

**ANALYSING CUSTOMER SATISFACTION:
CONSUMER BEHAVIOUR TOWARDS THE
SELECTION OF BEAUTY PRODUCTS IN KLANG
VALLEY**

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APPROVAL

I here declared that I had read through this thesis and in my opinion that this thesis is adequate in terms of scope and quality which fulfil the requirements for the award of Bachelor of Technopreneurship with Honours (BTEC)

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ANALYSING CUSTOMER SATISFACTION: CONSUMER BEHAVIOUR
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The thesis is submitted as a partial fulfilment of the requirements for the award of
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DECLARATION

“I admit that this report is the result of my own, except certain explanation and passages where every of it is cited with sources clearly”

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DEDICATION

I dedicate this thesis to my beloved parents, Mr. Pang Tien Song and Madam Tiew Mun Lee, who always give me support in term of moral, motivation, financial and advices. Without their support and gentle prodding, I believe it will be difficult for me to complete my Final Year Project (FYP) successfully.

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ABSTRACT

In Malaysia, the beauty and health industry is growing very rapidly. Malaysians are expected to spend about RM9.61 billion yearly on cosmetics and toiletries products by 2019. Beauty industry becomes prominent in the worldwide market place because of the dynamic involvement of male and female consumers who started to use beauty products more frequently. The patterns of consumer behaviours are always varying, so the marketers require to identify the users' purchase decision to attract or retain the customers. In addition, customer satisfaction is critical issues to the companies because it can have influences on customer retention. The main purpose of this study is to define the factors that can influence consumer behaviour towards the selection of beauty products. Some of the factors consist of social factor, personal factor, psychological factor, technological factor and Korean Wave influence. Besides that, this study also aimed to determine the satisfaction level of the beauty customers. The outcomes of this study would be beneficial to the marketers to identify the exact factors that can influence the Malaysian's consumer behaviours towards the beauty products. A descriptive research study was adopted in this research study to analyse research objectives. The respondents were chosen based on two sampling techniques which are convenient sampling and purposive or judgemental sampling. The questionnaire will be used to collect data from the respondents to achieve the research objectives and 213 questionnaires also distributed among the beauty consumers in Klang Valley. Based on the results, the four factors except technological factors have a significant relationship with consumer behaviour towards the selection of beauty products. Moreover, the personal factor is the most influential factor in beauty consumer behaviour. The study also shows that majority of the respondents were satisfied with the beauty products that they purchased or used.

ABSTRAK

Di Malaysia, industri kecantikan dan kesihatan berkembang dengan cepat. Rakyat Malaysia dijangka membelanjakan kira-kira RM9.61 bilion setahun pada kosmetik dan produk kelengkapan dandanan menjelang 2019. Industri kecantikan menjadi terkenal di pasaran di seluruh dunia kerana penglibatan dinamik pengguna lelaki dan perempuan yang mula menggunakan produk kecantikan dengan lebih kerap. Corak tingkah laku pengguna sentiasa berbeza-beza, hal ini telah menjadikan pemasar perlu sentiasa mengenalpasti keputusan pembelian pengguna untuk menarik atau mengekalkan pelanggan. Di samping itu, kepuasan pelanggan adalah isu-isu kritikal kepada syarikat kerana hal ini boleh mempunyai pengaruh ke atas pengekaln pelanggan. Tujuan utama kajian ini adalah untuk menentukan faktor-faktor yang boleh mempengaruhi tingkah laku pengguna terhadap pemilihan produk kecantikan. Beberapa faktor terdiri daripada faktor sosial, factor peribadi, faktor psikologi, faktor teknologi dan pengaruh Gelombang Korea. Selain itu, kajian ini juga bertujuan untuk menentukan tahap kepuasan pelanggan terhadap produk kecantikan. Kajian ini akan memberi manfaat kepada pemasar untuk mengenal pasti faktor-faktor yang tepat yang boleh mempengaruhi tingkah laku pengguna Malaysia ke arah produk kecantikan. Satu kajian penyelidikan deskriptif telah digunakan dalam kajian penyelidikan ini untuk menganalisis objektif kajian. Responden dipilih berdasarkan dua teknik persampelan yang persampelan mudah dan persampelan bertujuan. Soal selidik ini akan digunakan untuk mengumpul data daripada responden untuk mencapai objektif kajian dan 213 soal selidik juga diedarkan di kalangan pengguna kecantikan di Lembah Klang. Berdasarkan keputusan, empat faktor kecuali faktor teknologi mempunyai hubungan yang signifikan dengan tingkah laku pengguna terhadap pemilihan produk kecantikan. Selain itu, faktor peribadi adalah faktor yang paling berpengaruh dalam tingkah laku pengguna kecantikan. Kajian ini juga menunjukkan bahawa majoriti responden berpuas hati dengan produk-produk kecantikan yang mereka dibeli atau digunakan.

