

**THE FACTORS INFLUENCING PURCHASE INTENTION OF
COSMETIC PRODUCTS AMONG UNIVERSITY STUDENTS IN
MALAYSIA**



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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**THE FACTORS INFLUENCING PURCHASE INTENTION OF COSMETIC
PRODUCTS AMONG UNIVERSITY STUDENTS IN MALAYSIA**

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**A report submitted
in partial fulfilment of the requirements for the degree of
Bachelor of Technopreneurship (Honors)**





UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2024

APPROVAL

I hereby declared that I had read through this thesis and in my opinion that this thesis is acceptable in terms of scope and quality which fulfills the requirements for the award of Bachelor's degree in Technopreneurship.






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I declared that this report entitled “**The Factors Influencing Purchase Intention of Cosmetic Products Among University Students in Malaysia**” is the result by my own work, except certain explanation and passage where every part of it is cited with sources clearly stated in reference.”



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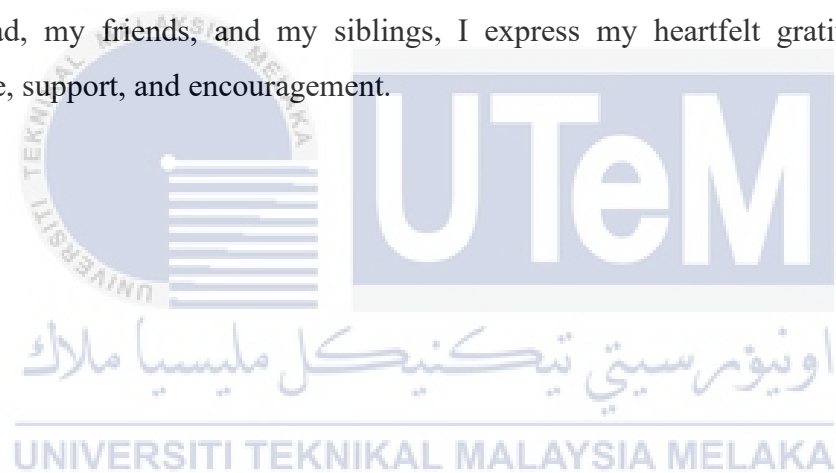
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DEDICATION

I dedicate this thesis to my late father, Ramli Bin Mustari, who instilled in me the belief that knowledge pursued for its own sake is the most valuable. I also dedicate it to my wonderful mother, Tuyimah Binti Sayuti, who taught me that even the most daunting task can be achieved through consistent effort. To my supervisor and panel, Dr. Amir bin Aris and Dr. Norhidayah binti Mohamad, my friends, and my siblings, I express my heartfelt gratitude for your boundless love, support, and encouragement.



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ABSTRACT

This study delves into the competitive landscape of the cosmetic industry, which is intensifying due to global market trends and the evolution of technology, particularly the internet and television. These changes are significantly altering consumer behaviors and preferences, necessitating the development of effective business strategies. The primary aim of this research is to explore the key elements that shape the purchase intentions of university students in Malaysia towards cosmetic products. The research focuses on examining three main independent variables: attitude, subjective norm, and brand awareness, and their influence on students' intent to purchase cosmetic items. A survey was conducted among 400 university students in Malaysia using questionnaires distributed via Google Forms. The reliability of the survey items was confirmed through Cronbach's Alpha analysis indicated that all scale items were proven reliable. Using Pearson's Correlation and Multiple Linear Regression Analysis, the study found that all the independent variables positively influence purchase intentions. The results showed that brand awareness is the most significant factor affecting purchase intention, followed by subjective norm and attitude. This study provides valuable insights for both industry practitioners and academic researchers, offering guidance for future strategies and studies in this field.

ABSTRAK

Kajian ini mendalami landskap persaingan industri kosmetik, yang semakin rancak disebabkan oleh trend pasaran global dan evolusi teknologi, khususnya internet dan televisyen. Perubahan ini secara ketara mengubah tingkah laku dan pilihan pengguna, yang memerlukan pembangunan strategi perniagaan yang berkesan. Matlamat utama penyelidikan ini adalah untuk meneroka elemen utama yang membentuk niat membeli pelajar universiti di Malaysia terhadap produk kosmetik. Penyelidikan ini memberi tumpuan kepada mengkaji tiga pembolehubah bebas utama: sikap, norma subjektif, dan kesedaran jenama, dan pengaruhnya terhadap niat pelajar untuk membeli barangan kosmetik. Satu tinjauan telah dijalankan dalam kalangan 400 pelajar universiti di Malaysia menggunakan borang soal selidik yang diedarkan melalui Borang Google. Kebolehpercayaan item tinjauan telah disahkan melalui analisis Alpha Cronbach menunjukkan bahawa semua item skala terbukti boleh dipercayai. Menggunakan Korelasi Pearson dan Analisis Regresi Linear Berganda, kajian mendapati bahawa semua pembolehubah bebas mempengaruhi niat membeli secara positif. Hasil kajian menunjukkan bahawa kesedaran jenama adalah faktor paling signifikan yang mempengaruhi niat membeli, diikuti oleh norma dan sikap subjektif. Kajian ini memberikan pandangan yang berharga untuk kedua-dua pengamal industri dan penyelidik akademik, menawarkan panduan untuk strategi dan kajian masa depan dalam bidang ini.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter discussed the description of the research background and the statement of the problem, which caused a change in consumer behavior due to different variables such as attitudes, brand awareness, and subjective norms. The objectives and hypotheses were proposed after research queries and problem-based statements. This chapter continued with the definition of the key term used throughout the research, as well as its significance and limitations. The chapter concluded with a concise summary that provided an overview of the chapter.

1.1 Research background

Cosmetics have become an essential part of people's lives in today's world. The definition of cosmetics extends beyond products applied to the face and includes toiletries and personal care items. This section provides background information on the transformation of cosmetic usage, the significant growth of the cosmetic market, the increase in cosmetic industry players, and the various distribution channels.

The usage of cosmetics dates back to ancient Egypt, where cosmetics were used to signify social status. Nowadays, cosmetics have become a daily routine and basic necessity for people of all ages and genders. Since the early stages of the cosmetic industry in the 20th century, it has evolved into a multi-billion-dollar business that has shown resilience even during economic downturns.

The cosmetic market in Malaysia has experienced rapid growth. In 2015, the trade volume of personal care and cosmetics reached approximately US\$ 2.24 billion, with the largest market share attributed to skin care products, including sunblock and after-sun block products, valued at a total import of US\$ 292 million. Additionally, cosmetic and toilet preparations, including shaving, bath preparations, and deodorants, accounted for a total import of US\$ 109 million (International Trade Administration, 2016).

Malaysia receives cosmetic product exports from various countries, with China, Thailand, France, the European Union (EU), the US, South Korea, and Japan dominating the market. In addition to relying on imported products, local manufacturers in Malaysia have witnessed significant growth. They either produce their own brands or collaborate with private label manufacturers, allowing them to establish their brands without the need for their own factories. Malaysia is home to 210 cosmetics producers, including multinational corporations (MNCs) and local businesses, which comply with the Good Manufacturing Practices (GMP) requirements outlined in the ASEAN Cosmetics Guidelines (International Trade Administration, 2016).

Cosmetics and personal care products are predominantly distributed through store-based retailing, including small groceries and hypermarkets/supermarkets (Swidi, Wie, Hassan, Al-Hosam, & Kassim, 2010). However, non-store retailers using direct-selling channels, such as Am Way, have gained popularity in the cosmetic market. Moreover, the internet, particularly

social media, has emerged as a powerful channel for marketing and distributing cosmetic products alongside physical stores.

The cosmetic market is predicted to continue its growth in the coming years, presenting potential opportunities for both local and international manufacturers, particularly in Malaysia. Consequently, intense competition is expected among market players in the cosmetic industry (Swidi et al., 2010; International Trade Administration, 2016).

1.1.1 Background of Cosmetic History

Throughout history, the use of cosmetics has been prevalent and appealing to many individuals. Makeup has been employed for hundreds of years to enhance appearance, protect the skin, and mask body odour. Evidence of cosmetic use dates back to the Middle Paleolithic period around 40,000 years ago when ochre, a clay-like material, was utilized for body paint. Ancient Egyptians used clay and kohl, a black makeup made from galena, for beauty and religious purposes. Henna was also employed to dye hair and skin and conceal body odour.

Greeks and Romans also embraced makeup extensively. Greeks used white lead for smoother skin and red mud for brighter cheeks. Makeup played a crucial role in Rome, where confidence in one's appearance was highly valued. However, during the Middle Ages in Europe, makeup was less prevalent due to the influence of the Catholic Church, which associated modesty with righteousness. In contrast, other parts of the world like China and India embraced makeup.

With the Renaissance came a resurgence of makeup in Europe. Artists in Italy used makeup to create more realistic and sincere portraits, which influenced the general population to follow suit. The affordability of cosmetics at that time further popularized their use. In the 1800s, the Industrial Revolution led to increased makeup application as new goods and methods made them more accessible. As women entered the workforce and sought ways to enhance their appearance, the demand for cosmetic products grew. The 20th century witnessed a rise in makeup usage, partly due to the influence of Hollywood, where beauty standards emphasized makeup. Today, cosmetics are widely used globally to enhance appearance, boost confidence, protect the skin, and address body odour. The cosmetics industry is now a billion-

dollar business, constantly introducing new products to cater to the needs of modern consumers.

The historical timeline of cosmetics includes significant events such as the use of ochre in 40,000 BC, the application of kohl by Egyptians in 3,100 BC, the use of white lead by Greeks in 500 BC, the adoption of makeup in Rome around 100 AD, a decrease in makeup usage in Europe during the 1400s due to religious influence, the widespread use of makeup in Europe during the 1500s influenced by Italian artists, increased makeup usage in the 1800s due to the Industrial Revolution, a surge in makeup use in the 1900s influenced by Hollywood, and a continued rise in makeup usage worldwide in the 2000s.

According to Wikipedia, cosmetics encompass a variety of chemical compounds derived from natural or synthetic sources. They serve multiple purposes, primarily in personal hygiene and skincare, offering cleansing and protective benefits. Makeup, as a cosmetic product, serves various functions such as concealing imperfections, enhancing natural features like eyelashes and eyebrows, adding color to the face, and even altering facial appearance to resemble different entities. However, individuals with sensitive skin, particularly those prone to acne, may face higher risks if cosmetics contain harsh components like fragrances, which are often included to provide scents to the skin.

1.2 Problem Statement

This section discussed the key factors that led the researcher to identify the statement of the problems in this research. These aspects were mentioned because they led the researcher to identify the difficulties in this research. It was determined that major aspects such as globalization, technological advancement, urbanization, and modernization, as well as economic expansion, were components that induced changes in consumer behavior.

The impact of globalization on various industries, including the cosmetic industry, is multifaceted. According to a study by Swidi et al. (2010), globalization transforms the world into an open market, leading to the dominance of major companies and the establishment of global pricing. Consequently, there is increased competition, particularly for small and medium enterprises (SMEs) and local manufacturers. In conclusion, globalization affects industries in

both developed and developing countries in numerous ways. Additionally, globalization influences consumer attitudes towards the use of cosmetic products. There has been a shift in trends compared to previous years, with personal grooming now holding significant importance for working women, and individuals with higher incomes showing interest in purchasing premium or branded cosmetic products.

Moreover, consumers' lifestyles are influenced by modernization and urbanization. These factors contribute to the desire for greater convenience, functional products, and the ability to afford premium brands. Modernization and urbanization have elevated living standards and personal income, particularly in developing countries. For instance, consumers under the age of 30 are more inclined to spend a higher amount on personal care and cosmetics (Blomert, 2009). Additionally, modernization and urbanization have resulted in increased tourism and mobility, leading consumers to become more conscious about their preferred products and services.

The economic growth of Malaysia, as reflected by a 5% real GDP growth in 2017, signifies a positive outlook for the country's economy. This growth also suggests an increase in the purchasing power of consumers in Malaysia. When individuals perceive that they have more disposable income, they are more likely to engage in purchasing a variety of products, particularly working women who constitute a significant consumer base in this industry.

The cosmetic industry in Malaysia used to be primarily dominated by multinational companies (MNCs) from Europe and the US. However, significant changes in marketing strategies, particularly through the internet and other media platforms, have led to a shift in consumer preferences towards local brands. Additionally, the popularity of the K-Pop trend, disseminated through the internet and television, has influenced the younger generation, who show a preference for products from Korea. This trend has had an impact on various university communities in Malaysia, including all students those studies in Malaysia university, where the research underlying this statement was conducted.

The factors discussed above, such as globalization, technology, modernization and urbanization, and GDP growth, have a direct or indirect impact on consumer behavior. For instance, globalization affects consumer attitudes towards cosmetic products, as indicated by the wide range of available cosmetic brands in the market, reflecting consumer acceptance of these products. Additionally, the internet and television play a role in promoting consumer innovation and encouraging the exploration of new products. Social media, as another

influential factor, indirectly exerts pressure on individuals to conform to current trends and societal expectations regarding appearance, known as subjective norms. Moreover, modernization and urbanization make consumers more aware of various brands available across different regions, leading them to prefer familiar products.

The cosmetic industry in Malaysia has seen a significant growth in recent years, with a diverse range of products being introduced to cater to the varying needs and preferences of consumers. University students, in particular, represent a substantial segment of the cosmetic market, known for their willingness to try new products and their influence on current beauty trends. Despite this, there remains a gap in understanding the specific factors that drive their purchase intentions. Although it is evident that university students are active consumers of cosmetic products, the underlying motivations and influences that guide their purchasing decisions are not fully understood. This research aims to address this gap by investigating the factors influencing purchase intention of cosmetic products among university students in Malaysia. However, the complexity of consumer behavior, especially among the younger demographic, poses a challenge. Factors such as brand awareness, social influences, and personal attitudes towards cosmetic products might play significant roles, yet their interplay and relative impact on purchase intention among university students in Malaysia are not clearly established. This study seeks to unravel these complexities to provide a clearer understanding of what drives Malaysian university students to purchase cosmetic products, thereby offering valuable insights for marketers and the cosmetic industry at large.

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1.3 Research Questions

Based on the problem statement in the previous subtopic, research questions were posed that were addressed at the conclusion of this study. Therefore, the research topics for this study were:

- 1) What are the influences factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia?
- 2) What the relationship between the factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia?

3) What are the most significant relationship between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia?

1.4 Research Objectives

This research addressed the concerns outlined in the preceding subtopic, with its three primary objectives serving as its focal point. Among the specified objectives of this study were:

- 1) To identify the influence factors (attitude, subjective norm, and brand awareness) contributed to purchase intention towards cosmetic products among university students in Malaysia.
- 2) To study the relationship between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.
- 3) To investigate the most significant relationship between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.

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1.5 Scope of study

The purpose of this research was to determine the elements that had an influence on the purchasing decisions of university students in Malaysia who were interested in cosmetics products. The study generally consisted of one dependent variable (purchase intention) and three independent variables (attitude, subjective norms, and brand awareness). The research sample was carried out at all university located in Malaysia. The compassion and reliability of this research were solely dependent on the responses provided by each responder.

