



# **INTI INTERNATIONAL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION**

**Purchase Intention of Natural Cosmetics in Malaysia**

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**Submission Date: May 2019**

**STUDENT'S DECLARATION**

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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## ACKNOWLEDGEMENTS

I would like to take this opportunity to acknowledge the contributions of a number of people who have assisted and supported me along the journey to complete this research project. This research project would not be completed on time without their assistance and support. I also would like to express my appreciation to Inti International University for giving me this opportunity to conduct my first research study in my life. I have gained a lot of knowledge and experience that will certainly benefit me in the future career life.

First, I would like to thank my supervisor, Dr. Abidah for her guidance, advice and suggestion are the most valued in completing this research project. I strongly believe the knowledge and information that she has shared with me will enhance the quality of this project. I sincerely appreciate her assistance from the early stage of the project until the completion stage.

Last but not least, I would like to show my greatest gratitude to my family members for their unconditional love and care. Thanks for their understanding and continuous support which enables me to complete this research in the least pressure environment. They are my biggest motivation to overcome the challenges that I have encountered in completing this research.

## ABSTRACT

Nowadays, use of cosmetics has become an essential part for today generation. The global cosmetics market has showed a significant growth by around 14.6 % by 2018 due to the increase of men market and also the concerns of appearance of today generation (Beauty Industry Analysis 2018 – Cost and Trends). However, there is still limited research on the growth of natural cosmetics markets in the world.

Therefore, this research is initiated to narrow down the gap of literatures by determining the factors which influence customer's purchase intention over natural cosmetics in Malaysia. In this research, social influence, brand image and health consciousness were selected as the independent variables to construct this research. Relevant literatures and appropriate measurement models were reviewed in this research which concern to all variables.

Besides, descriptive correlation design is used as the research method. Non-probability convenient sampling was distributed to relatives, friends, and family for the part of data collection. The data which collected is used for statistical test to ensure the reliability, validity and accuracy of this research.

**Keywords:** Natural cosmetics, Purchase intention

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## **CHAPTER 1: INTRODUCTION**

### **1.0 OVERVIEW**

This paper introduces the study of customer's purchase intention over natural cosmetics in Malaysia. The purpose of this research is to investigate the factors which influence customer's purchase intention over natural cosmetics. Background of the study will be discussed and followed by the problem statement of the study. In this chapter, research objectives and research questions are created based on the focus area. Besides, scope and limitations will be discussed in this chapter as well. In order to make this research more applicable, the significance of this study will be addressed the relationship between the research and the real business world.



## 1.1 BACKGROUND OF THE STUDY

According to Zion Market Research in 2018, global cosmetic products markets was valued at around USD 532 billion in 2017 and is expected to reach approximately USD 863 billion in 2024. Among the young generation, there is a rapidly growth of beauty consciousness such as complexion, physique and self-image (Ganesan and Saravanaraj, 2015). According to Cosmoprof in 2015, economic growth or recession has limited impact towards the beauty industry.

In 2018, Plainfossé stated that a high educated level customer who with high purchasing power tends to be more dedicated to contribute more money on the consumption of beauty products and show more concern towards their self appearance compared to others. In today's world, people are more concern to build a healthy lifestyle which lead to the growth of interest towards natural products such natural cosmetics. Besides, in recent years, people are more concerned to have a youthful appearance and health which increase the expectation towards the quality of cosmetics according to Plainfossé in 2018.

According to Ferraz, Buhamra and Velosa in 2015, stated that positive attitudes towards environment may not necessarily influence the purchase intention of customers. Therefore, there is a need to conduct a study of factors which influence the purchase intention towards natural cosmetics in Malaysia and compared with previous researches.

## 1.2 PROBLEM STATEMENT

The demand for health related products is significantly increasing due to the growth of healthy lifestyle's trend in recent years (Dimitrova, Kaneva and Galluci, 2009). According to the department of statistics report in 2012, it showed that imported cosmetics products achieved almost 20 percent of the total market in Malaysia.

With the wide spread of healthy lifestyle, has speed up the growth of natural cosmetics much faster than the common beauty products in recent years (Organic Consumer Association, 2007). Based on the previous research by Veale and Quester (2009), brand image, quality, perceived of price and social influence are treated as proven predictors for customer's purchase intention. Besides, price has a great influence towards customer's purchase intention due to the price has the ability to attract the customers (Mirabi, Akbariyeh and Tahmasebifard, 2015).

Pricing do play an important role in influencing customer's purchase intention according to the study of Ramirez and Goldsmith in 2009. There are many researches done on the traditional factors which influence customer's purchase intention. Therefore, it is important to reconfirm the factors which influence customer's purchase intention over natural cosmetics in Malaysia and compared with previous studies. The present study will only focus on chosen factors which are social influence, brand image and health consciousness to elicit customer's purchase intention over natural cosmetics in Malaysia.

### **1.3 RESEARCH OBJECTIVES**

Research objectives can be defined as the purpose of the research and what is expected to achieve out of this research (Tabachnick and Fidell, 2013). This research is aims to achieve below following research objectives:

- To study the predictive effect of social influence on purchase intention of natural cosmetics in Malaysia
- To study the predictive effect of brand image on purchase intention of natural cosmetics in Malaysia
- To study the predictive effect of health consciousness on purchase intention of natural cosmetics in Malaysia

### **1.4 RESEARCH QUESTIONS**

Research questions are defined as a guide to achieve appropriate findings (Alvesson and Sandberg, 2013). In 2016, Doody and Bailey stated that research questions do help to narrow down the research objectives in order to address the research into focused area. For this study, research questions are created as below:

- Does social influence have a predictive effect with purchase intention of natural cosmetics in Malaysia?
- Does brand image have a predictive effect with purchase intention of natural cosmetics in Malaysia?
- Does heath consciousness have a predictive effect with purchase intention of natural cosmetics in Malaysia?

### **1.5 SIGNIFICANCE OF STUDY**

This refers that will obtain the outcome from undertaking this study. Its result will be beneficial to 2 primary parties, there are academe and industry.

### **1.5.1 SIGNIFICANCE OF ACADEME**

This study gives an overview on how social influence, brand image and health consciousness affect purchase intention of natural cosmetics in Malaysia. In this connection, objective of this study is to establish predictive effect between social influences, brand image and health consciousness affect purchase intention of natural cosmetics in Malaysia. Moreover, this study will point out the factors which showed predictive effect towards the purchase intention of natural cosmetics in Malaysia. This study will be focusing on natural cosmetics in Malaysia and provide extended literature to narrow down the literature gap and updated information for further study.

### **1.5.2 SIGNIFICANCE OF INDUSTRY**

The research will identify the prescriptive effect of social influence, brand image and healthy consciousness towards purchase intention of natural cosmetics by reviewing literatures about the research variables and afterwards executing an empirical research to assist companies have a more detailed and completed information about which factors will influencing purchase intention the most. Moreover, this study will be useful information for cosmetics industry in Malaysia to gain a better and effective plan on enhancing the significance dimensions to obtain best result and return.

This significant of study also helps the companies to have a clear picture on customer purchase intention of natural cosmetics to develop effective and efficient business strategies. Therefore, this research could utilize as a contribution to the sales and marketing to gain better knowledge and understanding of customer's purchase intention.

### **1.6 SCOPE OF STUDY**

In this study, the main objective is to find out the prescriptive effect of social influence, brand image and health consciousness towards purchase intention of natural cosmetics in Malaysia. According to Matić and Puh, in 2015, stated that the growth of expectations towards natural cosmetics is significant because nowadays customer has become more concern with their health quality and beauty appearance. Therefore, it is important to find out the factors which have prescriptive effect towards the purchase of natural cosmetics in Malaysia.

The study is a cross-sectional study which utilizing method of quantitative due to the intense time frame. Unit of analysis will be Malaysians and the target participant for the questionnaire will be the customer of using cosmetics products. The questionnaires will be using the method of adapted and distributed online. The survey will be accessed via link which paste on social media.

This study is a correlation research which aimed at investigating the predictive effect of social influence, brand image and health consciousness towards customer's purchase intention of natural cosmetics in Malaysia. The outcome of this research will not representation the whole Malaysian population because the research is carrying out with a limited size and emphasize on three factors only due to the time constraints.

## **1.7 LIMITATION OF STUDY**

In this study, method of non-probability convenience sampling will be used due to the intense time frame. Target respondents are easily to be reached through social media to participate the survey. As the survey was distributed online, therefore this study will only focus on environment of online social media and offline environment will not be considered. Furthermore, this survey will be carried out only in Malaysia which mean the limitation of generalized to countries might be existed. Thus, the study outcome is recommended to utilize stratified sampling or meta-analysis to generalize for further studies.

## **1.8 OPERATIONAL DEFINITION**

No	Terminology	Operational Definition
1	Customer's Purchase Intention	Customer purchase intention is referred as a decision making of customer to purchase a particular brand, product or service based on particular reasons (Bhakar, Dubey, Mittal and et. al, 2016). There are six stages before a customer decides their purchase decision which is awareness, knowledge, interest, preference, persuasion, and purchase. (Kotler and Armstrong, 2016).
2	Social Influence	Refer to the change of a person's thoughts, attitudes and behaviours due to the reason of influenced by others including friends, relatives, family or media (Schiffman and Kanuki, 2010). Social influence includes three areas which are conformity, compliance and obedience (Milgram, 1983).
3	Brand Image	Refer to a brand image which being possessed in customer's mind with the basis of many attributes such as packaging, brand value, features and price (Klobas and Clyze, 2001). Brand image deals with customer's psychological and social needs and tells the customer what to expect (Keller, 2008).
4	Health Consciousness	Refer to an attitude which has high concern or awareness towards the healthiness of diet and lifestyle (Kraft and Goodell, 1993). A high health consciousness customer tends to be more concern to the products ingredients and process compared to others (Michaelidou and Hassan, 2008).
5	Natural Cosmetics	Natural cosmetics are referring as cosmetics which consists natural substances of botanical, mineral or animal origin (Gallage-Awis, 2010). Natural cosmetics have fewer side effects than chemical-based cosmetics according Johri and Sahasakmontri in1998.

## 1.9 ORGANIZATIONS OF CHAPTERS

Chapter one is the introduction of this study which include background study, problem statement, research objectives and research question. Besides, significance of study, scope of study and limitation of study will be highlighted in this chapter. Chapter one will be ended with operational definition which provide the definition of main terms used in this study.

Chapter two will be focused on narrowing down a comprehensive of literature review to a concrete area and theory of fundamental to support this study. This chapter will be included discussion of literature gaps, conceptual framework and hypotheses of this study.

Chapter three will discussed about the methodology which assist in demonstrating the study approach, design and measurement tools that are necessary to be utilized for carrying out the study in term of data collection and analysis. The justification on selected methodology and measurement tools will be included in this chapter to ensure that this study has accomplished the goals and objectives.

Chapter four will be discussed on the findings of this study with descriptive statistics. Analysis of preliminary data and hypotheses test will be included in this chapter as well.

Chapter five will include the summarizing the finding of this study and provide recommendation for future research. Besides, implications of this study will be discussed in this chapter. This chapter will be ended with researcher's personal reflection.

