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CONSUMER PURCHASE INTENTION TOWARDS SKIN CARE PRODUCTS IN MALAYSIA

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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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With love,

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Abstract

In today's society, due to the rapid growth of economy and the improvement of live quality, more and more people pay attention to skin care products to improve their appearance and more and more scholars and marketers are beginning to realize the importance of this field however, most of the research on the skin care products market is concentrated in European countries, the United States and China, and there are few academic studies to study the skin care products market in Malaysia. This study will bridge the gap by analyzing consumer purchase intention in the Malaysian context skin care products. Country of origin (COO), Price and Brand are selected as the independent variables of consumer purchase intention in this research. In addition, to determine this relationship, the study examined relevant literature and appropriate measurement models for all variables in this study. The appropriate research model was used as the research method. The questionnaire was distributed to the target population, and the collected data were analyzed scientifically.

Keywords: Consumer purchase intention, Country of origin (COO), Price, Brand, Skin care products, Malaysia

Table 1.0 Operational Definitions

Key Terms	Definitions
Consumer purchasing intentions	Consumers' attitudes toward a certain product or brand combined with external factors to constitute consumers' intention to buy (Morwitz, 2012). Intention to purchase refers to the subjective probability or possibility of the consumer purchasing a particular product (Bues,Steiner and Stafflage et al., 2017)
Brand	A brand is not only a symbol of a product, but an intrinsic value of a product and a good brand reputation is the most important intangible asset of an enterprise (Hartmann and Apaolaza-Ibáñez, 2012).
The country of origin	The country of origin effect as the impact of product source country information on consumer product evaluation, attitudes, and purchase intentions (Yunus and Rashid, 2016).
Price	Price is a precise criterion for consumers to measure the value and quality of their goods (Yeon and Chung, 2012)

The Theory of Planned Behavior (TPB)	The Theory of Planned Behavior (TPB) is developed by the Theory of Reasoned Action (TRA) (Li,Wu and Wu, 2012).
Skin care products	Commercially prepared skincare products are used to moisturize and cleanse the face, hands and body, as well as against the effects of skin aging, the product is sold in the form of creams, serums and lotions. Skin care products fall into five categories: facial cleansers, facial moisturizers, anti-aging products, and hand and body lotions (Surber and Kottner, 2017).

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Consumer purchase intention toward skin care products in Malaysia

Chapter 1 Introduction

1.0 Overview

This chapter focuses on the background of this study and presents the gap between the factors influences the intention of Malaysian consumers to purchase into the problem statement. The author then confirmed the research objectives and research questions.

1.1 Introduction

The consumer's purchase intention refers to the product or service that the consumer may buy in the future, the purchase intention does not directly result in the consumer's buying behavior, because consumers will evaluate products before purchasing (Rahim, Safin and Kheng et al., 2016). Purchase intention is an important building for market research and marketing practices which is widely used for new product testing, forecasting, advertising research and market segmentation (Bhakar, Bhakar and Dubey, 2015). Since consumers purchase intentions are expected to predict future consumers purchasing behavior, the search for consumers purchase intention can help marketers predict the purchasing behavior of consumers in the future market (Morwitz, 2014). Different factors influence the consumers' intention to buy a product or service (Lew and Sulaiman, 2014). A consumers' intention to purchase a product or service depends to a large extent in sensory and non-sensory attributes (Younus, Rasheed and Zia, 2015).

Influenceed by the global economic stagnation and falling oil prices, economic growth is slowing in Malaysia, but the skin care products market has not been influenceed (Yeo, Mohamed and Muda, 2016). As an important part of the cosmetics industry, skin care products are expected to grow to 87.84 billion euros in the global skin care market by 2022, which is expected to account for 37.3% of the global cosmetics industry (Azmi- Hassali and AL-Tamimi, 2015). Malaysians spend an average of RM500 million per year on beauty, skin care and other products in 2011 which compare to previous years, there is a very significant increase, reflecting the Malaysian people's demand for skin care products increased (Abdullah, 2016). Malaysian beauty industry's total retail sales in 2006 were RM 857 million, and in 2010 it exceeded RM1.1 billion, of which skin care products accounted for more than 20%. Malaysia's skin care products market has maintained a growth rate of 5% for four years from 2012 to 2015 (Yeo, et al, 2016). It is worth noting that the number of men using skin care products is increasing, male skin care products market in Malaysia is very similar to the female market 10 years ago which male skin care products market is just getting started and there is still huge potential for development (Azmi-Hassali and AL-Tamimi, 2015).

1.2 Problem statement

In Malaysia, there are more than 60,000 types of skin care products in the local market (Yeo, et al, 2016). The skin care industry in Malaysia has a tendency to adopt a competitive strategy to promote large discounts on branded skin care products and installment sales of the most expensive products (Abdullah, 2016). As a result, the promotion of branded products is increasing to achieve the highest market sharing of certain products (Lew and Sulaiman, 2014). A large number of branded skin care products face high competition with new products

and other products provided by pharmacies, beauty salons and promotional stores (Hussain and Ali, 2015).

During the recession, the skin care industry continued to thrive as many consumers were reluctant to give up their "fascination" for maintaining beauty (Yeo, et al, 2016). However, their consumption behavior has changed a lot (Savirimuthu, 2017). Nowadays, many consumers are demanding specific products which meet their needs by combining value-for-money options (Abdullah, 2016). Another change is about that Ladies' knowledge, use and purchase of skin care products have reached a mature stage (Hussain and Ali, 2015). Not only do they understand their needs, but they are also very smart and can determine the best time and the best place to buy (Savirimuthu, 2017). While consumers are cautious about their spending during a recession, many of them should naturally be prepared to get the best deals for upcoming seasonal sales (Abdullah, 2016). Therefore, in addition to ensuring attractive price concessions, skin care products managers must accurately identify the must-buys in these ladies beauty repertoire (Lew and Sulaiman, 2014). The change of consumers' consumption behavior and mind make the retailers must adopt new strategies to face which bring more competition and pressure (Dachyar & Banjarnahor, 2017).

A new range of skin care products concepts is also challenging the status quo of competition (Savirimuthu, 2017). Technological advances have enabled main brands to reach their target audience more directly through subscription boxes, social sales models or online markets that translate into skin care products communities (Dachyar & Banjarnahor, 2017). Direct sales are still the largest non-store retail channel, but by inferring current growth rates, Internet sales are supposed to exceed in the next few years (Lew and Sulaiman, 2014). While in the current digital age, direct sellers are adjusting their business models to

integrate many aspects of collective sales, it is difficult for them to find new digital foundations while maintaining their core, hierarchical representation (Savirimuthu, 2017).

1.3 Research objectives

Research objectives are very important in project research because clear research objectives allow researchers to analyze data in an objective, unbiased manner, which avoids irrelevant data or misconception, and Research objectives can also help researchers (Abdullah, 2016). Each step, including surveys, design, data analysis and search results to maintain the right direction (Savirimuthu, 2017). The purpose of this study is to analyze what are the factors influencing the consumer purchasing intention for skin care products in Malaysia and help skin care products companies become more competitive.

ROs

RO1: To determine whether brand has a significant relationship with consumer purchase intention towards skin care products in Malaysia.

RO2: To determine whether the country of origin has a significant relationship with consumer purchase intention towards skin care products in Malaysia.

RO3: To determine whether price has a significant relationship with consumer purchase intention towards skin care products in Malaysia.

1.4Research Questions

Research questions are questions on specific topics or questions that need to be answered, but it is also a preliminary step in showing the researcher's research

project and what researchers want to learn in the research project (Dachyar & Banjarnahor, 2017).

RQs

RQ1: Does brand has a significant relationship with consumer purchase intention towards skin care products in Malaysia?

RQ2: Does country of origin has a significant relationship with consumer purchase intention towards skin care products in Malaysia?

RQ3: Does price has a significant relationship with consumer purchase intention towards skin care products in Malaysia?

1.5 Significant of the Study

As mentioned above, in recent years, with the rise of the skincare products market, scholars and marketers realized that is important to understand consumers' purchase intention in the skin care product market, but only few people have used research methods to study and established a framework for this particular field which is a relatively uncertain field.

Therefore, this study investigated whether there is a relationship among purchase intentions and brand, country of origin and price in this specific market. This research can provide more evidence and value information for future researching work in this field.

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First, skin care products companies will have new insights into the purchase intention of consumers in particular markets such as Malaysia through this study. Based on related literature reviews and research objectives, the study will be reduced to specific business areas and use appropriate measurement to measure the purchase intention of specific customers from the skin care market products.

Then, to assure the validity of the study, it will apply the most generally used models and questionnaires according to existing research and industry characteristics.

At last, the study will help companies have a clear understanding of the relationship between consumer purchase intentions and brand, country of origin and price of sale market in Malaysia as the research objectives states.

1.6 Scope and Limitation of Study

Scope

This study focuses on the factors that will have an influence on consumer purchasing intention on skin care products in Malaysia. In this study, three factors of brand, price and the country of origin will be discussed that how these factors influence consumers` purchasing intention on skin care products activities. Analysis will be carried out with the information that collected from survey. The target group for the survey shall be from Malaysia and including some of the foreign residents if necessary. The fairness and accuracy of

information will be used later to support the result of this study.

Limitation

This study has a time limit. Malaysia is a t country with a wide range of lifestyles, income levels and cultures from different region. In order to obtain more accurate data, information must be collected from consumers in various states or regions in Malaysia, however, due to limited time, respondents cannot be equally distributed, so the information collected may not be accurate enough and robust enough to support the outcome.

1.7 Organization of the Study

The project is combined with five chapters. Chapter one outlines the definition and background of skin care products and studies the background of this research and problem statement. Chapter two is a literature review which discusses the consumer purchase intention of a global and Malaysian perspective and studies the factors may influence consumer purchase intention. The research methods and tools of this study are explained in chapter three, explains each determinant and each variable and tests the data collection process and sampling process. Chapter four explains the analysis and results of the research. After collected data, the data were analyzed and the research results were critically analyzed. This chapter is the core of entire research.   At the end, Chapter 5 explains the outcomes of this study. The recommendations, limitations, and conclusions are also belonging to this chapter.

Chapter2 Literature Review

2.0 Overview

In chapter 2, the aim is to analyze the literature review for consumer purchase intentions from both global view and Malaysia view, and how factors influence consumers' intention to purchase.

Price, the country of origin and brand are the independent variables which been chosen to analysis and research. Besides, this chapter will discuss how customer purchase intention will be influenced by these three independent variables. The gaps of literature review, conceptual framework and hypotheses are also discussed in chapter 2

2.1 Consumer purchase intention

As the market continues to evolve, manufacturers and retailers are stimulating consumers' desire to purchase through various marketing strategies (Chen, Tsai and Hsieh, 2017). Nowadays, as product homogenization becomes more and more serious, it is difficult for consumers to distinguish which products are better, and they rely more on psychological identity (Bhakar, Bhakar and Dubey, 2015). In the case of product quality assurance, so various industries value consumer purchase intentions to maintain their market share and improve their competitiveness (Chen, Chen and Tung, 2018).

The purchase intention is the probability that the consumer is willing to take a specific behavior (Hussain and Ali, 2015). Consumers' attitudes toward a certain product or brand combined with external factors to constitute consumers'

intention to buy (Morwitz, 2012). Intention to purchase refers to the subjective probability or possibility of the consumer purchasing a particular product (Bues,Steiner and Stafflage et al., 2017). The intention to purchase is a psychological consultant for consumers to buy goods that suit their needs (Özçifçi, 2017). It is a manifestation of consumer psychology and a prelude to purchase behavior (Lew and Sulaiman, 2014)

2.1.1Global view on consumer purchase intention

The client's intention to purchase a product or service depends to a large extent on the client's focus on the sensory and non-sensory attributes of the product or service (Peneau, Hoehn and Roth, 2010). Qing and Chong (2012), Chinese researchers also mentioned that sensory attributes are often related to consumers' perceptions of the appearance, quality and even taste of products, the non-sensory attributes are related to the time of the product, the origin and brands (Naseem, 2017). Some customers feel that buying with a lower cost, simple packaging and less known products is a high risk because of the quality of these products is unreliable (Mirabi, Akbariyeh, and Tahmasebifard, 2015).

