



**CONSUMER PURCHASE INTENTION ON BUYING ORGANIC SKIN CARE PRODUCTS
IN MALAYSIA**

**PUTERI AFIQAH AUNI BINTI ABDULLAH
2014561111**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
KAMPUS BANDARAYA**

JANUARY 2018

**CONSUMER PURCHASE INTENTION ON BUYING ORGANIC SKIN CARE PRODUCTS
IN MALAYSIA**

**PUTERI AFIQAH AUNI BINTI ABDULLAH
2014561111**

**Submitted in Partial Fulfilment of the Requirement for the Bachelor Of Business
Administration With Honours
(International Business)**

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
KAMPUS BANDARAYA**

January 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
KAMPUS BANDARAYA**

“DECLARATION OF ORIGINAL WORK”

I, **PUTERI AFIQAH AUNI BINTI ABDULLAH**, (I/C Number : **921019-01-6560**)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

TABLE OF CONTENTS

TITLE PAGE	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	v
LIST OF TABLES	vi
LIST OF ABBREVIATIONS	vii
ABSTRACT	viii
CHAPTER 1	INTRODUCTION
1.1 Background of Study	1-3
1.2 Problem Statement	3 -5
1.3 Research Questions	6
1.4 Research Objectives	6
1.5 Hypothesis	7
1.6 Significance of Study	8
1.7 Scope of Study	9
1.8 Limitation of Study	9-10
1.9 Definition of Terms	10-11
CHAPTER 2	LITERATURE REVIEW
2.1 Introduction	12
2.2 Consumer Purchase Intentions (Dependent Variable)	12-13
2.3 Attitude (Independent Variable 1)	13 – 14
2.4 Subjective Norms (Independent Variable 2)	14
2.5 Perceived Behavior Control (Independent Variable 3)	15
2.6 Consumer Values	15-16
2.7 Past Experience with Organic Skin Care Products	16
2.8 Theory of Planned Behavior	17 – 18
2.9 Relationship between Attitude and Consumer Purchase Intention	19
2.10 Relationship between Subjective Norms and Consumer Purchase Intention	19 -20
2.11 Relationship between Perceived Behaviour Control and Consumer Purchase Intention	20

ABSTRACT

This study examines on consumer purchase intention on buying organic skin care products in Malaysia. The independent variables that are used in this study are attitude, subjective norm, perceived behavior control, consumer values and past experiences with organic skin care products. The results were collected from 389 numbers of respondents through a questionnaire. A survey consisting of 49 questions that uses a Likert Scale questions to establishing measurable values from the respondents. The data analysis intends to determine whether there are significant effect between the independent variables (attitude, subjective norms, perceived behaviour control, consumer values and past experiences with organic skin care products) with the dependent variable (consumer purchase intention on buying an organic skin care products). This study found that there were only four from the independent variables (attitude, subjective norms, consumer values and past experiences with organic skin care products) has significant effect where by only one independent variable (perceived behaviour control) has insignificant effect with the dependent variable (consumer purchase intention on buying an organic skin care products). The most significant predictor variable of consumer purchase intention towards organic skin care products is attitude with highest Standard Coefficient Beta value is 0.560 with p-value of 0.000.