Faculty of Administrative Science

& Policy Studies

Universiti Teknologi MARA

Bachelor of Administrative Science

Title of Research

A Study on The Relationship on The Impacts of Non-Cruelty Free in Cosmetic Products Towards Customer Decision to Purchase: A View from Customer.

Name of Student

1. **Aziyana Umi Syahindah Binti Yazid** **2020974825**
2. **Nurshaheera Yuhanez Binti Sharulhisam** **2020973939**

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ABSTRACT

The objective of this study was to determine the impact of non-cruelty-free cosmetic products on customer's decision-making to purchase them. This research was done to identify whether if the people were aware of the non-cruelty-free practices in their daily use of cosmetic products considering how nowadays many people only use cosmetic products for beautification purposes. In Negeri Sembilan, most people were unaware of the effects of using non-cruelty-free products, which caused a lot of implications. However, based on recent event where a company was exposed in their unethical practices towards animals in manufacturing their cosmetic products has been brought to light, some of the consumers were getting more educated in the said issue. As a result, this research was conducted as a primary reason in observing the impacts in customer's purchasing decisions. This study used a quantitative research method based on primary data from a survey of consumers' decisions to buy non-cruelty-free products. It was conducted among the people in Negeri Sembilan state and all the respondents were collected by distributing the questionnaires through online platforms. According to the findings of the study, the most significant impact of non-cruelty-free cosmetic products on customer decision to purchase was the unreliable results and health complications. Most customers in this category were easily influenced by public figures who are advertising the products. As long as the products did not cause any specific bad feedback, customers will buy non-cruelty-free cosmetic product. Other than that, the disposal of potentially dangerous chemicals was one of the strongest variables in the study. This caused huge impacts on non-cruelty-free cosmetic products. As a result, this study provided extensive information to customers on the detrimental impacts of using non-cruelty-free cosmetic products on people's health, animals, and the environment.

Keywords: Non-cruelty-free, cosmetic products, Negeri Sembilan, impact, customer decision

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Aziyana Umi Syahindah Binti Yazid
Nurshaheera Yuhanez Binti Sharulhisam
Bachelor of Administrative Science (Honours)
Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA, Kampus Seremban.

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