Economic globalization and the expansion of the number of multinational corporations have made the study of the national image on consumer purchase intention and product evaluation become a hot topic in the academic world (Naseem, 2017). Existing research has also shown that consumers' purchase intention is indeed influenced by patriotism, religious belief and evaluation of the image of different countries (Peneau et al., 2010).

Due to the globalization of the economy and the liberalization of trade between foreign countries, the origin of the product or the headquarters of the company to which the brand belongs is also essential to understand consumers' purchasing intentions (Laroche, Papadopoulos and Heslop et al., 2015).

The intention of consumers to buy products is in line with their impression of the country of origin of the products (Josiassen and Assaf, 2012). If consumers have a good idea of the country of origin of products, they will appreciate the products of this country (Haque, Anwar and Yasmin et al., 2015). As a result, the image of the country of origin will directly influence the consumer's intention to purchase (Josiassen and Assaf, 2012).

In some countries, there are religious beliefs, such as Arab countries, that encourage consumers of different religions to respect their religious principles when choosing products (Haque et al. 2015). There is a negative correlation between consumers' religious beliefs and the intention to buy foreign products (Tabassi, Esmaeilzadeh and Sambasivan, 2012). In other words, consumers with strong religious beliefs are less likely to want to buy products from abroad (Haque et al., 2015).

"Consumer ethnocentrism" is the performance of "ethnocentrism" in the field of consumption (Akturan and Bozbay, 2017).It is primarily expressed by consumers' recognition and preference for domestic products, and the rejection of foreign products (Latif, 2016). The study found that "consumer ethnocentrism" is positively related to consumers' attitude towards local brands, and negatively related to consumers' attitudes towards foreign brands, that is, consumers with

strong ethnocentrism believe that buying imported products will hurt the domestic economy (Haque et al., 2015). Leading to unemployment is therefore an immoral act (Latif, 2016). In the subsequent related research, the consumer ethnocentrism scale was confirmed in countries such as Europe and the United States (Josiassen and Assaf, 2012). Other studies have also found that factors influenceing consumer ethnocentrism can be divided into social psychological factors such as cultural openness, patriotism and dogmatism, as well as consumer demographic variables such as age, income and education (Akturan and Bozbay, 2017).

Consumers now have many choices about the same product and what influences their purchasing decisions (Josiassen and Assaf, 2012). Therefore, it is important to study issues to understand consumer demand for products and the factors that influence their decisions (Lew and Sulaiman, 2014).

2.1.2 Malaysia view on consumer purchase intention

The Malaysian population includes three main races: Malays, Chinese and Indians (Hoque et al., 2016). It is composed of 60% Muslims, 19% Buddhists, 9% Christians, 6% Hindus and 6% others (Ahmed, Anang and Osman et al., 2013). As a result, Malaysia is special compared to other Islamic countries, which provides more diverse samples of surveys (Hoque et al., 2016).

The promotion method is the most attractive way to attract consumers' attention. For Malaysian consumers, the favorite promotion is discounts (Aziz and Chok, 2013). Although free shipping, point activities, and limited time promotions is ranked later, they are far behind the strong appeal of direct coupon discounts

(Ahmed et al., 2013).

Depending on the latest research report of market research firm Kantar TNS, so far, although the level of network connectivity in Malaysia has been relatively high, online shopping is facing a relatively large test (Hoque et al., 2016).

The survey results show that although Malaysians spend an average of 7.2 hours a day on the Internet, brands are less likely to reach consumers during these times because most consumers do not believe in online consumption (Aziz and Chok, 2013).

Research shows that only 17% of consumers in Malaysia believe that social media content is reliable (Hoque et al., 2016). The results of this survey are in stark contrast to other countries in Southeast Asia, such as the index in the Philippines and Indonesia, 59% and 61% respectively (Ahmad, 2012).

Malaysian consumers believe that the low price of products made in Malaysia is due to poor quality, which is a misunderstanding, as Malaysian products are also of good quality and can be exported to developed countries, advertising and packaging are main factors which led this misunderstanding, and Malaysian consumers also believe that the quality of the brand's products is better (Lew and Sulaiman, 2014).

The study also found that consumers have different levels of trust in online brands in different markets (Laroche et al., 2015). In Malaysia, only 41% of consumers believe in global brands, while the index is 54% in Vietnam (Mei,

Ling and Piew, 2012).

Malaysians are proud to export their domestic products abroad while Malaysian consumers buy products, they focus on the extent of their country of origin (Garten, 2012). In simple terms, Malaysian consumers will think that foreign products from advanced countries such as the U.K. and French are of better quality than domestic products as these countries of origin are economically superior to Malaysia (Laroche et. al., 2015). However, when local products are compared to products from less developed countries, Malaysian consumers consider the quality of domestic products to be higher (Lew and Sulaiman, 2014).

In addition, investigators found that the age and location of consumers may influence the intention to buy in Malaysia (Garten, 2012). The Malaysian young generation has a strong ability to adapt to other cultures and be willing to change their behaviors, the culture and intentions of the purchase (Ahmad, 2012). Malaysian urban consumers are cautious (Lew and Sulaiman, 2014). Therefore, Malaysian marketers need to develop different types of products to meet urban and rural consumers in the Malaysian domestic market (Madahi and Sukati, 2012).

2.2 Factors influencing in consumer purchase intention

Consumers cannot make judgments about product quality by eye and hand touch when purchasing, so they are required to rely on certain indicators or indication clues (Kahimpong and Tielung, 2016). These indication clues can be divided into two types, internal clues and external clues (Chen, Chen, and Tung, 2018). Internal clues refer to product components or elements that constitute an

organic part of a product while performing certain physical or chemical functions, such as materials, appearance, color, etc., external clues refer to non-functional factors such as places,brand, price, company reputation, guarantee, origin, and product sale (Pham, Tran, and Misra et al., 2018). In cases where internal clues are difficult to obtain, or internal clues are insufficient to indicate and predict product quality, consumers may rely more on external clues to judge product quality (Chen et al., 2018).

In Western academia, research on quality inference clues such as brand, price, and the country of origin has a long history (Kahimpong and Tielung, 2016). The relationship between cognitive quality and price, indicating consumers faced with a large quality risk when buying low-priced products, consumers tend to use price to form a perception of product quality (Chen et al., 2018). The relationship between price, packaging and brand familiarity and quality perception (Pham et al., 2018). It is found that when the risk of purchase is relatively high and consumers are unfamiliar with the product brand, they tend to use price as the basis for judging the quality of the product; the familiarity of the brand directly influences the purchase intention, and the price and packaging do not have such influence (Pateh, Lapian, and Rumokoy, 2018). Most recent literature on the image of the country of origin is mostly from the perspective of the relationship between the country of origin and product quality, and discusses its impact as a quality indicator in product evaluation (Kahimpong and Tielung, 2016).

2.2.1 Brand

Brands are primarily used by wealthy female to show their wealth and high status, this is a fashion trend as the number of brands and fashions continues to

increase, except the sign of wealth and high status, the brand is also the guarantee of good quality (Latif, 2016). Female are the main users of skin care products which are why brands become an important factor (Adis and Kim, 2013).

A brand is a sign that a product is distinguished from another product, it is a representative of the unique personality of a product (Latif, 2016). A brand is not only a symbol of a product, but an intrinsic value of a product and a good brand reputation is the most important intangible asset of an enterprise (Hartmann and Apaolaza-Ibáñez, 2012).

With the progress of society and the development of the economy, people's living standards have been continuously improved, and the consumption structure has also undergone great changes (Latif, 2016). When material consumption such as food, clothing, housing and transportation to maintain basic physiological need has been basically satisfied, people's spiritual consumption needs are becoming more and more prominent, consumers are paying more attention to psychological and emotional satisfaction than before (Adis and Kim, 2013). In these respects, the role of the brand is becoming ever more important (Wang, Kao and Ngamsiriudom, 2017).

A strong brand will have a psychological influence on customers' purchase intention, and it gives people the feeling that they really want to attempt it (Adis and Kim, 2013). Brand information quickly reached the stage of association, purchase motivation and trial use, due to better practical results, good evaluation and good attitude can be obtained, and word of mouth gradually emerges (Wang

et al., 2017). Finally, Achieve the effect of trust, reinforcement, and emotional resonance (Latif, 2016).

The different positioning of brands has a huge impact on consumers' purchase intention (Adis and Kim, 2013). The psychological needs of the public have a personality, but they can also be divided into separate classes from the perspective of commonality, thus creating a problem of positioning the marketing work (Hartmann and Apaolaza-Ibáñez, 2012). Diverse groups of people are often only interested in a particular targeted product (Wang et al., 2017). Commodities that do not meet the psychological positioning of a particular population are difficult to attract consumers to purchase (Chang and Chung, 2016).

The influence of brand positioning on consumers' purchase intention is particularly evident in the field of commodities related to fashion, identity and status (Wang et al., 2017). Rolls-Royce and Mercedes-Benz have great appeal to the rich, and BMW is mainly attractive to wealthy women (Chang and Chung, 2016). Marlboro cigarettes are full of charm for urban men and women who are looking for free and easy life (Thaichon and Quach, 2015).

Different social and cultural backgrounds make consumers have different understanding of brands (Chang and Chung 2016). In cross-cultural business management, people of different cultural backgrounds can understand the same brand in many different ways (Aziz, Jusoh and Amlus, 2017).

The brand name has a great influence on consumers' purchase intention (Wang et al., 2017). In the market, we found that some brands are unforgettable, while

others are dull and unattractive (Thaichon and Quach, 2015). A good brand name can maximize the direct imagination of the public, leaving a deep impression on a short moment, thus giving a positive impression on the goods, on the contrary, bad brand names often have negative influence to consumers (Chang and Chung 2016).

The brand's visual image is also very obvious to consumers' purchase intention (Thaichon and Quach, 2015). According to psychologists, 85% of people's information is obtained from the visual (Reza and Samiei, 2012). The visual image of the brand must be uniform and stable (Aziz et al., 2017). This is one of the important conditions for the brand to attract consumers to purchase (Reza and Samiei, 2012).

Brand associations are all matters that can connect consumer memories about specific brands, such as advertising and brand spokespersons, all of these must be positive for consumers to increase their intentions to purchase (Shah et al., 2012).

In addition, brand value and brand personalities can add non-price competitive advantages for companies such as US companies, Procter & Gamble and Mars, and consumers may be more willing to pay additional costs for well-known brands to purchase these products (Vahdati and Mousavi, 2016).

2.2.2 The country of origin

According to the survey, the relative importance of the country of origin of the

product to consumers (Rezvani, Dehkordi, and Rahman et al., 2012). It appears that the country of origin of the product is one of the two or three most important attributes of the preference assessment, and the weight assigned to the country of origin factor ranges from 18% to 29% which equal or better than those attributed to brand, price and other intrinsic and extrinsic attributes (Yunus and Rashid, 2016).

The country of origin refers to the country or region from which a particular brand comes from (Rezvani et al., 2012). The country of origin effect as the impact of product source country information on consumer product evaluation, attitudes, and purchase intentions (Yunus and Rashid, 2016).

Regarding the image of the country of origin, that the image of the country of origin is a stereotype or icon about a country that has been formed in the minds of consumers, it become the overall clue of consumer product evaluation with price and brand name as an important product information and quality clue (Stan, 2018).