1.6 Limitations of study

The present investigation was conducted across various universities in Malaysia. However, the scope of this study was restricted to university students enrolled at universities in Malaysia across different academic levels, including Bachelor's, Master's, and Doctoral programs. The inquiry was limited solely to cosmetic products, and participants were selected from students aged 18 to 27 who regularly used cosmetic products.

1.7 Significant of study

The purpose of the research was to determine the number of students' purchasing intentions towards cosmetics in Malaysia. This study also aimed to provide fresh knowledge and information to determine various interpretations of the connection between the independent and dependent variables.

1.8 Conceptual and Operational Definitions

In this part, the conceptual and operational words that are utilized extensively throughout this work are defined. It is vital to comprehend various meanings of these words by different researchers to understand the gap and differences in the usage of these terms in this context. Because these terms are relevant to this study, it is important to understand different definitions of these terms.

1.8.1 Purchase Intention

According to Suganda *et al.* (2021), r Addition, one of the original definitions of purchase intention was obtained from learning and thinking to form perceptions and generate

motivation for what they think; finally, when individuals need to fulfill their needs, it is necessary to actualize what they have been thinking (Kusuma *et al*, 2020). In the meanwhile, purchase intention refers to a consumer's desire to buy a brand or even do actions linked to purchasing, as evaluated by the likelihood of the consumer making a purchase (Wilson James Metasurya Loa *et al*, 2022). Meanwhile, when defining purchase intention, it is described as the intention to purchase or obtain a product or a service, thus reflecting the customer's desire to purchase a specific product from a specific brand (Mostafa Khaled Nabil *et al*, 2022).

In this research, purchase intention is the subjective chance that customers are engaged in a certain action or behavior (Suganda *et al*, 2021). This is because if the users are interested in getting the product or services, it means that there is a purchase intention in their mind; they wish to get the product or services, either in the long term or the short term. This idea was thoroughly explored within the literature reviews to gain a deeper comprehension.

1.8.2 Attitude

According to Krech and Crutchfield (1948), an attitude is "an enduring organization of motivation, emotion, perception, and cognition with respect to some aspects of the individual." In addition, the attitude may be described as a collection of a consumer's perceptions towards a product based on relevant features (Alpert, as stated in Mady, 2018). This perception is based on the product's relevant characteristics. In the meanwhile, Lutz (2017) defined attitudes signify acquired inclinations to react positively or negatively toward a specific psychological entity. To be more explicit, he emphasised that attitude as an unobservable response to an object that happens prior to, or in the absence of, any overt response. In other words, attitude is an unobservable response to an object that occurs in the absence of any overt response.

In this research, consumer behaviour is from the attitude, that (Alpert, as stated in Mady, 2018) attitude are the collection of a consumers perspection towards a product based on relevant features. This concept was further explored in the literature reviews for a deeper understanding.

1.8.3 Subjective Norms

According to Abdullah Al-Swidi (2014), the subjective norm reveals the beliefs of individuals about how they would be viewed by their reference groups if they perform a certain behavior. According to Ham, Jeger, and Ivkovi's (2015) the subjective norm is the conviction that a certain course of action or conduct would be accepted and encouraged by a person or group of people. Moreover, the perceived pressure an individual feels to perform or refrain from a behavior is based on the perceived beliefs of important referent groups (Armitage *et al.*, 2019). Subjective norm, according to Taylor and Todd (1995), refers to an individual's impression of social pressure or influence to participate in a specific action. It is predicated on the idea that individuals are affected by the perceptions and expectations of others, and that these social variables have a considerable impact on how they behave.

In this research, Ham, Jeger, and Ivkovi's (2015) suggest that subjective norms affect an individual's behavioural intention and are used in this research to understand university student's purchase intention in Malaysia. Thus, if a person thinks significant people want them to do something, they are more likely to do it. Intention is thought to strongly predict behavior. Further exploration of this concept was undertaken in the literature reviews to enhance understanding.



1.8.4 Brand awareness

According to Aaker (1991), brand awareness demonstrates a customer's ability to recognize and recall a brand within a specific product category. Similar to Rossiter and Percy (1987), they assert that brand awareness is the capacity of consumers to distinguish one brand from others. Similarly, brand awareness is defined as the extent to which consumers are aware of the brand as a group member. According to Rader and Huang (2006), "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category" is the definition of "brand awareness." To put it another way, it refers to the extent to which customers are familiar with and identify a brand in connection with the category to which it belongs. This is distinguished by the relationship between the brand and the cue category

(Assael & Day, 1968). Moreover, Md. Hafez (2018) defined brand awareness as the capacity of a prospective customer to identify and retain the knowledge that a certain brand is associated with a particular product category.

In this research, there is evidence that consumers' level of brand awareness influences their propensity to make a purchase in a market that is highly competitive, and also brand awareness is the recognition and recall of a brand as belonging to a particular product category by potential buyers (Md. Hafez, 2018). It means how well customers know and understand a brand. It is a major factor in how people behave and can have a big effect on how well a brand does in the market. A more in-depth understanding of this concept was sought through a detailed examination in the literature reviews.

1.9 Summary

The present chapter provided an overview of the background and issues pertaining to the topic, which served as the foundation for the current research. This chapter aimed to enhance comprehension of both the dependent and independent variables by drawing on prior research and evidence. This provided a more comprehensive explanation and exploration of the factors that influenced consumers' purchase intentions regarding cosmetic products. The literature review in Chapter 2 focused on attitude, subjective norms, brand awareness, and purchase intention, with the supporting details serving as the primary objective of this study.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The past research that was relevant to this topic was described in this chapter. This research, in conjunction with other studies that are pertinent, provided an in-depth description of the idea of purchase intention in relation to cosmetic items. In this chapter, attitude, subjective norm, and brand awareness were considered as independent variables, with purchase intention as the dependent variable. At the conclusion of this chapter, a summary was written to summarize the theoretical framework that was being used for this study.

2.1 Cosmetic

Cosmetics, commonly referred to as makeup or make-up, are products utilized for the purpose of improving the visual or olfactory qualities of the human body. Typically, these substances are composed of a combination of chemical compounds, with some originating from natural sources and a significant proportion being artificially synthesized. According to Kumar *et al.* (2006), cosmetics have existed for countless centuries. When people hear the term "cosmetics," they typically think of makeup and fragrances designed for women. Other than that, any substance (other than soap) used to improve, maintain, or modify the outward look of a person, or to clean, color, condition, or protect the skin, hair, nails, lips, eyes, or teeth is considered a cosmetic (Mohezar *et al.*, 2016). The next section continued to discuss purchase intention even further with supporting literature.

2.2 Purchase intention

Purchase intention, as expounded by Suganda *et al.* (2021), encapsulates the subjective probability that customers express toward undertaking a specific action or behavior. The inclination to engage in such actions arises from a fundamental link between interest and the desire to acquire a product or service. When users exhibit an interest in obtaining a particular product or service, it signifies an inherent purchase intention in their mindset. This intention may manifest either in the short term, indicating an immediate desire to procure the offering, or in the long term, reflecting a sustained interest and a future commitment to making a purchase. The dynamic interplay between interest and purchase intention serves as a pivotal indicator in understanding consumer motivations and decision-making processes in the realm of product and service acquisition.

According to Dodds *et al.* (1991), the concept of purchase intention pertains to the likelihood and personal perception of consumers engaging in the act of purchasing a particular product. Besides that, Head *et al.* (2007) stated that in the realm of e-commerce and online buying, the term "purchase intention" refers to the customers' initial desire to buy a product from an online retailer. The decline in social presence results from the removal of people and

other human and social components. Many authors believed that consumers' propensity to buy a particular brand or engage in associated behaviors is quantified by their "purchase intention," or "intent to buy." (Belch, 2009). It is also believed that consumers' reasons for wanting to buy a certain brand of goods and the brands themselves are both influenced by purchase intent (Waris *et al.*, 2012). This is also supported by Janda *et al.* (2014) that a customer's purchase intentions are based on their specific needs and desires for a particular product or service. It is also believed that attitude has significant impact toward halal cosmetics on consumer repurchase intention (Khalil *et al.*, 2023). The next section continued to discuss more about the independent variables towards purchase intention even further with supporting literature.

2.3 Attitude

Attitudes, as defined by Alpert and cited in Mady's work in 2018, can be understood as the overall evaluation or collection of a consumer's perceptions, beliefs, and feelings towards a product or service. Attitudes are formed based on the consumer's assessment of relevant features or attributes associated with the product. When consumers evaluate a product, they consider various factors such as its quality, price, functionality, aesthetics, brand reputation, and other relevant features. These assessments contribute to the formation of their attitudes towards the product. Attitudes can be positive, negative, or neutral, and they influence consumers' decision-making process. Positive attitudes are likely to lead to favorable behaviors, such as purchasing or recommending the product, while negative attitudes may result in avoidance or rejection of the product.

According to Hilson *et al.* (2004), defined that person's mental processes that react to the circumstances they find themselves in are referred to as their attitude. This is also supported by Ajzen (2005), an individual's attitude toward conduct relates to their perspective on how they feel about acting in a certain way. Canono *et al.* (2003) defined that attitudes refer to cognitive and affective processes that enable individuals to evaluate something positively or negatively and subsequently respond in a manner that aligns with their evaluation. Ajzen (1985) also states that people are more likely to continue a certain activity if the person has been maintaining a positive attitude toward the conduct which he or she is holding. This is because individuals are more likely to feel that the behavior is in their best interest. It is also shown that

a significantly positive relationship exists between a positive attitude towards the intention to purchase (Talita *et al.*, 2020). Next, in the following sections, the previous researchers who investigated the attitude-purchase intention literature were further discussed.

2.4 Subjective Norms

According to Ham *et al.* research in 2015, subjective norms play a significant role in understanding and predicting an individual's behavioral intention, including purchase intention. Subjective norms encompass the social influence exerted by important others, such as family, friends, colleagues, or reference groups, on an individual's decision-making process. Ham adding that subjective norm is the belief that a certain action or behavior would be agreed upon and endorsed by an individual or group of people. The concept of subjective norm constitutes the second component of the theory of planned behavior, as proposed by Ajzen (1991). This construct was initially introduced by Ajzen and Fishbein (1980), building upon the theory of reasoned action. According to Trafimow and Finlay (1996), the subjective norm is characterized by beliefs of what certain important people feel the individual should do and how ready they are to adhere to the expectations of the other significant norms. Additionally, the intensity of the subjective norm that encourages evacuation can grow if a feeling of group identification develops (Jonston *et al.*, 2003). Besides, it is possible for other people to have a significant impact on the primary factor that determines an individual's conduct (Bearden *et al.*, 1989). As an example, if a client feels that other people think that cosmetic items are vital in their day-to-day lives, then they will be more likely to have the intention of purchasing these products themselves. For this reason, it demonstrates that the effect of subjective norms will alter the purpose of a given conduct. In the same context, Muhammad *et al.* (2023) concluded that subjective norm had a significant relationship with purchase intention of halal cosmetics products. Next, in the following sections, the previous researchers who investigated the subjective norm-purchase intention literature were further discussed.

2.5 Brand Awareness

Brand awareness signifies the level of consumer acquaintance and recognition towards a particular brand. This encompasses consumers' grasp of a brand's existence, distinctive features, attributes, and overall standing in the market. An integral element in marketing, brand awareness holds substantial influence over consumer behavior. This concept finds support in the findings of Md. Hafez's research conducted in 2015. In this study, brand awareness is another independent variable. According to Aaker (1991), brand awareness demonstrates a customer's ability to recognize and recall a brand within a specific product category. Similar to Rossiter *et al.* (1987), they assert that brand awareness is the capacity of consumers to distinguish one brand from others. Similarly, brand awareness is defined as the extent to which consumers are aware of the brand as a group member. This is distinguished by the relationship between the brand and the cue category (Assael *et al.*, 1968). Brand awareness is required for the preceding process to take place, since customers must first become aware of a brand before purchasing it (as cited by Radder *et al.*, 2008). Radder *et al.*, (2008) also concluded that brand awareness is the critical initial step in buyer preparedness that leads to the development of a brand preference and the progression to the point of purchase. For more, brand awareness is defined as the degree to which buyers recognize the brand as a member of the category, as shown by the association between the brand and the category cue (Assael *et al.*, 1968).

A consumer's ability to make a link between a brand and a product in which they are interested plays a significant role in developing that brand's awareness. It refers to the customer's ability to remember and identify either the brand or the product in question. On the one hand, brand recall refers to the way in which a 16-year-old buyer recalls a certain brand that is pertinent to him. On the other hand, brand recognition refers to the ability of consumers to recall previously acquired information on a brand when presented with the brand's emblem. To be successful in such a cutthroat commercial climate, building up one's brand recognition is crucial to that brand's growth, which in turn helps one to compete more effectively and increase the consumer's intent to purchase product especially cosmetic product. It is also shown that had a positive relationship between brand awareness and consumers' purchase intention towards skin care products. Hence, this research solely focused on the effects of brand awareness toward purchase intention. The next section further discussed the previous research done to investigate the relationship between independent variables (attitude, subjective norm,

and brand awareness) and the dependent variable (purchase intention). These past studies acted as the fundamentals for forming the problem statement and research framework of this study.

2.6 Previous Research

Previous literature consisted of scholarly articles and other secondary data that were relevant to the independent variables and dependent variables of this study. The purpose of this section was to provide an overview and highlight the empirical gap in related previous studies while investigating this particular topic. It also aimed to demonstrate how this research could fill the empirical gap of previous research and contribute to the knowledge in this field.

2.6.1 Attitude and Purchase Intention

Anubha (2021) suggested that positive attitudes are developed about these goods, and customers express a willingness to purchase halal cosmetics. This was supported also by Tanti et al. (2020) who gathered responses from 206 Muslim females especially from millennial generation, the study discovered that has significant correlation between their attitude towards purchase intention on halal cosmetic products. In Pakistan, Khalil *et al.* (2023) also identified that attitude has significant impact towards halal cosmetic on consumer repurchase intention (purchase intention) based on data that collected from 275 total respondents. As addition, Muhammad *et al.* (2022) who did conduct a survey with 267 of valid questionnaires in Karachi, Pakistan, concluded that attitude has a positive correlation with purchase intention. This research is also supported by Chandra (2020), showing that attitudes have a positive and significant effect on the intention to purchase halal cosmetics online. This result also is supported by (Yu-Bin *et al.*, 2005; Hee Yeon *et al.*, 2011; Panida *et al.*, 2015; Mamou *et al.*, 2019; Talita *et al.*, 2020; Hye-Jin, 2022; Erol, 2020; Mehrab *et al.*, 2022; Selen *et al.*, 2023) found out that attitude is significantly positive towards purchase intention. This shows that findings on attitude have positive direct effects towards purchase intention.

However, the contra finding has been concluded by Hanif *et al.* (2021) opposes the result by giving that attitude fully and/or partially mediates to purchase intention. This result also supported by Aakanksha *et al.* (2018) as their research outcome suggest that there is negative correlation between female consumer's attitude and purchase intention from gathered the responses from hundred female consumers towards green cosmetic products in Delhi. This shows that attitude has negative effect towards purchase intention (Florence *et al.*, 2020; Lijie *et al.*, 2020; Yakaka *et al.*, 2022).

Based on all the literature reviews regarding attitude and purchase intention, many of future research are suggested. Some research suggested to look into broader or alternate location for a range of responses to questions (Aakanksha, 2018); some suggested to study people's real conduct by comparing their intentions with their actual behavior in order to get an understanding of how intentions might be translated into behavior that is effective (Chandra, 2020), while some suggested to analysis on the self-report purchasing intentions of consumers rather than the actual buying behavior of the consumers (Selen, 2023).

