

GREEN ADVERTISING: CONSUMER PURCHASING BEHAVIOUR
TOWARDS COSMETICS PRODUCT

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APPROVAL

I hereby declared that I have read this thesis and this thesis is sufficient in terms of scope and quality. This project is submitted to Universiti Teknikal Malaysia Melaka (UTeM) as a requirement for completion and fulfilment of Bachelor of Technopreneurship with Honours (BTEC).

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DECLARATION

“I hereby declare that this project papers are the result of my own and independent work except the quotations and summary that have been specifically acknowledgement.”

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DEDICATION

This paper is dedicated to my beloved of my parents, who always give moral support and motivation to me in completing this research. Next, I would like to thank my supervisor Prof. Madya Dr. Norfaridatul Akmaliah binti Othman for the knowledge and guidance provided to me throughout the course of this project. Lastly, to my friends who helped me a lot during this project, and thank you for sharing knowledge and helpful tips to me.

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ABSTRACT

The purpose of this study is to investigate the factors in green advertisement that influence consumer purchasing behaviour towards cosmetics product in Malaysia. The study was concentrated in whole Malaysia. The research was used a quantitative approach with survey as the research instrument. The survey included basic socio-demographic questions followed by questions on consumers' attitude towards green advertisement, environmental concern and information in green advertisement.

The results were then analysed using Descriptive Statistic, Multiple Regression Analysis and Pearson Correlations from SPSS. The significant findings show that attitude towards green advertisement and information in green advertisement have a significantly positive relationship and impact on consumer behaviour leading to consumer purchase behaviour towards cosmetics product. The strongest relationship and impact to consumer purchasing behaviour is information in green advertisement

Keywords: Green advertisement, consumer purchase behaviour, attitude, environmental concern, information, cosmetics product

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji faktor di dalam iklan hijau yang mempengaruhi tingkah laku pembelian pengguna terhadap produk kosmetik di Malaysia. Kajian tersebut tertumpu di seluruh Malaysia. Kajian ini menggunakan pendekatan kuantitatif dengan kaji selidik sebagai instrumen kajian. Kajian ini termasuk soalan asas sosio-demografi diikuti dengan persoalan tentang sikap pengguna terhadap iklan hijau, kebimbangan alam sekitar dan maklumat dalam iklan hijau.

Hasilnya kemudian dianalisis menggunakan *Descriptive Statistic*, *Multiple Regression Analysis* dan *Pearson Correlations* dari system SPSS. Penemuan penting menunjukkan bahawa sikap terhadap iklan hijau dan maklumat dalam iklan hijau mempunyai hubungan positif dan kesan positif terhadap tingkah laku pengguna yang membawa kepada tingkah laku pembelian pengguna terhadap produk kosmetik. Hubungan dan kesan yang paling kuat sekali kepada tingkah laku pembelian pengguna adalah maklumat dalam iklan hijau.

Kata kunci: Iklan hijau, tingkah laku pembelian pengguna, sikap, kebimbangan alam sekitar, maklumat, produk kosmetik

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LIST OF ABBREVIATIONS

df	Degree of freedom
Sig	Significant
P	Significant value
B	Beta value
AMA	American Marketing Association
r	Correlation
R	Square Root of R-Squared
R ²	Proportion of Variance
ANOVA	Analysis of Variance
B	Value of Regression Equation

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In this chapter is about the overall of this study. It consists the background of this study that related to green marketing in green advertising perspective, the problem statement that occur currently, objective and the scope of this study.

1.2 BACKGROUND STUDY

In today's era, many consumers interested in green products or eco-friendly products, especially cosmetics product that being trends and get higher demand from many consumers who aware for their health and for safe the environment. Therefore, many firms release eco-friendly cosmetics product. But, there are many cosmetics products that are environmentally friendly and cannot be maintained in the market, and all depend on the attitude of consumers and purchases in that direction. Green marketing is comprised of satisfying consumers through selling goods and services by preserving the environmental factors seen. Green advertisement comprises of all activities intended to deliver and encourage any trade expected to satisfy human needs or needs for fulfilment with these prerequisites and necessities, with the unfriendly impacts that are unsafe to nature (Polonsky, 1994b, p.2). While organizations need to mind whether buyers see the greenness of their items, they should remember that purchasers don't settle on customary item includes, for example, esteem, quality, cost,

and execution. Green items must match those properties to non-green items to draw in shoppers.

Advertising has three capacities, to educate, remind, and persuade, the reason for green promoting is to make solid conditional mindfulness and attitude towards brands and organizations. The rise of green challenge has acquired a change purchaser behaviour which makes it a simple subject to opposing scholastic perspective. The most recent decade has seen the consideration of green brands in the market because of the buyer request, enabling green advertising to rise in the multidimensional key strategic procedure (Peattie K, 1999; Carlson L, Grove SJ, Kangun N, 1993).

