malaysia Kelantan. Chinese contribute 20 respondents and it was 8.85%, Indian contributes 18 respondents which are 7.96% and the others contribute 7 persons and it was the least respondents and only has 3.10%.

Table 4.5 Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	218	96.5	96.5	96.5
Married	8	3.5	3.5	100.0
Total	226	100.0	100.0	

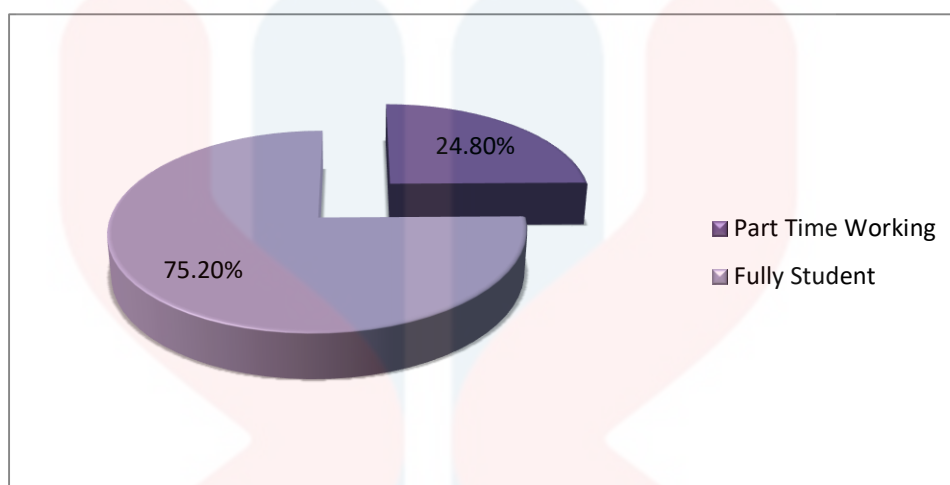


Pie Chart 4.3: Status

The Table 4.5 shows that the single are the most frequency in intentions to buy local cosmetics product 218 people and 96.5%. This is because these people are more concerned with the beauty of their lives and follow the trend or lifestyle today. The married couple were the second highest being 8 people and 3.5%.

Table 4.6: Occupational

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Part Time	56	24.8	24.8	24.8
Working				
Full Time	170	75.2	75.2	100.0
Student				
Total	226	100.0	100.0	

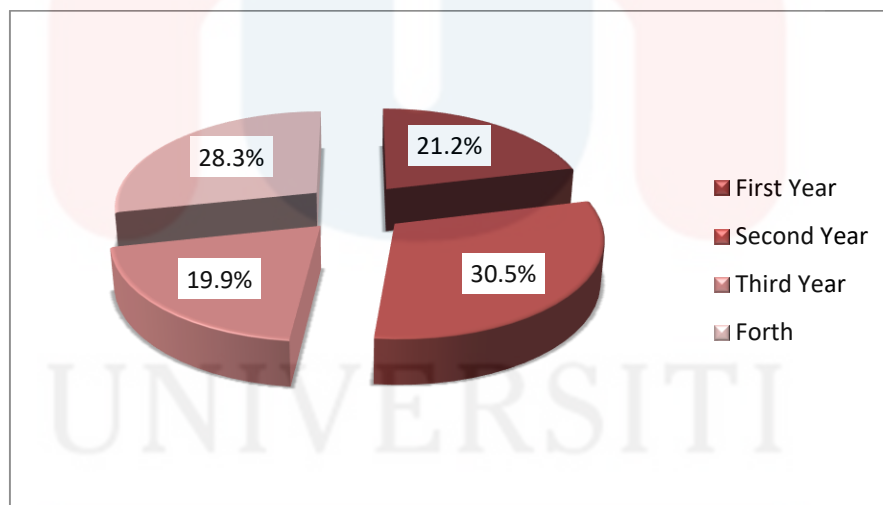


Pie Chart 4.4: Occupational

Table 4.6 is description of the occupational. The highest frequency in buying local cosmetic product is fully student which is 75.2%. This is because local cosmetic product is more affordable than import cosmetic. The second was followed by part time working of student which is 24.80%. This is because they more prefer to buy or use import cosmetic because they have a job and get a salary.

Table 4.7 Years of Study

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First year	48	21.2	21.2	21.1
Second year	69	30.5	30.5	51.8
Third year	45	19.9	19.9	71.7
Forth year	64	28.3	28.3	100.0
Total	226	100.0	100.0	

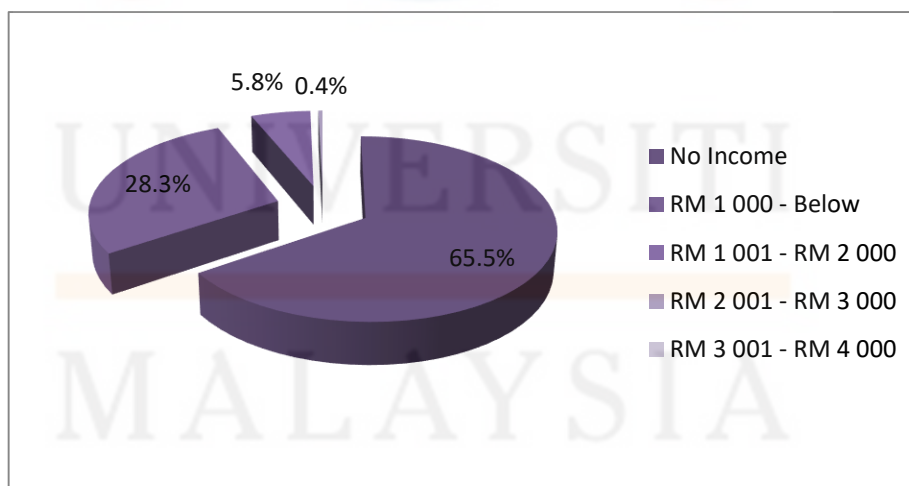


Pie Chart 4.5: Years of Study

The Table 4.7 is year of study for respondent. The table shows that the highest is second years of student answers the questioner are the most frequency in intentions to buy local cosmetics product 69 people and 30.5%. The lowest is third year of student which is only 45 respondents and the percentage only 19.9%.