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LIST OF ABBREVIATIONS AND SYMBOLS

USD / US\$ / \$	=	United States Dollar
CAGR	=	Compound Annual Growth Rate
WoM	=	Word-of-Mouth
TPB	=	Theory of Planned Behaviour
TRA	=	Theory of Reasoned Action
ROI	=	Return on Investment
SPSS	=	Statistical Package for the Social Sciences
α	=	Cronbach's Alpha
r	=	Pearson Correlation Coefficient
p	=	Probability Value / Significance
B	=	Unstandardized Coefficient
β	=	Standardized Regression Coefficient
t	=	t -value
H_0	=	Null Hypothesis
H_1	=	Alternative Hypothesis
SF	=	Social Factor
PF	=	Personal Factor
PsyF	=	Psychological Factor
TF	=	Technological Factor
KWI	=	Korean Wave Influence
CB	=	Consumer Behaviour

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CHAPTER 1

INTRODUCTION

1.0 Introduction

In Chapter 1, the major areas are concentrated on the background of the study, problem statement, research questions and objectives, significance of study and scope of the study. The summary of this chapter which is conclusion will be also included at the end of Chapter 1.

1.1 Background of the Study

The beauty industry is experienced expansion in worldwide throughout the years. In 2017, the global beauty products were estimated to be worth USD 532.43 billion and it is anticipated to attain a market value of USD 805.61 billion in 2023, recording a compound annual growth rate (CAGR) of 7.14% during the forecast period of 2018-2023 (Orbis Research, 2018). The speedy development of the beauty industry in Asia has grabbed everyone's attention in these few years. "Why Asia" (2016) describes that referring to Euromonitor (n.d.), Asia is expected to contain 80% of global cosmetic sales by 2019 and China will be constituted 75% of Asia's growth. The beauty industry in Asia has always been praised by the media because it has the ability to launch the innovative beauty products which consist of the exotic ingredients and unique selling proposition to attract global customers (Mudde, 2018). Beauty and

cosmetics are equivalent (Ministry of Health Malaysia, 2015). Beauty products are substances that can assist to clean and enhance the appearance of the face or body. Beauty products relate to skin care, cosmetics and beauty implement. Tan et al. (2018) noted that according to Draelos and Thaman (2006), skin care products can be considered as the products that are able to supply the cleansing, moisturizing and retaining functions, it also can treat towards hygienic problems of human's pores and skin. Nowadays, the cosmetics are readily available in the form of lipstick, cream, perfumes, eye shadow, foundation and nail polishes. Beauty products can make people look more confident and it plays a great role in people's lives.

In Malaysia, the beauty and health industry is growing very rapidly. Malaysians are expected to spend about RM9.61 billion yearly on cosmetics and toiletries products and the local health supplement market is expected to exceed RM26 billion by 2019 (Beh, 2017). According to International Trade Administration (2016), Malaysia's total cosmetics and toiletries trade in 2015 amounted to US\$ 2.24 billion and this demand mostly met by imports. The market guide notes that the main exporters to Malaysia are included China, Thailand, France, the European Union, United States, South Korea and Japan. Furthermore, skin care products lead the largest market share with a total import value of US\$292 million, while cosmetics and toilet preparations with a total import value of US\$109 million (International Trade Administration, 2016). In 2016, the Malaysia's cosmetic exports was increased by 1.4% to achieve RM1.25 billion and the total export value was RM12 billion during the period 2011-2016 ("Cosmetics Exports", 2017).