As consumers will always have anxiety over the environment (Berland PS, Landor, Cohn, Wolfe, 2011) there will be an incremental increase in environmental advertising that escalates the growing interest of consumers in the environment (Peattie K, 1999). Users feel feelings (influence) and judgment (cognition) when exposed to ads that affect their attitudes towards advertising and beliefs about brands (Batra R, Ray ML (1986).

Companies that interested in exploring green markets must know the details behind sustainability movements, including green benefits and market potential. Companies should use green marketing strategies to increase the value of their products and reduce the risk of their products to the environment to increase their competitive advantage, and also to increase customer purchase intention. In addition to adapting “green strategy”, companies need to understand rationally strong and tenable ecological claim into advertising and correspondence messages to customers, with the goal that they vary from competitors and may increase aggressive edge through it (Conolly and Prothero, 2003). It very well may be underscored that the methodologies are well-made implemented in green can help significantly in delivering that advantage to consumers through a preferred establishment but brand perceptions are encouraged. Past studies clearly relate the existence of green products, and the appropriate segment shows a high level of reaction to the user in terms of green selections products versus non-green products.

As green or eco-friendly cosmetics are more popular and become a trend in the market, green marketing has become more common now. The marketer once again generates creative and new advertising which depicts “green cosmetics product”, it

facilitates users to differentiate between different brands and competing products based on their choice. Given that more consumers are willing to buy green cosmetics with reliable and robust data, organizations should give solid data to their consumers to lessen the risk of their clients (Peattie, 1992). Organizations need to uncover more data about the ecological performance of their items to pick up their clients' trust, as it is difficult for advertisers to persuade their clients to purchase their items without giving enough data to their clients.

The research overcoming the existing gap, by thoroughly scrutinizing customer purchasing behaviour towards cosmetics, especially from the point of view of an advertising strategy that is important to attract consumers towards the cosmetics. To achieve the objective, this study is intended for the following segments. First, literature review and concept framework is provided based on past literature. Secondly, the methodology is described which is used for this study. The next part of the study was presented with the results and discussion of the study. Finally, the conclusions of the study.

1.3 PROBLEM STATEMENT

Malaysians are progressively focusing on ecological issues because of the harming natural pollution from beauty care or cosmetics products mechanical assembling exercises in this country. Thus, more organizations in Malaysia effectively acknowledge ecological insurance as their social duty. Since consistently, new stories discharge about the perilous carbon or plastic pollution in the sea. Numerous petrochemicals in traditional beauty care products are harmful and toxic to environment and human's bodies. At the point when Malaysia consumer become all the more biologically mindful, they need green or eco-friendly cosmetics which is low pollution.

A famous case of pollution is the boycott of microbeads. Microbeads are exceptionally little bits of plastic found in many shower cleans and exfoliating items. Due to the huge volume underway and current end-of-life procedure, microbeads can

possibly be a wellspring of numerous miniaturized scale plastics particles to the United Nations Environment Program (UN Environment) revealed that more than 51 trillion microbeads are as of now in sea. 5 Gyres Institute revealed that more than 663 types of marine untamed life are influenced by plastic pollution through ingestion and ensnarement.

In the ecological time, cosmetics organizations give more consideration to green advertising in beauty care industry. Making eco-friendly beauty care products items doesn't mean yielding quality or benefit. With people in general eye progressively centered around corporate morals, little strides towards supportability can build popular opinion and increment deals. In any case, very few organizations rehearsed green promoting around then. During the late 80s publicizing was restricted to TV, radio, bulletins and papers. In present day times, organizations depend on Digital Advertising. The organization is vigorously amassed in internet based life and portable promotions and right now exists that make publicizing on TV.

1.4 RESEARCH QUESTIONS

Specifically, this study looked to address the accompanying two research inquiries with respect to customer's acquiring goals towards Malaysia beauty care or cosmetics products:

1. What drives consumers to purchasing a cosmetic product when they see a green advertising (skin care, makeup and toiletries)?
2. What are the green advertising impact of the behaviour of making a purchase on a cosmetic product?

1.5 RESEARCH OBJECTIVES

This study shows that organizations need to create items that have high quality and greenness in the cosmetics industry that meet the demands of one and all, ranging from new-borns to adult groups, it can increase consumer purchase intention. This

industry produces various types of products that guarantee beauty and youth. The research objectives are generated as the following:

1. To investigate the factors influence in green advertising on buying behaviour of cosmetics.
2. To identify the impact of green advertising on the buying behaviour.

1.6 SCOPE

This study focuses on green advertising in cosmetics product (make up, skincare and toiletries) in Malaysia. Researchers will look at the factors that influence the buying behaviour in the green advertising of cosmetics product in Malaysia. Researchers will also focus on the effect of green advertisement on consumer purchases of cosmetic products. The location for this study focuses in whole Malaysia and the respondents of this study are focused on male and female at the age 18 years old above.

1.7 SIGNIFICANCE AND LIMITATION OF THE STUDY

The significance and advantages of this study is about green advertisement. It gives an across the board advantage particularly to consumers. This study will make a consumers familiar with green advertisement and persuade them to purchase the item in the event that it benefits itself and for the community too. It additionally assists organizations with advertising their items and services that ensure natural perspectives and helps organizations in getting to new markets and appreciating upper hand. With the development of green advertising as a field of study, there is an expansion in eco-friendly items.

