

**FACTORS THAT INFLUENCE WOMEN  
ACCEPTANCE ON BEAUTY INDUSTRY IN PENINSULAR  
MALAYSIA**

**SITI NOR FARHANA BINTI ROSDI**

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**SITI NOR FARHANA BINTI ROSDI**

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SUPERVISOR'S APPROVAL

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SIGNATURE : .....

NAME OF SUPERVISOR: MADAM ADILAH BINTI MOHD DIN

DATE : .....

SIGNATURE : .....

NAME OF PANEL : DR SENTOT IMAM WAHJONO

DATE : .....

FACTORS THAT INFLUENCE WOMEN ACCEPTANCE ON  
BEAUTY INDUSTRY IN PENINSULAR MALAYSIA

BY

SITI NOR FARHANA BT ROSDI

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## DECLARATION OF ORIGINAL WORK

“I hereby declare that this thesis is the result of my independent work except the summary and excerpts that have been specifically acknowledgement”

Signature :

Name : SITI NOR FARHANA BINTI ROSDI

Date :

## DEDICATION

This research is dedicated to my supervisor, Madam AdilahBintiMohd Din who has provided valuable guidance and opinions to us along the way to complete this research project.

Secondly, this research is also dedicated to my beloved family and friends for their continuous supports.

Lastly, I would like to dedicate this research to those who have spent their precious time to participate in the survey. Their opinions have given useful information to accomplish this research.

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## **ABSTRACT**

Even though the cosmetics market is increase highly in Malaysia but counterfeit cosmetic are still widespread. A demand of cosmetic surgery also has been increasingly. The aim of this study is (1) to determine the factors that influence women in beauty industry from buying cosmetic product, (2) to identify the type of cosmetic usage apply by women in Malaysia and, (3) to analyze the relationship of each factor that influence women in Malaysia to buy cosmetic product. The questionnaire has been distributed to women age 17 to 40 years old in Peninsular Malaysia. The analyses that will be used are descriptive analysis method to fulfill the objective number (2), Pearson Correlation Analysis to fulfilled objective number (3) and Multiple Linear Regression analysis to fulfilled objective number (1). According to multiple regression analysis, all independent variable are significant with 0.000 to 0.002 with dependent variable. Based on Pearson correlation analysis, the result indicated that social influence, price consciousness, appearance consciousness and environmental concern are significant to have positive relationship towards factor influencing women to buy cosmetic product. Referring to demographic analysis, lipstick and compact powder are the main cosmetic usage applies by women in Malaysia. The researcher recommends that cosmetic company to aware with cosmetic that they sell and use a good platform to promote their cosmetic product. Not only has that researcher also had given recommended to future study to provide offline and online survey, conduct the research in the whole Malaysia and consider other variables.

Key: Beauty Industry, cosmetic, Peninsular Malaysia

## ABSTRAK

Walaupun pasaran kosmetik menunjukkan peningkatan yang sangat tinggi di Malaysia tetapi kosmetik palsu atau tiruan masih berleluasa. Permintaan terhadap pembedahan kosmetik juga telah meningkat. Tujuan kajian ini adalah (1) untuk menentukan faktor-faktor yang mempengaruhi wanita dalam industri kecantikan dalam membeli produk kosmetik, (2) untuk mengenalpasti jenis penggunaan kosmetik dikenakan oleh wanita di Malaysia dan, (3) untuk menganalisis hubungan bagi setiap faktor yang mempengaruhi wanita di Malaysia untuk membeli produk kosmetik. Borang soal selidik telah diedarkan kepada wanita yang berumur 17 hingga 40 tahun di Semenanjung Malaysia. Analisis yang akan digunakan adalah kaedah analisis deskriptif untuk memenuhi objektif yang ke-2, Pearson Korelasi Analisis untuk memenuhi objektif yang ke-3 dan analisis Linear Regression untuk memenuhi objektif yang pertama. Menurut analisis regresi berganda, semua pemboleh ubah bebas adalah penting dengan  $0,000-0,002$  dengan pemboleh ubah bersandar. Berdasarkan analisis korelasi Pearson, hasilnya menunjukkan bahawa pengaruh sosial, kesedaran harga, kesedaran penampilan dan keprihatinan alam sekitar adalah penting dan mempunyai hubungan positif terhadap faktor-faktor yang mempengaruhi wanita untuk membeli produk kosmetik. Merujuk kepada analisis demografi, gincuan bedak kompak adalah penggunaan kosmetik utama yang digunakan oleh wanita di Malaysia. Penyelidik mencadangkan bahawa syarikat kosmetik untuk mengetahui bahan-bahan yang digunakan dalam kosmetik yang mereka jual dan menggunakan platform yang baik untuk mempromosikan produk kosmetik mereka. Bukan itu sahaja, penyelidik juga telah mencadangkan untuk kajian masa depan untuk menyediakan kajian selidik kualitatif dan dalam talian, menjalankan penyelidikan di seluruh Malaysia dan mempertimbangkan pemboleh ubah lain.