In the world today, the usage of cosmetic products is increasing among both men and women (Desai, 2014) and men may use the cosmetic promote their self-concept and psychological image (Souiden & Diagne, 2009). The increased demand for beauty products is affected by the influences of the advertisement or the shared information on mass media which in turn can translate the desire to purchase the beauty products. Souiden and Diagne (2009) found that these media can facilitate the beauty and health consciousness because it constantly brings the message about the importance of beauty and health. Moreover, the heavy advertising, marketing, and growing prosperity that can increase the consumers' interest in premium brands (Hassali et al., 2015).

Nowadays, there are various brands available on the market with several types of beauty products and customers have more choice of the right beauty products. So, marketers need to understand consumer behaviour because this can help them to reach their target segment. According to Solomon (2011), consumer behaviour enables the marketers to know how the consumers select, buy and utilize the products. Marketers can meet the needs to the extent that they realize the customers who are going to use the products and services they are going to offer. Marketers should include consumer knowledge in every facet of the successful marketing plan, as marketing strategy success depends on consumer response. (Solomon, 2011).

The business marketers also require to focus on customer satisfaction because the companies or firms can have a great competitive advantage if they get a high score in customer satisfaction. Customer satisfaction is the overall attitude of a customer towards a service or product after it has been bought or used. According to Kaur (2016), the customers are satisfied and be more likely to repurchase if the performance of the products exceed or same with the expectations, while the customers are dissatisfied when the performance lower than expectations. Accomplishing customer satisfaction is the main objective of the companies or firms because the businesses can be profitable if they can retain their customers. Customer satisfaction is extremely based on the customer value concept, so the companies or firms need to deliver the value to their customers by broadening the product attributes and satisfying the other customer needs (Kaur, 2016).

1.2 Problem Statement

At the moment, the number of Malaysian consumers to purchase and use beauty products keep increasing. Beauty products no longer apply merely to women, and men also have strong demand for beauty products because they believe the products can enhance their physical appearance. The growing demand for beauty products has, in turn, led to the growth of the beauty markets across the world.

According to Infante et al. (2016), the marketers merely analyze the consumer behaviour is insufficient, and understanding why people act in a particular manner is pivotal. They mentioned that this is because the consumers of dissimilar products possess distinct traits, so it is important to comprehend the consumers' desires and needs in different market segments by taking the related product into consideration. The companies will face a great loss if they are the failure to comprehend their consumers' behaviour and inappropriate resource allocation and coordination (Kumar et al., 2014).

Due with the more dynamic and stable involvement of male and female consumers who started to use the beauty products more frequently, the beauty industry becomes prominent in the worldwide market place (Gordon, 2017; Reuters, 2018). Moreover, one of the reasons that make the increased access of male consumers to beauty products is because the male consumers think that the beauty products can solve their problems which is related with skin care health (Segran, 2014). According to a survey that conducted by Cheng (2018), she found out that 95% of US men apply deodorants, 87% of them apply body cleansing products, 70% of them apply sunscreen or sun protection products and about 67% of the men use facial care products. To understand consumer behaviour, the marketers require to identify what is consolidate the behaviour, who is participating and which is the socioeconomic situation (Infante et al., 2016). Furthermore, a behaviour is closely associated with the stimuli from the different source (Infante et al., 2016). According to Modi and Jhulka (2012), the consumers normally act differently and respond differently to a similar stimulus at different time. Besides that, Modi and Jhulka also mentioned consumers can alter their attitudes and behaviour through learning, so the consumers are not alike with each other in some aspects.

According to Desai (2014), the cosmetic industry is growing rapidly over the few years and the demand for cosmetics products also keep increasing. However, Desai also mentioned that the average of Indian consumers spend on cosmetics is lower than other countries despite in the tremendous surge in the popularity of cosmetic products. In fact, consumers have the ability to execute and manage their choices of spending in their purchase decision, so it can be seen that consumers have a huge influence on the economic market change (Singh & Bansal, 2017).