The table below also clearly shows that this research is conducted in different contexts, which means there is not enough evidence to show that attitude has an effect towards purchase intention. The set of population and sample sets used in this research varies depending on different circumstances the researchers encountered. However, most of the researchers have chosen regression to analyze their data.

The literature review has shown that the empirical gap of this research of attitude and purchase intention. Hence, the hypothesis below is suggested based on the literature review made:

H2: There was positive significant relationship between attitudes to purchase intention towards cosmetic products among university student in Malaysia.

The table below showed a comparison of past literature in discussing the relationship between attitude and purchase. The next subsection further discussed previous research that had been done to investigate the relationship between subjective norm and purchase intention.

Table 2.1: Previous research of attitude (independent variable) and purchase intention (dependent variable)

Author (Year)	Research title	Sample	Research Design & Method	IV	DV	Findings	Journal	Future Research Suggestions
(Anubha, 2021)	Mediating Role of Attitude in Halal Cosmetics Purchase Intention: An ELM Perspective	Data collected from 313 individual	ELM theory	Attitude	Purchase intention	Positive attitudes are developed about these goods, and customers express a willingness to purchase halal cosmetics.	Journal of Islamic Marketing Volume 14 Issue 3	The model may be used to investigate whether or not religious affiliation, reviewer anonymity, or the existence of a halal certification has a moderating influence on consumers' perceptions of halal cosmetics.
(Hanif Adinugroho Widyantoro, 2021)	Muslim Millennial's Purchase Intention of Halal-Certified Cosmetics and Pharmaceutical Products: The Mediating Effect of Attitude	In Indonesia, 403 of total respondents Muslim millennial customers of cosmetics	Using partial least squares method.	Attitude	Purchase intention	Attitude fully and/or partially mediates to purchase intention	Journal of Islamic Marketing Volume 13 Issue 6	Think about employing a bigger sample size in order to acquire a result that is more accurate.
(Tanti Handriana, Praptini Yulianti, 2020)	Purchase Behaviour of Millennial Female Generation on Halal Cosmetic Products	Data collected from 206 Muslim females especially	Quantitative, Structural equation modelling (SEM) with	Attitude	Purchase intention	Attitude has significant positive towards purchase intention	Journal of Islamic Marketing	In order to gain more in-depth study findings relating to the purpose of purchasing halal cosmetic items, qualitative

		from millennial generation	AMOS software				Volume 12 Issue 7	methodologies should be used in the research that is carried out.
(Khalil Hussain, Muhamad Shahzeb Fayyaz, 2023)	Attitude, Repurchase Intention and Brand Loyalty Toward Halal Cosmetics	A total of 275 halal cosmetic user are valid in Pakistan	Quantitative research	Attitude	Purchase intention	Attitude has significant impact toward halal cosmetics on consumer repurchase intention (purchase intention)	Journal of Islamic Marketing	To investigate the effects of a variety of factors, including consumer knowledge of halal cosmetics and the connection between halal certification and customer brand loyalty, faith in halal cosmetics, religious belief, product quality, and the desire of consumers to repurchase products, among other things.
(Aakanksha Singhal, Garima Malik, 2018)	The Attitude and Purchasing of Female Consumers Towards Green Marketing Related To Cosmetic Industry	A total of 100 female consumers in Delhi	SPSS	Attitude	Purchase intention	Seems that attitude has a negative relationship towards purchasing of female consumers towards green cosmetic products.	Journal of Science and Technology Policy Management Volume 12 Issue 3	Could look into a broader or alternate location for a range of responses to questions.

(Muhammad Yaseen Bhutto, 2022)	Adoption Of Halal Cosmetics: Extending The Theory Of Planned Behaviour With Moderating Role Of Halal Literacy (Evidence From Pakistan)	267 of valid questionnaires in survey that conducted in Karachi, Pakistan	Smart partial least squares 3.0 software.	Attitude	Purchase intention	Attitude has a positive correlation with purchase intention	Journal of Islamic Marketing Volume 14 Issue 6	It is possible to study people's real conduct by comparing their intentions with their actual behaviour in order to get an understanding of how intentions might be translated into behaviour that is effective.
(Chandra Suparno 2020)	Online Purchase Intention of Halal Cosmetics: S-O-R Framework Application	A total of 201 female respondent from Indonesia Muslim	Purposive sampling method to collect data	Attitude	Purchase intention	Attitudes have a positive and significant effect on the intention to purchase halal cosmetics online.	Journal of Islamic Marketing Volume 12 Issue 9	Examine the potential impact of additional factors that might influence the connection between attitudes and the intention to buy, such as the perception of value.
(Talita Leoni Rizkitysha, Arga Hananto, 2020)	“Do Knowledge, Perceived Usefulness of Halal Label And Religiosity Affect Attitude And Intention To Buy Halal-Labelled Detergent?”	A total of 264 valid responses were obtained	Partial least square structural equation modelling	Attitude	Purchase intention	A significantly positive relationship exists between a positive attitude towards the intention to purchase	Journal of Islamic Marketing Volume 13 Issue 3	Carrying out a second investigation with the same demographic makeup as the first one, in order to ensure that the findings of the first study can be applied to the second.

						Halal-labelled detergent.		
(Hee Yeon Kim, Jae-Eun Chung, 2011)	Consumer Purchase Intention for Organic Personal Care Products	207 of online panel members complete online survey	SPSS	Attitude	Purchase intention	Positively impacts are observed in terms of influencing attitudes towards purchasing organic personal care products.	Journal of Consumer Marketing Volume 28 Issue 1	It is possible that one of the most important things that shops can do to boost the likelihood that customers will actually make a purchase of organic personal care items is to cultivate a favourable attitude toward making such purchases.
(Selen Bakış, Hakan Kitapçı 2023)	Why Do Consumers Purchase Green Clothing? Investigating Symbolic Meanings Beyond Social Status and The Role Of Consumer Mindset	A total of 325 respondents in Turkey do a survey	Confirmatory factor analysis (CFA), multiple and simple regression analyses and PROCESS macros in SPSS	Attitude	Purchase intention	Attitude was significantly moderated toward purchase intention by the consumer mindset	Journal of Fashion Marketing and Management Volume 27 Issue 4	Analysis was done on the self-reported purchasing intentions of consumers rather than the actual buying behaviour of the consumers.
(Panida Sinthamrong & Nopadol)	Factors Affecting Attitudes and Purchase Intentions	Data collected from 400 who had previously	Descriptive Analysis (Mean)	Perceived Usefulness, Perceived Playfulness	Purchase Intention	Attitude has significant positive impact on	Management Policy and Practice	Focus on other similar things that make people feel good and want to buy to add to

Rompho, 2015)	Toward Branded Content on Webisodes	viewed a Webisode	regression using SSPS	s, Perceived Ease of Use, Peer Communication, & Attitude		purchase intention	Vol. 16(4)	what this study has found.
(Yakaka Gamama, Fatimah I Usman, & Sale A Sani, 2022)	Attitude And Purchase Intention: Mediating Role of Trust	Data collected from 280 female student at university of Maiduguri	Warp PLS regression in SSPS	Attitude & Trust	Purchase Intention	Attitude did not positively influence purchase intention	Management Sciences (Vol.18, No.3)	Pay attention on maintaining favourable consumer attitudes towards their enterprises to preserve attitude consistency.
Florence Charton-Vachet, (Cindy Lombart, & Didier Louis, 2020)	Impact of attitude towards a region on purchase intention of regional products: the mediating effects of perceived value and preference	398 randomly selected at hypermarket in Vendee	Partial Least Squares Structural Equation Modelling (PLS-SEM) regression in SSPS	Attitude towards a region	Purchase intention of regional products	The relationship between a consumer's attitude towards a region and their intent to buy products from that region is indirect.	Retail & Distribution Management	Replicated by investigating other regions, retail store formats, and retailers to identify the brands that offer regional products.
(Lijie Shan, Haimeng	Influence of the Framing Effect, Anchoring Effect, and	400 participating	Descriptive analysis,	Consumer s' attitude	Purchase intention	When organic food has a high	Sec. Organizational	Improving consumers' attitude and purchase intention by companies

Diao, & Linhai Wu, (2020)	Knowledge on Consumers' Attitude and Purchase Intention of Organic Food	Institute for Food Safety Risk Management at Jiangnan University	SPSS and AMOS			anchor price, consumers' attitudes and purchasing intentions decrease significantly.	Psychology Volume 11	should reduce organic food distribution costs and narrow the price disparity between organic and conventional commodities.
(Mehrab Nazir & Jian Tian, 2022)	The Influence of Consumers' Purchase Intention Factors on Willingness to Pay for Renewable Energy; Mediating Effect of Attitude	497 of total respondents from Pakistan	Proposed hypotheses have been tested using structured questionnaires through SPSS (AMOS)	Social Media, Relative advantage, Ease of use, Cost, Awareness, & Attitude	Purchase intention	The study discovered a significant positive correlation between employees' perceptions of the cost of RE and their attitudes toward procuring and employing RE.	Sec. Sustainable Energy Systems Volume 10	The findings would be more reliable and generalizable if they were based on a field trial to determine whether or not customers would be willing to purchase various forms of renewable energy technologies.
(Hye-Jin Jeon, 2022)	Does the relationship between brand attitude, brand attachment and purchase intention vary based on the type of prosocial	An online survey was administered to Koreans in their 20s.	Descriptive analysis, SPSS and AMOS	Brand attitude, Brand attachment, & Brand attachment	Purchase Intention	The study confirm that has a positive brand attitude is an important factor that	Journal of Product & Brand Management	Future research might evaluate how emoji organization affects these outcomes. Because this research relies on prosocial gestures, including

	expression-based brand emoji?					helps to generate brand attachment and purchase intention.	Volume 31 Issue 8	smiling facial expressions, gesture effects must be compared to facial expression effects.
(Erol Ustaahmetoğlu, 2020)	The influence of different advertisement messages and levels of religiosity on attitude and purchase intention	370 of total respondent taking the sample	Descriptive analysis using SPSS	Attitude	Purchase intention	It was discovered that the attitude and purchase intent toward advertisements with religious messages had a higher mean value.	International Journal of Islamic and Middle Eastern Finance and Management Volume 13 Issue 2	
(Mamoun N. Akroush, Majdy I. Zuriekat, 2019)	Determinants of purchasing intentions of energy-efficient products: The roles of energy awareness and perceived benefits	A total of 516 questionnaires that target household in Amman, Jordan	SPSS	Attitude	Purchase intention	Consumers' attitudes positively and significantly affect purchasing intentions.	International Journal of Energy Sector Management	Should examine whether product, brand, and country of origin affect households' awareness, perceived advantages, perceived price, attitudes, intentions, and consumption.

							Volume 13 Issue 1	
(Yu-Bin Chiu, Chieh- Peng Lin,2005)	Gender differs: assessing a model of online purchase intentions in e-tail service		Conceptual model in TAM, regression in SPSS	Attitude	Purchase intention	Has increase positive between attitude and purchase intention	Internati onal Journal of Service Industry Manage ment Volume 16 Issue 5	Putting in detail for a few different types. In the future, it would be interesting to see if there are similar differences between men and women in how likely they are to buy something online in other countries.

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2.6.2 Subjective Norm and Purchase Intention

Yaseen *et al.* (2022) have conducted a survey of 267 questionnaires in Pakistan and conclude that it shown that subjective norm has significantly relationship to purchase intention of halal cosmetic products. This conclusion is also supported by Sheetal (2020), they concluded that subjective norm has direct significant impact on luxury purchase intention. The same finding on intention to consume pharmaceuticals product in Indonesia which gathered from 225 total respondents, Rahmatina *et al.* (2021) concludes that subjective norm significant influences on purchase intention. This same findings on purchase sporting goods online in Korea with a total of 314 valid questionnaire, concludes that subjective norm had significant influences on consumers desire to buy sporting goods online. As supported, research conducted by Reham (2018), 400 questionnaires were circulated throughout Scotland to obtain cross-sectional data in order to measure the correlation between subjective norm and purchase intention. Their findings confirm that subjective norms most strongly influence their purchase intention to buy halal-labeled food in UK. The same findings by Emerson *et al.* (2019) who gathered the data from 432 total respondents and using descriptive analysis in regression SPSS, conclude that has significant positive impact subjective norm and purchase intention. Weisheng *et al.* (2018), Sheetal (2020), Edward *et al.* (2020), Maqsood *et al.* (2020), Tinggui *et al.* (2021), and Piyush *et al.* (2021) that subjective norm is positively effective towards purchase intention.

In contrast, there are previous studies with contradictory results. Siti Hasnah *et al.* (2020) opposes the result by giving that subjective norm did not impact this intention to purchase. This is supported by Lynn *et al.* (2006) and Hanif *et al.* (2021) which concluded that no significant influence of subjective norm on purchase intention.

Based on all the literature review regarding subjective norms and purchase intention, many future research are suggested. Some research suggested to monitor customer sentiment in various sectors pertaining to halal good and so forth (Yaseen, 2022); some research suggested that giving more insights that may expand their understanding about the application of the theory of reasoned action as well as other significant elements connected to consumer behavior, including purchase intention (Hanif, 2021).

The table below also clearly shows that this research is conducted in different contexts, which means there is not enough evidence to show that subjective norm has an effect towards purchase intention. The set of population and sample sets used in this research varies depending

on different circumstances the researchers encountered. However, most of the researchers have chosen regression to analyze their data.

The literature review has shown that the empirical gap of this research of subjective norm and purchase intention. Hence, the hypothesis below is suggested based on the literature review made:

H3: There was positive significant relationship between subjective norm to purchase intention towards cosmetic products among university students in Malaysia.

The table below showed a comparison of past literature in discussing the relationship between subjective norm and purchase. The next subsection further discussed previous research that had been done to investigate the relationship between brand awareness and purchase intention.