There is additionally have restriction in this study, for example, commercial mediums have not been considered in this model, consequently there is high possibility that discoveries may not similarly apply on all ad mediums e.g., TV, web, open promoting, and so on.

1.8 CONCLUSION

This study expects to distinguish factors in green advertisement that influence consumer buying behaviour and can assist advertisers with building up a green advertisement structure in green showcasing to expand the green purchasing behaviour through these three components: attitude toward green advertisement, environmental concern and information in green advertisement into an essential system to additionally talk about their suggestions in green advertising. While past research has examined issues identified with this, less are investigating the green or natural issues in the magnificence business. Thus, this paper needs to fill the research gap.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This part will talk about past studies about green marketing from green advertisement point of view. Plus, this study will keep on testing experimental tests to check the connection between attitude towards green advertisement, environmental concern and information in green advertisement with consumer buying behaviour. This study proposes the framework of past research that is a lot of equivalent to by Ahmad, et al. (2010) acquisition of green products that conform to environmental patterns to assist consumers with improving their green purchasing intention. Three hypothesis are recommended in this section.

2.2 GREEN MARKETING

As indicated by the American Marketing Association (AMA), “green advertisement is the advertising of items that are ventured to be environmentally safe. Along these lines green marketing consolidates an expansive scope of exercises, including item alteration, changes to the creation procedure, packaging changes, and adjusting advertising.” Yet defining green advertising is certifiably not a basic errand where a few implications meet and repudiate one another; a case of this will be the presence of differing social, environment and retail definitions connected to this term. Other comparable terms utilized are Environmental Marketing and Ecological Marketing. Green marketing, also known as ecological marketing and economical

marketing, alludes to an organization's effort at structuring, promoting, distributing and conveying items that won't harm the environment (Pride and Ferrell, 1993).

Furthermore, organizations can adopt the idea of green marketing to execute green separation methodologies to fulfill clients' ecological needs or wants (Polonsky, 1994; Chen, 2008b). Earlier literature sets that organizations should to embrace green marketing methodologies to find out consumers' green needs, to launch green items, to separate the green market into various sections, to target one or a few segments, to define green positioning techniques, and to execute a green marketing mix program (Jain and Kaur, 2004).

Every item affects the client. In this manner, the organization utilizes various words like “green products” and “ecological products”. Which influences the item is liberated from debased substance (Ottman, Stafford, Hartman, 2006).

2.3 GREEN MARKETING IN MALAYSIA

Aside from this, as indicated by Sinnappan et al. (2011), Malaysia has authorized the Environment Quality Act since 1974. This showed Malaysia is one of the nations that have truly considered the earth effect and issues. With the exception of instituting enactment to ensure condition and be careful with ecological decay, government as of late have built up the “Ministry of Energy, Green Technology and Water” to meets the continued increment sought after and improvement of green innovation towards practical advancement.

Ahmed, Kamalanabhan and Chih (2001) uncovered some green corporations' in Malaysia have added to the environment by actualized green marketing strategies. For instance, Canon Corporation accentuate on the utilizing the reuse cartridge in its “Clean Earth Campaign” to decrease the ecological pollution. Furthermore, 3M Company esteemed that prevent is better than cure. Subsequently, they are center around and battle in counteracting the pollution sources as opposed to expel it. Plus, Monark is stressed on green assembling forms by utilizing the reuse bottle so as to reduce the waste and control the pollution rate. Besides, Rampai Niaga Sdn Bhd

accentuated its restorative and toiletries product of are no animal testing. It utilized this upper hand to separate itself from competitors.

2.4 GREEN CONSUMER

Green consumer behaviour likewise incorporates dodging buys and utilizes (Peattie 1995: 84). Therefore, green consumer behaviour can be characterized as 'buying choices and non-buys made by customer, in view of probably some ecological or social criteria' (Peattie 1995: 84).

To additionally characterize who and what the green consumer is, the green utilization definition is proper. Because of ecological concern in the mid-1970s, ideas, for example, Fisk's (1973) 'mindful utilization' theories and Mead's (1970) 'directed responsiveness' reflected concerns about development limits with calls to diminish utilization. Simultaneously, social pressure on business is reflected in the study of 'socially cognizant customer' (Anderson and Cunningham 1972). Natural marketing includes furnishing consumers with socially adequate and socially worthy items; in this manner, green utilization must include devouring in an increasingly supportable and socially mindful manner (Peattie 1995: 83).

Elkington and Hailes (1989) decide green purchaser as individuals who by and large maintain a strategic distance from potential items:

- Harm the health of users or others
- Causing damage to the environment during the manufacture, use or disposal
- Using the many of energy imbalance during manufacture, use or disposal
- Causing unwanted waste, either because more than packaging or because useful life is not too short
- Using materials obtained from endangered species or from an endangered environment
- Involves unnecessary use or animal cruelty
- Affecting other countries