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Consumer Purchase Behaviour Towards Natural Cosmetic In Malacca

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CONSUMER PURCHASE BEHAVIOUR TOWARDS NATURAL COSMETIC IN
MALACCA

NURUL NADHIRAH BINTI MOHD AKBAR

Report submitted in fulfilment of the requirement for the degree of Bachelor of
Technology Management (Hons) in Technology Innovation


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JUNE 2018

DECLARATION

"I declare that this thesis is my own work except the citation and excerpts of each of which I have mentioned in the references."

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Name : NURUL NADHIRAH BINTI MOHD AKBAR

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DEDICATION

The Final Year Project is dedicated to my parents for their loves, family, lectures and friends never be forgotten for their support until finish this project.

ABSTRACT

In the past year, too many skin problem had been occur in Malaysia. So, there were many product have been investigate by National Pharmaceutical Regulatory Agency (NPRA) to reduce this problem. In this study the researcher discover factor of consumer to purchase natural cosmetic. Why they buy natural cosmetic and ignore to buy cosmetic that contain chemical. Overall, the objective of this study is to examine the factors that can affect consumer to buy natural cosmetic. Other than that, the researcher also want to know the most factor can affect consumer to buy the natural cosmetic. The dominant factors will give the big impact for consumer to purchase natural cosmetics. In this research, the researcher use theory of Consumer Purchase Behaviour as a study about the factor of consumer to purchase natural cosmetic. This research will used three main factor, Social, Personal and Psychological. Those factor that the researcher think will be the major factor that will affects the consumer decision and behavior. This research will be use survey questionnaire as the method to measure the behavior consumer to purchase natural cosmetic. The SPSS is using to know the outcomes of dominant factor will affect consumer purchases. So the researcher discovers natural cosmetic can help consumer to reduce their skin disease and safe our world with green environmental friendly.

ABSTRAK

Pada tahun lalu, terlalu banyak masalah kulit telah berlaku di Malaysia. Jadi, terdapat banyak produk yang telah disiasat oleh Badan Pengawalseliaan Farmaseutikal Kebangsaan (NPRA) untuk mengurangkan masalah ini. Dalam kajian ini, penyelidik menemui faktor pengguna untuk membeli kosmetik semula jadi. Kenapa mereka membeli kosmetik semula jadi dan mengabaikan membeli kosmetik yang mengandungi bahan kimia. Secara keseluruhan, objektif kajian ini adalah untuk mengkaji faktor-faktor yang boleh pengaruh pengguna membeli kosmetik semula jadi. Selain itu, penyelidik juga ingin mengetahui faktor yang paling boleh pengaruh pengguna membeli kosmetik semulajadi. Faktor-faktor yang dominan akan memberi impak besar kepada pengguna untuk membeli kosmetik semula jadi. Dalam kajian ini, penyelidik menggunakan teori Perilaku Pembelian Pengguna sebagai kajian mengenai faktor pengguna untuk membeli kosmetik semula jadi. Penyelidikan ini akan menggunakan tiga faktor utama, Sosial, Peribadi dan Psikologi. Faktor-faktor yang difikirkan oleh penyelidik akan menjadi faktor utama yang akan mempengaruhi keputusan dan tingkah laku pengguna. Kajian ini akan menggunakan soal selidik kaji selidik sebagai kaedah untuk mengukur kelakuan pengguna untuk membeli kosmetik semula jadi. SPSS menggunakan untuk mengetahui hasil faktor dominan akan menjejaskan pembelian pengguna. Oleh itu penyelidik mendapati kosmetik semulajadi dapat membantu pengguna untuk mengurangkan penyakit kulit mereka dan selamat dunia kita dengan rumah lingkungan hijau.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter explains a brief summary of the study presented by this research. This chapter includes the background of study, problem statement, research question, research objective, scope and limitation of study and important of study. This research also explain definitions of this research about consumer purchase behaviour towards natural cosmetic.

1.2 Background of the study

This is the first chapter of this research which is responsible to give a general explanation regarding the purpose of this research. In this chapter, it will give an overview about the title of this research, history of the research had done before, the problem statement, the objective of this study and the scopes of the study for this research. The overview will only be general information and the detail for this research are discussed in other chapter.

According to (Shivanand, 2010), a herbal cosmetic also known as "natural cosmetic". Ayurvedic cosmetics also known as the herbal cosmetics have are also use in modern era. There is a wide gamut of the herbal cosmetics that are manufactured and commonly used for daily purpose. Herbal cosmetics such as herbal face wash is the example of natural cosmetic.

The natural cosmetics is a product contain herbs which is does not have bad affect to human body. This is because the history of the herbal cosmetics industry was become the dark chapters in European and Western countries from about six centuries back. They uses mixture and pastes to make their face white, this activities remained popular in four hundred years later but they suffering from paralysis, strokes or death. So, from the situation can make herbal cosmetic become popular in era 1940s. Example like lipstick colours was changed annually, from darker to red every passing year.

