



UNIVERSITI TEKNOLOGI MARA

**CONSUMER DECISION MAKING IN PURCHASING GREEN  
PRODUCT: A CASE STUDY OF THE BODY SHOP IN  
KUCHING, SARAWAK**

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## **ABSTRACT**

The consumers nowadays are more concerning about the green product. This is because of due to the environmental and climate changes, standard of quality living as well as the knowledge about the green product.

The Body Shop products always associated with the green product because they have claim themselves use the natural ingredients as well as against tested on animals. Due to that, this study will look in depth the consumer decision making in purchasing green product by taking the Body Shop outlet in Kuching, Sarawak as the case study.

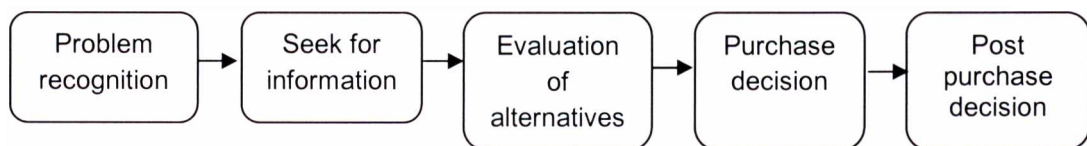
The researcher will look the product attributes that can influence the customer while considering the green product.

## 1.0 INTRODUCTION

### 1.1 Background and scope of the study

Consumer behavior is the actions where a person takes in purchasing and using products and services, including the mental and social process that precede and follow these actions. The behavioral sciences help answer the questions such as, why people choose one product or brand over another and how they make these choices and how many companies use this knowledge to provide value to consumers.

As we know that the consumers also have to go through the stages when considering before buy a product or services. They are need recognition, information search, evaluation of alternatives, purchase evaluation and post purchase evaluation. The stages are illustrated as Figure 1 as follow



**Figure 1: Consumer Purchase Decision Process**

Source: (<http://www-rohan.sdsu.edu/~renglish/370/notes/chapt05/>, 2002 page 1)

The marketers have to choose the right product strategy in terms of the product attributes itself. For this study, the product strategy attributes that has been chosen are against tested on animal and using the natural ingredients for the cosmetics products.

## **2.0 LITERATURE REVIEW**

### **2.1 Introduction**

For this study, all the literature review are adopted from other research of people that have correlation with this study. The literature reviews that will support the problem statement are:

### **2.2 Consumer Decision Making**

According to Cohn & Wolfe (2007) in their research has found that if consumers believe a brand is "greener" than is competitors, they tend to think that the brand products are of a higher quality. And non-users are also more likely to buy the products in the future. They also conclude that the green perceptions of brands are now influencing consumer purchasing behavior.

Meanwhile Wustenhagen and Bilharz (2006) has mentioned that for green power consumer, their objective might either be to make sure their money does into support unsustainable energy sources or to contribute to climate protection and growth of renewable energy in their personal choice. However other empirical research has found that people accepts marks-up price of green energy brands because they want to feel better about themselves, and are not primarily interested in the objective environmental impact of their decisions.