## **CHAPTER 2: LITERATURE REVIEW**



## **2.0 OVERVIEW**

This chapter aims to comprise all relevant literature review in the past and present literature review for the purpose of further understanding regarding this research. Firstly, the fundamental grounded theory which used to govern this research is the theory of planned behaviour. The chapter defined the prescriptive effect of the independent variables and customer's purchase intention of natural cosmetics in Malaysia. The chapter will followed by research on three independent variables identified which include social influence, brand image and health consciousness. Then it will be followed by comprehensive reviews on the independent variables in influencing the customers' purchase intention of the natural cosmetics. At last will be further study on literature review regarding this research in order to identify the gaps which is related to the research objectives as stated clearly in Chapter 1.

## 2.1 CUSTOMER'S PURCHASE INTENTION

Purchase intention can be defined as willingness of an individual to decide on buying a product which is linked to an intention category (Whitlark, Geurts and Swenson, 1993). Besides, according to Kim (2010), the result of purchase intention is related to an individual's attitude and behaviour. Purchase intention referred to a process of decision-making that identify the reason of purchasing a particular products by customers (Shah et al., 2012).

As cited by Mirabi, Akbariyeh, and Tahmasebifard (2015), do defined purchase intention as a situation where customers willing to purchase a particular product in certain condition. Purchase intention is effectively use as a tool to predict customer's purchasing process (Ghosh, 1990). Besides, purchase intention can be defined as a planning which done in advance to purchase certain goods or service in the future, however purchase intention is not necessarily to be implemented when it comes to depending on an individual's ability to perform (Warshaw and Davis, 1985 and Qun, 2012).

Since last years, the significance growth of trends for a healthier lifestyle and expectations for natural cosmetics has inspired the cosmetic industry to move forward on diversification based on the customers' needs and requirements (Dimitrova et al., 2009).

### **2.1.1 GLOBAL VIEW OVER PURCHASE INTENTION**

Purchase intention is influenced by the customers' perception towards the products based on the information which is received from internal and external environment (Blackwell et al., 2001). For customers aged within 18 to 24, their purchase intention will easily be influenced when their mood strikes (Abdul Razak and Kamaruzaman, 2009). In recent world, purchase intention has become complicated and significant (Madahi and Sukati, 2012).

There are many factors influencing the customer's purchase intention or purchase process when they come to buy a particular product (Shafiq et al., 2011). According to Berner (2001), retail market in developed countries is more mature. However, market in Asia countries such as Japan, South Korea and India is more focused on the product itself and its brand (Anholt, 2000).

According to Keller (2001), purchase intention is referring to the customer's preference to buy the product which their decision is influenced by large external factors. According to Ann (2008), these factors have a significant impact towards customer's purchase intention. For instance, according to Bei and Chiao (2011), customer loyalty and perceived price fairness influence customers' purchase intention. In China, due to the rising living standards and economic restructuring, it has made China become one of the largest viable markets in the globe since 1978 (Arnett, 2002). There are many foreign firms emerging to the Chinese market with foods, household goods, skin care products and automobiles (Zhou and Hui, 2003). According to Zhao (1998), for foreign firms to sustain in the Chinese market, it is important to understand the factors which influence the customers' purchase intention toward foreign products.

Besides, the rise of the Korean Wave nowadays has a positive influence towards customer's purchase intention over Korean products and increased tourism (Pang et al., 2007). Products which are related to Korean's culture such as tourism, cosmetics and

skin care products has significantly influence the purchase intentions' of customers (Yu et al.,2012). According to Lafferty and Goldsmith (2004), credibility is one of the factors which influence customer behaviour towards brand and purchase intentions. Besides, there is strong relationship between credibility of celebrity endorser and customers' purchase intention (Sliburyte, 2009).

According to Choi and Kim (2013), in social enterprise, customers will appreciate the social value of the products which will influence the customer satisfaction and purchase intentions. Rhee and Ryu (2012), also supported that social value of the products will influence not only purchase intention but also identification and customers' attitude. According to Hwang, Jang and Park (2017), customers who purchase from social enterprise have different behaviours or attitude compared to those purchase from non-social enterprise. Factors including social welfare value and health environmental value have a significant impact towards customers' purchase intention too (Choi and Kim, 2013).

According to Zeithaml et al. in 1996, purchase intention is referring to one dimension of behavioural intention. For the purpose of determining customer's behavioural pattern, purchase intentions have been used for the prediction of actual behaviour (Ajzen and Fishbein, 1980). According to Swait and Sweeney (2000), who found out that different perceived value will influence the customers' purchase intention. Perceived value can be treated as one of the important antecedents to influence the purchase intention of customers (Thaler, 1985). There will be high purchase intentions towards the products when the products have high preference image and familiarity (Kamins and Marks, 1991). According to Miciak and Shanklin in 1994, a high product's exposure rate will influence purchase customers' purchase intention too.

In addition, according to Monroe and Krishnan in 1985, purchase intention is influenced by perceived value and perceived quality, and the more perceived value and quality will increase purchase intention. In addition, Zeithaml (1988) also supported that high perceived value will result in high purchase intention. Customers

will evaluate what they get from what they paid and get in their subjective perception when come to buying a product (Dodds and Monroe, 1985). According to Dickson and Sawyer in 1990, purchase intention will increase when customers acquire more benefits than they pay for a product.

### 2.1.2 MALAYSIA VIEW OVER PURCHASE INTENTION

According to Thaler in 1985, perception of value is one of the important factors to influence customer purchase intention. Customers will buy a products with high perceived value based on the study of Dodds and Monroe, 1985. In Malaysia, according to Rasheed and Abadi (2015), customer's perception value is lower than Singapore and Japan especially in service field. There are many studies (Albattat, Arifin, Arifuddin, Ravi and Hendricks, 2016; Amin, Isa and Fontaine, 2013; Haba, Hassan and Dastane, 2017; Nikhashemi, Tarofder, Gaur and Haque, 2016) were carried out to determine the relationship between perception value and purchase intention in varies sector in Malaysia.

According to Animashaun, Tunkarimu and Dastane in 2016, when there is high customer's perception value will influence customer's satisfaction in Malaysia. In retail industry of Malaysia, customer's perception of value is able to predict the customer's purchase intentions and brand loyalty. Besides, in Malaysia, customer's perception of value will influence the purchase intention of working adults when purchase smartphone (Haba et al., 2017). According to Amin et. al. in 2013, customers' perception of value played an important role to enhance and improve purchase intention and customers' satisfaction in Malaysia.

In e-commerce industry in Malaysia, the cognition or subjective act of the mind will influence customer's e-purchase intentions according to the study by Rahman, Jail, Mamun and Robel (2014). Besides , according to Bashir, Tumi, Abbas, Ahmad and Sabbar (2015), relationship between customer's purchase intention and perceived risk is strong as customer's purchase may be changed to raise the perceived risks about the products. Moreover, customer's behavioural perception towards the products or services act as an important factor to influence the customer's purchase intention (Rahman and Haque, 2011).

For Malaysian made products, Malaysian will have a negative perception of value towards the local products such as cost cheaper or lower quality according to Bedi in 2009. As according to Dodds et al. (1985), customers' purchase intention will be influence by high perception of value products. Most of the Malaysian have a positive perception of value such as better quality towards products which made from developed country according to the study of Lew and Sulaiman in 2013.

Besides, in automobile industry in Malaysia, customer's purchase intention is influenced by the perception value of the products based on the study of Leow and Husin in 2015. Moreover, in hotel industry in Malaysia, customer's purchase intention is directly influenced by the customer satisfaction and also perceived value (Albattat et al.,2016). According to Ghotbabadi, Baharun and Feiz (2012), a high perceived value of products will increase purchase intentions and generate more returns for the company.

For the convenience store in Malaysia, based on the study of Animashaun, Tunkarimu and Dastane in 2016, a satisfied customer will have a stronger repurchase intention and recommend to their associates as there is a strong positive relationship between customer satisfaction and customer's purchase intention. Customers' purchase intention is influenced by customer's perceived value and customer's loyalty through customer satisfaction (Liat, Mansori and Huei, 2014). Furthermore, a satisfied customer will have a superior usage intensity of a product or service comparing to unsatisfied customer (Bolton and Lemon, 1999).

For the food and drink industry in Malaysia, also stated that high customer satisfaction will positively influence customer's perception of value and purchase intention in the future compared low customer satisfaction (Raji and Zainal, 2016). According to Yang and Peterson (2004), a positive customer satisfaction will increase the perceived value of the products and lead to possibly increase the purchase intentions of the products in the future. There will also increase customer's loyalty

and tendency of repurchase intentions when customer is feeling satisfied with the products (Animashaun et al., 2016).



## **2.2 FACTORS THAT INFLUENCE CUSTOMER'S PURCHASE INTENTION**

### **2.2.1 SOCIAL INFLUENCE**

One of the main factors which contribute to the influence of customers' purchase intention over environmentally friendly products is the social influence (Kalafatis, et al., 2015). Customer will have a positive mindset over products which will influence their purchase intention in the present or future when they receive and accept the information from the others about the goods of product (Kim and Chung, 2011). Social influence is referring to a proxy of subjective norm (Wahid, Rahbar and Tan, 2011). Furthermore, according to DeLamater and Myers (2010) also mentioned that social influence is referring to someone's attitude or behaviour is changed due to influenced by others. Moreover, social influence can be defined as change of a person's thoughts, attitudes or behaviour after interact with others (Rashotte, 2007).

According to Ohman (2011), social influence is one of the main factors to influence a person's purchase intention. Social influence is including friends, colleagues, family, educators and media based on the study of Klobas and Clyde in 2001. Maram and Kongsompong, 2007 also stated that social influence can be consist of salespeople or even strangers besides friends and family. According to study of Swee and Ho in 2016, mentioned that social influence play an important role for customer's purchase intention and purchase decision. Besides, Deutsch and Gerard (1955) found that social influence can be group into informational and normative social influence.

There are many researches showed that customer behaviour is influence by social influence (Burnkrant and Cousineau, 1975; Pincus and Waters, 1977; Lord, Lee and Chong, 2001). According to Lachance, Beaudoin and Robitaille in 2003, customers are influenced by their peers and friends in terms of brand and product choice. However, based on the study of Girard (2010), stated that the strength of social influence may differ across customer. Chae, Black and Heitmeyer (2006) mentioned that customers who are favorable in certain products will spend more time to search information which referring to information influence instead of social influence. For

instance, according to Tsiaotso (2006), customer who is active in sports will spend more time to search for the suitable sport products.

Besides, customer purchase intention also will be influenced by endorsement by celebrity of the products which the celebrity can generate favourable word-of-mouth for the product (Bush, Martin and Bush, 2004; Yoon and Choi, 2005). According to Dix, Phau and Pougnet in 2010, customer will have a positive perception value towards the products based on the celebrity status or popularity which will influence the customer purchase intention and decision. Hence, the influence of celebrity will directly possess favourable information for the products to increase the customer purchase intention (Kim and Na, 2007).