Table 4.8 Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Va	148	5.5	65.5	65.5
RM 1000-Below	64	28.3	28.3	93.8
RM 1001 – RM 2000	13	5.8	5.8	99.6
RM 2001 – RM 3000	1	0.4	0.4	100.0
RM 3001 - RM 4 000	0	0	0	100.0
Total	226	100.0	100.0	



Pie Chart 4.6: Income

Table 4.8 show the income of respondent whose frequency and percentage is to buy local cosmetic product. The highest frequency was the lower income of no income

for student which 148 respondents or 65.5%. This is because the student is more likely to buy this product. The income from below RM 1 000 is the second frequency of 64 respondents (28.3%). It continued by income from RM1 001 until RM 2 000 which is 13 respondents (5.8%) and followed by income RM 2 001 until RM 3 000 which only one respondent (0.4%). However, there is no respondent for income from RM 3 001 to RM4 000.

4.3.2 Descriptive Statistics for Independent Variable and Dependent Variable

Table 4.9: Result of Mean (SD).

Variable	Mean (SD)
Attitude	3.67(1.16)
Brand Awareness	3.81(1.31)
Consumer Experiences	3.79(1.19)
Price	4.04(1.25)
Female Purchase Intention	3.61(1.18)

(N=226); Range is based on Likert Scale of 1 to 6 where 1.00-2.33=Low; 2.34-3.66=Good; 3.67-5.00=Very Good.

Table 4.9 shows the mean (SD) of the consumer behaviour (attitude, brand awareness, consumer experiences and price). The level in table 4.9 shows at very good level. While, female purchase intention range at good level. However, the highest mean

in independent variable is 4.04 for price and the lowest mean is attitude (3.67). For standard deviation, the highest is brand awareness (1.31) and the lowest is attitude (1.16).

4.4 PEARSON CORRELATION ANALYSIS

Table 4.10: Result of the Pearson Correlation Analysis among variables

Correlation Coefficient							
Variable	Mean	SD	1	2	3	4	5
1 Attitude	3.66	1.16	1	0.67	0.77	0.64	0.81
2 Brand Awareness	3.81	1.31	0.67	1	0.69	0.53	0.67
3 Consumer Experiences	3.78	1.33	0.77	0.69	1	0.65	0.78
4 Price	4.04	1.25	0.64	0.56	0.65	1	0.71
5 Female Purchase Intention	3.61	1.18	0.81	0.67	0.78	0.71	1

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

Table 4.11: Summary of the Result of the main hypothesis in the study.

No	The Main Hypothesis Statement in the Study	Result
1	H1 : Attitude has relationship between female purchase intention towards local product	Supported
2	H2 : Brand awareness has relationship between female purchase intention towards local product	Supported

3	H3 : Consumer experience has relationship between female purchase intention towards local product	Supported
4	H4 : Price has relationship between female purchase intention towards local product.	Supported

4.4.1 Attitude

The table 4.10 shows the statistical result of relationship between attitude and female purchase intention towards local cosmetic products among female in UMK, the result shows that r value is 0.81 at $p = 0.000 < 0.001$. It shows that, attitude has significant influence female purchase intention towards local product. Therefore, attitude and female purchase intention has high relationship. Thus, H_0 is rejected and H_1 is accepted.

H_1 : There is significant relationship between attitude and female purchase intention towards local product.

4.4.2 Brand awareness

The table 4.10 shows the statistical result of relationship between brand awareness and female purchase intention towards local cosmetic products among female in UMK, the result shows that r value is 0.67 at $p = 0.000 < 0.001$. It shows that, brand awareness has influence female purchase intention towards local product. Therefore, brand awareness and female purchase intention has high relationship. The research has rejected the null hypothesis and accepted the alternative hypothesis.

H2 : There is significant relationship between brand awareness and female purchase intention towards local product.

4.4.3 Consumer experience

The table 4.10 shows the statistical result of relationship between consumer experience and female purchase intention towards local cosmetic products among female in UMK, the result r value show is 0.78 at $p = 0.000 < 0.001$. It show that, consumer experience has influence female purchase intention towards local product. Therefore, consumer experiences and female purchase intention has high relationship. Thus, null hypothesis is rejected and alternative hypothesis is accepted.

H3 : There significant relationship between experiences and female purchase intention towards local product.

4.4.4 Price

The table 4.10 shows the statistical result of relationship between price and female purchase intention towards local cosmetic products among female in UMK, the result r value show is 0.71 at $p = 0.000 < 0.001$. It show that price has influence female purchase intention towards local product. Therefore, price and female purchase intention has high relationship. The research has rejected the null hypothesis and accept the alternative hypothesis.

H4 :There is significant relationship between price and female purchase intention towards local product.