The image of the country of origin has a positive influence on consumers' purchasing intentions (Volles, Hoeltgebaum and Da,et al., 2016). Consumers have certain prejudice when evaluating products in different countries (Yunus and Rashid, 2016). The image of the country of origin of the product will influence the consumer's perception of the product, which in turn influences the consumer's intention to purchase (Stan, 2018).

The influence of the image of the country on the purchase intention, and pointed out that the image of the country of origin influences the purchase intention of

consumers through two ways, the first way is the "halo effect", and the "halo effect" is influenced by consumers' knowledge of the product and consumption experience, if there is no corresponding consumption knowledge and experience for the product, the "halo effect" of the image of the country of origin will follow the "image of the country of origin – product image" (Volles et al., 2016).

The second way is the "general model", when the consumer knows the product very well, it is expressed as "generalized model" (Chau and Kudevičiūtė, 2017). The consumer's product selection will follow the "product image – the image of the country of origin – the image of the product", further focusing on the national brand image, the success of BMW and Coca-Cola is supported by the national image (Stan 2018). National brands, like these product brands and corporate brands, evoke certain values, quality and emotional factors formed by consumers (Volles et al., 2016).

Similarly, the influence of the image of the country of origin on the consumer's purchase intention is conditional (Sevanandee and Damar, 2018). Cultural factors, consumer characteristics, product involvement and other factors are some important conditions that influence the image of the country of origin (Yunus and Rashid, 2016).

Cultural differences significantly influence the country of origin effect, such as Japanese consumers tend to buy domestic products, while American consumers' consumption choices are more rational (Tatiana, 2018). The country of origin was found, the effect of the country of origin was more pronounced when the individual's personal participation was high (Stoenescu, 2014).

2.2.3 Price

Stax integrated responses from price, quality and other attributes from over 40,000 respondents, the result shown that price remains the most influential purchase intention factor, with almost half of respondents seeing this as one of the top three factors, among them, 18% chose price as the most important factor (Medium, 2019).

Price is an important factor to influence consumers' choice of products, and it is not mean that consumers are only willing to choose a low-priced product, in some cases, high-priced products may be more popular than low-priced products such as luxury goods (Alfred, 2013). The price delegates purchase intention and information of non-price products, and is influenced by perceived quality and perceived value (Yeon and Chung, 2012) price is something consumers give up for products or to meet psychological needs; the reputation of the retailer is no more important than the price, and the price can replace the retail become a decisive factor in business, in the advanced Internet era, consumers will understand the prices of products via the Internet, which will lead them to be sensitive about price (Dachyar and Banjarnahor, 2017).

Price is a precise criterion for consumers to measure the value and quality of their goods (Yeon and Chung, 2012). In the case where the consumer knows little about the quality and performance of the product, the quality of the product is judged mainly by the price (Dachyar and Banjarnahor, 2017). Many people think that high prices mean good quality of goods, and low prices indicate poor quality of goods (Yeon and Chung, 2012). This psychological understanding is

consistent with cost pricing methods and price composition theory (Ehsani and Ehsani, 2014). Therefore, cheap prices may not promote consumer purchases, but may lead to doubts about the quality and performance of goods (Seng and Husin, 2015). Moderate price can make consumers feel "safe" about product quality and performance (Dachyar and Banjarnahor, 2017).

Price is a symbol of consumer social status and economic income (Yeon and Chung, 2012). Some consumers often associate certain high-end goods with the same social status, economic income, cultural accomplishment, etc., and believe that the purchase of high-priced goods can show superior social status, rich economic income and elegant cultural accomplishment (Andreti, Zhafira and Akmal, et.al. 2013).

Price is an efficient method to increase customer satisfaction and profit (Dachyar and Banjarnahor, 2017). Consumers will repeat purchasing behaviors if the price of the product is within the acceptable range of the consumer and the consumer feels reasonable (Ehsani and Ehsani, 2014) .In the market, the selling price of any product is competitive, for example, some stores will attract consumers by low price because consumers may only make a purchase decision according to the price of certain products (Seng and Husin, 2015).

Prices directly influence the demand of consumers (Andreti et al., 2013). In general, rising prices will cause significant decline in demand and curb consumption; a fall in prices will increase demand and stimulate consumption (Ehsani and Ehsani, 2014). However, sometimes the truth is opposite (Seng and Husin, 2015). When the prices of various commodities generally rise, consumers

will expect that prices will continue to rise in the future and increase the demand on the spot (Ehsani and Ehsani, 2014). On the contrary, it is expected that prices will continue to fall in the future, reducing the demand on the spot (Andreti et al., 2013). The reason for this situation is that consumers' life experience, economic conditions, perception level, psychological characteristics, etc. have different degrees of difference, and their understanding of prices and psychological reactions varies widely (Ehsani and Ehsani, 2014).

In the same kind of goods, if consumers believe that the quality and performance of the goods are the same, they tend to be lower-priced goods; for some seasonal and one-time products, consumers tend to have a tendency to lower prices without excessive quality, in the comparison of different types of consumers, social group consumers tend to be high-end and high-quality, while individual consumers are more realistic (Tamunu and Tumewu, 2014).

Price promotions are an efficient way to encourage consumers to purchase and increase their loyalty (Andreti et al., 2013). Promotions are often influenced by competitors and consumers (Dachyar and Banjarnahor, 2017).

2.3 Gaps in the literature

The main purpose of these documents is to study and discover the relationship between the independent variables and the consumers' purchase intentions, which inevitably have gaps (Wang, 2014).

Most of the previous studies dealt only with the impact of price, the country of origin and brand on consumers' intention to purchase, but the gap is the literature are limited   for consumers' purchase intention for skin care products in Malaysia (Ritnamkam and Sahachaisaeree, 2012).
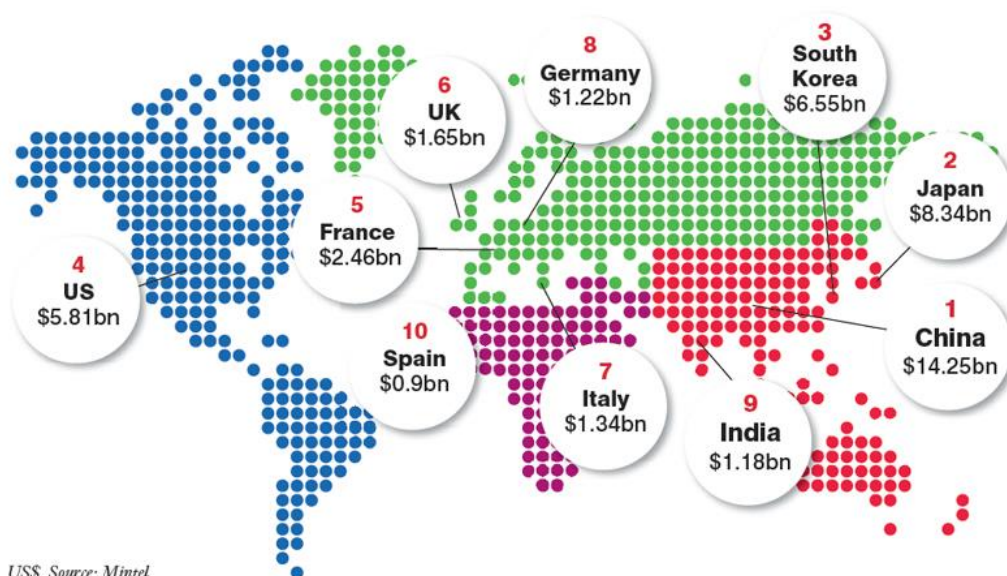

US$. Source: Mintel

Figure 1.0 Sales of skin care products in different countries

Source: Griffiths and Mullock (2017)

According to the data shown in the figure 1.0, there are many countries which are strong purchases power in skin care products market. In these countries,

China, Japan, South Korea and US are main purchase power which consumer spending are all above $5bn, however, Malaysia was not belong to main purchase power (Griffiths and Mullock, 2017). This supports the view that the previous literature related to skin care products in Malaysia are limited (Ritnamkam and Sahachaisaeree, 2012).

2.4 TPB theory

The Theory of Planned Behavior (TPB) is developed by the Theory of Reasoned Action (TRA) (Li,Wu and Wu, 2012). The theory of planned behavior is a three-stage behavioral analysis model, in the first stage, the behavior is determined by the individual's behavioral intention, in the second stage, the behavioral intention is determined by the price, brand, the country of origin cognition, in the third stage, behavioral attitudes, subjective norms, and cognitive behavioral are determined by exogenous variables (Yan, 2016).

With the continuous development of marketing and psychology research, the research on consumer purchase intentions has gradually deepened, and began to utilize the research results of various disciplines to predict consumer intentions, TPB theory is part of them (Giampietri, Verneau and Giudice, 2018). There were 154 studies based on the TPB perspective and shown that TPB can account for 39% of the purchase intention, many empirical studies have also shown that the TPB theory can explain various consumer purchaser intentions (Yan, 2016).

Scholars directly use TPB to predict consumer purchase intentions (Li et al., 2012). Representative research is based on the TPB theory to conduct an

empirical study on the continued purchase intention of online shopping consumers, the results show that online shopping consumers' continuous purchase beliefs are fitting with perceived purchasing behavior control model (Zhu, 2010). There was a hypothetical model of the influence mechanism of green purchasing behavior based on the TPB theory of planned behavior, and empirical research showed that the green purchase intention has a significant influence on green purchasing behavior (Li et al., 2012) .

Scholars also use the extended TPB model to predict consumer behavioral intentions (Yan, 2016). This kind of research adds a new variable and forms an extended model to study consumer purchase intention (Shah and Mohamed, 2012). Traditional values and ecological knowledge were combined based on the original model of TPB theory to predict consumer purchase intention of environmentally friendly products (Tao, 2012). Empirical research results indicated that extended TPB theory has a good explanatory power (Li et al. 2012).

2.5 Conceptual framework

The conceptual framework is shown as follow:
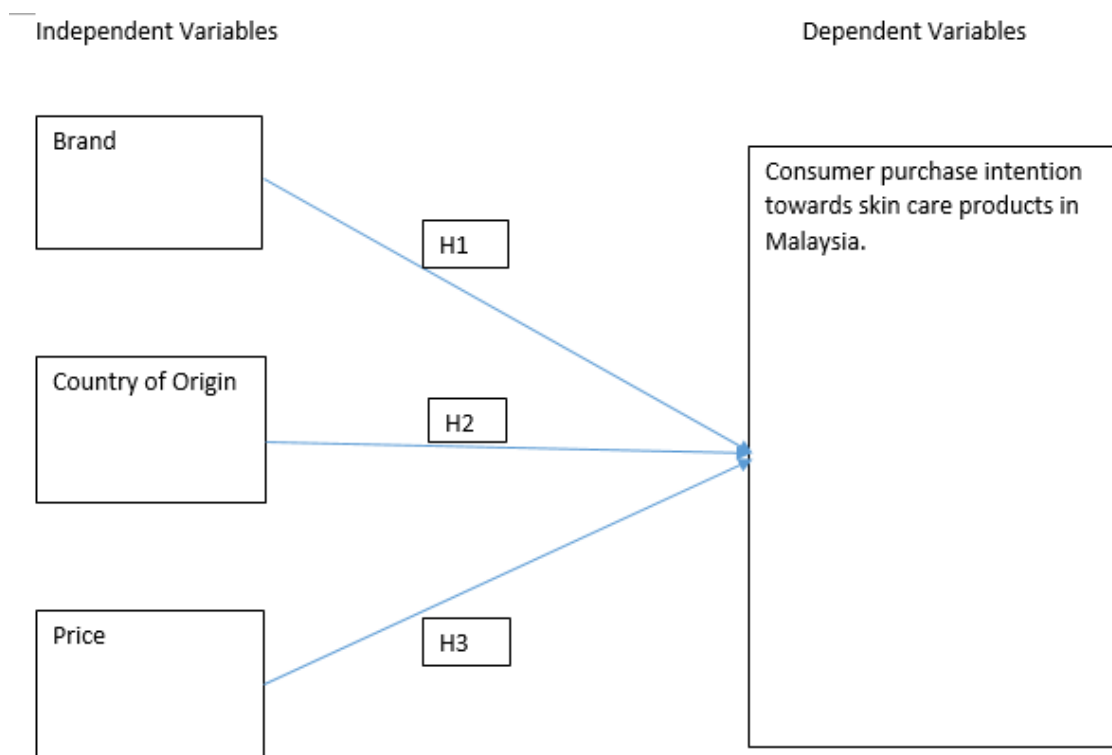
Figure2: Framework

2.6 Hypotheses

The hypotheses are shown as follow:

H1: Brand has a significant relationship with consumer purchase intention towards skin care products in Malaysia.