According to Girard in 2010, stated that in the customer decision-making process, demographic differences exist in the extent of social influence. Male and female are influenced by their peers on customer purchase decision, but in the study of Lachance et al., 2003 noted that father will has influence in brand options for female customers than male customers. In addition, according to Bush et al. (2004), mentioned that athletics role models are effectively generate positive word-of-mouth and purchase intention among female customers than male customers. However, in the study of Dix et al., 2010, showed that difference between male and female is only limited to complaint behaviours.

### **2.2.2 BRAND IMAGE**

Brand image defined as the perception of a product in a customer's mind (Keller, 1993). According to Aaker in 1997, brand possess a positive image which able to remember by the people easily. Brand image is created to benefit the company in long term based on the study of Cannon, Perreault and McCarthy (2009). Keller (1993) also stated that due to the subjective reason and personal emotions, the image of the brand is a concept which assumed by the customer. According to Wantara (2008), a strong brand name of products will able to generate more returns compared to a weak brand name.

Besides, a positive brand image will increase the popularity of the products and retain more customers according to Schiffman and Kanuk (2010). Moreover, according to Hsieh and Li in 2008, there is a strong relationship between brand image and the influence on product selection which related to customer's purchase intention. A strong image will successfully possess a positive image in customer's mind and increase purchase intention (Lee, Lee and Wo, 2011). A brand image is formed by the basis of many attributes such as packaging, price or brand value (Sondho, Omar and Wahid, 2007). In addition, the study of Dewanti, Ismail and Tasrehanto in 2009 also stated that there is a significant relationship between brand image and customer purchase intention.

Furthermore, according to Lin and Lin (2007), when there is a high perceived value of the brand, possibly there will be a greater customer purchase intention of the product. A brand image will influence customer loyalty, preference and intention (Mengxia, 2007). Besides, according to Akin in 2011 also support that brand image has a positive and significant influence towards customer purchase intention. A good brand image will provide a comfortable and secure buying situation to the customers (B.Dodds, 1991). In addition, Chung in 2009 also stated that brand image has a strong influence to the customer in the buying process.

Customers choose to purchase certain brand of products due to the reliability of the brand image (Bhakar, 2013). Besides that, according to Tsai in 2014, stated that customer will have the mindset that a positive brand image of products will minimize the perceived risk and increase the perceived value. According to the study of Bertoneclj and Moisescu in 2010, stated create a strong and powerful brand name will successfully persuade the customers and increase market share.

Besides, Pappu in 2006 also pointed that successful brand image will gain high return rate and increase market share. Moreover, good brand image will generate brand popularity and increase brand loyalty (Kim, 1995). Besides, a known brand product has the higher possibility to be purchased by the customer compared to an unknown brand product according to Chi, Yeh and Tsai in 2011. The brand with strong image is able to persuade the customers in order to purchase the brand (Maguire, 2002). Furthermore, according to Tsai in 2014, there is a positive relationship between brand image and perceived value of customer because good brand image able to increase the perceived value of the customers and increase the purchase intention as well.

### 2.2.3 HEALTH CONSCIOUSNESS

Nowadays, the world market is widely expanded with the trend of healthy lifestyle throughout the food industry, fashion and skin care products (Cervellon and Carey, 2011). According to Dimitrova, Kaneva and Galluci (2009), in the recent years, the growth of expectation and requirement towards food products or skin care products are significant due to the trend of having a healthy lifestyle. People with high health consciousness tend to have greater purchase intention towards products which look healthy (Chen, 2001). Those customers with high health consciousness will increase the purchase intention to certain healthy products to show care and concern about the environment, their health and appearance (Dimitrova et al., 2009).

According to Cervellon et al. in 2011, green customers are divided into three types which including health-conscious customer, the environmentalist and the quality hunter. A person with positive preferences towards eco-friendly features product will increase their purchase intention over the healthy products rather than traditional product (Rashid, Kamaruzaman and Kamsol, 2009). According to Rybowska (2014), stated that customers will treat healthy products as luxury items due to its high price and difficult to be available.

Moreover, for customer who is high health consciousness, will concern about their desired well-being and lifestyle (Newsom, McFarland, Kaplan et. al., 2005). For such customers will tend to concern about their nutrition and physical fitness control (Kraft and Goodell, 1993). According to Kim and Seoch in 2009 and Kim and Cung, 2011, showed that health conscious customers will keep looking for activities to promote healthy lifestyle. A health conscious customer will look into the type of ingredients of the products before purchase (Johri and Sahasakmontri, 1998).

However, according to Tarkiainen and Sundqvist in 2005, stated that the level of health consciousness will not influence the customers' buying behaviour pattern too. The purchase intention over certain products will partially influence by the health

consciousness (Kim and Chung, 2011). According to Michaelidou and Hassan (2008), level of health consciousness considered the least influence towards the customer's purchase intention over the products.

Besides, customers' attitude and past experience will influence positively towards customers' purchase intention over certain products such as organic foods and natural skin care products (Kim and Chung, 2011). According to Tarkiainen and Sundqvist (2005), customers with low health consciousness will have positive attitude and also be more inclined towards certain products regardless of the customers' age. Kim and Chung in 2011 also stated that the higher the level of health consciousness the more favorable attitudes towards the healthy products.

Besides, Chryssohoidis and Krystallis in 2005 also stated that level of health consciousness will influence customer's attitude to purchase certain products. According to Magnusson, Arvola, Koivisto et. al. in 2001, the growth of health consciousness among the customers have become one of the important concerns for the marketers. Klöckner in 2012 also stated that health motivation is indirectly influence customer purchase intention.

In addition, according to the study of Mhlophe in 2016, in these days, people turned out to be sensitive about the quality of their health, lifestyle and nutrition intake. Health consciousness has become the primary motivation for the customers to increase purchase intentions (Magnusson et al., 2001; Padel and Foster, 2005; Tsakiridou, et al., 2008; Chen, 2009). Moreover, according to Rashi et al. in 2009, also stated that customer with high concern with their health will increase the purchase intention towards certain products such as green products.

### 2.3 GAPS IN THE LITERATURE REVIEW

In Malaysia, beauty industry is moving in a fast pace steadily as a result of rising numbers of working females, increasing of self awareness and urbanization (Eze, Tan and Yeo, 2012). According to Matic and Puh, in 2015, stated that the growth of expectations towards natural cosmetics is significant because nowadays customer has become more concern with their health quality and beauty appearance.

According to Eze et.al (2012), traditional marketing factors such as price and product quality are the main factors to influence the purchase intention over natural beauty products and cosmetics in Malaysia. However, according to the study of Shah et. al. in 2011, pointed that there is a positive relationship between brands and customer purchase intentions. A study from Dolich in 1969 also supported that a good brand reputation will possess a positive image in the mind of the customer which will influence their purchase intention (Dolich, 1969). Besides that, social factors, economic factors and market factors also influence the buying behaviour and purchase intention of products according to Okumu in 2015.

Hence, there is still limited study or research over the purchase intention over natural cosmetics in Malaysia. This study is to reconfirm the factors that influence customer's purchase intention from previous study compared to latest study with factors including social media influence, brand image and health consciousness which stated that have a significant relationship with the customers' purchase intention over natural cosmetics in Malaysia.

## 2.4 THEORY OF PLANNED BEHAVIOUR (TPB)

Theory of planned behaviour is an extension of Theory of Reasoned Action (Ajzen and Fishbein, 1975). According to Sniehotta, Pesseau and Soares in 2014, Theory of planned behaviour have contributed to the health behaviour studying the past 3 decades. There are three psychosocial factors which are behavioural beliefs, normative beliefs and control beliefs to guide the human behaviour and influence the performance of the behaviour and determine the behavioural intentions (Arabian, Karimy, Montazeri et. al., 2015). The outcome of behaviour no matter is positive or negative, is so called attitude, while subjective norms is referring an individual's perception is influencing by social pressure (Ajzen and Fishbein, 1975).

An individual's evaluation of an items and sense of distinguish among favorable or unfavorable item are influencing by an attitude so called psychosocial factors which are able to influence their intentions and behaviour (López-Mosquera, 2016). When the attitude and subjective norms are favorable, will increase the perceived control and when the intention is strong, there will be higher possibility of an individual to have a positive view towards the behaviour (Ajzen, 1991). According to Cheon et al. in 2012, an individual's perception based on their own preferences to perform the behaviour is subjective norm.

A person's behaviour is influencing by availability of requisite opportunities and resources such as time, money and skills which act as factors to control over the behaviour (Ajzen and Fishbein, 1975). There is a high contribution towards the environmental studies by Theory of planned behaviour as it allowed additional variables including past experiences, demography and moral norms to be part of the study (López-Mosquera, 2016).

In addition, Theory of planned behaviour is being widely used in the study of customer behaviour and intentions which lead to the creation of new theories such as Theory of Behaviour Change and Theory of Interpersonal Behaviour (Katrin, 2016).



Apart from that, Theory of planned behaviour is more focusing on the individual motivational factors when come to prediction of purchase intention (Montano and Kasprzyk, 2015). According to Wu and Chen in 2014, the structure of Theory of planned behaviour showed that perceived value and risk will influence a person's attitude. Attitude is referring to a person's behaviour prediction based on the evaluation of their preferences (Kautonen, Gelderen and Fink (2015).

Based on Montano and Kasprzyk, 2015, they also mentioned that theory of planned behaviour has successfully predicted and explained a person's health behaviours such as smoking, drinking and exercise. In the area of health care and technology, theory of planned behaviour has widely been used (Cheon, Lee and Crooks et al., 2012).

Besides that, according to Sniehotta et al. in 2014, theory of planned behaviour was used to study on social behaviour and it showed strong predictability on a person's behaviour control. In the field of hotel industry, theory of planned behaviour is treated as one of the most suitable models on the measurement of customer's purchase intention (Verma and Chandra, 2018). Theory of planned behaviour showed that there is a causal relationship between the attitude and subjective norms with behavioural intention (Montano and Kasprzyk, 2015).



## 2.6 HYPOTHESES

This research is to study the prescriptive of independent variables, which is social influence, brand image and health consciousness to the dependent variable, which is purchase intention of natural cosmetics in Malaysia. In this study, hypotheses were defined as below:

H1: Social influence has a prescriptive effect with purchase intention of natural cosmetics in Malaysia.

H2: Brand image has a prescriptive effect with purchase intention of natural cosmetics in Malaysia.

H3: Health consciousness has a prescriptive effect with purchase intention of natural cosmetics in Malaysia.

Hypotheses stated above are aligned with RO and RQ which is stated in Chapter 1.

## **2.7 CONCLUSION**

This chapter began with Theory of Purchase Behaviour as the fundamental grounded theory. It followed by explaining the dependent variables which is purchase intension and the independent variables, social media influence, brand image and health consciousness. This chapter also deeply reviewed and critiques the existing key literature to develop a further understanding towards the purchase intentions.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.0 OVERVIEW**

In this chapter, there will be a deeper discussion on research methodology including design diagram, questionnaire design, and measurement table as well to ensure the alignment of framework in Chapter 2. Besides, in this Chapter 3, it will include the target population, unit of analysis and data collection process. For the purpose of ensuring the completeness of this research findings, test of validity and reliability will be included too.