4.5 MULTIPLE LINEAR REGRESSIONS

Table 4.12: Multiple Linear Regression

VARIABLES	Simple Linear Regression			Multiple Linear Regression			
	b ^a	95% CI	p value	adj.b ^b	95% CI	t-stat	p value
Attitude	0.83	0.75, 0.91	<0.001	0.45	0.33, 0.56	7.94	<0.001
Consumer experience	0.69	0.62, 0.76	<0.001	0.25	0.15, 0.34	5.03	<0.001
Price	0.67	0.58, 0.76	<0.001	0.24	0.15, 0.32	5.48	<0.001
Brand Awareness	0.69	0.52, 0.70	<0.001				

^aCrude regression coefficient

^bAdjusted regression coefficient

Stepwise multiple linear regression method applied. Model assumptions are fulfilled

No multicollinearity detected. There were no interactions amongst independent variables.

Coefficient of determination (R^2) = 0.75

After data exploration and cleaning, univariable analysis was done using Simple Linear Regression (SLR). The result for this research as shown in the table 4.12. Simple Linear Regression identified four unadjusted significant factors with p-value <0.25 to be included in variable selection. The factors were attitude, brand awareness consumer experience, and price.

Method of variable selection was proceeded by using step wise method in Multiple Linear Regression (MLR), attitude, consumer experiences and price were the significant variable with $p < 0.001$. No multicollinearity and brand awereness were detected in this research..

4.6 CHECK MODEL ASSUMPTIONS

Figure 4.7 and 4.8 shown the assumptions that were checked for the multiple linear regression analysis

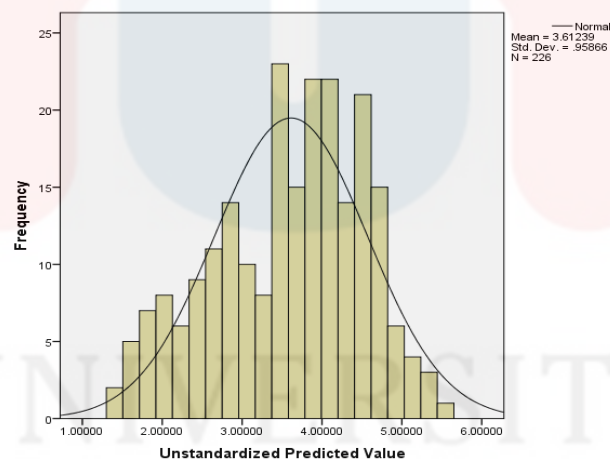


Figure 4.7 The Histogram of Residual of Female Purchase Intentions towards Local Product.

The normality test of residual assumptions for female's purchase intention towards local product was meet as there was the bell shaped curve of the residuals.

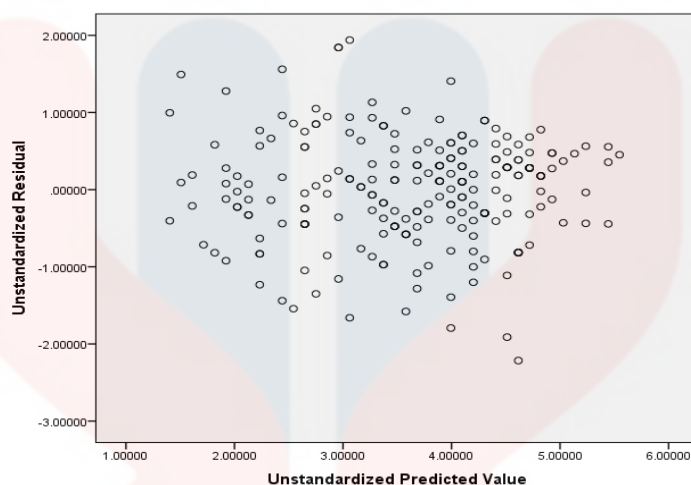


Figure 4.8: The Scatter Plot of Predicted Versus Residual

There was no peculiar shape of divergence or convergence spotted in scatter diagrams proposed the assumptions of homogeneity of variances was met.

4.7 MULTIPLE LINEAR REGRESSION ANALYSIS

Multiple linear regression analysis is a measurable system that can be utilized to dissect the connection or relationship between single dependent variable and more than one independent variable. The research of this study is to analyze the relationship between factors of consumer behaviour (attitude, brand awareness, consumer experience and price) with female purchase intention. This test gives explanation of variation in dependent variable that is female purchase intention towards cosmetic product in Universiti Malaysia Kelantan.

Table 4.13: Model Summary

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	0.87 ^a	0.76	0.75	0.59022

a. Predictors: (Content), Price, Brand awareness, Attitude, Consumer experience

b. Dependent Variable : Purchase Intention

Table 4.12 shown that R^2 is 0.76. This means that regression equation accounted for 76 percent of variance of dependent. The result demonstrates that there are significant relationship between attitude, consumer experience and price.

Table 4.14: The effects of independent variables on dependent variables

Model	Unstandardized		Standardized	T	Sig
	Coefficients		Beta		
	Beta	Std. Error			
(Constant)	0.85	0.15		.59	.842
Attitude	0.45	0.06	0.44	8.00	.000
Consumer Behaviour	0.25	0.05	0.28	5.03	.000
Price	0.24	0.04	0.25	5.48	.000

Equation: (4.1)

Final model :

$$Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3$$

$$\text{Female Purchase Intention} = 0.85 + (0.45 * \text{Attitude}) + (0.25 * \text{Consumer Behaviour}) + (0.24 * \text{Price})$$

Equation (4.1) shows an illustrate that result for multiple linear regressions. The clarification of the equation above is Y represents the dependent variable for this research that is female purchase intention. The symbols beta (β) represents the independent variable for attitude, consumer behaviour and price.

