



PURCHASING BEHAVIOR OF GREEN CONSUMERS:
THE CASE OF THE BODY SHOP SABAH

JESLIN BINTI KENSOI
2008709903

BACHELOR OF BUSINESS ADMINISTRATION WITH
(HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH

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ABSTRACT

A research on "The Purchasing Behavior of Green Consumers: The Case of The Body Shop Sabah" was conducted since there are an increased number of green consumers nowadays. This research has three objectives, which are, to find the factor that influence consumers to purchase TBS products, to identify whether the consumers are facing any problem when using TBS products, and to gather recommendations on how to solve problem that occurred. From the research conducted, it was found that the average age for TBS consumers are between 31-40 years old. A majority of the respondents buys TBS products because TBS offers high quality products based on natural ingredients extract, the respondents also strongly agreed that TBS product advisors are committed to providing superior services to their consumers. It was also found that the respondents agreed TBS products are suitable to all skin types. Apart from that the respondents strongly agreed and agree that TBS is well-known as best seller for makeup products. A huge majority of the respondents have not faced any problem when using TBS products. There were one respondent said that her eyes felt hurt when using the eye remover, two respondents' eyes itchy and swollen when use the eye liner, three respondents said that there were many pimples came out when using the skincare products and two respondents said their lips dried when using the lip balm. The factor that most influenced consumers to purchase TBS products is because of the products are made from natural ingredients, friendly product advisors and they committed to providing superior to consumers, TBS offers high quality products with minimal use of chemicals which can harmful to human skins, and pleasant fragrances. Respondents suggested that TBS should implement more research on its skincare products as a solution and come out variety choices of lip balm and lipstick.