H2: The country of origin has a significant relationship with consumer purchase intention towards skin care products in Malaysia.

H3: Price has a significant relationship with consumer purchase intention towards skin care products in Malaysia.

2.7 Conclusion

This section is a literature review. By studying the literature to analyze consumer purchase intentions and the factors that influence their intention to purchase, including price, the country of origin and brand. This chapter also provides a conceptual framework for the full text. The authors use TPB to study the influence of price, the country of origin and brand on the intention of Malaysian consumers to purchase skin care products.

In this chapter, three hypothesis are proposed, which is the relationship between independent variables and dependent variable.

Chapter 3: Research Methodology

3.0 Overview

The research methodology presented the study design, the sample size and the questionnaire design. This chapter focuses on the detailed information on SPSS and data analysis, which will be used in Chapter 4.

3.1 Research design

The research design guides the collection and analysis of data at different stages of the research project and provides the research framework for finding answers to research questions, as well as the plan for carrying out the study (Peavey and Vander, 2017). Research design is really important to academic research because it contributes to the effectiveness of research activities and the reliability of research results (Omair, 2015). For this study, the design of the research will be discussed as follows.

3.1.1 Quantitative descriptive correlation design

Therefore, the design of this study report is a quantitative descriptive correlation design. Descriptive research refers to a phenomenon and an event or characteristics of a person, as well as to describe the relationship between selected variables (Devanoorkar, 2016). In addition, quantitative research methods are used to evaluate the survey data, and researchers are able to study a wide range of participants through quantitative analyzes over a short period of time (Nassaji, 2015). Therefore, the purpose of this study is to reconfirm the relationship between the factors that influence consumer purchase intention and skin care products in Malaysia, which responds to the questionnaires.

3.2 Research Population and Sample

3.2.1 Population

The target population for this study includes consumers who like to use skin care products stay young. This study focuses on this population, duo to more and more people prefer to use skin care products to stay young in Malaysia, which is important for the skin care products market. However, there is less study to study about the skin care products market in Malaysia, especially for this population. Therefore, this population is selected for the study.

3.2.2 Sample

In statistics, probability sampling means that all members of the group have equal opportunities to be part of the sample, that is, probability sampling is consistent with the principle of randomization, which guarantees each individual of the group has equal chances of selection, which helps to reduce the risk of prejudice (Etikan, 2017). However, non-probability sampling means that an individual will not have an equal chance of being a part of the sample, which means that the selection of participants is not randomized (Kim, 2017). In addition, convenience sampling is a form of non-probability sampling method. According to the convenience of researchers, researchers can choose respondents who are accessible and likely could be used by researchers (Etikan, 2017).

Therefore, this study chooses non-probability because it includes special respondents who like to use skin care products (Kim, 2017).

3.2.3 Sample size

According to Krejcie and Morgan (1970), researchers can use the sample size calculator to determine the number of people to investigate, and as long as the population is over 100,000, the sample size is 384. The population of this study is 32,357,555, and the confidence level is 95%, the internal trust is 5; therefore, based on Raosoft sample size calculator, the sample size of this search should be 385.

Figure 3: Rao soft Sample size calculator

On the basis of this population, the sample size of this search is 385; the calculation form is provided in the appendix, but the number of questionnaires distributed must be 400. According to Kerr Winter, Odedra and Green (2016), any study must collect at least 250 data to ensure the reliability of the research results. As a result, the number of questionnaires distributed in this study was 400 because of the risk of wasting questionnaires and the data do not correspond with reality.

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3.2.4 Data collection

In this study, data collection are completed by using questionnaires, and the time horizon of this study selected a cross-sectional approach for data collection. According to Setia (2016), "cross section" refers to the collection of data at once, but can cover several days, weeks or even months, because the data are collected only once by each respondent. In addition, the data collection will be held from November 25th to 30th.

In addition, this study is for customers who like to use skin care products stay young Therefore, the questionnaires are distributed in shopping mall located in Kuala Lumpur as Kuala Lumpur is very populous and many shopping malls such as Pavlion, Mid Valley and KLCC. In addition, there are approximately 1.76 million people in 2016, which can improve data reliability (Worldpopulationreview.com, 2018).

3.3 Pilot test

Pilot tests are utilized to search for any defects in the instrument. It is also an indispensable element in data analysis, and it refers to preliminary testing and study using a small sample of the core research (Laskin, 2014). Therefore, a small sample will extract 10% of the sample size, which is about 38to 40. In the pilot project, the questionnaire are provided to teachers and MBA students, which enable the respondents to understand the terms of the questionnaire. If there are errors in the questionnaire, they helped the researchers find out. In this study, questionnaire questions were adopted or adapted in previous literature, and pilot testing has the advantage of improving the questionnaire and increasing the value and credibility of the study (Thabane and Lancaster, 2017).

3.4 Reliability test

For better statistical research, it is important to make sure the reliability of the data collected. Reliability testing is a tool for measuring the internal consistency of a variable under a single factor. It also guarantees the quality of the data collected and determines if the search tool is useful and reliable for analysis (Bryman & Bell, 2015).

The value greater than 0.7 means the result is reliable (Tavakol and Dennick, 2011). However, if the value is less than 0.7 but greater than 0.6, if it is less than 0.6, it will be accepted, if the value less than 0.6 which means that the question must be deleted and replaced by another question (Chen et al., 2015).

3.5 Descriptive analysis

Descriptive analysis is used for quantitative analysis of data collection. Then use the frequency distribution to summarize the values of each variable. Therefore, frequency analysis is used in SPSS to analyze the demographic attributes of respondents (Bryman & Bell, 2015).. By calculating the mean, median, and standard deviation of all respondents, the researchers can determine the average income, marital status, education level, age, and percentage of male or female respondents. In this study, this section included respondents' gender, income and age (Tavakol and Dennick, 2011).

3.6 Factor analysis

Factor analysis is a technique for understanding and interpreting the relationships and patterns between some of the complex factors in study (Chen et al., 2015). Factor analysis aims to aggregate data by deleting search variables to reduce unobserved potential variables that share a common variance. This means that factor analysis can help researchers reduce similar variables and

place more emphasis on key factors. Therefore, factor analysis can allow researchers conduct study more effectively (Yong and Pearce, 2013).

The Kaiser-Meyer-Olkin (KMO) Barlett test is the most widely used technique in factor analysis (Chen et al., 2015).   In this study, when the researchers used KMO, the KMO value of the dependent variable and independent variables must be greater than 0.5 (Bryman & Bell, 2015).. If the KMO value of the dependent variable is less than 0.5, the researcher must add a question to the dependent variable portion of the questionnaire; if the KMO value of the independent variable is less than 0.5, the factor analysis does not satisfy the independent variable (Zohrabi, 2013).

Factor loading represents the relationship between each variable and the underlying factor (Chen et al., 2015). In most domains, the factor loading of all variables is greater than 0.6; therefore, it be found that there is a strong correlation with factor analysis. In this study, the value of all questions must be larger than 0.6 (Zohrabi, 2013). If the question's factor load is between 0.6 and 0.5, then it is not necessary to remove the question because the pilot test is only 10% of the total size of the question, the influence of overall results is little. If the value is lower than 0.5, the question should be removed (Bryman & Bell, 2015).

The eigenvalues are calculated and used to determine the number of factors are extracted in the overall factor analysis. When the eigenvalue is equal to or greater than 1, the selection factor is used for factor analysis (Tavakol and Dennick, 2011). According to Cooper and Schindler (2014), the eigenvalue must be equal to the number of independent variables of the study. For this study,

there are three independent variables, price, country of origin and brand. The eigenvalues of these three independent variables must both be greater than 1 (Tavakol and Dennick, 2011).

In addition, reliability testing can help researchers measure the internal consistency and stability of samples, and Cronbach Alpha is used to test reliability tests (Chen et al., 2015). The Cronbach Alpha value greater than 0.7 indicates that the questionnaire's questions are highly stable and will be accepted in statistics (Tavakol and Dennick, 2011).

3.7 Hypotheses testing

Multiple regression is a combination of several independent variables used to predict or estimate the dependent variable and to show the relationship between these independent variables and dependent variable (Morrissey and Ruxton, 2018).

R square is used to evaluate the goodness of the regression model fit and must be greater than 0.5 (Hittner, 2016). In multiple regression analysis, the r-square can indicate the ability of the independent variable to interpret the dependent variable in the model, so the r-square is needed and the value is greater than 0.5, which means that the independent variable can be dependent variable (Jeong and Jung, 2016). Therefore, if the r-square is less than 0.5, it means that the model does not define a framework, and the independent variable cannot influence the dependent variable (Hittner, 2016).

3.8 Data collection

3.8.1 Questionnaire design

The questionnaire is a data collection tool that are provides questions and tips in the questionnaire to collect information from respondents (Wang and Yuan, 2018).

In this study, the questionnaire question consists of three parts: demographic characteristics, independent variables including price, country of origin and brand, and dependent variable is the consumer purchase intention. To ensure the accuracy and validity of questions in questionnaire, these questions are from the academic literature of this study (Bolarinwa, 2015). Therefore, the questionnaire for this study was designed as follows and the questionnaire is attached in the appendix.

	Questionnaires	No. of questionnaires	Reference
1	Demographic Profile	3	(Maichum, Parichatnon and Peng, 2017)
2	Price	4	(Phuong and Dat, 2017)
	The country of origin	4	(Liew and Falahat, 2018)
	Brand	4	(Harsono et al., 2018)
3	Consumer purchase intention	5	(Paul and Rana, 2012)

Table 2: Questionnaires Design

In this study, the question number in the questionnaire are 22, and some of questions are appeared in the form of multiple-choice questions. However, some

questions took the form of a 5-point Likert scale, ranging from strong disagree, disagree, neutral, agree, and strong agree (Joshi, Kale and Chandel et al., 2015). In addition, there are 3 questions about demographics profile, which come from Maichum, Parichatnon and Peng (2017) and convert the study site into Malaysia. At the same time, questions about prices, country of origin and brand of skin care products are used in previous literature to ensure the reliability of questions in the questionnaire (Phuong and Dat, 2017). The questions of consumer purchase intention are adopted from Bhakar, Bhakar and Dubey (2015), which only needs to convert products and locations into skin care products and Malaysia.

3.9 Summary

This section describes the research methods and tools of this study. Each variable and determinant is theoretically explained, and the sample process and data collection process are discussed. Based on the results of the pilot test, the questionnaire can be distributed.

Chapter 4 Research Finding

4.0 Overview

Chapter 4 will use SPSS 22 to analyze the data that the consumer purchase intention of skin care products in Kuala Lumpur, Malaysia, which include pilot test, reliability, KMO and Bartlett's Test and Multiple Regressions. Besides, the descriptive analysis will review the demographic information for this report. In the end of this chapter will display the data analysis results.