The aim of this research is to study the Consumer Purchase Behaviour towards Natural Cosmetic in Malacca. The researcher will focused on Malacca. In this research, the researcher will identify the factor and the most influences factor that influences consumer purchase behaviour toward natural cosmetic in Malacca. Next, the researches will determine the impact of natural cosmetic through consumer purchase behaviour.

In United States accounts according to (Kline,2013) 15% of the global natural and organic personal care market is for United States. The natural cosmetic for hair care is estimated to increase by almost 7% and oral care is the least dynamic with estimated sales increase of less than 2%. New trend among Unites States consumer is non-GMO. GMO is genetically modified organism which is plant, animal,

microorganism or other organism whose had been a laboratory for using in a genetic engineering or transgenic technology. This can cause the unstable combination of plant, animal, bacteria and virus genes that do not occur in nature or in traditional method. The GMO in food can effects our body in the future. When used on packaging, more consumer are beginning to recognize the Non-GMO Seal. Moreover, Andalou Natural is the first brand in United States verified by the Non-GMO Project in 2013. Alcohol, glycerine (corn derivatives) soy and canola oils are ingredients can get risks for cosmetics.

In Indian, they are extract for herbal cosmetics, herbs play are important role for human daily life. Such as they are now being increasingly in cosmetics technology, food and teas, and alternative medicines. This is belief that plants have the potential to be as medicine. Amla (*Embilica officinalis*) is the name for fruits of a small leafy tree, which grows in India. This fruits have high vitamin C content and for the precious oil, that extracted from its seeds and pulp. The fruits is use for hair treatment and scalp problems.

For the natural cosmetic of herbal cosmetics, according to (Shivanand,2010) lipsticks are made from colour pigments, oils, waxes and often fragrance as well. The oldest use of lipstick they can know the differences of natural lipstick and chemical lipstick. Perfume also is another of the popular cosmetics product. Perfume is a mixture made using various oils and aromatics compounds. Citrus fragrance the light fresh character of citrus notes is often combined to produce feminine smells.

Consumer of natural cosmetic is increase over time but researcher is focused on purchase behaviour in Malacca. In Malacca, natural cosmetic can give many beneficial to the consumer and environment. Thus, the researcher will identify the several factors influencing Malacca to use natural cosmetic in their daily life.

1.3 Problem Statement

In aspect of using consumer purchase behaviour natural cosmetic, Malaysia is lagging behind the major markets. There is the problem natural cosmetic in Malaysia because it expensive and the product is difficult to find. From the research Malaysia still new about innovation in natural cosmetic. According to Ayob et,al (2016) says: “*prices and accessibility of those products need to be considered as well as the products can be negatively affected if the price is unaffordable and they are difficult to find in certain places, especially in rural areas*”. A lot of natural cosmetic is expensive because of using high technology to produce natural cosmetic.

According to (Rodda,2004) a beauty therapist he said that a lot of product in the market are harsh on the skin. In addition, whitening and brightening product is popular product in this era. But, without using the correct protection and using the wrong product making the skin more sensitive. The skin will become burning, redness and stinging.

According to statistic 2006 study by Safe Skincare Research 175 different chemicals in human body. Because 60 percent of product will absorb by human skin. A lot of product that have high SPF is not safe and affecting because does not protect from UVA as mentioned by (EWG,2007). Most of ingredient in the cosmetic product involve of chemical rather than natural elements in the cosmetic.

According to Ida (2017) Tretinoin also used to remove pimples but it can make skin thin, painful, not comfortable, peeling off and very sensitive with sun. Hydroquinone can drop our skin from UV protection this is so dangerous because the consumer can suffer from skin cancer. Mostly consumer finds a product with affordable price and also the effect of the product is fast. This can cause effect when using the product. The company buy the product with lower price and the product just “re-brand”. They buy the product because can make consumer skin flawless but do not care about chemical contain in the product. The company just want to gain profit without care about consumer health.

Using chemical cosmetic it can reduce human health especially consumer using the product that contain mercury it can absorb to human body and make damages nerve system and kidney. For women pregnant it also can effect brain development of baby in the womb.

Example product that contain mercury, tretinoin and hydroquinone are Adel Miracle Flawless Serum, Ah Beauty Night Cream, Dnars Nar Cream, Ellfie Night Cream, Tati Skincare Night Cream and Moleek Anti Pigment Cream. In conclusion, not all natural product contain 100% green it have less chemical but the product is protected under National Pharmaceutical Regulatory Agency.

The researcher observe that Malaysia more using of chemical product because of cheaper. Thus, the researcher concluded that using the chemical product will effect skin in the future. In conclusion, the result a lot of people will suffering from disease. So, what is the factor that influence consumer to purchase natural cosmetic?

1.4 Research Questions

Research question was designed based on research problem. In this research, the researcher have been stated in research problem where consumer difficult to find natural cosmetic. The researcher is focus on consumer purchase behaviour in natural cosmetics in Malacca.