*Key: Industri kecantikan, kosmetik, Semenanjung Malaysia*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

This chapter covers on introduction, background of study, problem of statement, research question, research objectives, scope of study, significant of study and the summary that explained more detail.

### 1.2 Background of Study

Women are constantly shells with variety of beauty products and always being reminded of what is considered beautiful. According to (Frith et al., 2005), beauty has a different meaning for each culture and beauty changes over times. Every culture has a set of common beliefs about what constitutes beauty. In U.S. country, beauty may be constructed more in terms of “the body,” whereas in Singapore and Taiwan they define beauty as a pretty face.

Beauty Industry was defined by Ministry of Domestic Trade, Co-operatives and Consumerism (2013) as any procedure which is intended to maintain, or enhance a person's external physical appearance or to produce a greater feeling of well-being including facial or body treatments, application of cosmetics, manicure or pedicure, application, or mending, of artificial nails, depilation including electrolysis, hot or cold wax.

The Global Beauty Market is usually divided into five main business segments which are skincare, hair care, color (make-up), fragrances and toiletries. with regard to cosmetics all these segments are complementary and through their diversity they are able to satisfy all consumers' needs and expectations (Łopaciuk & Łoboda, 2013).Beauty products can be also subdivided into premium and mass production segments, according to the brand prestige, price and distribution channels used.

In a global view the mass segment represented 72 percent of total sales in 2010, while the premium segment accounted for the remaining 28 percent. The majority of global premium cosmetics sales is concentrated within the developed markets (mostly US, Japan and France) (Barbalova, 2011).Hence, the global beauty products market is on the cusp of reaching \$400 billion in annual sales. That's after 3.6 percent global growth in 2014, which was driven by the Asia Pacific, Middle East and Africa, and Latin America regions (Berg, 2015). The authors believed that, "the demand for cosmetics will keep growing year by year" (Łopaciuk & Łoboda, 2013).

