



**CONSUMER PURCHASE INTENTION TOWARDS NATURAL
PRODUCT: THE IMPORTANT FACTOR IN PURCHASE INTENTION**

FAKHRUL AMIRUL BIN SULAIMAN

2015122753

Submitted in Partial Fulfilment

Of the Requirement for the

Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

JOHOR

JUNE 2018



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

"DECLARATION OF ORIGINAL WORK"

I, Fakhru Amirul bin Sulaiman, (I/C Number: 950419-01-5295)

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 extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: *Fakhru* Date : 28/6/2018

LETTER OF TRANSMITTAL

28 JUNE 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Consumer Purchase Intention Toward Natural Product: The Important Factor In Purchase Intention" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Fakhru bin Sulaiman

2015122753

Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENT

Declaration of Original Work	ii
Letter of Transmittal	iii
Acknowledgment	iv
List of Table	vii
List of Figure	vii
Abstract	viii

CHAPTER 1: Introduction

1.1 Background of The Study	1
1.2 Background of The Company	2-3
1.3 Problem Statement	4-6
1.4 Research Objective	7
1.5 Research Question	7
1.6 Significance of Study	7
1.7 Scope of Study	8
1.8 Limitation of Study	8

Chapter 2 : Literature Review

2.1 Introduction	9
2.2 Consumers purchase intention	9
2.3 health concern	10-11
2.4 Enviromental concern	12
2.5 Product Knowledge	13

Chapter 3 : Research Methodology

3.1 Introducton	14
3.2 Research Design	14
3.3 Data Collection Method	14
3.4 Primary Data	14
3.5 Secondary Data	15
3.6 Sampling	16-17
3.7 Theoretical Framework	18
3.8 Hypotheses	19

Abstract

The purpose of conducting this research is to determine the factors of consumer purchase intention towards natural product and to know the major factor consumer purchase intention. The method used by the researcher is quantitative which is using SPSS software to run the data that had been collected by researcher. The researcher chooses about 100 respondents to answer the questionnaire where the researcher uses non probability sampling which is convenience sampling. The research has been conducted at Johor Bahru area. The methods used are descriptive statistic, reliability analysis and Pearson correlation. One dependent variable and three independent variables are tested which are consumer purchase intention, environmental concern, health concern and product knowledge. From the all independent variables, only two variables are significant which are environmental concern and product knowledge. From the variables, environmental concern is the most significant variables towards the consumer purchase intention. Through this research, the company can have better understanding on their business and also consumer purchase intention. Hence, the company can enhance their marketing strategies to increase the awareness of their customers in order to purchase their products.

Keywords: Factors, consumer purchase intention, Environmental concern, health concern, Product knowledge.