There was a significant linear relationship between attitude and female purchase intentions ($p < 0.001$). Those having 1 unit increase of mean attitude have mean female purchase intentions increase by 0.45.

There was a significant linear relationship between with consumer experience and female purchase intentions ($p < 0.001$). Those having 1 unit increase of consumer experience and female purchase intentions increased by 0.25.

There was a significant linear relationship between price and female purchase intentions ($p < 0.001$). Those having 1 unit increase of mean price have mean price and female purchase intentions increased by 0.24.

Table 4.15: Multiple Linear Regression

Variables	Adjusted β^a	95% CI	t-stat	p value
Attitude	0.45	0.33, 0.56	7.94	<0.001
Consumer experience	0.25	0.15, 0.34	5.03	<0.001
Price	0.24	0.15, 0.32	5.48	<0.001

^aMultiple Linear Regression ($R^2=0.75$), The model reasonably fits well; model assumption are met)

4.8 SUMMARY CHAPTER

Analysis of the data gathered provides a detailed description of the data analysis as a result of various statistical tests. Moreover, the researchers also used Pearson Correlation to analyzed the between the independent variable and dependent variable. The next chapter will discuss on the discussion and conclusion of the study.

CHAPTER 5

DISCUSSION AND RECOMMENDATION

5.1 INTRODUCTION

In this chapter, discussion, conclusion, limitation and recommendation will be discussed. Based on the analysis in Chapter 4, the explanations for the result will be discussed in this chapter. It includes discussions on all hypotheses that had been stated in chaoter1 and the summary of the result. Conclusion is for what this study have been done. To finish research they have several limitation were exist and the recommendation is for the additional information.

5.2 DISCUSSION OF RESEARCH FINDING

Overall of the result show that the relationship between each of independent variable and dependent variable that determine on female purchase intention among University Malaysia Kelantan based on data analysis in Chapter 4. So, the researcher already comes out with the Pearson Correlation Coefficient Analysis to test hypothesis to test the relationship between independent variables and dependent variable. The result based on data collected among the SAR student female Universiti Malaysia Kelantan who answered a 226 of questionnaires was distributed to completed our research.

The researchers were analysed that all the independent variables are significant to female purchase intention as the dependent variable. The finding of the research studies that as state in Chapter 4 which is attitude, brand awareness, consumer experience and price (independent variable) are female's purchase intention (dependent variable). Researcher used 2 tailed of Pearson correlation.

5.2.1 Attitude

Attitude show the most positive factors to female purchase intention towards local cosmetics. Based on Multiple Linear Regression, attitude showed a result $\beta=0.45$, $p < 0.001$. Hypothesis (H_1) was accepted as there was a significant influences relationship between attitude and female purchase intention towards local product. The Pearson correlation for the relationship is 0.81 or 81.00% that indicate the negotiation have a high strong positive linear in relationship. Attitude is the most part thought to be the fundamental intention in purchasing local cosmetic product.

This result was supported by Rahim, (2018) skin can be more sensitive when consumers use the cosmetic product that might not suit with their skin. Not all consumers have the same skin condition and they have to know the exactly products or ingredients in cosmetic product that suit their skin to prevent the risk on the skin. So, the level of product performance itself can influence consumer purchase intention.

Consumers' attitudes are developed from personal experiences, earning with reality, information from friends and salesperson. Usually the consumer's knowledge about the ingredients used in local cosmetic product will effect on their attitude (Ying

San et al., 2012). The result also shows that attitude towards their dependent variable. Based on the result, respondent are mostly agreed with the attitude when they have purchase intention to select the local cosmetic product.

5.2.2 Brand Awareness

Based on the results that we get from chapter 4, we can see that brand awareness variable is not associate with the female purchase intentions towards local cosmetic product. The reason is that female are more aware of the quality of the products they use especially when they are closely related to their skin, beauty and health care. According Chen, (2001) brand awareness is important, but not enough to create value among customers. This is because the brand may be known by its negative aspects but not the value or quality of the product. Therefore, brand awareness may not affect consumers in online cosmetics. Also, some consumers will only buy cosmetic products that are well positioned and recommend good quality safety.

5.2.3 Consumer Experience

From the research, it shows that consumer experience give the positive factors to female purchase intention towards local cosmetics. Based on Multiple Linear Regression, consumer experience showed a result $\beta=0.25$, $p < 0.001$. Hypothesis (H_1) was accepted as there was a significant relationship between consumer experience and female purchase intention towards local product. The Pearson correlation for the relationship is 0.78 or 78.00% that indicate the negotiation have a high strong positive linear correlation in

relationship. They have significant relationship between the consumer experience and female purchase intention.

Consumer experience factors has influences purchase intention, this was supported by previous study that the more positive the person's past experience, the more positive their attitude and more likely they are to engage in the online environment (Ying San et al., 2012).

In past reviews, consumer establish the progression of the experience based on specific goals and achieve customer satisfaction with the experience (Puccinelli et al., 2009). Most of the female have an experience about buying local cosmetic product because it achieves their goals. However, goals depend on the consumer's needs and thus establish a context for organizing knowledge in memory (Puccinelli et al., 2009).