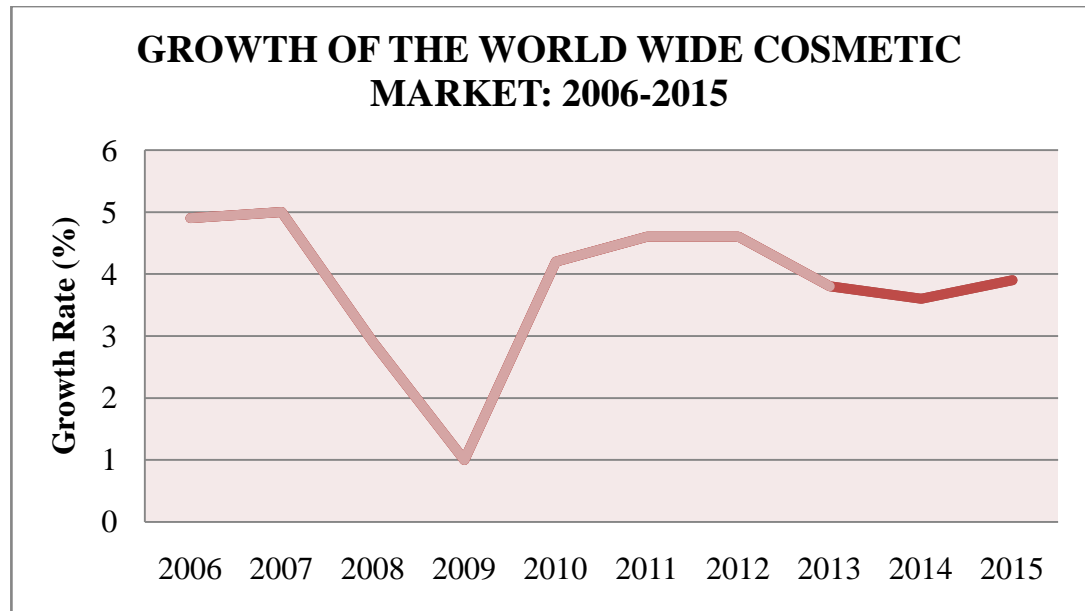
Table 1.1: Global beauty retail sales by geography in 2007

<b>Regions</b>	<b>2007</b>
Asia	25.9
Europe	37.3
Latin America	12.9
North America	20.4
All Others	3.6

Sources: Łopaciuk & Łoboda, 2013, update on the Global Skin Market 2008

Europe has the highest sales in 2007 global beauty market with 37.3 percent and also holds the high growth dynamics of eastern part as table 1.1. On the other hand, Asia-Pacific is the second highest sales of global beauty market with 25.9 percent after Europe and it also was expected to be higher in 2008. The record on table 1 shows Latin America has a lowest amount of sales in global beauty market in 2007 with 12.9 percent and continue with others country (Łopaciuk & Łoboda, 2013).

Based on global beauty retail sales by product category from year 2000 until 2010, skincare was the most significant segment followed by hair care market and color cosmetic are the third largest cosmetics segment of the world (Berg, 2015). However in Malaysia, skincare product represented the highest amount of demand followed by eye cosmetic color, then followed by powdermake-up, lip make-up preparation, manicure and pedicure (Hassali et al., 2015)



Source: L'Oréal Global Retail and Technology analysis and estimates.

Figure 1.1: Growth of the World Wide Cosmetic Market from year 2006 until 2015

Figure 1.1 illustrates the growth of the world wide cosmetics market for 10 years between 2006 and 2015. According to L'Oréal (2016), beauty is one of the most popular search topics on Google. The growth at 3.9 percent, the worldwide cosmetics market was stronger in 2015. The estimated total of 203 billion Euros, it is expending steadily, driven by demographic trends in the new market. New needs linked to urbanization, and new consumer desires fuelled by social networks.

Cosmetics are a major expenditure for many women in Malaysia. Women tend to use cosmetic for beautifying and altering the appearance, or even building personal confidence. The makeup cosmetics category is divided into many product-lines, such as primers, concealers, foundation, luminizers, powders, bronzers, blush, eye shadow, eyeliner, mascara, eyebrows pencils, eyebrows mascara, lipstick, lip liner, lip gloss and lip balm. However, in being beautiful, there are so many disadvantages that user of makeup cosmetic will faced.

Table 1.2: Popular cosmetic store around Malaysia

Store/Location	MAC	NARS	Sephora	Elianto	L.A Girl	Bobbi Brown
Kuala Lumpur	5	2	6	11	1	8
Selangor	2		4	18		3
Perak				8		
Johor Bharu	1		1	6		2
Kelantan				1		
Terengganu				1		
Pahang				2		
Kedah				4		
Melaka				2		
Penang			2	2		1
Negeri Sembilan				1		
Sabah	1			2		
Sarawak	1		1	3		

Sources: MAC, NARS, Sephora, Elianto, L.A Girl and Bobbi Brown Website.