### 3.1 RESEARCH DESIGN

For an organization to identify the challenges and problems, method of business research plays an important role to provide the information and knowledge to help the organization to resolve the problems (Babin, Carr and Griffin et. al. 2013). Besides, based on Bell, Bryman and Harley (2018), data collection and data analyze are the framework which contain in the research design. The decision of research design will showed the priority in the research process that contained various dimensions.

Research design is important in a study research to provide a clear direction for researchers to proceed further (Wahyuni, 2012). Besides, according to Hakim (2012), research design is essential in a study to identify theoretical questions of the research. Good research designs are able to improve efficiency and function in the work and minimize failure rate (Maxwell, 2012).

In this study, descriptive study is used to identify the prescriptive effect of social influence, brand image and health consciousness towards purchase intention of natural cosmetics in Malaysia. The deductive nature of this study is suitable to use the approach of quantitative study. This study will follow the quantitative phenomenon, to describe and examine the theory of hypotheses.

Besides, in order to identify the prescriptive effect of independent variables towards the dependent variables, descriptive research which also known as correlation design is used in this study. According to Billah and Khan (2013), to ensure the accuracy of the research, all research activities need to be carried out with minimal interference. Data will be collected through natural environment and the study setting will be non-contrived. Figure 2 below will display the research design framework.

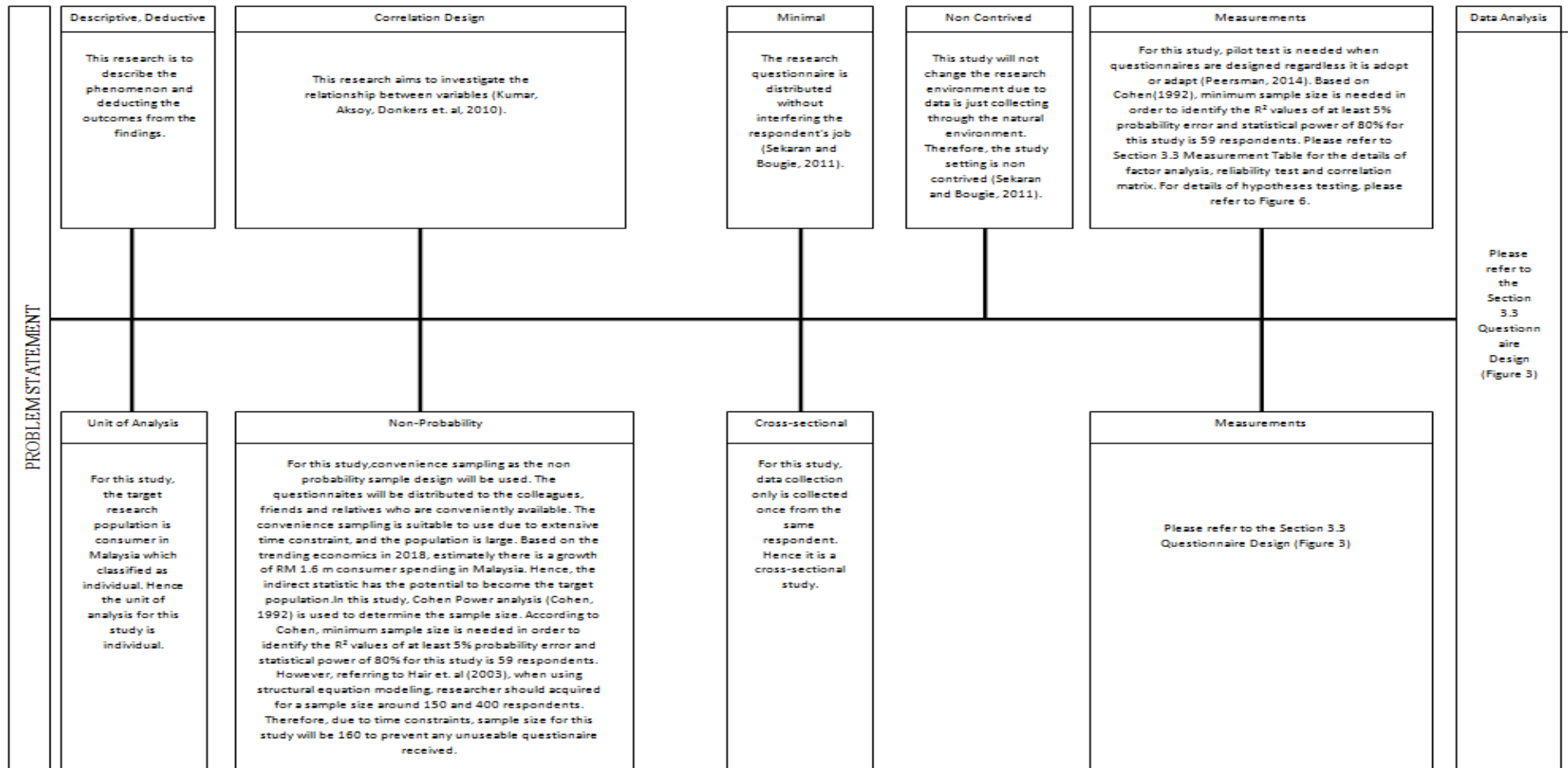


Figure 2: Research Design Diagram (Bougie and Sekaran, 2011)

### **3.2 UNIT OF ANALYSIS**

Unit of analysis is referred as the phenomenon of several sort happening in a text of bounded (Massis and Kotlar, 2014). It also defined as one of the significant process in the study when study method is selected. Besides, according to Bougie and Sekaran (2011), unit of analysis is to identify the target respondent of the study. Furthermore, it is essential to determine the unit of analysis for research design through variable testing in the research (Babbie, 2013).

The unit of analysis for this study is individual since the target population is cosmetics customer in Malaysia. Therefore, in this study, the entire data from each respondent which collected through questionnaire will be treated as individual data source.

Besides that, there are two types of time horizon of research design, which are cross-sectional studies and longitudinal studies. According to Bell et. al. (2018), cross-sectional is referred to data collection from many respondents at only once while for longitudinal studies, data collection will be carry out continually in a periodical interval from individual. In this study, data will be collected only once from the respondent, therefore, the time horizon is cross-sectional studies.



### **3.3 SAMPLING DESIGN**

Sampling design is considered a practical method to use for studying on particular units such as relationship and attitudes in the business connection and a group population (Grenner and Martelli, 2018). Besides, according to Peersman (2014), the sampling strategy is important in order to define a clear research as an appropriate sample are able to reduce 'selection bias'. Therefore, in this study, target population will be the customer's of cosmetics in Malaysia.

#### **3.3.1 SAMPLING PLAN**

Non- probability convenience sampling is referring to the respondents who are willingly and conveniently to participate in the questionnaire such as friends, relatives, colleagues and family members which will ease the progress of data collection (Greeneer and Martelli, 2018). Besides, convenience sampling is suitable to use for research which has intense time frame and cost concerns. Therefore, convenience sampling method is the most suitable to be used in this study due to time constraint and also cost consideration.

#### **3.3.2 SAMPLE SIZE**

In planning stage of research, sample size is an important part to ensure the respondents are willingly to provide accurate evaluation (Chow, Lokhnygina and Shao et. al. (2017). The amount of target respondents needs to be identified adequately as it will be represent the target population in the research (Ferreira and Patino, 2016). In Malaysia, there is estimate RM 179,339 of consumer spending in Malaysia according to Trading Economics (2018) and for Malaysia's total trade volume for cosmetics products was about US\$2.24 billion in 2015. Therefore the indirect statistic has become the potential target population in this study.

In this study, Cohen Power analysis (Cohen, 1992) is used to determine the sample size. According to Cohen in 1992, sample size is determined by the maximum number of arrows which pointing at a construct the PLS path model. N is one of the key determinants of the statistical power, therefore it is a crucial step to determine sample size in a study (Aguinis and Harden, 2009). The probability to detect an effect which exists in a population is the statistical power.

The greater the sample size showed a greater statistical power. According to Cohen, minimum sample size is needed in order to identify the  $R^2$  values of at least 5% probability error and statistical power of 80% for this study is 59 respondents. However, referring to Hair et. al (2003), when using structural equation modeling, researcher should acquired for a sample size around 150 and 400 respondents. Therefore, due to time constraints, sample size for this study will be 160. Smart PLS is used in this study as data analysis. Below will be the table of showing the number of minimum sample size based on Cohen (1992).

### 3.4 QUESTIONNAIRE DESIGN

For this research, structured questionnaires will be created for data collection. There will be 2 questions for the first part of the questionnaire in order to understand the demographic profile of the respondents. For independent variables, there will be 4 questions for social influence and health consciousness variables while for brand image variable there will be 3 questions. For dependent variables, there will be 4 questions. Adaptive questionnaire will be used to design for this questionnaire in this research.

<b>Section</b>	<b>Questionnaires/Items</b>	<b>No. of Questions</b>	<b>References</b>
A	Demographic	5	<u>Cooper and Schiddler, 2014</u>
B(IV)	Social Influence	3	<u>Eftimiya Salo, 2014</u>
	Brand Image	3	
	Health consciousness	3	
C(DV)	Purchase intention of natural cosmetics in Malaysia	3	

Figure 3: Summary of questionnaire Eftimiya Salo, 2014

### **3.5 PILOT TEST**

Pilot test is an instrument used to examine the reliability of the data collected (Peersman, 2014). Pilot test helps the researcher to ensure the questionnaires are applicable and data are reliable according Saunders and Tosey (2015).

According to Cohen in 1992, sample size is determined by the maximum number of arrows which pointing at a construct the PLS path model. N is one of the key determinants of the statistical power, therefore it is a crucial step to determine sample size in a study (Aguinis and Harden, 2009). The probability to detect an effect which exists in a population is the statistical power.

The greater the sample size showed a greater statistical power. According to Cohen, minimum sample size is needed in order to identify the  $R^2$  values of at least 5% probability error and statistical power of 80% for this study is 59 respondents. Therefore, there are 59 sample size are used for pilot testing.

#### **3.5.1 RELIABILITY TEST**

Reliability test is used to ensure the items and data collected are consistent which lead to higher reliability according to Bell et. al (2018). There is possibility to obtain a reliable measure which is invalid and reliability is major prerequisite for validity (Swanson, 2014). It is necessary for the data collected to run reliability test in order to ensure the consistency of the data (Gidengil, Parker and Zikumund-Fisher, 2012).

The threshold value of reliability test must be above 0.7 (Anderson, Babin and Black et. al. (2018). Results which are lower than 0.7, indicate poor reliability and need to be removed for future analysis (Babin et. al., 2013).

### **3.6 MEASUREMENT**

Measurement is an instrument which used to test the subjects in certain research setting (Gidengil et. al, 2010). Measurement contained structure of variables and quantify them by tools development and application according to Mohanjan (2018). The questionnaire of this study will be distributed through online such as social media and use Smart PLS for hypotheses testing, preliminary tests and additional test of confirmatory and supporting (Bougie and Sekaran, 2011).

#### **3.6.1 DESCRIPTIVE ANALYSIS**

Descriptive information is collected by using demographic survey in order to know the characteristic of respondents (Davis, 2014). In this study, demographic profiles which will collect from the respondents are age, gender, income level, education level and occupation.

