



**FACTORS AFFECTING CONSUMERS' PURCHASE
INTENTION TOWARDS ORGANIC SKINCARE
PRODUCTS**

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

JULY 2018

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

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“DECLARATION OF ORIGINAL WORK”

I, ASIAH BINTI IBRAHIM, (I/C NUMBER: 940812106100)

Hereby, declare that:

- This work not previously been accepted in substance for any degree, locally or oversea, and is not being currently 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 distinguish by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

Date: 6 July 2017

Head of Program,
Bachelor of Business Administration (Hons.) Marketing,
Faculty of Business Management,
Universiti Teknologi Mara Cawangan Melaka,
Kampus Bandaraya.

Dear Sir/ Madam

SUBMISSION OF PROJECT PAPER (MKT672)

Enclosed here is the research entitled “**FACTORS AFFECTING CONSUMERS’ PURCHASE INTENTION TOWARDS ORGANIC SKINCARE PRODUCTS**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

I hope this report will fulfill the requirement of Bachelor of Business Administration with Honors Marketing and also achieved the objectives of this study.

Thank you.

Your Faithfully

.....
(ASIAH BINTI IBRAHIM)

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BBA (HONS) MARKETING

ABSTRACT

This study is conducted to inspect the relationship between consumers' purchase intention towards organic skincare products with attitude towards green brand, green brand positioning, green brand knowledge and subjective norms among consumers in Shah Alam, Selangor. The instrument used is questionnaire and the questions are adopted from several previous journals. A total of 100 sets of the questionnaire are distributed to the users and potential users of the organic skincare products for the data collection purpose. There are five variables used in this research which consists of four independent variables (with attitude towards green brand, green brand positioning, green brand knowledge and subjective norms) and an independent variable which is consumers' purchase intention towards organic skincare products. Previous researchers found out that these independent variables have shown significant relationships with the dependent variable. The researcher used purposive sampling method in selecting the targeted respondents exclusively for this study. This study is valuable to many sources such as manufacturers and marketers to improve their strategies in gaining more potential consumers. Other than that, it is also useful to consumers to improve their knowledge and awareness about the environmental concerns. This study used Mohd Suki (2016) and Ko & Jin (2017) as the main reference which is related to the green purchase intention.