Personal taste plays an important role in customer purchase by evaluate the experience of goods (Moon, Chadee, & Tikoo, 2008). When some product and service offerings high levels of value, consumers are likely to feel positive about their consumption experience (Oh, 2000). Based on consumers purchase experience or information given in marketers 'ads, they can identify product or service quality and compare the quality perceptions to the sacrifice they have made for the purchase (Grewal, Monroe, & Krishnan, 1998).

5.2.4 Price

From the research, it shows that price gives the positive factors to female purchase intention towards local cosmetics. Based on Multiple Linear Regression, price showed a

result $\beta=0.24$, $p < 0.001$. Hypothesis (H_1) was accepted as there was a significant relationship between brand awareness and female purchase intention towards local product. The Pearson correlation for the relationship is 0.71 or 71.00% that indicate the negotiation have a high strong positive linear correlation in relationship. They have significant relationship between the brand awareness and female purchase intention.

In previous research was conducted by A. Singh & Bansal (2016) to investigate the impression of price and perception of consumers in purchasing products made in China. In conclusion there is a positive relationship between price and consumer perception of buying Chinese products. So price is one the factors that influence the purchase intentions in this research.

Besides that, the research conducted by Chin & Harizan (2017). These findings support the early studies of because price is considered important in forming price perceptions that later affect the behavioural intentions in purchasing.

Thus, consumer search product attributes such as quality and costs for price which became a key concept in price research (Moon et al., 2008). A price be a factor that is more directly related to income of consumer (D'Souza, Taghian, & Khosla, 2007). Most of the price of local cosmetic product is affordable and customers are able to buy it. However, purchase intention changes associated with different price levels will be higher for subjects who are familiar with the products than for subjects who are less familiar with the products (Harlam, Krishna, Lehmann, & Mela, 1995).

Besides, high levels of internalized price impressions will affect both quality and value perceptions. Based on a reasonable-expensive continuum, consumers first encode the product price as evaluated information, and then infer product quality from the price information. When consumer receives the consumer's subjective interpretation, the objective product price becomes meaningful to the consumer only (Oh & Han, 2000).

5.3 LIMITATION OF STUDY

There are some constraints that limit this study. One of them is our research only based on female respondents who are wearing a cosmetic. This research is unavailable because it depends on the questionnaire survey data about sensitiveness female choosing safe cosmetics product.

However, short duration of study where became a critical factors that prevent the researcher to expand this study into larger scope area. We also faced some problems when want collect a data from respondents where some of them just answered the questionnaire without read it properly or answer randomly. This situation will make the data become inaccurate and unreliability.

In addition, this research is exploring the factors of consumer decision about choose a safe cosmetic products among female consumer. However, there are a lot of the factors affected female consumer decisions, but only some of factors have chosen to be more explored. We hope there have another study conducted in future through explained by other factors.

5.4 IMPLICATION

Lastly, this research gives the implication to female consumer who is wearing a local cosmetic product in their daily life as personal care product. The information gathered in this research is important where give explanation about the local cosmetics product to avoid feeling worried or confused when using the cosmetics. This research will make female consumer became more alert and aware about the local cosmetics they buy and wear to avoid from bad or worse effect to their skin.

This research also would contribute an industry or organization who involve in produce local cosmetic product. The industry must produce a cosmetic product which safe and effective to use. This research will make the industry to be more focuses on standard which satisfy customer needs and wants from local cosmetics product.

This study can be a guideline for the retailer who sale a local cosmetic product to be more alert on what kind of product a customer find from local cosmetics product. The findings will helped in providing necessary information to guide the retailers before they sale the local cosmetics product to consumer. It will assist to extract lesson to retailer according research issues which have the potential to affect their business.

5.5 RECOMMENDATION FOR FUTURE STUDY

For future study, the researcher suggested to do a research about the online purchases intention. This is because, nowadays, there a lot of local cosmetic products are selling online by seller without exposure of clean and originality of products. Since nowadays there is lack of research on online platform and retailers are assume that online platform can help them to viral and boost their sales, researcher have to do a research about online purchases intention.

Other than that, researcher also can do a research about halal cosmetic product since nowadays, the society in Malaysia already look up for halal cosmetic which is compatible with religious needs. The researcher can do this research because of Malaysia is a Muslim country and we can how they choose local cosmetic product based on their religious needs and how are they aware about the halal concept.

The researcher can add more independent variable such as feedback, product performance and product packaging into the research so that we can know more about what are the online purchases intention of local cosmetic products. Furthermore, through this research, it can help online retailer to upgrade their products and understand their target customer.

5.6 CONCLUSION

The purpose of this study is to identify the factors that influence female purchase intention toward local cosmetic product. This study had underlined four objectives to be achieved in this research. As a conclusion, the overall study has been discussed by identified and the findings of the data collected.

After running the Multiple Linear Regression, attitude, consumer experience and price had shown a significant relationship with female purchase intention toward local cosmetic product. However, only brand awareness had shown insignificant relationship with female purchase intention toward local cosmetic product. The finding had also shown that attitude was the most significant factor that contributed to female purchase intention toward local cosmetic product.

During the research progress, this study had discussed about the limitation that had been encountered and the recommendation for future researchers. The findings were expected to provide insight and knowledge of factors that influence female purchase intention toward local cosmetic product for the respondents, retailers and also future researchers.

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APPENDIX A



EKFP

“A STUDY FACTORS THAT INFLUENCING FEMALE PURCHASE INTENTION TOWARDS LOCAL COSMETIC PRODUCT: A STUDY ON UNIVERSITI MALAYSIA KELANTAN STUDENTS IN CITY CAMPUS”

Dear respondent,

We are final year students of Bachelor Entrepreneurship in Retailing from Faculty Entrepreneurship and Business. We would appreciate if you could spend a few minutes of your time to complete the questionnaire. This research is conducted to investigate the **‘Factors Influencing Female Purchase Intention towards Local Cosmetic Product’** among Universiti Malaysia Kelantan City Campus. The data collected from this survey will be used for academic and research purpose only. There is no right or wrong answer. We are interested in your true experience and opinions.