4.1 Respondents rate

There are 400 questionnaires are distributed, duo to the loss of the questionnaire and some other reasons lead to the questionnaire was invalidated, such as some questions in the questionnaire did not give an answer, so that 252 questionnaires were collected and used. Therefore, the respondent rate is 63%.

4.2 Pilot test

In the pilot test, the researcher will sue the small sample which is 30 questionnaires to do the reliability test as the below shows (Laskin, 2014).

4.2.1 Reliability test

Reliability is an indicator that reflects the trueness of the measured feature based on the consistency or stability of the results obtained by the test tool. In general, the results are more consistent with two times or two tests, then the error is smaller and the reliability is higher (Bolarinwa, 2015).

	Cronbach's Alpha Score	Number of Items
Brand	.853	4
Country of origin	.757	4
Price	.800	4
DV(consumer purchase intention)	.723	5

Table 3: Reliability test

As the Table 3 shows, the Cronbach's Alpha are 0.853, 0.757, 0.800 and 0.723, is more than 0.7, which means the collected data is reliable and consistent in the result, and the questions in the questionnaires can help the researcher to do the further research.

Discussion

Reliability testing is a tool for measuring the internal consistency of a variable under a single factor. It also guarantees the quality of the data collected and determines if the search tool is useful and reliable for analysis (Bryman & Bell, 2015).

4.2.2 Factor analysis

KMO and Bartlett's Test is to judge the correlation between variables by comparing the simple correlation coefficient and the partial correlation coefficient between variables (Tavakol and Dennick, 2011). When the correlation is strong, the partial correlation coefficient is much smaller than the simple correlation coefficient, and the KMO value is close to 1.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.738
Bartlett's Test of Sphericity	Approx. Chi-Square	430.669
	df	136
	Sig.	.000

Figure 4: KMO and Bartlett's Test

The figure 4 shows KMO and Bartlett's Test, and the KMO value is 0.738, is greater than 0.7, indicating that the data from the questionnaires has reliability and validity, which is suitable for factor analysis. In addition, the sig=0.000, is less than 0.05 (p value <0.05), which means the data is valid and can continue to do the research.

Discussion

KMO is the abbreviation of Kaiser-Meyer-Olkin, which refers to the statistical test, which is used to compare the simple correlation coefficient and the partial correlation coefficient between variables (Phuong and Dat, 2017). Bartlett is used to check whether the correlation matrix is a unit matrix, which means to check whether each variable is independent.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.848	52.047	52.047	8.848	52.047	52.047	4.773	28.076	28.076
2	2.144	12.612	64.659	2.144	12.612	64.659	4.615	27.148	55.224
3	1.228	7.224	71.883	1.228	7.224	71.883	2.304	13.551	68.775
4	1.076	6.328	78.212	1.076	6.328	78.212	1.604	9.437	78.212
5	.785	4.620	82.831						
6	.696	4.093	86.925						
7	.462	2.716	89.641						
8	.435	2.561	92.202						
9	.350	2.059	94.260						
10	.317	1.863	96.124						
11	.163	.956	97.080						
12	.158	.931	98.010						
13	.138	.813	98.823						
14	.077	.451	99.274						
15	.055	.323	99.597						
16	.045	.262	99.859						
17	.024	.141	100.000						

Extraction Method: Principal Component Analysis.

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Figure 5: Total Variance

About the total variance, the initial eigenvalue need to greater than 1 or close to 1, according to this, in Figure 5 there are the top 4 components is satisfy for the requirement, so that means 78.212% of consumer purchase intention can be define by these factors and the other 21.788% is because of other factors, which means the data are usable and acceptable for further study.

Discussion

The eigenvalue is the variance of the factor. Because the factor analysis is performed on the correlation matrix, the variables are standardized, which means that the variance of each variable is 1, and the total variance is equal to the number of variables used in the analysis (Tavakol and Dennick, 2011).

Rotated Component Matrix[a]

	Component			
	1	2	3	4
4.brand	.556	.651		
5.brand		.771		
6.brand		.657		
7.brand		.752		
8.Country of origin		.835		
9.Country of origin				.840
10.Country of origin	.692			
11.Country of origin	.764			
12.price	.753			
13.price			.901	
14.price		.582	.621	
15.price	.846			
16.purchaseintention	.514		.717	
17.purchaseintention	.644			
18.purchaseintention	.773			
19.purchaseintention		.808		
20.purchaseintention		.528		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Figure 6: Rotation Component Matrix

The rotated component matrix is in order to group the factors which have similar goals, Figure6 illustrate that this 17 items are perfectly divided into 4 factors, which are satisfy for the independent variables and dependent variable and also means the data are viable for future study.

Discussion

In statistics, factor loading is also called commonality, and the value greater than 0.6 would be accepted or do further studies (Scarelli and Benanchi, 2014).

4.3 Preliminary test

After collecting the data, the researcher will use 252 valid data for preliminary test, including factor analysis and reliability test, to determine the statistical significance of the data.

4.3.1 Factor analysis

In this study, the Keizer-Meyer-Olkin (KMO) sampling sufficiency test and the Bartlett spherical test were used as a measurement of the adequacy of sampling and the correlation between all variables. Barlett's Kaiser-Meyer-Olkin (KMO) test is the most commonly used technology in factor analysis. It concerns the measurement range KMO: values between 0.5 and 0.7 are mediocre, values between 0.8 and 0.9 are excellent and values above 0.9 are wonderful (Hutcheson and Sofroniou, 1999). KMO can be used to determine that which variables should be removed from the factor analysis because of the lack of multicollinearity.

In addition, the statistically significant Bartlett test for sphericity should be less than 0.05, indicating that there is sufficient correlation between the variables. The Kaiser-Meyer-Olkin sampling adequacy test (KMO) and the Bartlett spherical test are first performed in all statements to confirm the appropriateness of the factor analysis (Tabachnick and Fidell, 2001)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.923
Bartlett's Test of Sphericity	Approx. Chi-Square	2299.398
	df	136
	Sig.	.000

Figure 7: KMO and Bartlett's Test

The figure 7 shows KMO and Bartlett's Test, and the KMO value is 0.923. KMO value is greater than 0.7, indicating that the data from the questionnaires has reliability and validity, which is suitable for factor analysis. In addition, the SPSS results show that the sig=0.000 of the variables, less than 0.05 (p value <0.05), indicates that there is correlation between the variables, and the factor analysis is effective.

Discussion

Before the factor analysis, the KMO test and the Bartley sphere test are first performed (Hutcheson and Sofroniou, 1999). The KMO test coefficient is >0.5, and the questionnaire has structural validity before the factor analysis can be performed.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.935	46.677	46.677	7.935	46.677	46.677	3.763	22.136	22.136
2	1.476	8.683	55.359	1.476	8.683	55.359	3.570	20.997	43.134
3	1.014	5.964	61.323	1.014	5.964	61.323	2.331	13.711	56.844
4	.945	5.560	66.883	.945	5.560	66.883	1.707	10.039	66.883
5	.726	4.271	71.154						
6	.696	4.093	75.247						
7	.595	3.497	78.744						
8	.549	3.229	81.973						
9	.484	2.847	84.820						
10	.464	2.729	87.550						
11	.390	2.292	89.841						
12	.378	2.222	92.064						
13	.317	1.864	93.927						
14	.304	1.786	95.713						
15	.280	1.648	97.361						
16	.243	1.430	98.791						
17	.206	1.209	100.000						

Extraction Method: Principal Component Analysis.

Figure 8: Total Variance Explained

About the total variance, the initial eigenvalue need to greater than 1 or close to 1, according to this, in Figure 9, there are the top 4 components is satisfy for the requirement, so that means 66.883% of consumer purchase intention can be define by these factors and the other 33.117% is because of other factors.

Discussion

Eigenvalues are calculated and used to determine the number of factors extracted in the overall factor analysis (Tavakol and Dennick, 2011). When the eigenvalue is equal to or greater than 1, the factor is selected for the factor analysis.

Rotated Component Matrix^a

	Component			
	1	2	3	4
4.brand	.712			
5.brand	.683			
6.brand			.839	
7.brand	.785			
8.Country of origin	.666			
9.Country of origin				.882
10.Country of origin				.608
11.Country of origin	.587			
12.price		.525		
13.price		.747		
14.price				
15.price		.727		
16.purchaseintention		.686		
17.purchaseintention	.530	.606		
18.purchaseintention		.730		
19.purchaseintention	.595		.540	
20.purchaseintention			.735	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Figure 9: Rotation Component Matrix

The rotated component matrix is in order to group the factors which have similar goals, Figure 9 illustrate that this 17 items are perfectly divided into 4 factors, which are satisfy for the independent variables, and dependent variable.

Discussion

Factor loading represents the relationship between each variable and the underlying factor. In most fields, the factor loading of all variables is greater than 0.6 to be considered to have a strong correlation with factor analysis. If a question's factor loading value is between 0.6 and 0.5, no need to delete this question. If the question is less than 0.5, this question needs to be removed (Bryman & Bell, 2015).

4.3.2: Reliability test

Reliability test refers to the consistency or stability of the results obtained by the test, not the test or the scale itself. The value of reliability value refers to the consistency under a certain type, and does not generally refer to the general consistency. The reliability test coefficient may have different results due to different time, different subjects or different scorers. Reliability test is a necessary condition for validity and is not sufficient. Reliability inefficiency must be low, but high reliability does not necessarily mean high validity.

	Cronbach's Alpha Score	Number of Items
Brand	.902	4
Country of origin	.896	4
Price	.905	4
DV(consumer purchase intention)	.889	5

Table 4: The Reliability test of 252 data

In this study, to ensure the validity, the reliability test was used for research and to test internal consistency. Cronbach's Alpha is used to measure the reliability of 17 items on 5-point Likert scales that measure consumer purchasing intention when purchasing skin care products. The Table 4 shows the reliability test for each independent variable, including price, country of origin and brand, as well as the dependent variable consumer purchase intention, and the Cronbach's Alpha are 0.902, 0,896, 0.905 and 0.889, is more than 0.7, which means the data collected by questionnaire is highly reliable and consistent in the result, and can do the further analysis. As a result, there is consistency between multiple factors in the factor analysis. By testing these four potential factors, the theory of

planned behavior is relatively consistent. It provides clear theoretical information about the consumer's purchase intention. It also provides clear information to the skin care products market.

Discussion

The greater the reliability coefficient, the greater the confidence of the measurement. DeVellis (1991) believes that $\alpha \geq 0.9$ (Excellent), $\alpha \geq 0.7$ (Acceptable), $0.6 > \alpha$ (Poor)

4.4 Descriptive analysis

Demographic	Item	Frequency	Percentage
Gender	Male	104	41.3
	Female	148	58.7
Age	18-25	131	52.0
	26-33	106	42.1
	34-42	14	5.6
	43-51	1	4
Income	under RM2000	85	33.7
	RM2001-RM3000	56	22.2
	RM3001-RM4000	61	24.2
	RM4001-RM5000	22	8.7
	RM5001-RM10000	3	1.2
	Above RM10001	25	9.9

Table 5: Descriptive analysis

The Table 5 shows that the male frequency is 104, and female frequency is more than female, which is 148. Besides, the female percent is 58.7 and is also more than male percent 58.7, which means the proportion of female is very large in skin care products, due to the questionnaires are collected in the shopping center.

The majority of respondents were 18-25 years old, accounting for 52% of all respondents, 26-33 years old is the second, and the 43 to 51 years old respondents accounted for the least, is only 4%.

The majority of respondents' income level is below RM2000, and the percent is 33.7%. Besides, the least proportion is RM5001-RM10000, and the percent is 1.2%.