Based on the problem through consumer purchase behaviour in natural cosmetic, there are two research questions that concerned in this research. The researcher needs to identify the factors that influence consumer purchase behaviour. The research questions are show below:

- i. What are the factors consumer purchase behaviour towards natural cosmetic in Malacca?
- ii Which is the most influences factor consumer to purchase natural cosmetic?

1.5 Research Objective

The research objective was designed based on the research topic and research problems. Research objective playing an important role in the research to make sure the research not to include other topic. In this research, consumer purchase play an important role apply the natural cosmetic in Malacca.

The objective of the study is to know the consumer purchase behaviour towards natural cosmetic in Malacca. In additions, this study also know the behaviour consumer of natural cosmetic. This research objective of this project is:

- i. To identify the factor that influences of consumer behaviour to purchase natural cosmetic
- ii. To know the most influencing factor with consumer behaviour to purchase natural cosmetic.

1.6 Scope and Limitation

The research is about consumer purchase behaviour towards natural cosmetic in Malacca. The researcher will focus on social, personality and psychological consumer to use natural cosmetics.

The focus group in this research is consumer in Malacca. The researcher will conducted a survey in consumer Generation Y to see consumer purchase behaviour toward natural cosmetic. This method will be explained more in chapter three.

As for the limitation for the research, the time and cost are the limitation for this research. This is because this research, traditional cosmetic using by our ancestor have relationship between natural cosmetic. The cost of consumer to purchase natural cosmetic is more expensive than traditional cosmetic. Thus, the researcher will propose the using natural cosmetics in Malacca is good for our future to know factor consumer to purchase natural cosmetic.

1.7 Important of Study

Key importance of this research study is, the researcher want to explore and do investigation on what the consumer purchase behaviour for natural cosmetic in Malacca. Whether it will bring challenges or benefit. This research gives many beneficial to the Malacca to using natural cosmetic in their daily life.

According to (Suzie,2015) natural product association (NPA) 95% natural ingredients not processed in ways that significantly include ingredients derived from a renewable source or be minimally processed and avoid the use of chemical in process of product.

For the community, this research will give them a guideline why they have to use natural cosmetics in daily life. Next, it will give the high awareness to the community to avoid using chemical element in their makeup. The researcher also response to consumer to avoid consumer to using chemical product.

In addition, this research will give a beneficial for women to use cosmetic. According (Perry, 1990) this is because nature just does not produce the types of chemicals that work best to solve the problems. The using the chemical it can make cosmetic easily to produce.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

A literature review is a body of text that aims to review any topic or current knowledge. According to Royal Literary Fund (2017) a literature review is a search and evaluation of the available literature in given subject or topic. Literature have four main:

1. Survey the literature in chosen area of study.
2. Synthesise the information in that literature into a summary.
3. Critically analyses the information gathered from identifying gaps in current knowledge, showing limitations of theories and points of view and formulating area.
4. Present the literature in an organised way.

Literature search was to perform studies, implementation, factor and analysing the research of consumer acceptance of natural cosmetic use in Malaysia. This chapter will explain using consumer purchase behaviour of natural cosmetic in theoretical framework. This researcher also use the suitable model that can be apply for this study.

2.2 History of Natural Cosmetic

Natural skin care are made up from herbs, roots, flowers and essential oils. According to Victoria (2017) the term plant-based might be a little more flexible, but generally indicates that the product is made with botanical ingredients. It also from animal such as beeswax and minerals. Plants extracts and herbs have been using from the previous era. Research are being made from previously about natural product it selected from experience and scientifically prove.

According to Alison (2010) from the 6000 years before Egyptians was using cosmetic become part of daily life. Hygiene and health being high on agenda for spiritual element attached to wearing makeup. They used scented oil use to clean and soft the skin. Egyptian belief all have spiritual meaning application. This evidence can see natural cosmetic are being used from the previous era.

Another example for history Malay region in Malaysia they used cold powder. Cold powder is the most popular cosmetic in Malaysia. This activity was being used from ancestor to make their skin flawless. Cold powder is made of rice or glutinous rice. To produce a good quality powder it must use the good quality of rice means do not use the old rice. The rice will be washed clean and soaked. After enough time the rice is washed and smeared until crushed and through the curing process once again to remove dirty water. Then dried and also can add pandalus leaves, jasmine or yellow chalice.

The finisher of cold powder, this is the example of Malays region in Malaysia using their cosmetic from rice can make powder. According to Bizymoms (2009) usefulness of milk baths for beautiful and healthy skin. They used oils massaged in o scalp for luscious hair. The therapeutic massages also helped retain the colour. Henna also can give colour to hair and make smooth. Rich honey can help to reduce fade scar.

In Malaysia we have many region one of the region is India. India used their traditional ingredients to maintain their beauty secret. This way is using from their ancestor to keep their beautification and mysterious for always look gorgeous. First, is Neem to remove acne and pores skins. Other than that, neem oil also can be moisturizer for skin. Second is Tulsi. The mixture of tulsi and milk can help to remove pimple and nourish skin. Third is Tumeric, it can remove wrinkle under our eyes. Add a little oil