Thank you very much for spending your time and kind cooperation.

Kami adalah pelajar tahun akhir Ijazah Sarjana Muda Keusahawanan dalam Peruncitan dari Fakulti Keusahawanan dan Perniagaan Kami amat menghargai jika anda boleh meluangkan beberapa minit untuk mengisi soal selidik ini. Kajian ini dijalankan untuk mengkaji faktor-faktor yang mempengaruhi niat wanita untuk membeli terhadap produk kosmetik tempatan terhadap pelajar Universiti Malaysia Kelantan Kampus Kota. Data yang dikumpul daripada kajian ini akan digunakan untuk akademik dan penyelidikan sahaja. Tiada betul atau salah dalam jawapan. Kami amat berminat dalam pengalaman dan pendapat anda.

Terima kasih kerana meluangkan masa dan kerjasama anda sangat kami hargai.

Researcher/ Penyelidik

FARAH SYAZANA BINTI MOHMAD BOHARI A15A0157

NOR AZILA BINTI ISHAK A15A0523

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NUR NATASYA JAZWIN BINTI A.JEFRI A15A1281

SECTION A: DEMOGRAPHIC INFORMATION**BAHAGIAN A: MAKLUMAT DEMOGRAFIK.**

Please respond by placing a tick (✓) in the appropriate box.

Sila jawab dengan menandakan (✓) pada kotak yang berkenaan.

1 .Age/Umur

18 to 20 years old <i>18 hingga 20 tahun</i>		24 to 26 years old <i>24 hingga 26 tahun</i>	
21 to 23 years old <i>21 hingga 23 tahun</i>		27 to 29 years old <i>27 hingga 29 tahun</i>	

1.Race/Kaum

Malay <i>Melayu</i>		Indian <i>India</i>	
Chinese <i>Cina</i>		Others <i>Lain-lain</i>	

4. Marital Status/Status Perkahwinan

Single/*Bujang* Married/*Berkahwin*

5. Occupational Status/Status Pekerjaan

Part time working/*Bekerja sambilan* Student/*Pelajar*

6. Years of study / Tahun pengajian

First year / <i>Tahun pertama</i>		Third year / <i>Tahun ketiga</i>	
Second year / <i>Tahun kedua</i>		Forth year / <i>Tahun keempat</i>	

7. Monthly Income/Pendapatan Bulanan

No Income <i>Tiada Pendapatan</i>		RM2,001 to RM3,000 <i>RM2,001 hingga RM3,000</i>	
RM1,000 and below <i>RM1,000 dan ke bawah</i>		RM3,001 to RM4,000 <i>RM3,001 hingga RM4,000</i>	
RM1,001 to RM2,000 <i>RM1,001 hingga RM2,000</i>		RM4,001 and above <i>RM4,001 dan ke atas</i>	

SECTION B: FACTORS INFLUENCE FEMALE PURCHASE INTENTION

BAHAGIAN B: FAKTOR-FAKTOR MEMPENGARUHI NIAT PEMBELIAN

Please indicate the extent to which you agree or disagree with the following statements on Five-Point Likert Scale. Please tick (√) only one for each point.

Sila nyatakan tahap persetujuan anda terhadap kenyataan berikut berdasarkan Lima-Titik skala Likert. Sila tandakan (√) pada satu bahagian sahaja bagi setiap soalan.

1	2	3	4	5	6
Strongly Disagree / Sangat Tidak Bersetuju	Disagree / Tidak Bersetuju	Slightly Disagree / Agak Tidak Bersetuju	Slightly Agree / Agak Bersetuju	Agree / Bersetuju	Strongly Agree / Sangat Bersetuju

1) ATTITUDE/SIKAP

	Statement/Kenyataan	1	2	3	4	5	6
1	I love using local cosmetic product. <i>Saya penggemar menggunakan produk kosmetik tempatan.</i>						

2	<p>I use local cosmetic products to keep my personality.</p> <p><i>Saya menggunakan produk kosmetik tempatan untuk menjaga personaliti saya.</i></p>						
3	<p>I love buying local cosmetic product because it can help my skin problems.</p> <p><i>Saya suka membeli dan menggunakan produk kosmetik tempatan kerana dapat membantu masalah kulit saya.</i></p>						
4	<p>I am concerned about ingredients used in local cosmetic products.</p> <p><i>Saya mengambil berat tentang bahan-bahan yang digunakan dalam produk kosmetik tempatan.</i></p>						
5	<p>I am more confident when using local cosmetics products than cosmetics imported from abroad</p> <p><i>Saya lebih yakin apabila menggunakan produk kosmetik tempatan berbanding kosmetik yang diimport dari luar negara.</i></p>						
6	<p>For me to buy or use local cosmetics products is intelligent</p> <p><i>Bagi saya untuk membeli atau menggunakan produk kosmetik tempatan adalah bijak.</i></p>						
7	<p>The quality of local cosmetic products satisfies me and influences me to buy continuously.</p>						

	<i>Produk kosmetik tempatan yang berkualiti memberi kepuasan kepada saya dan mempengaruhi pembelian saya secara berterusan.</i>						
8	Generally local cosmetics products are reliable. <i>Secara umumnya produk kosmetik tempatan boleh dipercayai.</i>						