4.5 Hypothesis testing

4.5.1 Liner Regressions

A linear regression model refers to a linear regression model with only one explanatory variable, which is used to reveal the linear relationship between the interpreted variable and another explanatory variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775[a]	.601	.599	.34274

a. Predictors: (Constant), Brand

Figure 10: Model Summary

The R value=0.775, and is more than 0.7, it shows that there is a strong linear relationship between the independent variable and the dependent variable. In addition, R^2=0.601, which is more than 0.5, indicating the independent variables

have the ability to explain the dependent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752[a]	.566	.564	.35754

a. Predictors: (Constant), Countryoforigin

Figure 11: Model Summary

The R value=0.752, and is more than 0.7, it shows that there is a strong linear relationship between the independent variable and the dependent variable. In addition, R^2=0.566, which is more than 0.5, indicating the independent variables have the ability to explain the dependent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777[a]	.604	.603	.34125

a. Predictors: (Constant), Price

Figure 12: Model Summary

The R value=0.777, and is more than 0.7, it shows that there is a strong linear relationship between the independent variable and the dependent variable. In addition, R^2=0.604, which is more than 0.5, indicating the independent variables have the ability to explain the dependent variable

4.5.2 Multiple Regressions

In this study, a multiple regression analysis was used to determine the relationship between the factors and the consumer's intention to purchase skin care products.

A multiple linear regression model refers to a linear regression model with multiple revealed variables to reveal the linear relationship between the interpreted variable and multiple explanatory variables.

Figure 13 presents the estimated parameters and the level of statistical significance when the researchers performed multiple regression analysis to examine the relationship between the factors and the consumer's intention to purchase skin care products. At the same time, the following data generated by multiple regression models are also very important： $R^2 = 0.726$, p=0.000, p-value<0.05.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.852[a]	.726	.723	.28483	1.755

a. Predictors: (Constant), Brand, Price, Countryoforigin

b. Dependent Variable: Purchaseintention

Figure 13: Model summary

According to Figure 13, the R value=0.852, and is more than 0.7, it shows that there is a strong linear relationship between the independent variable and the dependent variable, R^2=0.726, which is more than 0.5, indicating the independent variables have the ability to explain the dependent variable. In addition, the value of Adjusted R Square is 0.723, which means 72.3% of the variability on the intention of consumer to purchase skin care products is explained by price, country of origin and brand, and another 27.7% is explained by other factors. The residual are not correlated because the Durbin Watson statistic is 1.755, which is at the acceptance range of 1.5 to 2.5. . Tolerance and variance inflation factor (VIF) are used to test collinearity, and according to Figure 18, the results show that all independent variables' tolerance are more than 0.1, and the values of VIF are less than 10. Therefore, there was no collinearity within the data.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.495	.137		3.610	.000		
	Countryoforigin	.174	.055	.184	3.181	.002	.331	3.018
	Brand	.338	.049	.370	6.950	.000	.390	2.567
	Price	.352	.047	.388	7.548	.000	.417	2.400

a. Dependent Variable: Purchaseintention

Figure14: Coefficients

According to Figure 14, the equation for the regression line is:

Y=0.495 + 0.174(Country of origin) +0.338 (Brand) + 0.352 (Price)

Figure 15 also indicate that in this research, all independent variables show significant relationship with consumer intention to purchase skin care products, because the p-value of these three independent variables are all less than 0.05. Therefore, Price, Country of origin and Brand are contributing to the multiple regression model. In other words, Figure 18 shows the results of hypothesis testing of the differences between prices, country of origin and brand consumer intentions to purchase skin care products, below shows the hypothesis:

H1: Brand has a significant influence on consumer purchase intention toward skin care product in Malaysia.

H2: Country of origin has a significant influence on consumer purchase intention toward skin care product in Malaysia.

H3: Price has a significant influence on consumer purchase intention toward skin care product in Malaysia.

Discussion

In the multiple regression analysis, the r-square value must more than 0.5, which means the independent variables can explain the dependent variable (Jeong and Jung, 2016). Therefore, if the R-square is less than 0.5, which means the model does not fir the framework, and the independent variables cannot influence the dependent variable (Hittner, 2016).

4.6 Summary for key finding

Hypothesis	Description	p-value	Results
H1	Brand has a significant influence on consumer purchase intention toward skin care product in Malaysia.	p-value=0.000	Accepted
H2	Country of origin has a significant influence on consumer purchase intention toward skin care product in Malaysia.	p-value=0.002	Accepted
H3	Price has a significant influence on consumer purchase intention toward skin care product in Malaysia.	p-value=0.000	Accepted

Table 6: Hypothesis

Based on the p-value, the H1, H2 and H3 is accepted, which means the brand, country and origin and price has a significant influence on consumer purchase intention of skin care products in Malaysia.

The purpose of this report study was to determine the brand, country of origin and price will influence the consumer purchase intention towards skin care products in Malaysia. The results of the data analysis indicated that H1, H2 and H3 are accepted. The three hypothesis will be analyzed and described as the follows.

H1: Brand has a significant influence on consumer purchase intention towards skin care products in Malaysia.

The data analysis shows that the H1 is supported, p-value=0.000, is less than 0.05, which means there is significant influence on consumer purchase intention towards skin care products in Malaysia. Therefore, the brand of the product will influence consumer trust and the purchase intention.

H2: Country of origin has a significant influence on consumer purchase intention towards skin care products in Malaysia.

The data analysis shows that the H2 is accepted, p-value=0.002, is less than 005, which means there is positive correlation relationship between country of origin and consumer purchase intention, and country of origin has a significant influence on consumer purchase intention towards skin care products in Malaysia. Therefore, the country of origin of the product will influence consumer trust and the buying behavior.

H3: Price has a significant influence on consumer purchase intention towards skin care products in Malaysia.

The results of the data analysis show that H3 is supported, p-value=0.000, is less than 0.05, which means price has a significant influence on consumer purchase intention towards skin care products in Malaysia. In addition, the beta coefficients of the price shows that price is the most prominent factor for the consumer purchase intention towards skin care products in Malaysia. Therefore, the most important that consumers will concerned is the price of the skin care products. Develop the strategies that related the price can attract more consumers.

Chapter 5 Conclusion and Recommendations

5.1 Conclusion

According to the above survey results, most Malaysian have the knowledge and experience of purchasing skin care products. In the market, mid-range skincare products become the most popular because of their better quality than ordinary skincare products and more acceptable price to consumers than high-end skincare products.

Three independent variables brand, the country of origin and price can influence consumers' purchasing intentions of skincare products purchasing. Research has observed that consumers are more willing to buy products that they think are better, whether this cognitive is came from the Internet, the people around them or their own perceptions.

As a conclusion of this study, the application of planned behavioral theory models helps to understand consumers' intentions for skin care products purchases and ultimately predicts the possible behavior of Malaysian skincare products consumers.

RQ	Description	Answers
RQ1	Is there any relationship between brand and consumer purchase intention towards skin care products in Malaysia?	There have relationship between brand and consumer purchase intention towards skin care products in Malaysia.
RQ2	Is there any relationship between country of origin and consumer purchase intention towards skin care products in Malaysia?	There have relationship between country of origin and consumer purchase intention towards skin care products in Malaysia.
RQ3	Is there any relationship between price and consumer purchase intention towards skin care products in Malaysia?	There have relationship between price and consumer purchase intention towards skin care products in Malaysia.

Table 7：Summary of Research Questions

The data analysis results answer the questions, which is the brand, country of origin and price have the relationship with the consumer purchase intention towards skin care products in Malaysia, and the price is the most important influence factor

The price is a sensitive factor that influences consumers buy or not buy, and is the same for the people that from Kuala Lumpur, Malaysia (Samah, Rashid and Rani et al., 2015). On the one hand, the price of skincare products is too low, consumers may think that the quality of the product is not good enough, and there will be no purchase intention. On the other hand, when the price of skincare products is too high, consumers will consider whether they have the ability to afford the high price and whether the skincare products is worth for the high price. Therefore, when consumers believe that the price is fair, then will have the purchase intention.

With the development of the economy, the commercial society has entered a big environment of the international market. The competition among all kinds of skin care products has also shifted from competition in product quality, price, purchase channel and after-sales service to competition among brands. When consumers have purchase intention, the understanding of the brand occupies an increasingly important position. If a customer uses a brand of skin care product to produce a good experience, they will insist on purchasing the brand's skin care products, which will gradually form a fixed preference, eventually forming a habit of using. Customers will trust the brand's skin care products and maintain good loyalty to the brand. . And there will also be a phenomenon in which customers will try different kinds of skin care products for a brand.

In the international market, skin care products of various countries compete with each other in the markets of various countries. The image of the country of origin begins to gradually be included in the customers' consideration and plays an increasingly important role in the consumer purchase intention. For evaluation and purchase intention of skin care products, the impression of products with Japan and South Korea as the country of origin is better, and consumers will give priority to the products with Japan and South Korea as the country of origin after taking into account other factors such as price and quality.

Besides, this report result show that the brand, country of origin and will influence the consumer purchase intention towards skin care products in Malaysia, which can linked to the significance of study. In the significance of study, this study is focus on making skin care products companies become more competitive and have new insights to consumer purchase intention. According to the report result, skin care products companies can have new strategies which related to brand, country of origin and price to attract more consumers to improve their competitiveness.

5.2 Recommendation

The data analysis results showed the price have influence towards consumer purchase intention towards skin care products. Therefore, skincare products can specify some marketing strategies in terms of price, such as discounts, prizes and sweepstakes to attract more consumers. In addition, it is possible to give old customers a price advantage to retain old customers and increase new customers, as well as can increase customer loyalty and improve the competency.

Brand also have influence to consumer purchase intention towards skin care products. Skin care products companies should build loyalty. Social media content is a way to delight customers and put them back into the sales funnel for

future purchases. Skin care products companies should find out about customers' channels and the type of content they want to see, then put consistent, personalized content on those channels.

Map campaigns by email based on products that interest customers or their position in the sales funnel. The more personalized the content, the greater the value of the e-mail for the customer.

Customers are best allies in building a brand. In a connected world where perception determines the value of brand, having customers on companies' side gets companies the recommendations, reviews and social proof which companies need.

Country of origin have influence to consumer purchase intention towards skin care products as well, however, while skin care products companies in some countries may benefit from a positive reputation, companies from developing countries or some local skin care products companies that have not built up a strong track record in any product category, should face negative country of origin influence, or at least compete with the companies with positive country of origin influence.

For overcome the negative country of origin influence, skin care products companies need to continually improve product quality and provide attentive customer service. The combination of high quality and strong commitment to meet customer needs, increased flexibility and competitive pricing will make all the difference.

Skin care products companies also should take full advantages of using media and outreach. To gain trust, skin care products can look for positive support from recognized referral clients, gain international exposure by attending fairs and conferences, winning awards and prestigious international competitions, or

become member of organizations and associations to meet potential customers.

5.3 Limitation of study

Like other studies, this research is also limited by many factors. The first limitation of this search was time; the researchers had only 14 weeks to complete the project, including five weeks to collect the main data of the respondents. The second limitation is the budget. Due to budgetary constraints, the study must use raw data collected from respondents from KL The third limitation is the scope of the data, and the results may be limited or biased. The sample size for this study was 384, and the data obtained depended on the honesty and cooperation of the respondents, so the results were limited by bias.

5.4 Personal Reflection

Researchers have done a lot of research in writing literature reviews and have found many journals to obtain a deeper understanding of the skincare products industry and gain some knowledge. And after completing the project, the researchers have a better and deeper understanding of the theory of planned behavior. The biggest benefit of this research for researchers is that the researchers learned how to use SPSS to analysis data and run the results in the project. And under the direction of Dr. Arasu Raman, the researcher learned how to work effectively to complete high-quality projects in a short period of time.

In general, under the professional guidance of Dr. Arasu Raman, the researcher believed that the entire learning and research process is a valuable and

enjoyable experience, and is fortunate to be able to successfully collect 385 valid questionnaires in a limited time, and complete the project on time in the most satisfactory way.