Table 2.2: Previous research of subjective norm (independent variable) and purchase intention (dependent variable)

Author (Year)	Research title	Sample	Research Design & Method	IV	DV	Findings	Journal	Future Research Suggestions
(Hanif Adinugroho Widyantoro, 2021)	Muslim Millennial's Purchase Intention of Halal-Certified Cosmetics and Pharmaceutical Products: The Mediating Effect of Attitude	A sample of 403 Muslim millennial customers of cosmetics in Indonesia	Using partial least squares method.	Subjective norm	Purchase intention	Subjective norm had no direct and significant relationship towards purchase intention	Journal of Islamic Marketing Volume 13 Issue 6	Giving more insights that may expand their understanding about the application of the theory of reasoned actions as well as other significant elements connected to consumer behaviour, including purchase intention
(Muhammad Yaseen Bhutto, 2022)	Adoption Of Halal Cosmetics: Extending The Theory Of Planned Behaviour With Moderating Role Of Halal Literacy (Evidence From Pakistan)	267 valid questionnaires are conducted by survey in Pakistan	Smart partial least squares 3.0 software.	Subjective norm	Purchase intention	Subjective norm had a significant relationship with purchase intention of halal cosmetics	Journal of Islamic Marketing Volume 14 Issue 6	Should monitor customer sentiment in various sectors pertaining to halal, including halal cuisine, halal meat, and so forth.
(Rahmatina Awaliah Kasri, Abdillah Ahsan, 2021)	Intention To Consume Halal Pharmaceutical Products: Evidence from Indonesia	A total of 225 respondents from Indonesian Muslims in Jakarta	Theory of planned behaviour	Subjective norm	Purchase intention	Has significant positive between them	Journal of Islamic Marketing Volume 14 Issue 3	Might include explanatory factors like safety, health awareness, prior behaviour, trust, pricing value, and income or additional items in each variable like physician's

								influence in the subjective norm variable.
(Sheetal Jain,2020)	Assessing The Moderating Effect of Subjective Norm on Luxury Purchase Intention: A Study of Gen Y Consumers In India	A total of 215 valid responses were obtained	Regression	Subjective norm	Purchase intention	Subjective norm has direct significant impact on luxury purchase intention.	International Journal of Retail & Distribution Management Volume 48 Issue 5	Subjective norm merely moderates in this investigation. Status, hedonic, and other factors' interactions may be examined in the future. This will help academics and practitioners understand how different variables affect luxury purchases.
(Siti Hasnah Hassan, Norizan Mat Saad, 2020)	Buy Muslim-Made First – Does Halal Consciousness Affect Muslims’ Intention to Purchase?	Data collected 152 of Malay Muslim participants aged over 18	Hierarchical multiple regression analysis was implemented.	Subjective norm	Purchase intention	Subjective norm did not impact this intention to purchase	Journal of Islamic Marketing Volume 13 Issue 2	It is recommended that more studies be carried out in other nations in the future in order to allow a better understanding of the influence of Muslim-produced goods and the socio-economic impact on entrepreneurs.
(Sheetal Jain 2020)	Role Of Conspicuous Value in Luxury Purchase Intention	A total of 215 respondents from	Confirmatory factor analysis (CFA) and	Subjective norm	Purchase intention	Subjective norm has partially mediated	Marketing Intelligence	Research may be carried out in other countries like the United States to study

		Gen Y consumers that buy luxury fashion in India	Hayes Process macro in SPSS.			correlation between purchase intention	nce & Planning Volume 39 Issue 2	the influence of cultural variations on the purchasing habits of customers in Generation Y who buy luxury goods
(Weisheng Chiu, Taejung Kim, Doyeon Won, 2018)	Predicting Consumers' Intention to Purchase Sporting Goods Online: An Application of The Model of Goal-Directed Behaviour	314 valid questionnaires	Descriptive analysis in regression SPSS	Subjective norm	Purchase intention	Subjective norms had significant influences on consumers' desire to buy sporting goods online	Asia Pacific Journal of Marketing and Logistics Volume 30 Issue 2	May add more variables to MGB, like previous information, trust, or perceived value, to learn more about how online shoppers make decisions.
(Lynn b Myers & Mark Horswill, 2006)	Social Cognitive Predictors of Sun Protection Intention and Behaviour	85 of respondent to complete TPB questionnaire	TPB Framework, SPSS	Subjective norm	Purchase intention	No significant influence of subjective norms on purchase intention	Behavioral Medicine 32(2):57-63	When considering changes in food consumption, subjective norms may be more significant.
(Reham I. Elseidi, 2018)	Determinants Of Halal Purchasing Intentions: Evidences From UK	400 questionnaires were circulated throughout Scotland to obtain cross-	SPSS	Subjective norm	Purchase intention	Subjective norms most strongly influence their purchase intention to buy halal-labelled food.	Journal of Islamic Marketing Volume 9 Issue 1	Do a comparison study between Muslim and non-Muslim customers of halal food goods in the UK might be conducted to evaluate the non-Muslim consumers'

		sectional data.						perspectives on the matter.
(Emerson Wagner Mainardes,2019)	Brand Equity of Commoditized Products of Famous Brands	A total of 432 respondents	Descriptive analysis in regression SPSS	Subjective norm	Purchase intention	Has significant positive impact	Marketing Intelligence & Planning Volume 38 Issue 3	Utilizing probabilistic sampling, search for generalized results that mitigate potential biases from concentrated responses.
(Edward Shih-Tse Wang, Chih-Feng Chou, 2020)	Norms, consumer social responsibility and fair-trade product purchase intention	Data collected from 398 university students.	Structural equation modelling (SEM) analysis using LISREL 8.7	Subjective norm	Purchase intention	Subjective norm significantly influences purchase intention	International Journal of Retail & Distribution Management Volume 49 Issue 1	To help marketers understand how subjective standards and consumer social responsibility affect national and domestic populations, further study is needed.
(Tingui Chen, Hui Wang,2021)	Consumers' purchase intention of wild freshwater fish in China from the perspective of ecological protection	1,235 customers hailing from eight different provinces in total.		Subjective norm	Purchase intention	Subjective norm has a significant impact on purchase intention	British Food Journal Volume 124 Issue 10	

(Maqsood Hussain Bhutto, Beenish Tariq, Sarwar Azhar, 2020)	Predicting consumer purchase intention toward hybrid vehicles: testing the moderating role of price sensitivity	266 of respondent from automobil e-consumers	SPSS	Subjective norm	Purchase intention	Have a significant positive impact on consumers' purchase intention	European Business Review Volume 34 Issue 1	Consider alternative sampling methods to test the validity of this study's findings and to broaden their applicability.
(Piyush Sharma, Ricky Y. K. Chan, 2021)	Cultural differences in deliberate counterfeit purchase behaviour	A total of 840 respondents in Hong Kong	SPSS	Subjective norm	Purchase intention	Subjective norm has a strong positive on purchase intention	Marketing Intelligence & Planning Volume 40 Issue 1	Incorporate product characteristics like involvement level, purchase motivation (hedonic vs. utilitarian), and consumption context (private vs. public) to study their effects across diverse product categories.

2.6.3 Brand Awareness and Purchase Intention

Tanti *et al.* (2020) conducted their study of brand awareness and purchase intention towards a total of 206 respondents from Muslim females in Indonesia. Their findings show that brand awareness has a significantly positive towards purchase intention on cosmetic products. Their future research suggestion is to do a comparison test be carried out employing non-Muslim customer as a study sample both nations where Muslim make-up the majority of the population and in nations where Muslim make-up a minority of the population. The others research conducted on a total of 150 respondents from university students in Melaka and the result indicated that had a positive relationship between brand awareness and consumer's purchase intention towards skincare products (Jia *et al.*, 2019). They suggested in future research to using a sampling technique based on probability to access consumer intent to purchase sanitation products. As addition, Květa *et al.* (2021) conducted their study of brand awareness and purchase intention towards 253 valid responses are taken and using exploratory factor analysis in CSR. Their findings that brand awareness has a significantly positive towards purchase intention. Their future research suggestion is to do more research and analysis on the substance of CSR messages, since they might influence purchasing choices. It is also supported by various previous research that stated brand awareness significant positive towards purchase intention (Perera *et al.*, 2013; Meng, 2014; Seyed, 2014; Hutter *et al.*, 2013; Richard *et al.*, 2017; Athansios *et al.*, 2018; Ulfa *et al.*, 2019; Mohd *et al.*, 2020; Erny *et al.*, 2020; Farhina *et al.*, 2022).

Contra findings with Yong Jae Ko *et al.* (2008), who did a survey instrument in Korea, concluded that brand awareness did not significant on future intention to purchase sponsor's products. This research also supported by Uttam (2019) and Vitor (2020) which findings that the relationship between brand awareness and purchase intention is not statistically significant.

The table below also clearly shows that this research is conducted in different contexts, which means there is not enough evidence to show that brand awareness has an effect towards purchase intention. The set of population and sample sets used in this research varies depending on different circumstances the researchers encountered. However, most of the researchers have chosen regression to analyze their data.

The literature review has shown that the empirical gap of this research of brand awareness and purchase intention. Hence, the hypothesis below is suggested based on the literature review made:

H4: There was positive significant relationship between brand awareness to purchase intention towards cosmetic products among university students in Malaysia.

The table below shows a comparison of past literature in discussing the relationship between subjective norm and purchase. The next section discussed further the conceptual framework of this study involving Attitude, Subjective Norm, Brand Awareness, and Purchase Intention.



Table 2.3: Previous research of brand awareness (independent variable) and purchase intention (dependent variable)

Author (Year)	Research title	Sample	Research Design & Method	IV	DV	Findings	Journal	Future Research Suggestions
(Tanti Handriana, Praptini Yulianti, 2020)	Purchase Behavior of Millennial Female Generation On Halal Cosmetic Products	A total of 206 respondents from Muslim females	Quantitative, Structural equation modeling (SEM) with AMOS software	Brand awareness	Purchase intention	Significant positive between brand awareness and purchase intention	Journal of Islamic Marketing Volume 12 Issue 7	It is suggested that a comparison test be carried out employing non-Muslim customers as a study sample both in nations where Muslims make up the majority of the population and in nations where Muslims make up a minority of the population.
(Mohd Farid Shamsudin, Sallaudin Hassan 2020)	Study Of Purchase Intention Towards Skin Care Products Based On Brand Awareness And Brand Association	The distribution of 450 questionnaires to consumers at five retail centers in three main cities in Malaysia.	SPSS	Brand awareness	Purchase intention	Brand awareness significantly positive towards the purchase intentions	Journal Of Critical Review Vol 7, Issue 16	

(Perera, Dissanayake, 2013)	The Impact of Brand Awareness, Brand Association And Brand Perceived Quality on Female Consumers' Purchase Decision Of Foreign Makeup Products (A Study on Youth Segment)	200 female consumers who represented the youth segment	Regression in SPSS	Brand awareness	Purchase intention	Most influential element towards purchase decision is brand awareness	International Conference on Business & Information 2013	Utilizing effective promotional tools to create strong brand recognition in the minds of customers.
(Ulfa Maharani, Hapzi Ali, 2019)	Model Of Purchase Intention: Product and Promotion Analysis To Increase Brand Awareness (Case Study on Micca Cosmetics)	Data collected of 163 total respondents who were consumers from Micca	Structural Equation Model (SEM) in SPSS	Brand awareness	Purchase intention	Brand awareness has a significant positive and big effect on purchase intention,	Saudi Journal of Humanities and Social Sciences	Visual factors have a significant impact on the cosmetic industry that employs online media for advertising. Brand image research on cosmetics will be fascinating.
(Richard Chinomona Eugene Tafadzwa Maziriri, 2017)	The Influence of Brand Awareness, Brand Association and Product Quality On Brand Loyalty and Repurchase Intention: A Case of Male Consumers For Cosmetic Brands in South Africa	Data gathered a total of 150 total respondent which from male consumer of South Africa		Brand awareness	Purchase intention	Brand awareness has a strong significantly positive towards purchase intention	Journal of Business and Retail Management Research (JBRMR), Vol. 12 Issue 1	Consider characteristics like brand love and innovation when calculating the likelihood that a consumer would repurchase a male-targeted cosmetics brand.

(Květa Olšanová, Andrea Escobar, 2021)	Impact of The Awareness of Brand-Related CSR Activities On Purchase Intention For Luxury Brands	253 valid responses are taken	Exploratory factor analysis	Brand's corporate social responsibility awareness	Purchase intention	Brand awareness has a significantly positive towards purchase intention	Social Responsibility Journal Volume 18 Issue 3	It is important to do more research and analysis on the substance of CSR messages, since they might have an effect on purchasing choices.
(Yong Jae Ko & Kyoungtae Kim, 2008)	The Effects of Sport Involvement, Sponsor Awareness And Corporate Image On Intention To Purchase Sponsors' Products	Survey instrument in Korea	Structural Model Test (SME) regression using SPSS	Sponsor Awareness	Intention to purchase	Awareness did not significant on future intention to purchase	International Journal of Sports Marketing and Sponsorship Volume 9 Issue 2	
(Vitor Azzari, 2020)	Does Brand Awareness Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions	The survey obtained a total of 720 responses	PLS Algorithm software tool named SmartPLS 3.0	Brand awareness	Purchase intention	The relationship between brand awareness and purchase intent is not statistically significant	Brazilian Business Review 17	This study has limitations that present challenges for future investigation. The first relates to the population selected for this investigation.
(Meng, 2014)	Customer Intention to Purchase Halal Cosmetics In Malaysia	Data collected from 400 female students in	Correlation and Multiple Regression	Brand awareness	Purchase intention	Had a positive correlation between brand	A Research Paper Submitted to	

		Malaysia				awareness and purchase intention	College of Law, Government, and International Studies, University Utara Malaysia	
(Jia En Lee, Mei Ling Goh, Mohd Nazri Bin Mohd Noor, 2019)	Understanding purchase intention of university students towards skin care products	A total of 150 respondents from university students in Melaka	SmartPLS regression using SPSS.	Brand Awareness	Purchase Intention	There are positive relationships between brand awareness and purchase intention	PSU Research Review Volume 3 Issue 3	Using a probability sampling technique to evaluate the consumers' intent to purchase hygiene products.
(Uttam Chakraborty, 2019)	The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions	1038 respondents were considered using Google forms	Maximum likelihood estimation (MLE)	Brand awareness	Purchase intention	Had significant partial mediation effect between brand awareness and purchase intention	Journal of Research in Interactive Marketing	The research approach used in this investigation may be validated in the context of other product categories and additional national settings.

							Volume 13 Issue 2	
(Seyed Shahin Sharifi, 2014)	Impacts of the trilogy of emotion on future purchase intentions in products of high involvement under the mediating role of brand awareness	Pilot study on 40 respondents	Equation, Hoelter's critical N (CN) regression using SPSS	Brand awareness	Purchase intention	Brand awareness can influence purchase intention	European Business Review Volume 26 Issue 1	May focus on the service industry in order to see how customers' feelings influence their future purchasing decisions in the service industry.
(Hutter, K., Hautz, 2013)	The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook	Conducted with the Facebook fan page of MINI	Structural equation modeling with AMOS 18	Brand awareness	Purchase intention	Brand awareness has significantly positive towards purchase intention	Journal of Product & Brand Management	Look at the factors that contribute to annoyance and figure out how it might be prevented.
(Erny Rachmawati, Suliyanto, Agus Suroso, 2020)	A moderating role of halal brand awareness to purchase decision making	Researchers distributed 500 questionnaires and 465 questionnaires could be used.	CFA, SPSS	Brand awareness	Purchase intention	Has a significant positive relationship	Journal of Islamic Marketing Volume 13 Issue 2	Longitudinal studies need to be conducted to see dynamic changes in consumer behaviour over time.

(Farhina Hameed, Ishtiaq Ahmed Malik,2022)	Brand awareness and purchase intention in the age of digital communication: A moderated mediation model of celebrity endorsement and consumer attitude	208 of total respondent via online survey	Regression	Brand awareness	Purchase intention	Has a strong positive relationship between them.	Online Journal of Communication and Media Technologies, 13(2)	To measure online purchase intent, the research can include additional variables such as social influence, demeanour, and culture.
(Athanasios Poulis, Ioannis Rizomyliotis,2018)	Do firms still need to be social? Firm generated content in social media	A total of 355 respondent from students	Conceptual framework & statistical analysis	Brand awareness	Purchase intention	Has a positive effect between them	Information Technology & People Volume 32 Issue 2	

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2.7 Conceptual Framework

Based on the discussion made on the dependent variable and independent variable with supporting previous literature, the conceptual framework of this research was developed. The following theoretical framework acted as a guide for the analysis between attitude, subjective norm, and brand awareness with purchase intention.