2) BRAND AWARENESS/KESEDARAN JENAMA

	Statement/Kenyataan	1	2	3	4	5	6
1	The quality of local cosmetic products is reliable. <i>Kualiti produk kosmetik tempatan boleh dipercayai.</i>						
2	I understand more about the quality of local cosmetic products. <i>Saya lebih memahami tentang kualiti produk kosmetik tempatan.</i>						
3	I think it's worth paying more for a quality local cosmetic product. <i>Saya rasa bernilai untuk bayar lebih terhadap produk kosmetik tempatan yang berkualiti.</i>						

4	<p>The existence of a recognized brand affects me to buy local cosmetic product.</p> <p><i>Kewujudan jenama yang dikenali mempengaruhi saya untuk membeli produk kosmetik tempatan.</i></p>						
5	<p>The attractive design affects the image of local cosmetic products and makes me interested to buy.</p> <p><i>Reka bentuk yang menarik mempengaruhi imej produk kosmetik tempatan dan membuatkan saya tertarik untuk membeli.</i></p>						
6	<p>Advertisement on local cosmetics products in electronic media / mass give information about the existence of a brand more in depth.</p> <p><i>Iklan-iklan tentang produk kosmetik tempatan dalam media elektronik / massa memberi maklumat tentang kewujudan jenama dengan lebih mendalam.</i></p>						

3) CONSUMER EXPERIANCE /PENGALAMAN PENGGUNA

Statement/Kenyataan	1	2	3	4	5	6
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1	<p>The experience of friends using local cosmetic products convinced me to buy the products.</p> <p><i>Pengalaman rakan-rakan yang menggunakan produk kosmetik tempatan meyakinkan saya untuk membeli produk tersebut.</i></p>						
2	<p>The services provided by the retailer convinced me to buy local cosmetic products.</p> <p><i>Servis yang diberikan oleh jurujual meyakinkan saya untuk membeli produk kosmetik tempatan.</i></p>						
3	<p>The effectiveness of local cosmetic products makes me to use this product continuously.</p> <p><i>Keberkesanan produk kosmetik tempatan menyebabkan saya menggunakan produk ini secara berterusan.</i></p>						
4	<p>Testimonials of local cosmetic products affect me to try the product.</p> <p><i>Testimoni pengguna produk kosmetik tempatan mempengaruhi saya untuk mencuba produk tersebut.</i></p>						
5	<p>A lot of followers of the local cosmetics product have influenced my purchasing decisions.</p> <p><i>Pengikut yang ramai terhadap produk kosmetik tempatan tersebut, ia telah mempengaruhi keputusan pembelian saya.</i></p>						
6	<p>The raking of local cosmetics position in the market affects my purchase decisions.</p>						

<p><i>Kedudukan produk kosmetik tempatan yang terkenal dalam pasaran mempengaruhi pembelian saya.</i></p>						
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4) PRICE/HARGA

	Statement/Kenyataan	1	2	3	4	5	6
1	<p>A low price of local cosmetic products influences me to purchase.</p> <p><i>Harga produk kosmetik tempatan yang murah mempengaruhi saya untuk membeli produk tersebut.</i></p>						
2	<p>Free gifts offered by retailer influence me to buy local cosmetic product.</p> <p><i>Hadiah percuma yang ditawarkan oleh jurujual mempengaruhi saya dalam pembelian produk kosmetik tempatan.</i></p>						
3	<p>Income factors affect the type of local cosmetic produk that someone wants to buy.</p> <p><i>Faktor pendapatan seseorang mempengaruhi jenis produk kosmetik tempatan yang ingin dibeli.</i></p>						

4	<p>I think price of local cosmetic product is affordable nowadays.</p> <p><i>Saya rasa harga produk kosmetik tempatan sekarang adalah mampu milik.</i></p>						
5	<p>I think price is my first consideration when I am going to buy local cosmetic product</p> <p><i>Saya rasa harga adalah pertimbangan pertama saya sebelum membeli produk kosmetik tempatan</i></p>						
6	<p>I think that price of local cosmetic products affect my purchasing decisions.</p> <p><i>Saya fikir harga produk kosmetik tempatan mempengaruhi keputusan pembelian saya.</i></p>						

SECTION C: FEMALE PURCHASE INTENTION

BAHAGIAN C: NIAT PEMBELIAN DALAM KALANGAN WANITA

Please indicate the extent to which you agree or disagree with the following statements on Five-Point Likert Scale. Please tick (√) only one for each point.

Sila nyatakan tahap persetujuan anda terhadap kenyataan berikut berdasarkan Lima-Titik skala Likert. Sila tandakan (√) pada satu bahagian sahaja bagi setiap soalan.