5.5 Recommendation for future research

It is suggested to expand the scope of the study and to increase the number of research samples, which will help future research to obtain more accurate information and thus better plan for the future of the skincare products industry in Malaysia.

The second point is to use a qualitative research method to conduct a thorough discussion and find more information and knowledge about the skincare products industry in Malaysia. The proposed research method consists of conducting interviews and focus groups.

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Appendix A

Author&year	Journal	DV	IV1	IV2	IV3	Phenomena	Context
Dachyar and Banjarnahor, 2017	*Intangible Capital, 13(5), p.948.*		Price is something that consumers give up to satisfy their psychological needs.			purchase intention	e-commerce
Yeon and Chung, 2011	*Journal of consumer Marketing, 28(1)*		Price is a specific standard that allows consumers to measure the value			Consumer purchase intention	organic personal care products

	, *pp.40 -47.*		and quality of their products.				
Andr eti et al., 2013			Price promotion is an effective way to encourage consumers to buy and increase their loyalty.			customer s' buying decision	Convenie nce Store, Bekasi, West Java
Rezv ani et al., 2012	*Asian Socia l Scien ce, 8(12) , p.205*		Country of origin refers to the country or region of origin of a particular brand.			consume r purchase intention	
Volle s, Hoel tgeb aum and Da,e	*Rese arch Journ al: Trend s and Strat*			The country of origin image has a positive impact on consumers' buying		*internatio nal brand positioni ng strategy*	

t al., 2016	*egies, 8(3), pp.200-226*			intentions			
Sevanandee and Damar, 2018	*Studies in Business and Economics, 13(2), pp.179-201.*			the influence of the country of origin image on the consumer's purchasing intention is conditional		Consumer Buying Behaviour	Mobile Phones
Stan, 2018				The image of the country of origin of the product will influence the perception of the product by the		An analysis of changing customer attitude	Smart phones, Romanian and British

				consumer, which will influence his intention to buy		
Adis and Kim, 2013	*Asia Marketing Journal, 15(3), pp.117-139.*				A strong brand will have a psychological impact on consumers and give them the feeling that they really want to try.	*purchase intention*	
Latif, 2016	*SSRN Electronic Journal*				The brand marks the difference between the product and the other products, it represents the unique personality of the	Purchase Intentions	

					product.		
Chang and Chung, 2016					*Products that do not respond to the psychological positioning of a specific group are difficult to attract consumers.*	*brand research*	

Appendix B: Initial Research Paper Proposal

MASTER OF BUSINESS ADMINISTRATION

MGT 7998 MBA PROJECT

STUDENT NAME & ID NO	WANG LIYING I18015486
BROAD AREA	MARKETING (CONSUMER PURCHASE INTENTION)
Concise Title	Purchase intention towards skin care products Malaysia
PROBLEM DEFINITION	A large number of branded skin care products face high competition with new products and other products provided by pharmacies, beauty salons and promotional stores (Hussain and Ali, 2015). While consumers are cautious about their spending during a recession, many of them should naturally be prepared to get the best deals for upcoming seasonal sales (Abdullah, 2016). Therefore, in addition to ensuring attractive price concessions, skin care products managers must accurately identify the must-buys in these ladies beauty repertoire (Lew and Sulaiman, 2014). The change of

	consumers' consumption behavior and mind make the retailers must adopt new strategies to face which bring more competition and pressure (Dachyar & Banjarnahor, 2017) .
RESEARCH OBJECTIVES	RO1: To determine whether brand has a significant relationship with consumer purchase intention towards skin care products in Malaysia. RO2: To determine whether the country of origin has a significant relationship with consumer purchase intention towards skin care products in Malaysia. RO3: To determine whether price has a significant relationship with consumer purchase intention towards skin care products in Malaysia.
RESEARCH QUESTIONS	RQ1: Does brand has a significant relationship with consumer purchase intention towards skin care products in Malaysia? RQ2: Does country of origin has a

	significant relationship with consumer purchase intention towards skin care products in Malaysia? RQ3: Does price has a significant relationship with consumer purchase intention towards skin care products in Malaysia?
SCOPE OF STUDY	The scope of this study is only focus on skin care products industry in Malaysia
SIGNIFICANCE OF THE RESEARCH	First, skin care products companies will have new insights into the purchase intention of consumers in particular markets such as Malaysia through this study. Based on related literature reviews and research objectives, the study will be reduced to specific business areas and use appropriate measurement to measure the purchase intention of specific customers from the skin care market products. At last, the study will help companies have a clear understanding of the relationship between consumer purchase intentions and subjective

	behavioral control of sale market in Malaysia as the research objectives states.

Literature Review	Consumer purchase intention
	Intention to purchase refers to the subjective probability or possibility of the consumer purchasing a particular product (Bues,Steiner and Stafflage et al., 2017)
	Brand
	A brand is not only a symbol of a product, but an intrinsic value of a product and a good brand reputation is the most important intangible asset of an enterprise (Hartmann and Apaolaza-Ibáñez, 2012).
	Country of origin
	The country of origin effect as the impact of product source country information on consumer product evaluation, attitudes, and purchase intentions (Yunus and Rashid, 2016).
	Price
	Price is a precise criterion for consumers to measure the value and quality of their goods (Yeon and Chung, 2012)

RESEARCH METHODOLOGY	Research design
	In order to measure the relationship between dependent variables and independent variables, the most suitable design is the correlation design (Kumar, Talib & Ramayah, 2012), which will also be used in this study.
	Pilot test
	Pilot test is an important part of data analysis, it is used to determine the shortcomings of design and instrumentation to predict the appropriateness of the research (Matthews & Ross，2014). Since the questionnaire is used as a data collection method, in order to improve the questionnaire, the study must use a pilot test to ensure that the respondent can answer the question more accurately (Cooper & Schindler, 2014). The size of the pilot test in this study was 10% of the entire sample size, which is around 39.
	Reliability test
	In order to conduct better statistical

research, it is important to ensure the reliability of the data collected back (Zohrabi, 2013). Reliability test is a tool that measures the internal consistency of variables under a single factor, this test also ensures the quality of the data collected and whether the research tool is useful and reliable for the analysis (Bryman & Bell, 2015).

The Cronbach alpha value is a measure of reliability (Zohrabi, 2013). In the study, the alpha value of Cronbach must be greater than 0.7 because the alpha value is positively correlated with reliability, the higher the alpha value, the higher the reliability (Horodnic, Ursachi & Zait, 2013).

Sampling size

The sample size for this study was determined according to the formula of Krejcie & Morgan (1970), which states that if the given population more than or equal to 100,000, the required sample size must be 384. According to the above, the population of this study is at least 260,963, when the Confidence level is 95% and

	Confidence interval is 5%, the sample size of this study should be 384.
	Data collection instrument
	Zikmund et al. (2013) pointed out that the questionnaire can be defined as a set of written questions which are designed to conduct a survey research or statistical research. Questionnaire design is a process of designing the format and questions in research tools which is used to collect data from respondents in the research. It is considered to be very useful and convenient for collecting data from respondents.
	Statistical analysis
	All the statistical analysis will be conducted using Statistical Package for the Social Sciences (SPSS) version 23. Data analysis is conducted using a four step approach which is descriptive analysis, exploratory factor analysis, reliability test and multiple regression analysis.
	Descriptive analysis
	Demographics profile can help

researchers' better understanding the target population (Cooper & Schindler, 2014). The data that is related to the respondent's personal information, including population, religion, education, income, and many other factors are all demographic profile.

Exploratory Factor analysis

Factor analysis is a technique for understanding and interpreting the relationships and patterns between some of the complex factors in research (Yong & Pearce, 2013). Factor analysis is designed to summarize data by removing research variables to reduce unobservable potential variables of shared common variance.

Kaiser-Meyer-Olkin (KMO) Barlett's test is the most widely used technology in factor analysis (Zohrabi, 2013). In this research, when researcher runs KMO, both of independent variables and dependent variable's KMO value must more than 0.6.

The eigenvalues are calculated and

	used to determine how many factors are extracted in the overall factor analysis. When the eigenvalue is 1 or higher, the factor is selected for factor analysis.
	<u>Multiple regression analysis</u>
	Multiple regression is a combination of multiple independent variables that are used to determine if there is a relationship between a dependent variable and an independent variable (Cooper & Schindler, 2014). In the multiple regression model, the R^2 is used to evaluate the goodness of fit of the model, which can indicate the ability of the independent variable to interpret the dependent variable in the model (Hittner, 2016). When R^2 is greater than 0.5, this means that the independent variable has the ability to interpret the dependent variable.

Appendix C: Questionnaire

Dear Participants:

This study is a requirement for the partial fulfillment of Master of Business management program (MBA) at the INTI International University. The purpose of this study is to get how various factors influence consumer purchase intentions towards skin care products in Malaysia.

This questionnaire is divided into 3 parts that should take only a few moments of your time to complete. The researchers sincerely hope that you would make this questionnaire honestly.

Your privacy and all information obtained would be kept strictly confidential. The data obtained will be analyzed as a group for statistical purposes.

Kindly complete the questionnaire by answering all questions in each part. We wish to thank you in advance for your cooperation and participation in this study.

Thank you very much for your cooperation.

Section A: Personal Characteristics Questionnaire

This questionnaire deals with the general information of you.

Please complete the questionnaire in its entirety. It should only take a few minutes. To answer, please indicate your selection by circling. Make only one selection per question. Thank you!

1. What is your gender?

(   ) Female   (   ) Male

2. What is your age?

(   ) 24 and below   (   ) 25-29   (   ) 30-34   (   ) 35-39   (   ) 40 and above

3. What is your income level (per month)?

(   ) Below RM 2000   (   ) RM 2000 – RM 3000

(   ) RM 3001 – RM 4000   (   ) Above 4000

Part B: Measurement Questionnaire

Using the scale below, please choose the item that describes your opinion best.

(Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5)

	1	2	3	4	5
4. I have favorite brands of skin care products I buy again and again in Malaysia.					
5. I usually purchase skin care products from reputed international brands.					
6. I will be loyal to the brand that can solve my skin's problem					
7. Brand Name usually attract me to purchase.					

Using the scale below, please choose the item that describes your opinion best.

(Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5)

	1	2	3	4	5
8. Country of origin is not important but the need of my skin decides what I purchased.					
9. Local private skin care products brand is a good choice to use.					
10. Imported skin care products is more appealing and attractive.					
11. The skin care products come from developed countries are more attractive					

	1	2	3	4	5
12. I tend to buy the lowest-priced skin care products that will fit my needs					
13. I am sensitive to differences in prices of skin care products					
14. When buying the skin care products, I look for the more discount product available.					
15. I will purchase skin care products beyond my budget if products can solve my skin issue					

Part C:

Please rate your overall evaluation of the statements of customer purchase intention.

(Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5)

	1	2	3	4	5
16. I am satisfied with the skin care products shopping experience in Malaysia.					
17. It's trustworthy to buy skin care products in all the shops in Malaysia.					
18. I would advise others to buy and use fitness equipment in Malaysia.					
19. I will consider using a particular skin care products brand if the brand can be easily being purchase in Malaysia					
20. Whenever possible, I intend to purchase skin care products that can meet the needs of my skin.					

Appendix D：MBA Project Log

Student Name:	WANG LIYING
Supervisor's Name:	Dr. Arasu Raman
Dissertation Topic: Consumer Purchasing Intention towards skin care products in Malaysia	

SECTION A. MONITORING STUDENT DISSERTATION PROCES

The plan below is to be agreed between the student & supervisor and will be monitored

against progress made at each session.