Data collection for gender is male and female whereas the range of age is from 18 to 45 and above (Pang, Shakur and Siali et. al., 2016). According to Norkaew (2017), income level can be categorized as -USD3000, USD3001–USD5000, USD5001–USD10000, and USD10000 and above. Education level in this study can be categorized as SPM or below, Diploma, Bachelor Degree, Master Degree and PHD. For occupation, are classified as student, employees, professional and self-employed.

For questionnaires, there will be multiple-choice method adopted to prepare the questions. After done with data collection, demographic profile of the respondents will be displayed in Chapter 4.

### **3.6.2 HYPOTHESE TESTING**

Reliability test and factor analysis is important in hypotheses testing as they are inter-related to the hypotheses testing (Babin et. al., 2013). Data which collected from questionnaires are required to go through reliability test and factor analysis according to Quinlan (2012). In this study, hypotheses testing will be conducted by using Smart PLS.

According to Ralla (2014), the significance level for hypotheses testing will be employing at the standard of 0.05. If the significance level of the study is assuming at 5%, null hypotheses will be denied when the outcome of sampling obtained the probability that below 0.05.

### **3.6.3 ONE WAY ANOVA**

One- way ANOVA is used to determine the level of significance of the relationship between independent variables and dependent variable as well as to ascertain the extent of variance within a respondent and among the variance respondents.

According to Neog and Barua in 2015, ANOVA test is used to analyze the mean differences for two or more groups against dependent variable. For one-way ANOVA, p-value needs to be less than 0.05 in order to be significant (Sekaran and Bougie, 2016).

### 3.6.4 COLLINEARITY TEST

Multicollinearity test is used to determine whether the data that received for the test is skew (Daoud, 2017). Beta coefficient is to determine the factor which has the highest influence on the phenomenon of the study (Peterson and Brown, 2005).

The variance inflation factor (VIF) for the study need to be less than 10. The VIF is evaluate when the predictors are corresponds and the variance of the estimated regression coefficient will enhance how much required to be below 10 according to Akinwande, Dikko and Samson, 2015). If the VIF is more than 10 indicate that the data of this study is severely overlapping with others and consider the data have high inter-construct correlation (Daoud, 2017). Hence, the result of statistical analysis for this study will be considered as not valid and skew. However, if the VIF is less than 5 mean that the data which obtained for the study is statistically significant and the data is having the less chance to be skewness (Akinwande et. al., 2015).

On the other hand, if the VIF is between 5 and 10 means that there is no multicollinearity in the data but the possible of skewness is still exist due to the VIF is above 5 according to Daoud, 2017. So, the data accuracy and validity of the study might be influenced but the influence is not extensive due to the level of multicollinearity is in the range of acceptable (Akinwande et. al., 2015). Factor which is the nearest to 1 among the others factors, showed that it has the higher influence on the phenomenon or study compared to the others.

### **3.7 CONCLUSION**

In conclusion, Chapter 3 explains the research methods for the purpose of achieving the proposed research objectives of this study. The questionnaires will be conducted in convenient sampling by distributing to friends, relatives and family members. For this study, in order to ensure all items are relevant and reliable, a preliminary test of 60 respondents will be conducted.



## CHAPTER 4: FINDINGS AND DISCUSSIONS

### 4.0 OVERVIEW

In this chapter, there will be explanation and discussions on the data which collected by questionnaires. The data will be analyzed by using Smart PLS tools to conclude the findings in this chapter.

### 4.1 PILOT TEST

In this study, Cohen Power analysis (Cohen, 1992) is used to determine the sample size. According to Cohen in 1992, sample size is determined by the maximum number of arrows which pointing at a construct the PLS path model. N is one of the key determinants of the statistical power, therefore it is a crucial step to determine sample size in a study (Aguinis and Harden, 2009). The probability to detect an effect which exists in a population is the statistical power.

The greater the sample size showed a greater statistical power. According to Cohen, minimum sample size is needed in order to identify the  $R^2$  values of at least 5% probability error and statistical power of 80% for this study is 59 respondents. Therefore, there are 59 sample size are used for pilot testing. For this study, based on Cohen (1992), minimum sample size is shown in table below.

Maximum number of arrows pointing at a construct	Significance Level											
	1 %				5 %				10 %			
	Minimum $R^2$				Minimum $R^2$				Minimum $R^2$			
	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25
4	191	91	58	46	137	65	42	33	111	53	34	27
5	205	98	62	50	147	70	45	36	120	58	37	30

Table 1 : Cohen(1992)

#### 4.1.1 PILOT TESTING RESULT

Based on the table 2, it showed that the entire construct has achieved outer loading of above 0.7 which mean that the constructs are statistically significant except for S2 and B3. According to the pilot testing result, S2 only achieved outer loading of 0.478 while B3 only achieved 0.576. Therefore, S2 and B3 are being removed. Based on the table 2, after removed S2 and B3, the composite reliability and AVE values of the remaining constructs were achieved above the threshold value which is 0.70 and 0.50.

Latent variables	Indicators	Outer Loading (Indicator Reliability)	AVE	Composite Reliability
Social Influence	S1	0.933	0.692	0.815
	S3	0.717		
Brand Image	B1	0.755	0.705	0.825
	B2	0.916		
Health Consciousness	H1	0.911	0.807	0.926
	H2	0.887		
	H3	0.896		
Purchase Intention	D1	0.945	0.854	0.959
	D2	0.915		
	D3	0.925		
	D4	0.911		

Table 2 : Pilot Testing Result

#### 4.2 DESCRIPTIVE ANALYSIS – DEMOGRAPHIC PROFILE OF RESPONDENTS

In this study, online questionnaire was used for data collection. There are 162 of respondents in total received, however there are only 160 are able to use and the remaining two are unusable due to incomplete. There is 98.7% of response rate achieved.

Total Responds Received	Total Usable Respond	Response Rate
162	160	98.70%

Table 3 : Response rate

#### 4.2.1 AGE

From the findings of demographic, it showed that respondents who age between 25 to 31 has occupied the biggest number with 66.3 %, followed by age between 32 to 38 with 16.9 %, then age between 18 to 24 with 12.5% . At last, respondents who age in between 39 to 45 have owned 3.7 % and followed by age 45 and above with only 0.6%. For this study, it does not target any specific age group and the questionnaires were distributed through online among friends, colleagues and family based on their convenient time.

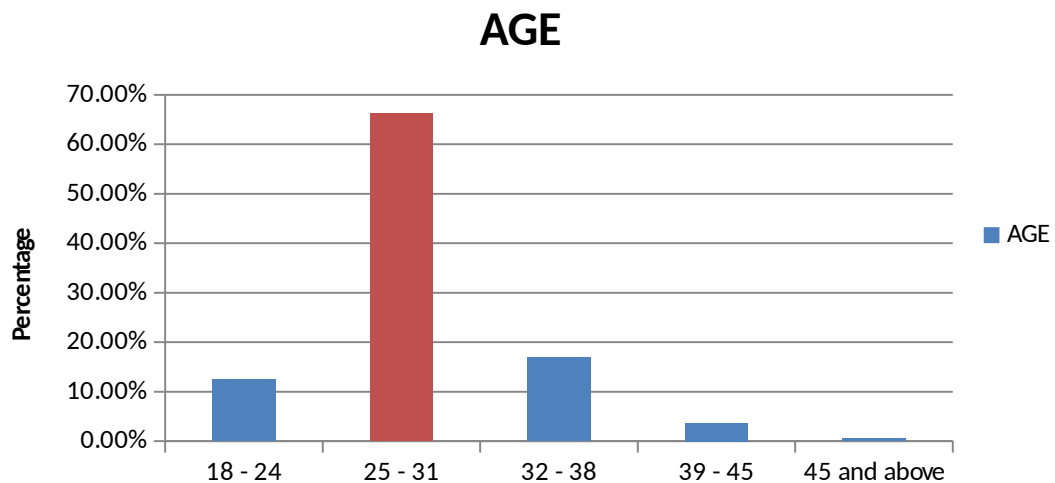


Figure 4 : Descriptive Analysis of Age

#### 4.2.2 GENDER

In this finding, out of 160 respondents, there are 68.1% of female respondents and 31.9% of male respondents.

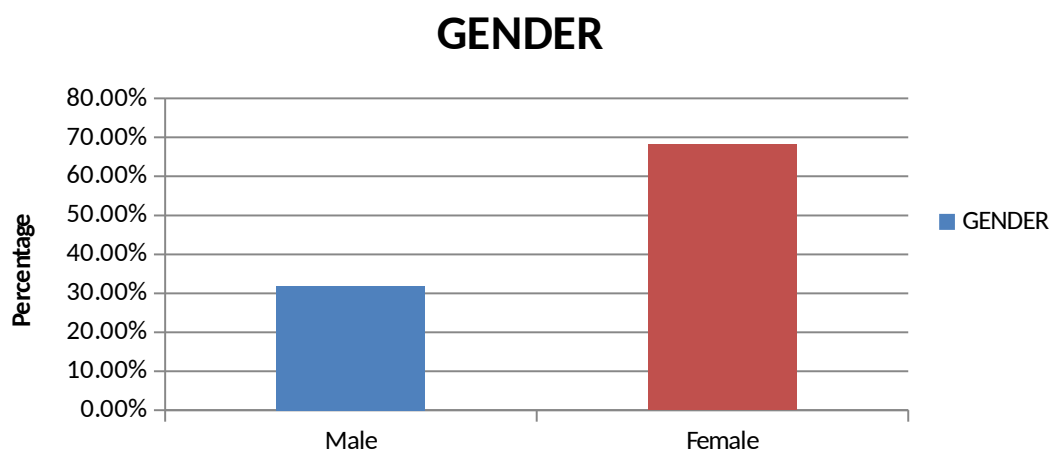


Figure 5 : Descriptive Analysis of Gender

#### 4.2.3 INCOME LEVEL

In this finding, respondents with income level of RM 2501 to RM 4000 occupied the majority of the questionnaire with 56.3 %, followed by income level of RM 4001 to RM 5500. At last, respondents with income level of RM 2500 or below has owned 13.1% of the questionnaires, followed by respondents with income level of RM 5501 and above with 10.6%.

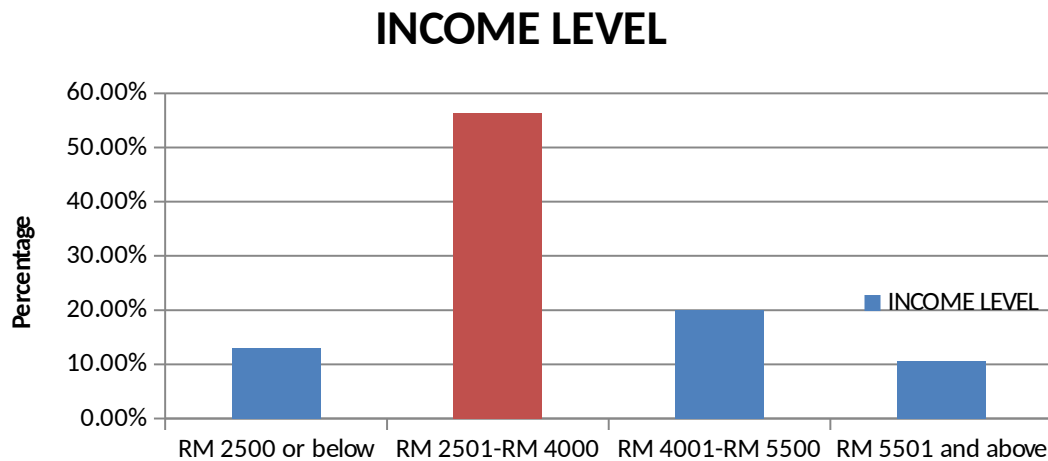


Figure 6 : Descriptive Analysis of Income Level

#### 4.2.4 EDUCATION LEVEL

Education level acts as one of the important demographic information in this study as according to Stern et. al (2007), mentioned that people with different education level may have different visual and understanding of the questionnaire which may lead to biasness of the questionnaire result.