1	2	3	4	5	6
Strongly Disagree / Sangat Tidak Bersetuju	Disagree / Tidak Bersetuju	Slightly Disagree / Agak Tidak Bersetuju	Slightly Agree / Agak Bersetuju	Agree / Bersetuju	Strongly Agree / Sangat Bersetuju

	Statement/Kenyataan	1	2	3	4	5	6
1	<p>I believe and agree that local cosmetic product had a good quality.</p> <p><i>Saya bersetuju bahawa produk kosmetik tempatan mempunyai kualiti yang baik.</i></p>						
2	<p>Promotion will influence me to buy a local cosmetic product.</p> <p><i>Promosi akan mendorong saya untuk membeli produk cosmetic tempatan.</i></p>						
3	<p>I always purchase local cosmetic product.</p> <p><i>Saya kerap membeli produk kosmetik tempatan.</i></p>						
4	<p>The influence of the artist impacts my desire to buy local cosmetic products.</p> <p><i>Pengaruh artis memberi impak kepada keinginan saya untuk membeli produk kosmetik tempatan.</i></p>						
5	<p>Friends influence my desire to buy local cosmetics products.</p> <p><i>Kawan-kawan mempengaruhi keinginan saya untuk membeli produk kosmetik tempatan.</i></p>						

APPENDIX B

DATE	PROCEDURE
21 – 31 May 2018 (11 days)	Preparation of research proposal <ul style="list-style-type: none"> - First meet with supervisor (SV) and group members - Choose topic for research proposal
1 June – 10 July 2018 (3 days)	Completion of research proposal <ul style="list-style-type: none"> - Second meet for group discussion: division of task (Chapter 1)
11 July – 9 September 2018	Semester break (Semester February 2018/2019 session)
10 September – 20 September 2018	Completion of research proposal <ul style="list-style-type: none"> - Division of task (Chapter 2)
21 September – 10 October	Completion of research proposal <ul style="list-style-type: none"> - Second meet with SV for checking of task from chapter 1 to chapter 2 - Correction of chapter 1 and chapter 2 proposal

11 October – 25 October 2018	Completion of research proposal <ul style="list-style-type: none"> - Division of task (Chapter 3) - Research proposal pre-test
26 October – 15 November 2018	Completion of research proposal: Collecting and gathering data <ul style="list-style-type: none"> - Distributed questionnaires to 226 respondents - Collected questionnaire and key in data in SPSS system - Gathered all data - Conducted, analysis, redo and write the report from chapter 1 to chapter 4
16 November – 27 November 2018	Completion of research proposal <ul style="list-style-type: none"> - Preparation for final report - Division of task (Chapter 5) - Generate turnitin report
28 November – 17 December 2018	<ul style="list-style-type: none"> - Submission of research proposal to second examiner - Submission of presentation poster - Submission of colloquium paper
18 December 2018	Submission of final report

APPENDIX C

A) Data Pearson Correlation Analysis

Correlations

		attitude	Brand_awareness	Consumer_experiences	price	Female_purchase_intentions
Attitude	Pearson Correlation	1	.672**	.769**	.641**	.812**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	226	226	226	226	226
brand_awareness	Pearson Correlation	.672*	1	.685**	.563**	.672**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	226	226	226	226	226
consumer_experiences	Pearson Correlation	.769*	.685**	1	.650**	.778**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	226	226	226	226	226
Price	Pearson Correlation	.641*	.563**	.650**	1	.713*
	Sig. (2-tailed)	.000	.000	.000		.000
	N	226	226	226	226	226

Female_purchase_intentions	Pearson Correlation	.812*	.672**	.778**	.713**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	226	226	226	226	226

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

B) Data Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Attitude	226	1.00	6.00	3.6648	1.15666
Brand awereness	226	1.00	12.50	3.8090	1.30688
Consumer experiences	226	1.00	10.17	3.7817	1.33140
Price	226	1.00	13.33	4.0442	1.25394
Female purchase intentions	226	1.00	6.00	3.6124	1.18112
Valid N (listwise)	226				

C) Data Multiple Linear Regression by Using Stepwise Method

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Attitude		Stepwise (Criteria: Probability-of-F-to-enter <= .001, Probability-of-F-to-remove >= .100).
2	Price		Stepwise (Criteria: Probability-of-F-to-enter <= .001, Probability-of-F-to-remove >= .100).

3	consumer_experience	Stepwise (Criteria: Probability-of-F-to-enter <= .001, Probability-of-F- to-remove >= .100).
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a. Dependent Variable: female_purchse_intentions

D) Multiple Linear Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.575	.153		3.754	.000	.273	.877
	Attitude	.829	.040	.812	20.796	.000	.750	.907
2	(Constant)	.113	.153		.740	.000	-.188	.415
	Attitude	.615	.047	.602	13.095	.000	.522	.708
	price	.308	.043	.327	7.107	.558	.223	.393
3	(Constant)	.085	.145		.587	.000	-.201	.372
	attitude	.445	.056	.435	7.941	.000	.334	.555
	price	.238	.043	.253	5.479	.000	.152	.324
	consumer experince	.247	.049	.279	5.030	.000	.150	.344

a. Dependent Variable: female_purchase_intentions

E) Simple Linear Regression on Attitude

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.575	.153		3.754	.000	.273	.877
	Attitude	.829	.040	.812	20.796	.000	.750	.907

a. Dependent Variable: female_purchase_intentions

F) Simple Linear Regression on Consumer Experiences

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.003	.149		6.717	.000	.709	1.297
	Consumer Experiences	.690	.037	.778	18.523	.000	.617	.763

a. Dependent Variable: female_purchase_intentions

G) Simple Linear Regression on Price

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.898	.187		4.803	.000	.529	1.266
	Price	.671	.044	.713	15.203	.000	.584	.758

a. Dependent Variable: female_purchase_intentions

H) Simple Linear Regression on Brand Awareness

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.300	.180		7.218	.000	.945	1.655
	Brand awareness	.607	.045	.672	13.572	.000	.519	.695

a. Dependent Variable: female_purchase_intentions

I) Data R²

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.755	.750	.59022

a. Predictors: (Constant), TOTAL_IV1, TOTAL_IV3, TOTAL_IV4

b. Dependent Variable: TOTAL_DV