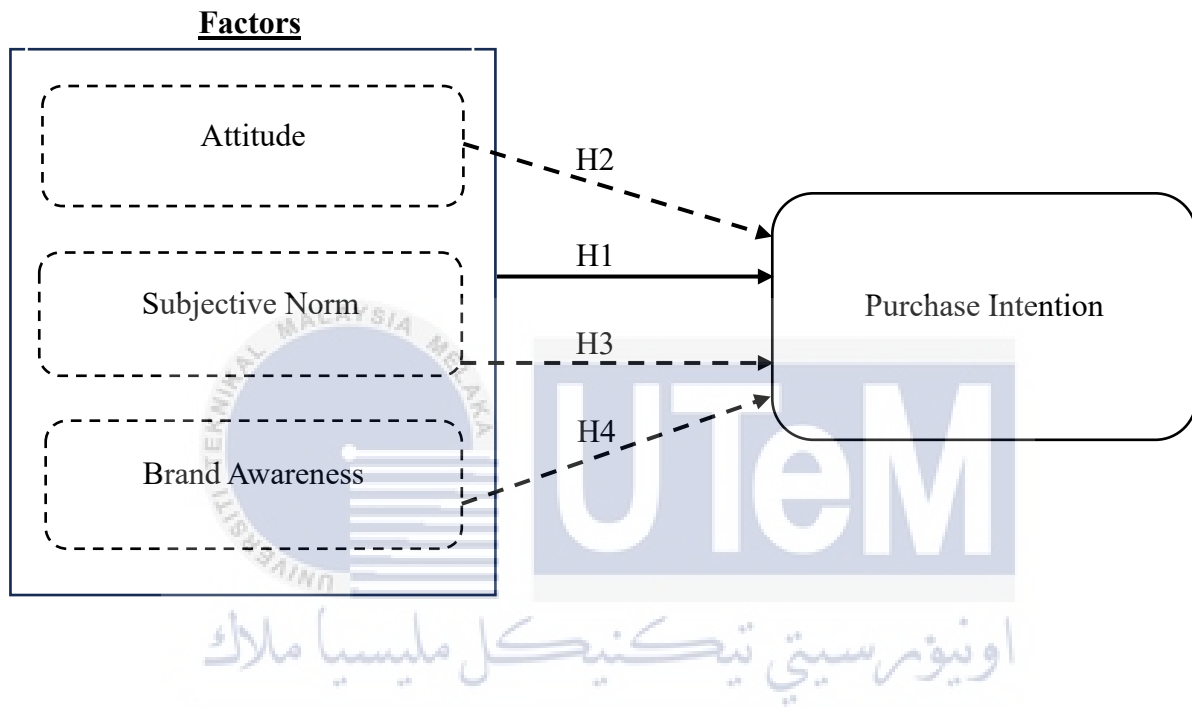


Figure 2.1: Conceptual Framework of the Relationship between Attitude, Subjective Norm, Brand Awareness and Purchase Intention

2.8 Summary

This chapter explained the basic perspective on the independent variables and dependent variables of this study. Previous literature has proven the relationship between attitude, subjective norm, and brand awareness towards purchase intention, and hypotheses were formed together with the conceptual framework that represented this entire study. With the support of the literature review, the research methodology of this study was presented in Chapter 3.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

The research method that was used throughout the whole of this study was discussed in the next chapter, beginning with the objectives and framework of the research. The process of the study, as well as its location, subjects, tools, and methods, was discussed in the following sections of this chapter. In the end, the chapter was finished with the pilot test, an analysis of the data, and a summary of everything that was covered in this chapter.

3.1 Research Design

This research was carried out in the form of a descriptive study with the purpose of achieving more precision in the profile of events, people, and circumstances. In point of fact, the purpose of the vast majority of descriptive investigations was to create a map of the landscape of a certain occurrence. Aside from that, the design of this study was one that was objective, followed a methodical approach, and produced numerical data results. As a result, the researcher came to the conclusion that an explanatory design would be the most appropriate method to investigate the question of whether or not there is a connection between the independent variables of this study (attitude, subjective norms, and brand awareness) and the dependent variable of this study (purchase intention) among university students who purchased cosmetics in Malaysia. The next section discussed further the data collection techniques of this research.

3.2 Data Collection Techniques

To complete this study, the researcher obtained the data by using primary and secondary data such as questionnaires, journals, sources from the internet, and others.

3.2.1 Primary Data

Primary data were typically collected from the source where the data originally originated and were considered the most valuable type of data in research. Primary data sources included surveys, observations, experiments, questionnaires, and personal accounts. In this research study, the researcher used a questionnaire to collect data. This study strategy was one that was objective, followed a methodical procedure, and resulted in numerical data. The survey was carried out for this specific research study by making use of questionnaires, which discussed in greater detail in Sections 3.6 and 3.7.

The data was gathered using a method known as convenient sampling, which was applied to the replies made by the respondents via the questionnaire. The questionnaire had to be clear and well-organized to be effective. As a result, the core data for this investigation was derived from the results of a survey carried out via the use of questionnaires that were made available to the personnel of the organization that was being investigated. The Likert scale, on which each item of the questionnaire was answered according to the scale indicated below, was used to collect noncomparative data for the questionnaires, which were sent out.

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

In addition to that, the questions on the surveys were closed-ended, which means that they provided respondents with a selection of possible responses from which they had to choose one to reply to the questions. The flow of the questionnaire began with the question that was the least difficult to answer and gradually worked its way up to the ones that were the most in-depth.

3.2.2 Secondary Data

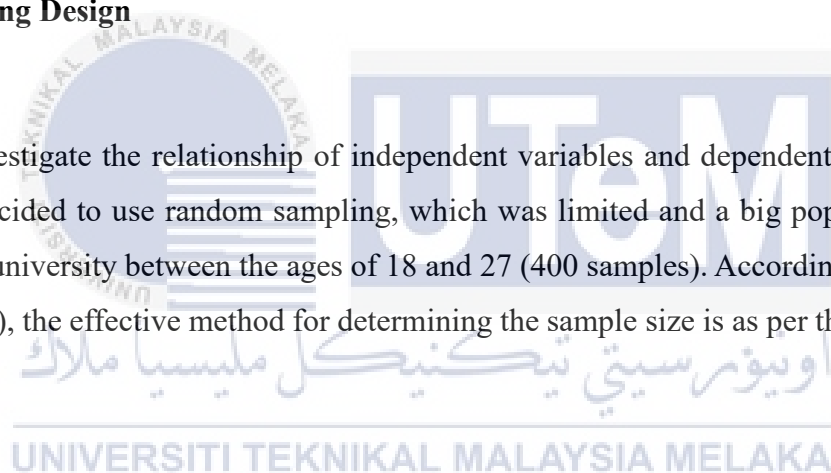
When it comes to secondary data, this information may be gleaned through secondary sources such as periodicals, articles, websites on the internet, newspapers, and a variety of other publications. The use of these sources of information, including those from other countries, is very necessary for the completion of this research project on understanding customer purchase intentions. The next section discussed further the research location in this research.

3.3 Research Location

This study examined only the effectiveness of attitude, brand awareness, and subjective norm in the purchase intention variable. The study targeted all university students of various nationalities who purchased and used cosmetics in Malaysia. According to research, many university students purchased cosmetics either directly or indirectly. Therefore, researchers were interested in learning more about what attracts them to cosmetics and why they purchased such products. The next section discussed further the sampling design in order to know the total value of respondent.

3.4 Sampling Design

To investigate the relationship of independent variables and dependent variables, the researchers decided to use random sampling, which was limited and a big population which those student university between the ages of 18 and 27 (400 samples). According to Krejcie & Morgan (1970), the effective method for determining the sample size is as per the table below.



N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note. — N is population size.
 S is sample size.

Figure 3.1: Krejcie and Morgan (1970) sample size formula

Source: McNaughton & Cowell, (2018)

As mentioned above, the selected population is more than 1,202,202 (MOHE, 2022), and its value is closest to $N=1,000,000$. According to the table by Krejcie & Morgan (1970), for a population of 1,000,000, it is recommended to collect 384 responses to achieve a 100% response rate. While it is crucial to understand the purchase intention of university students, it is equally important to ensure the acquisition of high-quality data. Therefore, it is advantageous to selectively involve students studying at Malaysian universities. The next section discussed further the research instrument of this research.

3.5 Research Instrument

In this research study, the quantitative research methodology used is a questionnaire. The method is employed by researchers to obtain primary data. The set of questionnaires distributed in this study consists of five parts. Section A focuses on Attitude, followed by Section B on Subjective Norms, while Section C covers Brand Awareness. Subsequently, Section D addresses Purchase Intention, and Section E gathers general information about the respondents.

3.5.1 Section A: Attitude

The characteristics of respondents' attitude were evaluated in Section A. This section comprised four items. To measure the scale, each item was assessed on a 5-point Likert scale (5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree).

Table 3.1: Description of Questionnaire Items of Attitude

Independent Variables	Quantity of Item	Source	Cronbach's Alpha
Attitude	4	Taylor & Todd, 1995	.897

Table 3.2: Set of question for attitude

No Item	Statement	Source
A1	I like the idea of using skincare products.	Taylor and Todd, 1995
A2	To me, skincare products are pleasurable.	
A3	Using skincare products is a good idea.	
A4	Using skincare products is a wise idea.	

3.5.2 Section B: Subjective Norm

The characteristics of respondents' subjective norm were evaluated in Section B. This section comprised two items. To measure the scale, each item was assessed on a 5-point Likert scale (5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree).

Table 3.3: Description of Questionnaire Items of Subjective Norm

Independent Variables	Quantity of Item	Source	Cronbach's Alpha
Subjective Norm	6	Taylor & Todd, 1995	.931

Table 3.4: Set of question for subjective norm

No Item	Statement	Source
SN1	People who influence my behaviour would think that I should use skincare products.	
SN2	People who are important to me would think that I should use skincare products.	
SN3	People who influence in my behaviour think that I should buy cosmetic.	Taylor and Todd, 1995
SN4	Most people who are important to me choose the cosmetic.	
SN5	Among my peers, I am usually the first to try out new cosmetic products.	
SN6	I like to experiment with new cosmetic products.	

3.5.3 Section C: Brand Awareness

The characteristics of respondents' brand awareness were evaluated in Section C. This section comprised 10 items. To measure the scale, each item was assessed on a 5-point Likert scale (5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree).

Table 3.5: Description of Questionnaire Items of Brand Awareness

Independent Variables	Quantity of Item	Source	Cronbach's Alpha
Brand Awareness	10	Meng, 2014	.818

Table 3.6: Set of question for brand awareness

No Item	Statement	Source
BA1	I usually choose cosmetic the brand I know.	
BA2	Brands make it easier to choose the cosmetic products.	
BA3	Brands influence my choice of purchase cosmetic.	
BA4	I prefer buying well-known brands of cosmetic.	
BA5	I can think of more international cosmetic brands than local ones.	Meng, 2014
BA6	I can remember a number of different cosmetic brands when purchasing	
BA7	I am likely to buy the cosmetic with brand that I remember best	
BA8	I usually choose well-advertised cosmetic with brands	
BA9	I take note of brands of cosmetic coming into the market	
BA10	I usually buy the best-selling brands of cosmetic	

3.5.4 Section D: Purchase Intention

The characteristics of respondents' purchase intention were evaluated in Section D. This section comprised four items. To measure the scale, each item was assessed on a 5-point Likert scale (5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree).

Table 3.7: Description of Questionnaire Items of Purchase Intention

Independent Variables	Quantity of Item	Source	Cronbach's Alpha
Purchase Intention	3	Agarwal and Prasad, 1998 Taylor and Todd 1995	.973

Table 3.8: Set of question for purchase intention

No Item	Statement	Source
PI1	I intend to buy new cosmetic products in the future	Agarwal & Prasad,
PI2	I am likely to buy new cosmetic in future	1998. Taylor &
PI3	I am willing to buy new cosmetic	Todd 1995

3.5.5 Section E: General Information

Section E of the survey asked about the demographic characteristics of respondents, including age, gender, level of education, level of education, race, year of study, and income. The data collected in this section were analysed through descriptive analysis in Chapter 4. The next section discussed the pilot test of the questionnaire.

3.6 Pilot Test

The reliability and validity of the survey is to be estimated using the questionnaire of the data from first 30 surveys analysed statistically using Cronbach's internal consistency alpha measure. As mentioned in the previous section, the Purchase Intention, Attitude, Subjective Norm, and Brand Awareness Questionnaire are chosen as the research instruments in this

research. As the reliability are tested in past research as shown in Table 3.1, 3.3, 3.5, and 3.7, it is expected that the result of pilot test presented later in Chapter 4 as tested previously. Next, in the following sections, research procedures will be outlined and explained in detail.

3.7 Research Procedure

The primary method of data collection used for the majority of this research was the distribution of questionnaires directly to the people who participated in the study (its intended goal). As the respondents were not confined to a formal organization, department, or group, a request was not necessary to disseminate the surveys.

Referring to Table 3.9 below, the steps of the research procedure consisted of 3 stages: before, during, and after. Initially, the researcher had clearly defined the purpose and goals of the research, focusing on factors influencing the purchase intention of cosmetic products among university students in Malaysia. Then, the researcher created a well-structured form with clear and concise questions, ensuring that the questions aligned with the research objectives and were suitable for the respondents. The decision was made to conduct a small-scale pilot test with a diverse group to identify any issues with clarity, wording, or formatting. The surveys were disseminated to respondents aged between 18 and 27 years old at random.

The questionnaire survey was conducted using Google Forms, where the respondents later received an email containing the survey link. The respondents were given one month to complete the survey on Google Forms. After the respondents answered the questionnaires, the researcher collected and tallied the data for interpretation. Next, in the following sections, data analysis procedures were discussed and elaborated upon.

Table 3.9: Steps of Research Procedure

Before	<ul style="list-style-type: none"> • Clearly outline the purpose and goals of the research. Identify the specific information to be gathered through the distribution question. • Pilot test the form for clarity. • Determine and identify sample size (target audience).
During	<ul style="list-style-type: none"> • Distribute Google Form to target audience. • Monitor and support participant queries.
After	<ul style="list-style-type: none"> • Download and analyze responses also the data. • Interpret results in context.

3.8 Data Analysis

Data analysis utilized statistical analyses. Statistical analysis is a scientific method that evaluates vast quantities of numerical data to summarize significant characteristics and relationships to generalize behavior patterns and predict future trends. The researcher utilized the Statistical Package for the Social Sciences (SPSS) to analyze the collected data. In this instance, two distinct data analysis techniques were employed.

Pearson correlation coefficients were test statistics used to establish the statistical relationship between two continuous variables. They assessed the strength and direction of the linear relationship between the variables, and Pearson's correlation coefficient was frequently employed for determining correlation.

Multiple linear regression analysis is a statistical technique for analyzing the relationship between two variables. On the other hand, multiple linear regression is one of the most common types of regression analysis. It is used as a predictive analysis to describe the relationship between a continuous dependent variable and two or more (continuous or categorical) independent variables. This investigation employed multiple linear regression to determine the magnitude of the effect of the independent variables on the dependent variable.

