



**FACTORS PURCHASING PATTERNS OF ECO-FRIENDLY COSMETICS AND  
BEAUTY CARE PRODUCTS**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) IN MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA (UiTM)  
KAMPUS BANDARAYA MELAKA**

**JANUARY 2019**

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BEAUTY CARE PRODUCTS**

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**2016448158**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**KAMPUS BANDARAYA MELAKA**

**JANUARY 2019**

**DECLARATION OF ORIGINAL WORK**



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UNIVERSITI TEKNOLOGI MARA (UiTM)  
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“DECLARATION OF ORIGINAL WORK”**

I, Siti Syuhada Binti Ab Azib, (I/C NUMBER: 950722-10-6560)

Hereby, declare that:

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

Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## LETTER OF SUBMISSION

The Head of Program

Bachelor of Business Administration (Hons) in Ma

rketing

Faculty of Business Management

Universiti Teknologi MARA

Melaka Kampus Bandaraya

110 Off Jalan Hang Tuah

75300 Melaka.

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Hereby is the attached of project paper titled "PURCHASING PATTERNS OF ECO-FRIENDLY COSMETICS AND BEAUTY CARE PRODUCTS". I am required to do a project paper on the above topic. Here I submitted the full report and I really hope that this will fulfill the requirement for the Bachelor of Business Administration (Hons) Marketing.

Thank you.

Yours sincerely,

SITI SYUHADA BT AB AZIB

2016448158

## ABSTRACT

Malaysia is one of the countries in the emergent country stages. Align with that, going natural is a growing trend. Nowadays, consumers becoming more and more conscious of what they put in and on their bodies. The purpose of this study is to explore the purchasing patterns of eco-friendly cosmetics and beauty care products among lecturers and staffs in UiTM Bandaraya Melaka. It also investigates upon the relative consequence of these factors in predicting the liking to buy and recommend eco-friendly cosmetics and beauty care products to others. The research design for this study will using simple random sampling on a sample of 97 female lecturers and staffs of UiTM Bandaraya Melaka from the total population of 131 and connect them with eight factors influencing the purchasing patterns of eco-friendly and beauty care products namely: “women lifestyles, self-image health and economic considerations”, “ethical consumerism among females”, “pharmacological essence of green cosmetics and beauty care products”, “visual appeal and physical cues in cosmetic stores”, “price conscious decisions and effective promotion”, “belief on ethical claims in green messages”, “brand image and usage experience” and “sales representatives and social influencers”. Overall, based on Model Summary the most influence factor influencing on purchase patterns for eco-friendly cosmetics and beauty care products is ethical consumerism among females. The finding of this study would provide useful insights for the factors purchasing patterns of eco-friendly cosmetics and beauty products among female consumers.