Contemporary, consumers have more interest in cosmetics and they have understanding product attributes (Jothi, 2015). The marketers require to comprehend the consumer attitude in their buying behaviour towards cosmetics by executing some strategies to reach more consumers because the consumers are affected by their attitude towards products (Priyanga & Krishnaveni, 2013; Jothi, 2015; Singh & Bansal, 2017).

In Malaysia, consumers can purchase their beauty products from retail stores or thru online shopping. The emergence of the Western, Japan or Korea brands of beauty products have become increasingly popular among younger consumers. According to the International Trade Administration (2016), younger female consumers inclined to purchase Korean cosmetic because of K-drama or K-pop influences and the prices are more affordable if compared with other countries' products. However, U.S. Commercial Service and Industry & Analysis also found that for the age group of 25-54 consumers, they prefer to buy U.S., EU, Australian and Japanese cosmetics, and household income is the main determining factor that can affect their decision to buy cosmetics.

The patterns of consumer behaviours are always changing, so the marketers should always identify the users' purchase decision to help them to attract or retain the customers. Even though the beauty market is still growing fast in Malaysia, but Malaysia's per capita beauty products spend is still lower than in other countries. According to Nugroho and Irena (2017), referring to Aaker et al. (2004), a study on consumer behaviours enable the marketers to understand the products that consumers would purchase and also the reasons behind the consumers purchase the certain products. Not only that, understanding consumer behaviours can help businesses market their products to the right people and use the right method at the right time.

Moreover, customer satisfaction is the critical issues to the companies or firms because it can have the influences on customer retention, so the marketers should strive to satisfy their customers. According to Cengiz (2010), customer satisfaction and measurement issues play important roles to pledge and keep a competitive advantage. According to Yeo et al. (2016), the most frequently collected indicator of market perceptions is the data that collected from customer satisfaction survey. The data deliver a message about the positive customer experience with the firms' products or

services. The firm's potential to provide good satisfaction is important for their products or services differentiation and to build a strong relationship with customers, as stated by Deng et al. (2010).

Furthermore, there was a lack of researches that are related to Malaysian consumers towards the selection of beauty products. Although there are several researchers have conducted this researches, but the result they obtained is inconsistent and it is different from country to country. A research study to identify the factors that can influence consumers in making a decision to buy beauty products is essential.

Thus, through this research study, marketers can identify and assess the specific factors that can affect Malaysian consumer behavior and customer satisfaction with beauty products. This study provides a deep comprehension of the purchasing patterns of Malaysian consumers in beauty products.

1.3 Research Questions

Research questions were devised to instruct the methodology development by means of which the problem of the research would be addressed and also suggested contributions to the related knowledge. The research questions evolved throughout this study as up-to-date information and insights revealed. For this study, the research questions are:

- What are the factors that can influence consumer behaviour towards the selection of beauty products?
- What are the most influential factor to beauty consumer behaviours?
- How does the level of satisfaction regarding the beauty products?

1.4 Research Objectives

There are three research objectives for this study which are:

- To determine the factors that can influence consumer behaviour towards the selection of beauty products.
- To identify the most influential factor to beauty consumer behaviours.
- To determine satisfaction level of customers regarding the beauty products.

1.5 Significance of Study

Due with the growing interest or preference among the consumers and marketers regarding with the issues of beauty products, and yet limited research has been conducted on evaluating the consumer behaviour that associated with beauty industry, the present study was designed to contribute the deeper knowledge on addressing this issue. This study also intended to provide some useful implications to the related agencies or persons who want to start the beauty products business or expand the existing beauty products business.

1.5.1 Local or Global Beauty Companies

The local or global beauty companies such as Silkygirl, SimplySiti, Breena Beauty, L'Oréal, Maybelline, Estee Lauder, The Face Shop, Innisfree, Sephora and others. The results of this study may allow beauty firms to identify the beauty industry dynamics in Malaysia. This study can also help beauty firms design the ideal beauty products that can fully meet consumers' needs and demands. The ability to better and earlier recognize and satisfy consumers' unfulfilled needs than competitors is the