Activity	Milestone/Deliverable Date									
	26/01	16/02	18/02	26/02	14/03	25/03	30/03	04/03	12/04	14/04
1st Meeting	√									
2nd Meeting		√								
3rd Meeting			√							
4th Meeting				√						
5th Meeting					√					
6th Meeting						√				
7th Meeting							√			
8th Meeting								√		
9th Meeting									√	
10th Meeting										√

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SECTION B. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.

Meeting 1

Date of Meeting	26/01/2019
Progress Made	Discussion with project proposal and the topic for dissertation
Agreed Action	Modified the dissertation title as "Customer Purchasing Intention of skin care products in Malaysia
Student Signature	Wang Liying
Supervisor's Signature	

Meeting 2

Date of Meeting	16/02/2019
Progress Made	Made changes over Project Indtrotuction, Literature Review and Methodoly)
Agreed Action	Proceed with Chp Chapter 1, 2, 3 & and submit the modified Chapter 1 to Supervisor before next meeting for cheding.
Student Signature	
Supervisor's Signature	

Meeting 3

Date of Meeting	18/02/2019
Progress Made	Further improvement on the modified Chapter 1 according to Supervisor's feedback
Agreed Action	Further improve Chapter 1. Proceed Chapter 2 and 3 and submit before next meeting
Student Signature	
Supervisor's Signature	

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Meeting 4

Date of Meeting	26/02/2019
Progress Made	Do further improvement on modified Chapter 2 and 3 and discuss about the first presentation
Agreed Action	GA The improvement of Chapter 1 already finished.
Student Signature	
Supervisor's Signature	

Meeting 5

Date of Meeting	14/03/2019
Progress Made	Discuss about PPT for first presentation
Agreed Action	Proceed and enhance the PPT according to Supervisior's advice
Student Signature	
Supervisor's Signature	

Meeting 6

Date of Meeting	25/03/2019
Progress Made	Discuss about the development of Chapter 4
Agreed Action	Proceed with the questionnare distribution and preparation for data analysis
Student Signature	
Supervisor's Signature	

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Meeting 7

Date of Meeting	30 / 03/ 2019
Progress Made	submit chapter 4 for checking
Agreed Action	discuss about chapter 5
Student Signature	
Supervisor's Signature	

Meeting 8

Date of Meeting	04 /03/ 2019
Progress Made	Discuss about the presentation and development of Chapter 5
Agreed Action	Modify Chapter 4 and proceed with Chapter 5. Submit PPT for second presentation
Student Signature	
Supervisor's Signature	

Meeting 9

Date of Meeting	12/03/ 2019
Progress Made	Discuss about PPT for second Presentation and Chapter 5
Agreed Action	Enhance the PPT and preparation for presentation. Modify the Chapter 5
Student Signature	
Supervisor's Signature	

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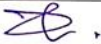
Meeting 10

Date of Meeting	04 14 /04/ 2019
Progress Made	Discuss about the whole Projects and final submission
Agreed Action	Proceed the format for final submission according to the requirment; meanwhile, check and rectify the small mistake made in the whole project
Student Signature	
Supervisor's Signature	

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Student Comments

Under the Dr. Arasu's guaidance, I so finished all works in time. A big thanks to Dr. Arasu.

Supervisor Comments

All hardsome evidence real ntud in the work capleted / i.e. Ancintosh.

Signature of Student	*signature*	Date	18 / 4 /19
Signature of Supervisor	*signature*	Date	18/ 4/19
Ethics Confirmed		Date	

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Appendix E Turnitin Report

MBA final project

ORIGINALITY REPORT

10%	1%	1%	9%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Taylor's Education Group Student Paper	1%
2	Submitted to University of York Student Paper	1%
3	Submitted to Monash College Pty Ltd Student Paper	1%
4	Submitted to Coventry University Student Paper	1%
5	Submitted to University of Huddersfield Student Paper	<1%
6	Submitted to University of Stirling Student Paper	<1%
7	Submitted to Oxford Brookes University Student Paper	<1%
8	Submitted to President University Student Paper	<1%
9	Submitted to Victoria University Student Paper	<1%

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10	**Submitted to University of Birmingham** Student Paper	<1%
11	**Submitted to Staffordshire University** Student Paper	<1%
12	**Submitted to UCSI University** Student Paper	<1%
13	**Submitted to University of Hong Kong** Student Paper	<1%
14	**Submitted to University of Strathclyde** Student Paper	<1%
15	**"Managing in Recovering Markets", Springer Nature, 2015** Publication	<1%
16	**digilib.unila.ac.id** Internet Source	<1%
17	**Submitted to Multimedia University** Student Paper	<1%
18	**Submitted to University of KwaZulu-Natal** Student Paper	<1%
19	**www.fek.umu.se** Internet Source	<1%
20	**Submitted to Heriot-Watt University** Student Paper	<1%

21	Student Paper	<1%
22	Submitted to Harper Adams University College Student Paper	<1%
23	Submitted to London School of Commerce Student Paper	<1%
24	Submitted to University of Greenwich Student Paper	<1%
25	Submitted to Study Group Worldwide Student Paper	<1%
26	ses.library.usyd.edu.au Internet Source	<1%
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Internet Source

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Student Paper

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Internet Source

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34 Victoria W. Miroshnik. "Organizational Culture and Commitment", Springer Nature, 2013
Publication

<1%

35 International Journal of Quality & Reliability Management, Volume 31, Issue 4 (2014-03-28)
Publication

<1%

Exclude quotes	Off	Exclude matches	< 5 words
Exclude bibliography	On		

Appendix F: SPSS Output

Factor loading

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.923
Bartlett's Test of Sphericity	Approx. Chi-Square	2299.398
	df	136
	Sig.	.000

Communalities

	Initial	Extraction
4.brand	1.000	.718
5.brand	1.000	.729
6.brand	1.000	.774
7.brand	1.000	.727
8.Country of origin	1.000	.743
9. Country of origin	1.000	.840
10.Country of origin	1.000	.664
11.Country of origin	1.000	.570
12.price	1.000	.609
13.price	1.000	.727
14.price	1.000	.505
15.price	1.000	.617
16.purchaseintention	1.000	.559
17.purchaseintention	1.000	.648
18.purchaseintention	1.000	.626
19.purchaseintention	1.000	.657
20.purchaseintention	1.000	.657

Extraction Method: Principal Component Analysis.

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Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	7.935	46.677	46.677	7.935	46.677	46.677	6.158
2	1.476	8.683	55.359	1.476	8.683	55.359	3.231
3	1.014	5.964	61.323	1.014	5.964	61.323	5.358
4	.945	5.560	66.883	.945	5.560	66.883	3.477
5	.726	4.271	71.154				
6	.696	4.093	75.247				
7	.595	3.497	78.744				
8	.549	3.229	81.973				
9	.484	2.847	84.820				
10	.464	2.729	87.550				
11	.390	2.292	89.841				
12	.378	2.222	92.064				
13	.317	1.864	93.927				
14	.304	1.786	95.713				
15	.280	1.648	97.361				
16	.243	1.430	98.791				
17	.206	1.209	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

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Rotated Component Matrix^a

	Component			
	1	2	3	4
4.brand	.712			
5.brand	.683			
6.brand			.839	
7.brand	.785			
8.Country of origin	.666			
9.Country of origin				.882
10.Country of origin				.608
11.Country of origin	.587			
12.price		.525		
13.price		.747		
14.price				
15.price		.727		
16.purchaseintention		.686		
17.purchaseintention	.530	.606		
18.purchaseintention		.730		
19.purchaseintention	.595		.540	
20.purchaseintention			.735	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Reliability Test

Case Processing Summary

		N	%
Cases	Valid	252	100.0
	Excluded^a	0	.0
	Total	252	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.894	20

Item Statistics

	Mean	Std. Deviation	N
1. What is your gender?	1.59	.493	252
2 What is your age?	1.54	.620	252
3.What is your level average income?	2.51	1.540	252
4.price	4.15	.702	252
5.price	4.02	.728	252
6.price	3.66	.814	252
7.price	4.06	.734	252
8.Country of origin	4.03	.727	252
9. Country of origin	3.81	.779	252
10.Country of origin	4.07	.793	252
11.Country of origin	4.16	.726	252
12.brand	4.14	.742	252
13.brand	4.12	.807	252
14.brand	3.93	.746	252
15.brand	4.08	.750	252
16.purchaseintention	4.13	.718	252
17.purchaseintention	4.25	.724	252
18.purchaseintention	4.05	.792	252
19.purchaseintention	3.75	.845	252
20.purchaseintention	3.63	.885	252

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. What is your gender?	72.10	80.786	-.128	.199	.889
2 What is your age?	72.15	80.349	-.075	.198	.890

INTI International University (2019)

3.What is your level average income?	71.18	75.805	.064	.165	.908
4.price	69.54	70.807	.728	.640	.869
5.price	69.67	70.628	.714	.653	.869
6.price	70.03	72.625	.476	.524	.876
7.price	69.63	71.300	.650	.608	.871
8.Country of origin	69.66	70.376	.737	.712	.869
9. Country of origin	69.88	73.025	.471	.403	.876
10.Country of origin	69.62	70.953	.622	.542	.872
11.Country of origin	69.53	71.262	.661	.542	.871
12.brand	69.55	70.950	.672	.584	.870
13.brand	69.58	70.413	.652	.585	.870
14.brand	69.76	71.571	.615	.521	.872
15.brand	69.61	71.698	.601	.485	.872
16.purchaseintention	69.56	72.598	.554	.462	.874
17.purchaseintention	69.44	71.673	.628	.547	.872
18.purchaseintention	69.64	71.466	.583	.513	.873
19.purchaseintention	69.94	71.331	.550	.496	.874
20.purchaseintention	70.06	71.511	.508	.410	.875

Regression test

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Price, Brand, Countryoforigin^b	.	Enter

a. Dependent Variable: Purchaseintention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852^a	.726	.723	.28483

a. Predictors: (Constant), Price, Brand, Countryoforigin

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ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.439	3	17.813	219.574	.000ᵇ
	Residual	20.119	248	.081		
	Total	73.559	251			

a. Dependent Variable: Purchaseintention

b. Predictors: (Constant), Price, Brand, Countryoforigin

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.495	.137		3.610	.000
	Countryoforigin	.174	.055	.184	3.181	.002
	Brand	.338	.049	.370	6.950	.000
	Price	.352	.047	.388	7.548	.000

a. Dependent Variable: Purchaseintention

Descriptive analysis

Statistics

1.   What is your gender?

N	Valid	252
	Missing	0

1.   What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	104	41.3	41.3	41.3
	female	148	58.7	58.7	100.0
	Total	252	100.0	100.0	

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Statistics

2 What is your age?

N	Valid	252
	Missing	0

2 What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	131	52.0	52.0	52.0
	26-33	106	42.1	42.1	94.0
	34-42	14	5.6	5.6	99.6
	43-51	1	.4	.4	100.0
	Total	252	100.0	100.0	

Statistics

3.What is your level average income?

N	Valid	252
	Missing	0

3.What is your level average income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 3000un RMB	85	33.7	33.7	33.7
	1001-3000 RMB	56	22.2	22.2	56.0
	3001-5000 RMB	61	24.2	24.2	80.2
	5001-10000 RMB	22	8.7	8.7	88.9
	10001-20000 RMB	3	1.2	1.2	90.1
	Above 20000 RMB	25	9.9	9.9	100.0
	Total	252	100.0	100.0	

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2 What is your age? * 3.What is your level average income? Crosstabulation

Count

		3.What is your level average income?						Total
		under RM2000	RM2001-RM3000	RM3001-RM4000	RM4001-RM5000	RM5001-RM10000	Above RM10001	
2 What is your age?	18-25	65	28	14	2	1	21	131
	26-33	18	28	37	18	1	4	106
	34-42	1	0	10	2	1	0	14
	43-51	1	0	0	0	0	0	1
Total		85	56	61	22	3	25	252

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