In this study, respondents who holding a bachelor degree occupied the biggest number of the questionnaires which is 64.4%, followed by diploma with 17.5%, master degree with 15 % and SPM or below with only 3.1%.

## EDUCATION LEVEL

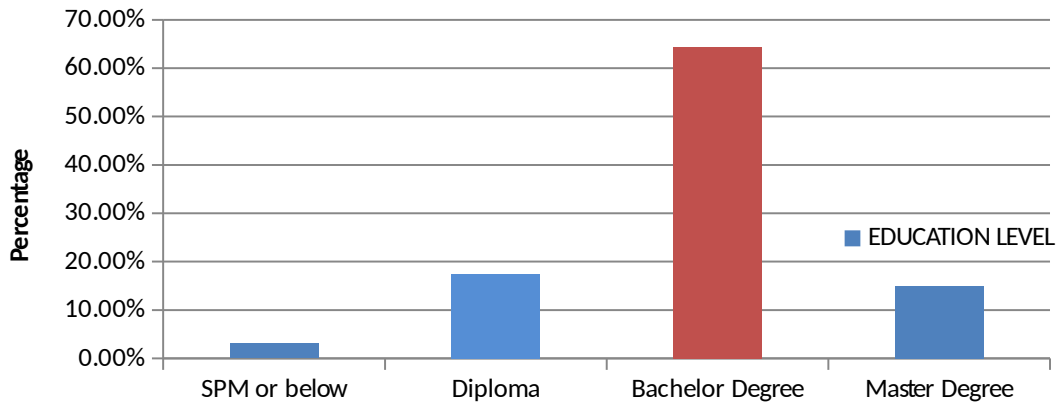


Figure 7 : Descriptive Analysis of Education Level

### 4.2.5 OCCUPATION

In the study, there is 60% of the respondents are employees, followed by professional with 24.4%, self employed with 8.1% and student with only 7.5%.

## OCCUPATION

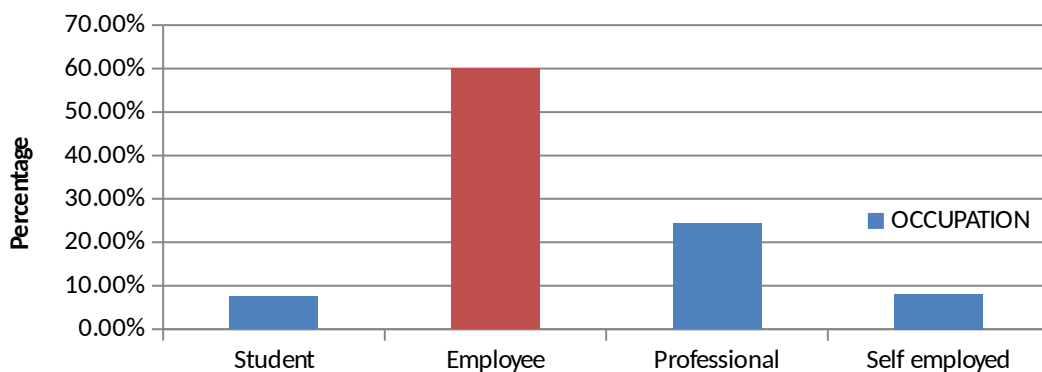


Figure 8 : Descriptive Analysis of Occupation

### 4.2.6 SUMMARY OF TABLE

AGE		
	Frequency	Percentage (%)
18 – 24	20	12.5
25 – 31	106	66.3
32 – 38	27	16.9
39 – 45	6	3.7
45 and above	1	0.6
Total	160	100
Gender		
	Frequency	Percentage (%)
Male	51	31.9
Female	109	68.1
Total	160	100
Income Level		
	Frequency	Percentage (%)
RM 2500 or below	21	13.1
RM 2501 – RM 4000	90	56.3
RM 4001 – RM 5500	32	20
RM 5501 and above	17	10.6
Total	160	100
Education Level		
	Frequency	Percentage (%)
SPM or below	5	3.1
Diploma	28	17.5
Bachelor degree	103	64.4
Master degree	24	15
Total	160	100
Occupation		
	Frequency	Percentage (%)
Student	12	7.5
Employee	96	60
Professional	39	24.4
Self employed	13	8.1
Total	160	100

Table 4 : Summary result of demographic profile

### **4.3 MODEL ESTIMATION AND RESULT EVALUATION**

According to Hair et. al in 2014, before the model is evaluated, the measurement models need to be assessed. In this study, SMART PLS is used to assess the measurement models and see the effect of independent variables towards the dependent variables.

#### **4.3.1 MEASUREMENT MODEL**

In this study, indicator reliability and internal consistency reliability are used to test the reliability. Besides, in this study, validity test are required to be done as well such as convergence validity and discriminant validity.

Based on Hair et. al (2014), for indicator reliability, the loadings have to be more than 0.70 to test the indicators reliability. All the indicator's outer loading have to be statistically significant. Besides, in this study, composite reliability and average variance extracted was used. For composite reliability, was used to test the construct reliability and the value have to be above 0.70. For average variance extracted (AVE) was used to assess the construct convergent validity and the threshold value for average variance extracted is 0.50 and above.

In table 5, showed that the composite reliability and AVE values of the constructs were achieved above the threshold value which is 0.70 and 0.50. After confirming the reliability of the indicators, next will be checking on the discriminant validity in order to examine the degree of whether the construct is truly distinct from other constructs in the study. For checking the discriminant validity, cross loading and Fornell Larcker model were used.

Based on the table 6, in the validity measurement, it showed that the loading value of associated construct is greater than other construct, which indicates good discriminant



validity. Then, in order to assess the discriminant validity, Fornell test was used as well to ensure the validity of the indicators by comparing the square root of the AVE and the latent variable correlations (Hair et. al, 2014). Based on the table 7, showed the square root of AVE of each constructs are greater than the greatest indicator of other constructs, hence, it means that the discriminant validity was achieved.

Latent variables	Indicators	Outer Loading (Indicator Reliability)	AVE	Composite Reliability
Social Influence	S1	0.747	0.537	0.777
	S2	0.723		
	S3	0.729		
Brand Image	B1	0.716	0.504	0.753
	B2	0.705		
	B3	0.710		
Health Consciousness	H1	0.844	0.704	0.877
	H2	0.834		
	H3	0.840		
Purchase Intention	D1	0.866	0.740	0.919
	D2	0.842		
	D3	0.855		
	D4	0.879		

Table 5 : Composite Reliability and AVE

	Brand Image	Health Consciousness	Purchase Intention	Social Influence
<b>B1</b>	0.716	0.160	0.198	0.156

<b>B2</b>	0.705	0.256	0.337	0.191
<b>B3</b>	0.710	0.272	0.327	0.069
<b>D1</b>	0.437	0.521	0.866	0.296
<b>D2</b>	0.335	0.499	0.842	0.153
<b>D3</b>	0.398	0.552	0.855	0.181
<b>D4</b>	0.285	0.556	0.879	0.218
<b>H1</b>	0.307	0.844	0.525	0.099
<b>H2</b>	0.266	0.834	0.483	0.106
<b>H3</b>	0.278	0.840	0.546	0.089
<b>S1</b>	0.131	0.087	0.177	0.747
<b>S2</b>	0.136	0.030	0.181	0.723
<b>S3</b>	0.156	0.137	0.188	0.729

Table 6 : Cross Loadings

	<b>Brand Image</b>	<b>Health Consciousness</b>	<b>Purchase Intention</b>	<b>Social Influence</b>
<b>Brand Image</b>	0.710			
<b>Health Consciousness</b>	0.338	0.839		
<b>Purchase Intention</b>	0.425	0.619	0.860	
<b>Social Influence</b>	0.193	0.116	0.249	0.733

Table 7 : Fornell-Larcker Criterion

### 4.3.2 RESEARCH MODEL

A clear structural model can be seen once the reliability and validity test of the indicators has been completed. The structure model is build with independent variables which including social influence (SI), brand image (BI) and health consciousness (HC) and dependent variables which is purchase intention (PI).

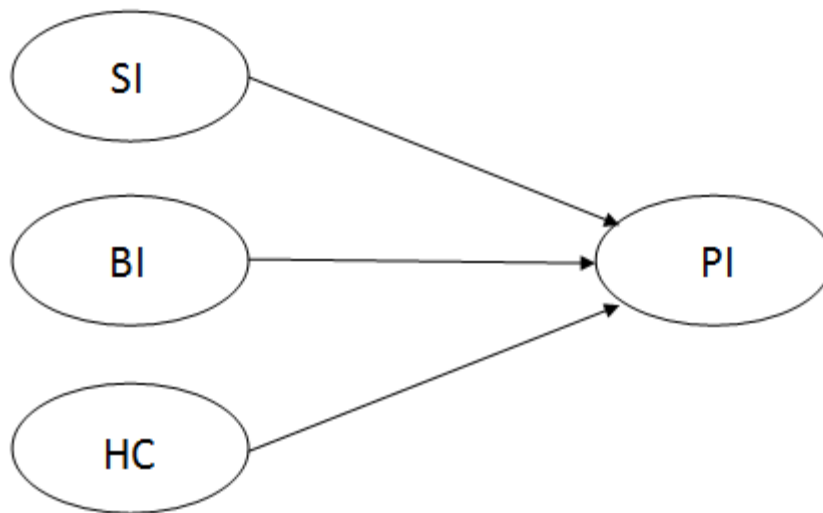


Figure 9 : Structure model

#### 4.3.2.1 COLLINEARITY ASSESSMENT

In order to test a construct whether has the similarity with other constructs, VIF is used with standard value of each indicators should be less than 5. If the VIF value is more than 5, indicate that there is high similarity of one construct to another one. Hence the construct needs to be deleted. Based on the table 8, the result showed there is no multicollinearity as all constructs' VIF is below 5.

	BI	HC	Purchase intention	SI
BI			1.161	
HC			1.133	

Purchase intention				
SI			1.042	

Table 8 : Collienearity assessment

#### 4.3.2.2 PATH COEFFICIENTS

In table 9, showed that independent variable of social influence (SI) achieved a positive path coefficient towards the purchase intention which is 0.145. It means for every increment of 1 unit in social influence (SI) will increase purchase intention (PI) by 0.145. Brand image (BI) is another independent variables which has a positive influence towards purchase intention (PI) according to table 9. The path coefficient showed a positive figure of 0.218. Health consciousness (HC) also showed a positive influence towards purchase intention (PI) by achieving path coefficient of 0.528.

