



**MARKET ACCEPTANCE OF HERBAL-BASED SKIN CARE
PRODUCTS IN KUCHING FOR SARAKRAF SDN. BHD.**

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Abstract

This research aims to determine the customer acceptance towards herbal-based skin care product by focusing on the customers' perception, attitude and purchase intention towards herbal-based skin care product in general. Through this research, Sarakraf will be provided with market information which later will assist in making decisions on marketing their skin care product. In any new product development, it is crucial to find out what the market needs and wants to avoid failure of the product. This is due to the acceptance level of the market will determine how the product would perform in the market place. Therefore, the focus is on analyzing the motivating variables of consumer buying behaviour that will result in the sale which is the common indicator of market acceptance. This research was done using a survey technique by distributing questionnaire as the mean for collecting useful data for analysis. The main findings of the research proves level acceptance is positively influenced by the purchase intention. The two independent variables of perception and attitude are positively correlated towards purchase intention.

Keywords: herbal-based skin care, perception, attitude, purchase intention, market acceptance

CHAPTER 1

INTRODUCTION

The cosmetic industry has been showing a tremendous growth over the years (Dimitrova, Kaneva and Gallucci, 2009). They added that, health aspect is currently changing this trend which involves an increased interest in using natural ingredients. Consumers are worried about not treating their bodies with care and respect. The cosmetic industry is a very much segmented market that includes personal care items such as hair care, skin care, make up colour and perfumes, toiletries and hygiene care (Weber and Villebonne, 2002). During the last years, the cosmetics industry has dramatically diversified its managerial and marketing orientation towards customer requirements. This is due to the growth in response to the consumer trends towards healthier lifestyle and also to fulfilling the demands for natural-based products. These necessities have encouraged companies in adopting new marketing and management techniques in order to meet consumer demand for product qualities. Hence various firms will have to depend on the knowledge of natural components contained in cosmetics coming from customers and producers as it serves as a strategic resource for the firm.

In Malaysia, the cosmetic industry has shown tremendous growth over the years as well. The growth in the industry definitely offers endless opportunities for firms or businesses to enter the industry. Furthermore, expanding product offering is an indicator to signify the growth of a business or company. According to Shepherd and Ahmed (2000), new products are central to the growth and prosperity of a modern corporation. In the US context, an estimated 40 per cent of sales from US firms came from new products in 1986, increased considerably from 33 per cent of the five years previously (Cooper and Klienschmidt, 1991). In order to provide value and win customers, companies are having to quickly and accurately identify changing customer needs and wants, develop more complex products to satisfy those needs, provide higher levels of customer support and service while also utilizing the