Table 3.10: The Analysis Method for Each Research Objectives

No	Objectives	Analysis Method
1	To identify the influence factors (attitude, subjective norm, and brand awareness) contributed to purchase intention towards cosmetic products among university students in Malaysia.	Pearson's Correlation Coefficient Analysis
2	To study the relationship between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.	Multiple Linear Regression Analysis
3	To investigate the most significant between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.	Multiple Linear Regression Analysis

3.9 Summary

The method utilized in this research to accomplish the study aim was described in this chapter. This chapter included measurements and scales that were used to evaluate the study's goals and operational model. The data collected were analysed using SPSS software. Descriptive analysis and multiple linear regression analysis were also employed to examine the gathered data. The following chapter presented the research results and findings.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.0 Introduction

In this section, the researcher presented an analysis of the collected data using quantitative techniques. A questionnaire was disseminated to 400 university students in Malaysia via Google Forms, targeting their purchase intentions for cosmetic products. The data analysis was conducted using SPSS version 27, facilitating the achievement of the research objectives. This chapter included pilot testing for all variables, reliability assessments, Pearson's correlation coefficient analysis, multiple regression analyses, and the evaluation of study hypotheses. Additionally, it provided descriptive demographic statistics, profiles of respondent variables, and descriptive statistical outcomes for each independent and dependent variable.

4.1 Pilot Test

Pilot testing served to assess the reliability and validity of the questionnaire, ensuring clarity and comprehensibility before its broad-scale distribution. This involved circulating the questionnaire to a select small group and analyzing the responses using the Social Science Statistical Package (SPSS) version 27. The reliability of the data was ascertained by referencing Cronbach's Alpha values.

Table 4.1 outlined these values, aiding researchers in determining the reliability of their analysis. A Cronbach's Alpha of 0.70 or higher was deemed acceptable, indicating reliability, while values below 0.70 suggested questionable reliability. An alpha value in the range of 0.80 to 0.90 was typically considered ideal. For the pilot study, questionnaires were administered to 30 respondents. This step was crucial for the researcher to ensure that all respondents fully understood the questions, thereby validating the study's continuation.

Table 4.1: Cronbach's Alpha Rule of Thumb

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 \geq \alpha \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable
$0.7 \geq \alpha \geq 0.6$	Questionable
$0.6 \geq \alpha \geq 0.5$	Poor
$0.5 \geq \alpha$	Unacceptable

Source: Nunnally (1978)

Based on Table 4.2, a total of 30 respondents answered the questionnaire distributed. It shows that the Cronbach's alpha is 0.862 which means that it is reliable and valid to use because it has a value exceeding 0.7 Cronbach's alpha.

Table 4.2: Reliability Statistic for Pilot Test of 30 Respondents

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.862	.874	24

Based on Table 4.3, it shows the Cronbach's alpha value of each independent variable and dependent variable. Attitude had the highest alpha value among the variables, which is 0.879. Purchase Intention had the second-highest alpha value, which is 0.806. Subjective Norm had the third-highest alpha value, which is 0.782. The least alpha value is for Brand Awareness, which is 0.746. In the subsequent sections, the procedures for data analysis were discussed and elaborated upon.

Table 4.3: Reliability Statistic for Variables of 30 Respondents

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
Attitude	.879	.880	4
Subjective Norm	.782	.803	6
Brand Awareness	.746	.767	10
Purchase Intention	.806	.802	4

4.2 Descriptive Statistic Analysis

Descriptive analysis was used by the researcher for the description of the data sample. Researchers have used tables and pie charts to display and summarize data details so that readers could have better understand the data collected from the questionnaire. This method was used to analyse all sections of the questionnaire including demographic profiles from respondents in section A, attitude in section B, subjective norm in section C, brand awareness in section D, and purchase intention in Section D.

4.2.1 Respondent Demographic Profile

This section discussed in detail the respondents' personal background, which includes gender, university, year of study, age, educational level, income, and race. The frequency for all questions in the score value obtained on the group demographics indicates a demographic analysis of the data.

Table showed about the analysis of the respondent data by gender. From the total of 400 respondents, they are 102 male respondents (25.5%) and 298 female respondents (74.5%) have been taking part in this data collection process. There are big different between the number of male and female respondent that has been participated in this data collection process.

The table displayed an analysis of the respondent data by university. From a total of 400 respondents, there were 123 respondents (30.8%) from Universiti Teknikal Malaysia Melaka (UTeM), 25 respondents (6.3%) from Universiti Sains Malaysia (USM), 104 respondents (26%) from Universiti Teknologi Malaysia (UTM), 105 respondents (26.3%) from Universiti Putra Malaysia (UPM), 35 respondents (9%) from Universiti Kuala Lumpur (UNIKL), and eight universities had only one respondent (0.2%) each from International Islamic University Malaysia (IIUM), Universiti Pendidikan Sultan Idris (UPSI), Kolej Profesional Baitumal, Universiti Poly-Tech Malaysia (UPTM), Universiti Malaya (UM), Universiti Sultan Zainal Abidin (UNISZA), Universiti Sains Islam Malaysia (USIM), and Universiti Malaysia Sarawak (UNIMAS). This indicated that most of the respondents were from UTeM, UPM, UTM, UNIKL, and USM.

Table showed the year of study of the respondents that fill up the survey. From the total of 400 respondents, there are 11 respondents (2.8%) are from year 1, 27 respondents (6.8%) are from year 2, 34 respondents (8.4%) are from year 3, and 328 respondents (82%) are students from year 4. This shows that most of the respondents are from year 4 students.

Table showed the analysis of the respondent data by age. From the total of 400 respondents, there are 67 respondents (16.8%) who age 18 – 21 years old, 316 respondents (79%) who age between 22 to 24 years old, and 17 respondents (4.2%) who age 25 to 27 years old. This shows that the age range between 22 to 24 years old is heavily involved in this survey.

The table 4.4 below showed the educational level of the respondents. Based on the data above, from the total of 400 respondents, there are 51 respondents (12.8%) that from diploma's level, 345 respondents (86.3%) are from bachelor's level, and 4 respondents (1%) that from master's level and above. This shows that most of the respondents are from bachelor's level.

Table 4.4 below showed the income amounts of the respondents. Based on the data, out of a total of 400 respondents, 167 respondents (41.8%) earned less than RM100, 228 respondents (57%) had incomes between RM101 to RM500, and 5 respondents (1.2%) earned between RM501 to RM1000. This allowed us to conclude that most respondents had incomes ranging from RM100 to RM500.

Table showed the race of the respondents that fill up the survey. From the total of 400 respondents, there are 310 respondents (77.5%) are Malay, 63 respondents (15.7%) are from Chinese, 24 respondents (6.2%) are Indian, and three races had only one respondent (0.2%) each from Bisaya, Bugis, and Bajau. This shows that most of the respondents are Malay. Following that, the reliability test was conducted, and its details were expounded upon.

4.4: Frequency and Percentage of Demographic Profile

Demographics	Frequency (n = 400)	Percentage (%)
Gender		
Male/Lelaki	298	74.5
Female/Perempuan	102	25.5
University		
UTeM	123	30.8

USM	25	6.3
UTM	104	26
UPM	105	26.3
UNIKL	35	9
IIUM	1	0.2
UPSI	1	0.2
KOLEJ PROFESIONAL BAITULMAL	1	0.2
UPTM	1	0.2
UM	1	0.2
UNISZA	1	0.2
USIM	1	0.2
UNIMAS	1	0.2
Year of Study		
Year 1/Tahun 1	11	2.8
Year 2/Tahun 2	27	6.8
Year 3/Tahun 3	34	8.4
Year 4/Tahun 4	328	82
Age		
18 – 21 Years Old/18 – 21 Tahun	67	16.8
22 – 24 Years Old/22 – 24 Tahun	316	79
25 – 27 Years Old/25 – 27 Tahun	17	4.2
Educational Level		
Diploma's Level/Peringkat Diploma	51	12.8
Bachelor's Level/Peringkat Sarjana Muda	345	86.3
Master's Level/Peringkat Sarjana	4	1
Income		
Less Than RM100/Kurang Daripada RM100	167	41.8
RM100 – RM500	228	57
RM501 – RM1000	5	1.2
Race		
Malay/Melayu	310	77.5
Chinese/Cina	63	15.7

Indian/India	24	6.2
Bisaya	1	0.2
Bugis	1	0.2
Bajau	1	0.2

4.3 Reliability Test

In the preceding chapter, the researcher discussed that reliability refers to the degree to which a measurement accurately and consistently captured a variable or a set of variables. The objective of a reliability test was to evaluate the effectiveness of the questions in yielding precise results. This section presented the findings from the survey's Reliability Test. The reliability of both the dependent and independent variables was measured using Cronbach's Alpha. The results of this assessment are displayed in the table below.

Table 4.5 showed the reliability test of the research. This test was conducted using Cronbach's Alpha. Twenty-four questions in the researcher's questionnaire were measured, and the Cronbach's Alpha value was 0.948. As stated by Nunnally (1978), a Cronbach's Alpha value greater than 0.7 is considered reliable and acceptable. Therefore, the data collected from this research are considered dependable. Subsequently, inferential statistical analysis was performed and is elaborated in the upcoming sections.

Table 4.5: Cronbach's Alpha Reliability Coefficient

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Item	Number of Respondents
.948	.949	24	400

Table 4.6: Reliability Statistics

Variables	N of Items	Cronbach's Alpha
Attitude	4	.866
Subjective Norm	6	.890
Brand Awareness	10	.904
Purchase Intention	4	.921

4.4 Inferential Statistic Analysis

This section analysed and examined the first, and second research objectives to study and investigate the relationship between influence factors (attitude, subjective norm, brand awareness) to purchase intention among university students in Malaysia. The method used is Pearson's correlation analysis and multiple linear regression analysis. Hypothesis testing was employed to investigate the developed hypotheses in research, whether to be accepted or rejected. Hence, there are independent variables (attitude, subjective norm, brand awareness) and a dependent variable (purchase intention) that were analysed in this section.



4.4.1 Pearson's Correlation Analysis

In this research, the analysis included the use of Pearson's correlation coefficient to fulfill the first objective, which was to investigate the relationship between influencing factors (attitude, subjective norm, and brand awareness) and purchase intention towards cosmetic products among university students in Malaysia. The primary aim of the Pearson's correlation coefficient analysis was to establish the relationship between the independent variables and the dependent variables. Relationships between these variables could be positive, negative, or neutral correlations. The range of the R-value was between -1 and 1, where -1 signified a perfect negative correlation. A correlation of 1 indicated a perfect positive relationship, while a correlation of 0 suggested no relationship between independent variables and the dependent variable.

4.4.1.1 Pearson's Correlation for The Factors

Objective 1: To identify influence factors (attitude, subjective norm, and brand awareness) contributed to purchase intention towards cosmetic products among university students in Malaysia.

Based on table 4.7 below, the Pearson's correlation coefficients were examined to assess the relationships among the variables—purchase intention, attitude, subjective norm, and brand awareness. Referring to table 4.7, the Pearson correlation coefficient (r) values denote the strength and direction of these relationships.

Based on the table below, it is evident that all independent variables had a moderately strong positive relationship with the dependent variable, purchase intention, as the correlation coefficient (r) values were higher than 0 but lower than 1. Among the influencing factors, brand awareness exhibited the highest positive correlation with purchase intention ($r = 0.740$), followed by subjective norm ($r = 0.695$) and attitude ($r = 0.373$). This suggests that brand awareness was the most influential factor affecting purchase intention among university students in Malaysia, as it displayed the strongest positive relationship.

Table 4.7: Pearson's Correlation Between Variables

Correlations					
		Purchase Intention	Attitude	Subjective Norm	Brand Awareness
Pearson Correlation	Purchase Intention	1.000	.373	.695	.740
	Attitude	.373	1.000	.647	.560
	Subjective Norm	.695	.647	1.000	.768
	Brand Awareness	.740	.560	.768	1.000
Sig. (1-tailed)	Purchase Intention	.	.000	.000	.000
	Attitude	.000	.	.000	.000
	Subjective Norm	.000	.000	.	.000
	Brand Awareness	.000	.000	.000	.

N	Purchase Intention	400	400	400	400
	Attitude	400	400	400	400
	Subjective Norm	400	400	400	400
	Brand Awareness	400	400	400	400

4.4.2 Multiple Linear Regression Analysis

Objective 2: To study the relationship between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.

In the multiple linear regression analysis conducted to investigate the most significant influence factors—attitude, subjective norm, and brand awareness—on purchase intention towards cosmetic products among university students in Malaysia, the model summary in Table 4.8 provided key insights. The R^2 value of 0.607 suggested that approximately 60.7% of the variance in purchase intention could be explained by the combination of attitude, subjective norm, and brand awareness.

ANOVA results in Table 4.9 further supported the model's significance, with a statistically significant F-value of 203.612 ($p < .001$). This indicated that the regression model, incorporating attitude, subjective norm, and brand awareness, supporting the meaningful predictive power of the regression model that included attitude, subjective norm, and brand awareness. Therefore, based on the information provided, Hypothesis 1 was accepted.

In summary, the research findings suggest that attitude, subjective norm, and brand awareness significantly influence purchase intention towards cosmetic products among university students in Malaysia.

Table 4.8: Model Summary of Factors and PI

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.779 ^a	.607	.604	.46632	.607	203.612	3	396	<.001

a. Predictors: (Constant), BRANDAWARENESS, ATTITUDE, SUBJECTIVENORM

b. Dependent Variable: PURCHASEINTENTION

Table 4.9: ANOVA^a of Factors and PI

ANOVA ^a						
Model			Sum of Squares	df	Mean Square	F
1	Regression	132.827	3	44.276	203.612	<.001 ^b
	Residual	86.111	396	.217		
	Total	218.938	399			

a Dependent Variable: PURCHASEINTENTION

b Predictors: (Constant), BRANDAWARENESS, ATTITUDE, SUBJECTIVENORM

Objective 3: To investigate the most significant between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.

Based on Table 4.10, the coefficients of the factors revealed individual contributions. Attitude, subjective norm, and brand awareness all exhibited statistically significant relationships with purchase intention ($p < .001$). Specifically, attitude (Beta = 0.189), subjective norm (Beta = 0.409), and brand awareness (Beta = 0.531) demonstrated unique impacts on purchase intention. Therefore, Hypotheses 2, 3, and 4 were accepted, affirming positive and significant relationships between attitude, subjective norm, and brand awareness, respectively, with purchase intention.

In the multiple linear regression analysis conducted, the coefficients of the factors—attitude, subjective norm, and brand awareness—were examined to assess their individual contributions to purchase intention among university students in Malaysia. The results revealed statistically significant relationships for all three factors with purchase intention ($p < .001$). Specifically, attitude (Beta = 0.186), subjective norm (Beta = 0.388), and brand awareness (Beta = 0.572) each demonstrated unique impacts on purchase intention. Notably, the highest Beta coefficient was associated with brand awareness, indicating its most substantial influence on purchase intention among the study participants. Therefore, within the context of the provided data, brand awareness emerges as the most significant factor influencing purchase intention among university students in Malaysia. These findings have substantial implications for shaping effective marketing strategies within the cosmetic industry, as discussed further in Chapter 5.