Hypotheses		$\beta$
H1	Social influence has a positive effect with purchase intention of natural cosmetics in Malaysia.	0.145
H2	Brand image has a positive effect with purchase intention of natural cosmetics in Malaysia.	0.218
H3	Health consciousness has a positive effect with purchase intention of natural cosmetics in Malaysia.	0.528

Table 9: Path Coefficient

#### 4.3.2.3 COEFFICIENT OF DETERMINATION (R<sup>2</sup> VALUE)

In this study, PLS algorithm was used to obtain the  $R^2$  value in order to see the effect of independent variables towards dependent variables. As we can see from the result showed in table 10 has indicates the  $R^2$  value is 0.456 which means the three values have explained 45.6% of the variance of purchase intention of natural cosmetics in Malaysia.

	$R^2$ value
Purchase Intention	0.456

Table 10 :  $R^2$  value

#### 4.3.2.4 EFFECT SIZE OF $F^2$

Besides, in the study,  $F^2$  is used to measure the effect size of the independent variables towards the dependent variables as well. According to Hair et. al (2013), the threshold is 0.02, 0.15 and 0.35 which indicates small, medium and large effect respectively. In table 11, it showed that health consciousness (HC), has the large effect with the value of 0.452, followed by brand image (BI) with 0.075 and social influence (SI) with 0.037, which has a small effect.

	BI	HC	Purchase intention	SI
BI			0.075	
HC			0.452	
Purchase intention				
SI			0.037	

Table 11 : F square table

#### 4.3.2.5 SIGNIFICANT TEST

In this study, bootstrapping is used to check the significant of the structural model. The t value has to be greater than 2.0. In the table 12, showed the t value of the entire constructs are significant and has positive impact towards the purchase intention. The

t value of social influence is 2.145, brand image is 2.291 and health consciousness is 7.114.

	T value	Significant Level
Social Influence	2.145	Significant
Brand Image	2.291	Significant
Health Consciousness	7.114	Significant

Table 12 : Significant Test

#### 4.3.2.6 SUMMARY OF THE MODEL MEASUREMENT

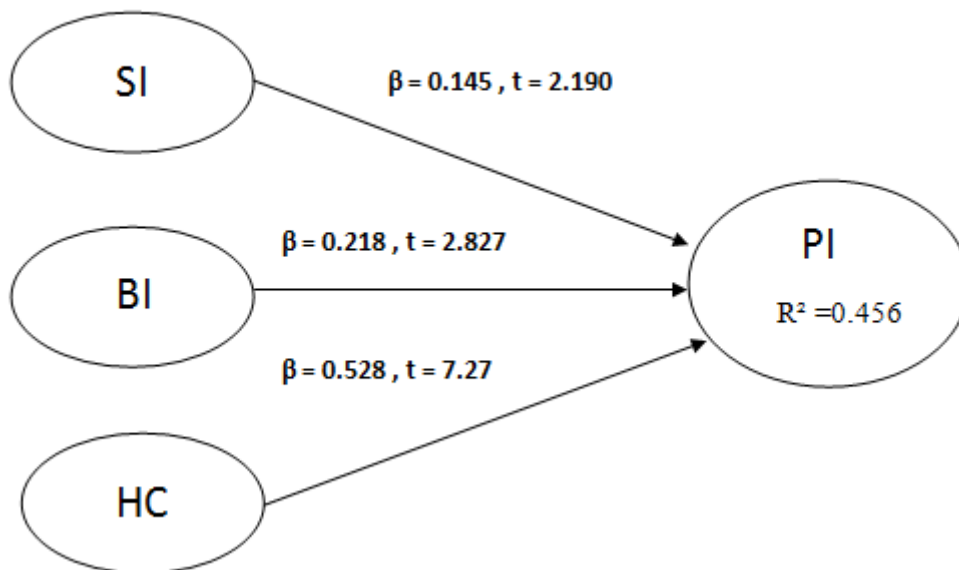


Figure 10 : Structural Model

Total Effect	$\beta$	t > 1.645	P < 0.05	Interference
Social Influence -> Purchase Intention	0.145	2.145	0.032	Accepted
Brand Image -> Purchase Intention	0.218	2.921	0.004	Accepted
Health Consciousness -> Purchase Intention	0.528	7.114	0.000	Accepted

Table 13 : Total Effect of Constructed Model

#### 4.4 CONCLUSION

In conclusion, Chapter 4 explains how the research objectives have been successfully achieved. In this chapter, demographic analysis has presented to identify the respondent's characteristics. Based on the finding result, we can conclude that brand image, social influence and health consciousness have a prescriptive effect towards the purchase intention of natural cosmetics in Malaysia. Among the three constructs, health consciousness showed the greatest effect towards the purchase intention of natural cosmetics in Malaysia, followed by brand image and social influence. We believe that others than these three constructs, there are many others factors which may make an impact towards the purchase intention as well such as customer loyalty and effect of trust.

## **CHAPTER 5 : CONCLUSION AND RECOMMENDATION**

### **5.0 OVERVIEW**

This chapter will be summarized the data which demonstrated in Chapter 4 includes demographic analysis, reliability analysis, and collinearity test analysis. The main findings also will be discussed based on Malaysia context on present issues. Contribution to the parties of academe and industry will be presented in the following section. Besides that, limitation of the research will also be mentioned where future direction of research is determined to resolve the restriction of the study. At last, conclusion and researcher reflection will be the ending part of this study.

### **5.1 SUMMARY OF DATA ANALYSIS**



This section will summarize the 160 respondents which generated by using Smart PLS. There are 160 respondents' demographic profile, reliability test analysis, and collinearity test analysis.

### **5.1.1 DEMOGRAPHIC ANALYSIS**

There are total 160 respondents who participated in the questionnaire based on voluntary basis. There is 98.7% of response rate achieved based on table 3. From the findings of demographic, it showed that respondents who age between 25 to 31 has occupied the biggest number with 66.3 %, followed by age between 32 to 38 with 16.9 %, then age between 18 to 24 with 12.5% . At last, respondents who age in between 39 to 45 have owned 3.7 % and followed by age 45 and above with only 0.6%.

In this finding, out of 160 respondents, there are 68.1% of female respondents and 31.9% of male respondents. Besides, in this finding, respondents with income level of RM 2501 to RM 4000 occupied the majority of questionnaire with 56.3 %. The second is followed by respondents with income level of RM 4001 to RM 5500. At last, respondents with income level of RM 2500 or below has owned 13.1% of the questionnaires and followed income level of RM 5501 and above with 10.6%. In this study, respondents who holding a bachelor degree occupied the biggest number of the questionnaires which is 64.4%, followed by diploma with 17.5%, master degree with 15 % and SPM or below with only 3.1%. In the study, there is 60% of the respondents are employees, followed by professional with 24.4%, self employed with 8.1% and student with only 7.5%.

### **5.1.2 RELIABILITY TEST ANALYSIS**

For indicator reliability, the loadings have to be more than 0.70 to test indicators reliability (Hair et. at, 2014). For indicator outer loading have to be statistically

significant. Besides, in this study, composite reliability are used to test the construct reliability while average variance extracted was used to assess the construct convergent validity. For composite reliability, the threshold value have to be above 0.70 and for average variance extracted, the threshold value have to be 0.50 or above.

Referring to table 5, social influence achieved a reliability value of 0.777 and AVE value of 0.537, while brand image and health consciousness achieved 0.753 and 0.877 respectively for reliability and 0.504 and 0.704 for AVE value. For purchase intention also achieved the reliability value of 0.919 and AVE value of 0.740.

### **5.1.3 COLLINEARITY TEST**

In order to test a construct whether has the similarity with other constructs, VIF is used with standard value of each indicators should be less than 5. If the VIF value is more than 5, indicate that there is high similarity of one construct to another one. Hence the construct needs to be deleted. Based on the table 8, social influence achieved VIF of 1.042, while brand image and health consciousness achieved VIF value of 1.161 and 1.133 respectively. Therefore, the result showed there is no multicollinearity as all constructs' VIF is below 5.

## **5.2 DISCUSSION OF FINDINGS**

This study focused on studying the prescriptive effect of social influence, brand image and health consciousness towards the purchase intention of natural cosmetics in

Malaysia. This section will provide a discussion which is comprehensive and critical towards every research objectives of this research.

**RO1: To study the prescriptive effect of social influence on purchase intention of natural cosmetic in Malaysia**

**RQ1: Does social influence have a prescriptive effect of social influence on purchase intention of natural cosmetic in Malaysia**

RO1 is proposed to study on the prescriptive effect of social influence on purchase intention of natural cosmetic in Malaysia. Referring to table 12, hypothesis 1 was supported by the result of statistical research which indicated that there is prescriptive effect of social influence on purchase intention of natural cosmetic in Malaysia.

**RO2: To study the prescriptive effect of brand image on purchase intention of natural cosmetic in Malaysia**

**RQ2: Does brand image have a prescriptive effect of social influence on purchase intention of natural cosmetic in Malaysia**

RO2 is proposed to study on the prescriptive effect of brand image on purchase intention of natural cosmetic in Malaysia. Referring to table 12, hypothesis 2 was supported by the result of statistical research which indicated that there is prescriptive effect of social influence on purchase intention of natural cosmetic in Malaysia.

**RO3: To study the prescriptive effect of health consciousness on purchase intention of natural cosmetic in Malaysia**

**RQ3: Does brand image have a prescriptive effect of health consciousness on purchase intention of natural cosmetic in Malaysia**

RO3 is proposed to study on the prescriptive effect of health consciousness on purchase intention of natural cosmetic in Malaysia. Referring to table 12, hypothesis 3 was supported by the result of statistical research which indicated that there is prescriptive effect of social influence on purchase intention of natural cosmetic in Malaysia.

### **5.3 IMPLICATION OF STUDY**

In this study, all of the objectives have achieved, which mean that the three constructs, social influence, brand image and health consciousness have a prescriptive effect towards the purchase intention of natural cosmetics in Malaysia.

The result showed that health consciousness has the greater effect towards the purchase intention among the others. The possible reason that the respondents have aware the importance of health towards their life, therefore, health consciousness has made an impact towards their purchase intention when buying cosmetics. A healthy lifestyle not only focuses on the food that consumed but also the products they used which may created a sense of feeling being healthier comparing using the non natural products. Hence, health consciousness becomes the important factors which affect the purchase intention in this research.

On the other hand, in this study, brand image show a prescriptive effect towards the purchase intention of natural cosmetics as well. The reason could be people think that a product which owned a good brand image made them feel safe to use comparing to others brand. People are more concern towards the cosmetics they used especially the ingredients to ensure that the products are safe and healthy to be used. There is a sense of confident when using the products which owned a good brand image with high rating and good reviews. Therefore, brand image have become the second important factor which affect the purchase intention of natural cosmetics in Malaysia.