Table 1.2 illustrates the total amount of popular cosmetic store around Malaysia. In above table, Wilayah Persekutuan Kuala Lumpur has the highest amount of cosmetic store total 33 stores around Kuala Lumpur and followed by Selangor around 27 stores. The table also shows that Peninsular Malaysia has the highest amount of store rather than Sabah and Sarawak.

Study conducted by Chen (2009), has mentioned the disadvantages of using cosmetic. In this study, the author emphasizes the two types of cosmetic that are natural cosmetics and chemical-based cosmetics. The disadvantage can be found on both type of cosmetic such as if used improperly, it may cause serious result such as allergic or irritation problem. The author believes that positive aspect of natural cosmetics overweight advantages of chemical-based cosmetics.

Makeup now is a trend in Malaysia (The Star Newspaper, 2016) where a lot of influence people on social media are doing a makeup tutorial on their YouTube channel such as Mina Rosli, JohanisSani and even a Malaysian singer or actor are release their own cosmetic brand. This statement of Malaysia trending in makeup issues support by one study in 2015 that mentions about trends in the cosmetic industry are increasing gradually, compared with other industries such as the fashion, advertising and media industries(Ramli, 2015).

The beauty and health market in Malaysia is rapidly growth and Malaysia has more than 60,000 types of cosmetics available in the local market. Beauty at any Cost book has mention that \$7 billion is spent each year on cosmetics(YWCA, 2008). According to the Malaysia department of statistics the total spending in cosmetics and toiletries is about US\$407 million in 2013 cited by (Hassali et al., 2015). Britton(2012) was found that the cosmetics industry does have a significant impact on women today. Based on her result, she suggested that makeup is indeed important to nearly every situation in a woman's life.

There is a study that conducted by Swidi (2010) regarding halal cosmetics. In that study, the author mentions that Muslim all over the world is totally dependent on cosmetics products made by non-Muslims. There is four main factors that emergence halal cosmetic which is because of the growing number of Muslim worldwide, rise of awareness among the global Muslim Consumers about the ingredients of the cosmetics, the concern about the safety of cosmetics products by consumer and Muslim countries lead the efforts to be a global Halal-hub like Malaysia(Swidi et al., 2010).

Many study has been done to show the connection of cosmetic with self-confident and health. In previous study, there is two image of same women were given to judge by audience which is the first image is that women wearing makeup and the

other one the same women not wearing any makeup. The result of that study was the images of women wearing makeup were judged to be healthier and more confident than the images of the women without makeup. When wearing cosmetics women were also assigned greater earning potential and considered to have more prestigious jobs than when they were presented without makeup (Chilterns & Wycombe, 2006).

Similar to other studies it also reported that wearing cosmetics caused ratings of women without makeup are lower self-confidence compare to the ratings of women wearing makeup. Based on these results, it is no wonder that most of the women put so much effort on achieving facial attractiveness through using cosmetics. Along with being viewed as more confident, they are also viewed as healthier and more successful individuals (Britton, 2012). This is also supported by (Guéguen & Jacob, 2011) study which found that fully make up faces were judged more attractive than the same faces makeup-free.

Most of women in society were think that cosmetics are the quick and easy way to temporarily solve beauty problems. Because it can be applied so quickly and is relatively easy and inexpensive compared to other more drastic measures such as diet, exercise, or cosmetic surgery, cosmetics have become an easy way to measure up to the standards of beauty enforced by society (Britton, 2012).

This study is conducted because the makeup cosmetic market nowadays is highly competitive. Much of the previous research has not focus on factors that influence woman for buying or using cosmetics. Seeing as cosmetics have become such an integral part of women's lives, it is becoming more and more important to understand the effect that the industry is having on women today (Britton, 2012). This study might benefit people who are working in or are interested in operating makeup cosmetics businesses. The findings of this study might help to provide guidelines to develop or improve the