Table 4.10: Coefficient of Factors and PI

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.952	.153		6.224	<.001
	Attitude	.186	.041	.189	4.526	<.001
	Subjective Norm	.388	.051	.409	7.593	<.001
	Brand Awareness	.572	.053	.531	10.710	<.001

a. Dependent Variable: PURCHASEINTENTION

Table 4.11: Hypothesis Results

	Hypothesis	Multiple Linear Regression Analysis
H1	There were significant relationships between influence factors (attitude, subjective norm, and brand awareness to purchase intention towards cosmetic products among university students in Malaysia.	Accepted
H2	There was positive significant between attitude to purchase intention towards cosmetic products among university students in Malaysia.	Accepted
H3	There was positive significant between subjective norm to purchase intention towards cosmetic products among university students in Malaysia.	Accepted
H4	There was positive significant between brand awareness to purchase intention towards cosmetic products among university students in Malaysia.	Accepted

4.5 Summary

To summary, the multiple linear regression analysis revealed that attitude, subjective norm, and brand awareness significantly influenced purchase intention among university students in Malaysia, with the model explaining approximately 60.7% of the variance in purchase intention. The ANOVA results supported the model's overall significance, and the coefficients of the factors indicated unique impacts on purchase intention. Hypotheses 1, 2, 3, and 4 were all accepted, affirming the relationships between influence factors and purchase intention. Therefore, all justifications for the result findings were further discussed in the following chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 Introduction

This chapter discussed the outcomes attained from the previous chapter. A summary of the descriptive analysis was discussed, and the objectives of this research were justified with previous research. Recommendations were also given for future references in related fields, together with the implications of this study. Finally, a summary was done with a conclusion to mark the end of this research.

5.1 Discussion

This research was conducted based on the three main objectives developed by the researcher to address the research questions stated at the beginning of the study. The findings and their justifications, in accordance with previous research, were briefly discussed in this section. Three subsections were formed to discuss the following research objectives:

- To identify the influence factors (attitude, subjective norm, and brand awareness) contributed to purchase intention towards cosmetic products among university students in Malaysia.
- To study the relationship between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.
- To investigate the most significant relationship between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.

5.1.1 Objective 1: To identify the influence factors (attitude, subjective norm, and brand awareness) contributed to purchase intention towards cosmetic products among university students in Malaysia.

The analysis revealed that all independent variables exhibited a moderately strong positive relationship with the dependent variable, purchase intention. The correlation coefficient (r) values were consistently higher than 0 but lower than 1. Among the influencing factors, brand awareness displayed the highest positive correlation with purchase intention ($r = 0.740$), followed by subjective norm ($r = 0.695$) and attitude ($r = 0.373$). This pattern suggests that brand awareness emerged as the most influential factor affecting purchase intention among university students in Malaysia, as it demonstrated the strongest positive relationship.

Several studies support and contribute to this finding. Notably, Martinez and Kim (2012) and Sarabia-Andreu and Sarabia-Sánchez (2018) underscored the significance of attitude in influencing purchase intention. Similarly, Rafiki, Hidayat, and Nasution (2023) and Hye-Jung Park et al. (2008) emphasized the role of subjective norm in shaping purchasing

decisions. Furthermore, Jumiati Sasmita and Norazah Mohd Suki (2015) and Ahmad Rafiki, Hidayat, and Nasution (2023) provided insights into the impact of brand awareness on purchase intention. In conclusion, this study, supported by various research findings, establishes that attitude, subjective norm, and brand awareness all played crucial roles in influencing the purchase intention of university students in Malaysia.

5.1.2 Objective 2: To study the relationship between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.

Hypothesis 1: There were significant relationships between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.

The R^2 value of 0.607 indicated that approximately 60.7% of the variance in the purchase intention towards cosmetic products among university students in Malaysia could be explained by the combined influence of attitude, subjective norm, and brand awareness. This suggested a moderately strong relationship between the predictor variables (attitude, subjective norm, and brand awareness) and the dependent variable (purchase intention). The statistically significant F-change value (203.612, $p < 0.001$) further confirmed that the overall model was a good fit for the data, providing evidence to support the hypothesis that there were significant relationships between these influence factors and purchase intention among the target demographic.

The cited studies collectively contribute to the understanding of purchase intention factors, particularly within the context of Malaysian consumers, and provide support for the application of multiple linear regression in analyzing these relationships. Xiang Meng (2014) focused on halal cosmetics, revealing that attitude, subjective norm, perceived behavioral control, and brand awareness all significantly influenced purchase intention among female university students. Mardhiah Kamaruddin (2020) explored the determinants of young female students' purchase intention towards local cosmetics, identifying brand awareness, attitude, consumer experiences, and price as significant contributors. Noor Hafiza Ibrahim (2012)

extended the analysis beyond university students, finding brand awareness, subjective norm, and product quality to be significant predictors of purchase intention for cosmetic products in Kedah, Malaysia. Additionally, Noor Mahiza Othman (2018) demonstrated the effectiveness of multiple linear regression in assessing relationships between subjective norm, attitude, and online purchase intention among Malaysian youth. These studies collectively underline the relevance and validity of employing multiple linear regression in investigating the factors influencing purchase intention, including brand awareness and subjective norm, within the Malaysian context. Additionally, references to Ajzen's Theory of Planned Behavior and the textbook by Hair et al. provide theoretical and methodological foundations for understanding and conducting such analyses.

5.1.3 Objective 3: To investigate the most significant relationship between influence factors (attitude, subjective norm, and brand awareness) to purchase intention towards cosmetic products among university students in Malaysia.

Hypothesis 2: There was a positive significant relationship between attitudes and purchase intention towards cosmetic products among university student in Malaysia.

The beta value of 0.186 further illustrates that Attitude has a positive and statistically significant impact on the dependent variable, Purchase Intention. This means that as the Attitude towards cosmetic products increases, there is a corresponding increase in the Purchase Intention among university students in Malaysia. The significance level of $p < .001$ indicates that this relationship is highly statistically significant, providing strong evidence for the hypothesis that a positive attitude towards cosmetic products is associated with a higher likelihood of purchasing them.

In the discussion section, it is imperative to highlight that the positive influence of attitude on purchase intention, as observed in this study, is further substantiated, and supported by similar findings in existing literature. According to Anubha (2021), positive attitudes are developed about these goods, and customers express a willingness to purchase cosmetics. Also, that when consumers develop positive attitudes towards cosmetic products, this positivity is reflected in their increased willingness to make a purchase. This suggests that attitudes play a

crucial role in shaping consumer behaviour, particularly in the cosmetics industry. Positive attitudes can stem from various factors, such as the perceived quality, value, branding, and social influence related to cosmetic goods. Hanif *et al.* (2021), adds another layer to this understanding by indicating that attitude not only directly influences purchase intentions but may also serve as a mediator in this relationship. This means that attitude could be an intervening variable that helps to explain how or why other factors, such as social norms or perceived behavioral control, impact the intention to purchase cosmetics. Most research demonstrated similar result such as Tanti *et al.* (2020), Khalil *et al.* (2023), Muhammad Yaseen Bhutto (2022), Chandra (2020), Talita *et al.* (2020), Hee Yeon *et al.* (2011), and Mehrab *et al.* (2022), which showed consistency that attitude has a direct effect towards purchase intention.

The relationship between attitude and purchase intention aligns seamlessly with the results of this study, and the collective evidence from studies conducted by Hye-Jin Jeon (2022), Erol Ustaahmetoğlu (2020), and Yu-Bin Chiu, Chieh-Peng Lin (2005) reinforces the robustness and consistency of this association across various studies and time periods. Hye-Jin Jeon's research in 2022, along with Erol Ustaahmetoğlu's findings in 2020, not only concurred with the current study's results but also provided additional layers of confirmation. These studies, by independently reaching similar conclusions, fortify the argument that students' attitudes toward cosmetic products significantly contribute to shaping their purchase intentions. Importantly, the agreement with contemporary research underscores the relevance and applicability of these findings in the current consumer landscape. Moreover, the study conducted by Yu-Bin Chiu and Chieh-Peng Lin in 2005 further strengthens the current study's results. Despite the temporal gap, their work provides historical evidence of the enduring impact of attitudes on consumer behaviour, a consistency reflected in the present study. This historical perspective adds depth to the understanding of the sustained relevance of attitude in influencing purchase intentions.

In essence, the consistent alignment of these external studies with the findings of the current research underscores not only the stability of the observed relationship but also emphasizes that the existing body of literature robustly supports and reinforces the key conclusion of this study – the significant and positive influence of attitude on purchase intention among university students in Malaysia. It is also firm to mention the reinforce the idea that attitude is a key predictor of purchase intention. Moreover, it contributes to a broader understanding of consumer behaviour in the cosmetic industry and provide evidence that marketing strategies aimed at positively influencing attitudes can be effective in boosting

purchase intentions among university students in Malaysia. Hence, it can be concluded that there is relationship between attitude and purchase intention, which stated that Hypothesis H2 were validated and accepted.

Hypothesis 3: There was a positive significant relationship between subjective norm and purchase intention towards cosmetic products among university student in Malaysia.

Numerous studies, including those by Muhammad Yaseen (2022), Rahmatina *et al.* (2021), Sheetal Jain (2022), Weisheng *et al.* (2018), and Emerson *et al.* (2019), have consistently demonstrated a positive relationship between subjective norm and purchase intention. In his study, Muhammad Yaseen (2022) utilized a survey method with 267 valid responses, analyzed using SPSS, to establish a significant positive correlation between subjective norm and purchase intention. Sheetal Jain (2022) also focused on valid questionnaire responses, collecting data from 215 respondents, and found a direct significant impact of subjective norm on luxury purchase intention. Jain's research further suggests exploring the interactions of status, hedonic, and other factors for future studies, which could provide deeper insights into the various elements influencing consumer behaviour. Similarly, Emerson *et al.* (2019) conducted a study involving 432 respondents and used regression analysis to highlight the significant positive impact between subjective norm and purchase intention. These consistent findings across different studies underline the importance of subjective norm as a determinant in shaping individuals' intentions to make purchases. This body of research offers valuable implications for both academic researchers and industry practitioners in understanding the role of social influences and perceived expectations in consumer purchasing decisions.

In addition, the positive influence of subjective norms on purchase intention is supported by various studies in the literature. According to Weisheng Chiu *et al.* (2018), subjective norms, which encompass social pressures and expectations, play a crucial role in shaping individuals' purchase intentions. This finding aligns with the results of the current study, where subjective norms were found to have a positive correlation with purchase intention among university students in Malaysia. Similarly, Reham *et al.* (2018) emphasizes the impact of subjective norms in influencing consumers' decision-making processes, providing further validation for the observed positive relationship in the present research.

Moreover, the research conducted by Edward *et al.* (2020) adds depth to the understanding of how subjective norms contribute to purchase intention. Their findings suggest that individuals often conform to societal expectations, and this conformity positively affects their intention to purchase. This resonates with the current study's results, where the perceived social influences on university students significantly contribute to their inclination to purchase cosmetic products.

Additionally, Tinggui Chen, Hui Wang (2021) and Maqsood *et al.* (2020) provide consistent evidence supporting the positive association between subjective norms and purchase intention. Their studies emphasize the significant role played by social factors in shaping individuals' intentions to engage in consumer behavior, which complements the outcomes of the current research. The findings of Piyush Sharma, Ricky *et al.* (2021) further strengthen this argument, emphasizing the relevance of subjective norms in influencing purchase decisions. Overall, the collective evidence from these studies reinforces the idea that subjective norms positively contribute to shaping purchase intentions, providing a robust foundation for the current study's findings.

The collective evidence from these studies underscores the stability of the observed relationship and emphasizes the enduring importance of understanding and addressing consumer attitudes in the context of cosmetic product purchases among university students in Malaysia. The beta value of 0.388 further illustrates that Subjective Norm has a strong and statistically significant impact on the dependent variable, Purchase Intention. This suggests that as the perception of social pressure or the influence of others' opinions (subjective norm) regarding the use of cosmetic products increases, there is a correspondingly stronger increase in the Purchase Intention among university students in Malaysia. The high significance level of $p < .001$ underscores the robustness of this relationship, strongly supporting the Hypothesis H3 that a positive subjective norm is associated with a higher likelihood of purchasing cosmetic products.

Hypothesis 4: There was a positive significant relationship between brand awareness and purchase intention towards cosmetic products among university student in Malaysia.

In summary, the collective findings from various studies, including those conducted by Tanti Handriana *et al.* (2020), Mohd Farid *et al.* (2020), Perera *et al.* (2013), Ulfa Maharani *et al.* (2019), Richard Chinomona *et al.* (2017), Květa Olšanová *et al.* (2021), and Meng (2014), consistently demonstrate a significant and positive relationship between brand awareness and purchase intention. Furthermore, the research by Květa Olšanová *et al.* (2021) emphasizes that brand awareness not only contributes significantly to purchase intention but also serves as a driving force in shaping consumer perceptions and preferences. This implies that a well-established brand awareness strategy not only encourages immediate purchase decisions but also cultivates a positive and enduring brand image.

Similarly, in a study conducted by Perera *et al.* (2013), which involved 200 female consumers representing the youth segment, regression analysis was employed to underscore the substantial positive influence of brand awareness on purchase intention. These consistent findings affirm the robust nature of the relationship, particularly within the context of the youth demographic. In the discussion section, it is imperative to elaborate on the observed positive relationship between brand awareness and purchase intention, emphasizing the robust support garnered from pertinent literature. The congruence between this study's findings and existing research further fortifies the significance of brand awareness in influencing purchase intentions among university students in Malaysia.

The positive impact of brand awareness on purchase intention, as evidenced in this study, is echoed by several scholars, underscoring the importance of brand recognition and recall in shaping consumer behavior. Jia En Lee *et al.* (2019) contribute to this understanding by highlighting the positive association between brand awareness and consumers' purchase decisions. Their work aligns with the present study, emphasizing the enduring influence of brand awareness on consumer choices, particularly in the context of cosmetic product purchases. Additionally, Seyed Shahin Sharifi (2014) and Hutter *et al.* (2013) provide further support for the observed relationship. These studies independently affirm the positive connection between brand awareness and purchase intention, emphasizing the pivotal role that brand recognition plays in driving consumer preferences. The alignment with research from different time periods and contexts enhances the external validity of the current study.

Furthermore, research by Erni Rachmawati, Suliyanto, Agus Suroso (2020), Farhina Hameed, Ishtiaq Ahmed (2022), and Athanasios Poulis, Ioannis Rizomyliotis (2018) contributes to the comprehensive support for the observed relationship. These studies emphasize the enduring and cross-contextual nature of the positive impact of brand awareness on purchase intentions. The consistent affirmation from these diverse sources strengthens the argument that consumers' awareness of a brand significantly influences their intention to purchase cosmetic products. In conclusion, the collective findings from Jia En Lee et al., Seyed Shahin Sharifi, Hutter et al., Erni Rachmawati, Suliyanto, Agus Suroso, Farhina Hameed, Ishtiaq Ahmed, and Athanasios Poulis, Ioannis Rizomyliotis not only corroborate but also deepen the understanding of the positive influence of brand awareness on purchase intentions. The convergence of evidence from these diverse sources enhances the robustness and generalizability of the observed relationship in the specific context of cosmetic product purchases among university students in Malaysia.