Based on the findings, social influence has showed a prescriptive effect towards the purchase intention of natural cosmetics in Malaysia as well even though it showed the less effect among the other two. This is because of, advanced technology and wide use of internet especially social media. Sharing information through social media among friends, relatives and family on their daily life have become a common routine not only foods but also the products they used. People are getting influenced easily when they saw their friends, relatives or family who sharing some products such as cosmetics with some good reviews or highly recommended.

In conclusion, this study has provided a great view for the cosmetics industry as reference for their business. As today's trend, people are looking forward for a healthy lifestyle and have expanded from food to the products they used such as cosmetics products. People are feeling healthier and natural when consuming natural cosmetics comparing to non natural ones. Besides, it is essential to ensure a good brand image is created among the people to build up confident and trust among the brand and customers. In addition, social influence also has a prescriptive effect towards the purchase intention of natural cosmetics. Marketers can utilize the social media to assess the markets as people do spent most of their time on the internet nowadays. The power of word of mouth by sharing the post could help to deliver the information easily. People are getting influenced easily by friends, relatives and family on what they shared in internet such as Instagram and Facebook.

#### **5.4 RECOMMENDATION FOR FUTURE RESEARCH**

For future research, it shall be conducted on a larger population by expanding the coverage across Asia not only in Malaysia in order to get a more accurate result. People who come from different background or culture may bring an impact towards the research of the purchase intention of natural cosmetics.

Besides that , there are more factors can be considered to add into the research in the future instead on only focusing on social influence, brand image and health consciousness. For instance, customer loyalty and effect of trust also could make an effect towards the purchase intention too according to Astuti and Wijayajaya in 2018.

Therefore, for future research in order to be succeeded, a full and deep analysis from various dimensions and perspective is essential based on the fast pace changing of the technology and trends.

## 5.5 PERSONAL REFLECTION

Through the completion of this research, the journey was tough but meaningful. It is really a good opportunity to learn and gain knowledge and experience. High expectation and time consuming are part of the challenging part to complete this research. First, it does take some time to choose the right topic. Therefore, it needs multiple discussions and coaching from experienced supervisor to guide us to the right path before starting the research.

Besides, research methodology is definitely the hardest part of the entire research which has eventually contributed the success of this research. It is glad to have an experienced supervisor to provide guidance and discussions on this section and ensure the project is done within an intense timeframe.

As said, without a proper guidance from the supervisor, this research may fail to complete within the intense timeframe. Therefore, since deepest gratitude to multiple coaching, guidance and feedbacks provide throughout the journey.



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## APPENDICES

### APPENDIX I: FINDINGS OF LITERATURE REVIEW

No	Author(s), year	DV	IV1	IV2	IV3	Context
1	Ahmad,Omar and Hassan, 2016	Influence of personal values on purchase intention	Health consciousness			Natural beauty products
2	Matic and Puh , 2015	Purchase intention	Health consciousness			Natural cosmetics
3	Mirabi,Akbariyeh and Tahmasebifard ,2015	Purchase intention		Brand name		Bono brand Tile
4	Shah,Aziz,Jaffari,Waris, Ejaz, Fatima and Sherazi , 2012	Purchase intention		Brand name		
5	Cela and Cazacu , 2016	Attitudes and purchase intention		Brand name		Thessalonian , private label products
6	The and Phuong, 2016	Purchase intention	Health consciousness			Vietnam , fast food
7	Laksamana, 2018	Purchase intention			Social media	Indonesia , Banking industry
8	Eze,Tan and Yeo, 2012	Purchase intention		Brand image		Cosmetics , Malaysia

## APPENDIX II: QUESTIONNAIRES

# Purchase Intention of natural cosmetics in Malaysia

Dear Sir/Madam,

You are invited to participate in this survey with regards to "Purchase Intention Of Natural Cosmetics in Malaysia". The purpose of this study is to determine the factors which influencing the purchase intention of natural cosmetics in Malaysia. Targeted respondents for this survey are cosmetic customers in Malaysia. I shall be grateful if you could spare some of your valuable time to fill in this questionnaire.

Participant in this study is entirely voluntary. You can withdraw from this survey at any point of time without giving reason and implication. Please be assured that the information you provide will remain strictly confidential and anonymous. Answer will only be reported in aggregate so that no individual or organization will be identifiable from any publication presenting the result of the survey. By responding to the questionnaire, your consent to take part in the study is assumed. Thank you very much for your cooperation. Your valuable response will be very helpful in the analysis of the research topic. Thank you once again for taking time to assist in my education endeavors.

Your Sincerely,  
Leong Choi Yeen  
Email: [l17013589@student.newinti.edu.my](mailto:l17013589@student.newinti.edu.my)  
INTI International University  
Master of Business Administration (MBADI)

\* Required

The survey is carried out on a voluntary basis. Please select your choice below and proceed with questionnaire if you agree to take this survey. \*

Yes

No



# Purchase Intention of natural cosmetics in Malaysia

\* Required

## Demographic Information

Please read the statement that best describe you.

Gender \*

- Male
- Female

Age \*

- 18 - 24
- 25 - 31
- 32 - 38
- 39 - 45
- 45 and above

**Education level \***

- SPM or below
- Diploma
- Bachelor Degree
- Master Degree
- PHD

**Occupation \***

- Student
- Employee
- Professional
- Self employed

**Income Level \***

- RM 2500 or below
- RM 2501 - RM 4000
- RM 4001 - RM 5500
- RM 5501 and above

# Purchase Intention of natural cosmetics in Malaysia

\* Required

## Social Influence on Purchase Intention of Natural Cosmetics

Where 1-5 indicates the degree that you agree: 1 mean strongly disagree and 5 is strongly agree.

Before buying natural cosmetic products, searching information through internet such as product reviews and ingredients contained is important. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Information about natural cosmetic products from advertisement and internet are always reliable. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Opinions and recommendations of your friends always affect what natural cosmetic products you purchased. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

BACK

NEXT

# Purchase Intention of natural cosmetics in Malaysia

\* Required

## Brand Image on Purchase Intention of Natural Cosmetics

Where 1-5 indicates the degree that you agree: 1 mean strongly disagree and 5 is strongly agree.

Brand image of a product is important to you when purchasing natural cosmetic products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

You will purchase from the same brand if you are satisfied with a cosmetic product. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

You only will try a new product which able to differentiate themselves from other brands. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

BACK

NEXT

# Purchase Intention of natural cosmetics in Malaysia

\* Required

## Health Consciousness on Purchase Intention of Natural Cosmetics

Where 1-5 indicates the degree that you agree: 1 mean strongly disagree and 5 is strongly agree.

You perceive natural or green cosmetic products are better for skin than the non green ones. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

You perceive natural cosmetic products are safer to use than the non green ones. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

You perceive using natural cosmetic products are healthier than using the non green ones. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

BACK

NEXT

# Purchase Intention of natural cosmetics in Malaysia

\* Required

## Purchase Intention of Natural Cosmetics

Where 1-5 indicates the degree that you agree: 1 mean strongly disagree and 5 is strongly agree.

You will consider to buy natural cosmetic products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

You will willing to pay a more for natural cosmetic products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

You will buy natural cosmetics products to guarantee your health and life. \*

1      2      3      4      5

Strongly Disagree                        Strongly Agree

You will encourage your friends and family to choose natural cosmetics products. \*

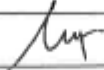

1      2      3      4      5

Strongly Disagree                        Strongly Agree

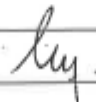

BACK

SUBMIT

**APPENDIX III: RECORD OF MEETINGS****Meeting 1**

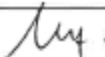

Date of Meeting	16/02/2019
Progress Made	-First meeting with Dr Arbidah -Discuss about topic -Discuss about Research Questions, Research Objective, Hypotheses, Conceptual Framework, and survey questions
Agreed Action	-Confirmed Research Questions, Research Objective, Hypotheses and Conceptual Framework
Student Signature	
Supervisor's Signature	

**Meeting 2**



Date of Meeting	22/02/2019
Progress Made	-Checked for the Research Questions, Research Objective, Hypotheses, Conceptual Framework
Agreed Action	-Made changes on Research Questions and hypotheses as per Dr 's advise
Student Signature	
Supervisor's Signature	





**Meeting 3**

Date of Meeting	1/03/2019
Progress Made	-Checking on Chapter 1, 2 and 3 - Discuss about questionnaire
Agreed Action	-Overall, journal a bit outdated, need to search for latest journals -Prepare survey questionnaire for next meeting
Student Signature	
Supervisor's Signature	



**Meeting 4**

Date of Meeting	19/03/2019
Progress Made	-Discussing about the survey questions
Agreed Action	-Need to add in more questions in demographic section (at least 5 to 7 questions) -Amend questions for DV and IV
Student Signature	
Supervisor's Signature	



**Meeting 5**

Date of Meeting	11/04/2019
Progress Made	-Checking about the survey questions which asked to amend on previous meeting -reconfirm the number of questionnaires
Agreed Action	-Finalized the questionnaires -Started distributing questionnaires through online
Student Signature	
Supervisor's Signature	

**Meeting 6**

Date of Meeting	15/04/2019
Progress Made	-Discussing about the progress of questionnaires -consulted how to use the Smart PLS system
Agreed Action	-pilot testing with the available data
Student Signature	
Supervisor's Signature	

**Meeting 7**

Date of Meeting	19/04/2019
Progress Made	-Discussing about the pilot testing and final result
Agreed Action	-prepare the final presentation slides and complete the remaining parts
Student Signature	
Supervisor's Signature	

## APPENDIX IV: TURNITIN RESULT

MBA Final year project			
ORIGINALITY REPORT			
<b>6%</b>	<b>0%</b>	<b>1%</b>	<b>6%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
<b>1</b>	<b>Submitted to Taylor's Education Group</b> Student Paper		<b>1%</b>
<b>2</b>	<b>Submitted to University of Bradford</b> Student Paper		<b>1%</b>
<b>3</b>	<b>Submitted to Segi University College</b> Student Paper		<b>1%</b>
<b>4</b>	<b>Submitted to University of Durham</b> Student Paper		<b>1%</b>
<b>5</b>	<b>Submitted to Multimedia University</b> Student Paper		<b>1%</b>
<b>6</b>	<b>Submitted to UCSI University</b> Student Paper		<b>&lt;1%</b>
<b>7</b>	<b>Submitted to University of Hull</b> Student Paper		<b>&lt;1%</b>
<b>8</b>	<b>Submitted to Raffles College of Design and Commerce</b> Student Paper		<b>&lt;1%</b>
<b>9</b>	<b>Submitted to International Hellenic University</b>		
	Student Paper		<b>&lt;1%</b>

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10	Submitted to University of Northumbria at Newcastle Student Paper	<1%
11	Submitted to Help University College Student Paper	<1%
12	Submitted to HELP UNIVERSITY Student Paper	<1%
13	Submitted to Napier University Student Paper	<1%
14	Submitted to Universiti Teknologi MARA Student Paper	<1%
15	Submitted to Laureate Education Inc. Student Paper	<1%
16	Submitted to Midlands State University Student Paper	<1%
17	James N.K. Liu, Elaine Yulan Zhang. "An investigation of factors affecting customer selection of online hotel booking channels", International Journal of Hospitality Management, 2014 Publication	<1%

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