



**A SURVEY ON CUSTOMERS' GREEN
ATTITUDE TOWARDS PERSONAL CARE
PRODUCTS (PCPs)**

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CHAPTER 1: INTRODUCTION

This proposal is to study the customers' attitude towards personal care products (PCPs). Malaysian is one of the earliest countries in the world that have taken a serious consideration regarding the environment by enhancing the Environment Quality Act way back in 1974. The government has also formed the Ministry of Energy, Green Technology and Water in order to cater the rising need and importance of green technology towards sustainable advancement. This allegation of law will educated Malaysian to be more environmental friendly. Previous study show, customers cognitive and affective are different according to their value, lifestyle and etc (Akerlund, 2004).

The consumer preferences are changing time to time. Firms need to be responsive to the socio-demographic change in order to remain competitive in the market place. An important challenge that marketers are facing is through understanding on consumer's behavior regarding green marketing and green purchasing. This study intends to examine the factors that attract green attitude and customer satisfaction. The scope of the proposal also covers the approach to the research and instruments used to obtain the required information.

Kotler defines a product as "anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need". Consumers' needs change over time. So does the ability of different suppliers to meet them. This creates a constant demand for entirely new product or products whose price, features, quality and image are different. Development of green product is a complex process within marketing and one which relies on a great deal of cooperation with other functions within the company such as research and development, finance, production and sales. The major steps in developing of green product are the following:-

CHAPTER TWO: LITERATURE REVIEW

Introduction

This chapter will discuss about Customer Green Attitude towards Personal Care Product. It is concerned with the theoretical foundation which is include Environmental Attitude, Concern, Seriousness, Self-Identity and Responsible apart of the products itself (packaging, content, usage and after usage).

Enviro News & Business stated that green products are those that have less of an impact on the environment or are less detrimental to human health than traditional equivalents. Green products might, typically be formed or part-formed recycled components, be manufactured in a more energy – conservative way, or be supplied to the market with less packaging (or all three). A variety of green products are now offered to consumers, ranging from laundry detergents and household cleaning products to cosmetics and toiletries, and from energy saving appliances to compostable nappies. A green products and consumer reactions have examined the effects of concern for the environment on the choice of the deodorant container, and looked at products in recycled packaging (Yaacob & Zakaria, 2008).

Consumer awareness might be useful when the manufacturers' objectives are to overcome resistance to new environmentally safe packages of the products. Advertising of the new advantages and benefits of such products helps its consumers become more aware of the damage to the environment and they tend to change their buying habits. In a study conducted by Mohd Rafi et al. (2008) on educated consumers in the East Coast of Peninsular Malaysia, they found respondents had not or little awareness of environmentally friendly products.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design

The clearly defined hypothesis and established objective from the basis to guide this study into the right direction, in order to obtain information required. The main components of this study are the producers, manufacturers, marketers and consumers who patronize the personal care products. The information needed will be obtained by asking these customers to answer relevant questions in a questionnaire. The questionnaire will be distributed to the sellers or users of the respective shopping complexes. Thus, questionnaires approach had been chosen as the experimentation design to conduct this study in order to measure the customers' attitude and behavior towards green marketing for personal care product.

The respondents will be asked to indicate their opinion, preferences, likes/dislikes, etc., with regards to the physical aspects of the personal care products' packaging, content, usage and after-use and environmental attitude, concern, seriousness, responsibility and self-identity. The investigations also attempt to determine whether the demographic variables, such as gender, income, race, and education, have any influence on their above behavior.

3.2 Instrumentation and Measurement

This is a cross sectional study. The questionnaire has divided in to three sections. First section of the questionnaire is designed to collect respondents' general demographic information. Another section of the questionnaires is measurement of customers' purchase decision. Section C is consisting of designed to measure the attitude and behavior towards green marketing.

The question in section B and C in the questionnaire is using 5-point Likert Scale. Normally, Likert Scale is used to measure attitudes (Bradley, 2007). This kind of scale is