This beta value of 0.572 indicates that, historically, Brand Awareness had a substantial and statistically significant impact on Purchase Intention. The relationship showed that as students' awareness of a brand increased, their intention to purchase cosmetic products from that brand also increased significantly. The high significance level of $p < .001$ strongly supports the conclusion that higher brand awareness was associated with a greater likelihood of purchasing its cosmetic products among university students in Malaysia. Consequently, Hypothesis H4 is validated, confirming the substantial and influential role of brand awareness in shaping consumers' tendencies to purchase cosmetics. The next subsection discussed the implications made on the literature and its contribution towards both the academic field and the industry.

5.2 Implications

This research is poised to have significant implications for both theory and practice in the field of the cosmetic industry among university students in Malaysia. The following subsections will delve deeper into the potential theoretical and practical contributions, offering insights that could potentially revolutionize related fields.

5.2.1 Theoretical Implications

This study addresses critical gaps in understanding consumer behavior within Malaysia's cosmetic industry, focusing on university students' purchase intentions. Despite the industry's significant growth, a nuanced comprehension of determinants influencing students' purchase intentions is lacking. With university students being an active consumer segment, their intricate motivational factors in cosmetic product purchases remain insufficiently explored. This research focuses on attitude, subjective norm, and brand awareness, aiming to unravel the complex interplay of these variables and their impacts on purchase intentions. Anticipating the pivotal roles of brand awareness, social influences, and personal attitudes, this study aims to provide an in-depth understanding of how these factors collectively shape the purchase intentions of Malaysian university students in the cosmetic market. Drawing inspiration from existing literature, including studies by Jia En Lee et al. (2019), Seyed Shahin Sharifi (2014), Piyush Sharma, Ricky *et al.* (2021), and Hye-Jin Jeon (2022), this research contributes by shedding light on the unique dynamics of attitude, subjective norm, and brand awareness, offering practical implications for marketers and industry stakeholders to tailor effective strategies. The insights add valuable perspectives to the broader discourse on consumer behavior in the cosmetic industry, enriching the existing body of knowledge (Chin, 2021; Lee et al., 2019; Hameed and Ahmed, 2022).

5.2.2 Practical Implications

In addition to theoretical implications, this research underscores the pivotal roles of attitude, subjective norm, and brand awareness in shaping the purchase intentions of cosmetic products among university students in Malaysia. The study reveals that cultivating a positive attitude towards cosmetic products significantly heightens the likelihood of students opting to purchase these items. As a result, strategic efforts by cosmetic brands and marketers should center around positively influencing student attitudes. This can be achieved through targeted advertising campaigns, collaborations with influencers, and product demonstrations tailored to align with students' preferences and values. Emphasizing the benefits, quality, and uniqueness of cosmetic products can contribute to fostering more favorable attitudes, consequently driving purchase intentions.

Moreover, the influence of subjective norms on purchase intentions underscores the significance of social factors in students' buying decisions. Retailers can leverage this insight by encouraging satisfied customers to share positive experiences with peers, both online and offline. Establishing a community around a brand or product through social media and organizing events or contests can effectively engage the student demographic, enhancing the perceived social acceptance of purchasing cosmetic products. Additionally, endorsements from popular figures within the student community can reinforce subjective norms, encouraging more students to contemplate purchasing these products. Brand awareness emerges as another critical factor, highlighting the need for robust brand communication strategies that enhance visibility and recognition among university students. Employing tactics like social media marketing, campus brand activations, partnerships with university events, and collaborations with student organizations can elevate brand awareness. Consistency in brand messaging across all channels further reinforces brand recognition and recall, increasing the likelihood of students considering these brands when making purchasing decisions. In conclusion, these findings offer clear insights for stakeholders in the cosmetic industry. By comprehending and addressing the key factors identified - attitude, subjective norm, and brand awareness - cosmetic brands and retailers can tailor targeted strategies, influencing university students' purchase intentions and driving sales within this demographic. The next subsection was discussed the limitations of research of this study.

5.3 Limitations of Research

The limitations of this research were important to acknowledge for a comprehensive understanding of the study's scope and the applicability of its findings. One primary limitation was the challenge in collecting data from a diverse set of universities across Malaysia. The research focused predominantly on specific universities, which may not have captured the full spectrum of opinions and behaviors of the entire university student population in Malaysia. As a result, the findings might not have been entirely representative of all university students in the country, potentially limiting the generalizability of the conclusions drawn.

Another significant limitation pertained to the gender distribution of the respondents. Most participants in the study were female, leading to an imbalance in the representation of gender perspectives. This skew in gender composition was partly attributed to a prevailing perception among some male respondents that cosmetic products are primarily intended for female use. Consequently, the limited participation of male students in the study may have resulted in an incomplete picture of the overall consumer behavior regarding cosmetics, particularly in a context where personal grooming and cosmetic use among men are on the rise.

Lastly, the study faced limitations concerning the definition of cosmetics as understood by the respondents. Many participants equated cosmetics solely with makeup products for the face, such as lipstick, foundation, and mascara, neglecting a broader definition that includes a wide range of personal care products. According to the ASEAN Cosmetic Association, cosmetics encompass products applied to the entire body, including shampoos, body lotions, and deodorants. This misunderstanding among respondents about what constitutes a cosmetic product could have influenced the accuracy and scope of their responses, potentially leading to a narrower interpretation of consumer behavior and preferences in the realm of cosmetics. This limitation is significant as it affects the depth and breadth of insights that can be gleaned from the study regarding the factors influencing the purchase intention of cosmetic products. The next section will discuss the recommendations made based on this study that could be considered for application within organizations or future research.

5.4 Recommendations

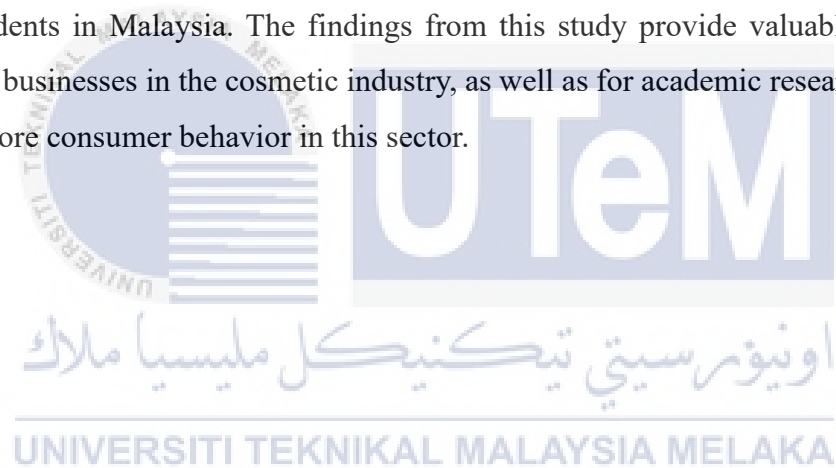
In future research efforts, a more inclusive approach should be taken to expand the diversity of universities from which data is collected. It is vital to incorporate a broader spectrum of institutions, covering various regions across Malaysia. This approach should include not only public and private universities in urban areas but also those in semi-urban and rural regions. By encompassing different types of institutions, including community colleges and technical institutes, the research can achieve a more comprehensive understanding of the factors influencing the purchase intention of cosmetic products among a wider cross-section of university students nationwide. This diversity will provide a more holistic view of student behaviors and preferences, thereby enhancing the generalizability of the findings.

Additionally, future studies should be deliberately designed to include and encourage participation from both male and female students. Considering the evolving trend of personal grooming among male consumers, it is essential to capture their perspectives and behaviors in relation to cosmetic products. This balanced approach is crucial for obtaining a more accurate and complete picture of consumer behavior across genders. Efforts should be made to reach out to male students through targeted communication channels and messaging that resonate with their interests and preferences in cosmetic products. This could involve using gender-neutral language in surveys and promotional materials, as well as engaging male influencers or ambassadors to promote the study.

Moreover, it is recommended that future research provides a clearer definition of 'cosmetics' within the questionnaire to prevent any misunderstandings among respondents. The definition should encompass the full range of cosmetic products as recognized by industry standards, including not only makeup items for the face but also personal care products used on other parts of the body, such as shampoos, body lotions, and deodorants. To achieve more precise and accurate responses, the questionnaire could list examples of products that fall under the cosmetics category. Alternatively, conducting separate studies focusing on specific subcategories, such as makeup products versus personal care items, would allow for a more detailed exploration of consumer behaviors and preferences within each segment. This clarity in defining 'cosmetics' is crucial for ensuring that the data collected accurately reflects the purchasing intentions and patterns of university students in relation to the full range of cosmetic products.

5.5 Conclusion

In conclusion, this study successfully achieved its objectives and provided valuable insights into the factors influencing the purchase intention of cosmetic products among university students in Malaysia. The research hypotheses, focusing on the impact of attitude, subjective norm, and brand awareness on purchase intention, have all been accepted based on the findings from the data analysis. Furthermore, brand awareness was also identified as a key determinant, with higher levels of awareness leading to a greater likelihood of purchasing cosmetic products. Overall, the research has contributed to a deeper understanding of the complex interplay between various psychological and social factors and how they affect consumer behavior in the context of the cosmetic industry. The acceptance of all hypotheses confirms the relevance and importance of these factors in shaping the purchasing decisions of university students in Malaysia. The findings from this study provide valuable insights for marketers and businesses in the cosmetic industry, as well as for academic researchers looking to further explore consumer behavior in this sector.



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APPENDICES

Appendix A: Questionnaires

<p style="text-align: center;">THE FACTORS INFLUENCING PURCHASE INTENTION OF COSMETIC PRODUCTS AMONG UNIVERSITY STUDENTS IN MALAYSIA</p>

Assalamualaikum and Hello to everyone,

Dear Respected Respondents,

I am Nurfatim Khairani, studying in the Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM). I am researching to understand **The Factors Influencing Purchase Intention of Cosmetic Products Among University Students in Malaysia**. I would be very pleased if you could allow me to conduct this survey with you for my research purposes.

I'm interested in your values, no right or wrong answers. I will ensure that all information obtained is deemed *Confidential* and only group responses will be reported. The purpose of this survey is that I need respondents who are recognized as "*Users/Students Who Use Cosmetic Products*" throughout all university in Malaysia. If you are involved, please complete the attached questionnaire.

The survey questionnaires are prefaced with instructions on how the participants should respond. Kindly read the instructions carefully, and please make the appropriate selection to represent your answer. The entire survey would take approximately 5-10 minutes to complete, and I would highly appreciate it if you could respond/return the questionnaires as soon as possible.

Your cooperation will be greatly appreciated and contributed to my research as well as the development of our cosmetic industry as one of the important information infrastructures. Please contact me for more information.

Thank you very much for your participation!

Nurfatim Khairani binti Ramli

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SECTION A: DEMOGRAPHIC PROFILE

BAHAGIAN A: PROFIL DEMOGRAFIK

In this section, please choose ONE which represents you by placing TICK (✓).

Di bahagian ini, pilih SATU yang mewakili anda dengan meletakkan TICK (✓).

1. Gender: Male Female
Jantina Lelaki Perempuan
2. University: Utem
University USM
 UTM
 UPM
 UNIKL
 Other/
Lain-lain
3. Year of Study: Year 1/
Tahun Pengajian Tahun 1
 Year 2/
Tahun 2
 Year 3/
Tahun 3
 Year 4/
Tahun 4
4. Your Age: 18 – 21
Umur Anda 22 – 24
 25 – 27
 Other/
Lain-lain

5. Educational Level: <i>Tahap Pendidikan</i>	Diploma's Level/ <i>Peringkat Diploma</i>	<input type="text"/>
	Bachelor's Level/ <i>Peringkat Sarjana Muda</i>	<input type="text"/>
	Master's Level/ <i>Peringkat Sarjana</i>	<input type="text"/>
	Other/ <i>Lain-lain</i>	<input type="text"/>
6. Your Income? <i>Pendapatan Anda?</i>	< RM100	<input type="text"/>
	RM101 – RM500	<input type="text"/>
	RM501 – RM1000	<input type="text"/>
	Other/ <i>Lain-lain</i>	<input type="text"/>
	Malay/ <i>Melayu</i>	<input type="text"/>
7. Race: <i>Bangsa</i>	Chinese/ <i>Cina</i>	<input type="text"/>
	Indian/ <i>India</i>	<input type="text"/>
	Other/ <i>Lain-lain</i>	<input type="text"/>

**SECTION B: THE FACTORS INFLUENCING PURCHASE INTENTION OF
COSMETIC PRODUCTS AMONG UNIVERSITY STUDENTS IN MALAYSIA /
TINJAUAN MENGENAI FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN
PRODUK KOSMETIK DALAM KALANGAN PELAJAR UNIVERSITI DI MALAYSIA**

The following questions ask about the factors affecting student's entrepreneurial education intention from the perspective of the purchase intention. In this section, please choose **ONE** which represent you by placing **TICK (/)**.

The questions will consist of 5 scales which include **(1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree**. Please tick (/) the appropriate response below.

Soalan berikut bertanyakan tentang faktor-faktor yang mempengaruhi hasrat pendidikan keusahawanan pelajar dari perspektif niat pembelian. Di bahagian ini, pilih **SATU** yang mewakili anda dengan meletakkan **TICK (/)**.

Soalan akan terdiri daripada 5 skala yang merangkumi **(1) Sangat Tidak Setuju, (2) Tidak Setuju, (3) Neutral, (4) Setuju dan (5) Sangat Setuju**. Sila tandakan (/) pada jawapan yang sesuai di bawah. Sila tandakan (/) pada jawapan yang sesuai di bawah.

PART I: ATTITUDE (A) / SIKAP

In this survey, an attitude described as a collection of a consumer's perceptions towards a product based on relevant features.

Dalam tinjauan ini, sikap digambarkan sebagai koleksi persepsi pengguna terhadap sesuatu produk berdasarkan ciri-ciri yang berkaitan.

AT1 Using cosmetic products is a good idea. <i>Menggunakan produk kosmetik adalah idea yang baik.</i>	1	2	3	4	5
AT2 Using cosmetic products is wise. <i>Menggunakan produk kosmetik adalah bijak.</i>	1	2	3	4	5
AT3 I like the idea of using cosmetic products. <i>Saya suka idea menggunakan produk kosmetik.</i>	1	2	3	4	5
AT4 To me, cosmetic products are pleasurable. <i>Bagi saya, produk kosmetik adalah menyenangkan.</i>	1	2	3	4	5

PART II: SUBJECTIVE NORM (SN) / NORMA SUBJEKTIF

<p>In this survey, subjective norms is the belief that a certain action or behaviour would be agreed upon and endorsed by an individual or group of people.</p> <p><i>Dalam tinjauan ini, norma subjektif ialah kepercayaan bahawa tindakan atau tingkah laku tertentu akan dipersetujui dan disahkan oleh individu atau kumpulan orang.</i></p>					
<p>SN1</p> <p>People who are important to me think that I should use cosmetic products.</p> <p><i>Orang yang penting bagi saya berfikir bahawa saya harus menggunakannya produk kosmetik.</i></p>	1	2	3	4	5
<p>SN2</p> <p>People who are important to me will support me to buy cosmetic.</p> <p><i>Orang yang penting bagi saya akan menyokong saya untuk membeli kosmetik.</i></p>	1	2	3	4	5
<p>SN3</p> <p>People who influence in my behavior think that I should buy cosmetic.</p> <p><i>Orang yang mempengaruhi tingkah laku saya berfikir bahawa saya harus membeli kosmetik.</i></p>	1	2	3	4	5
<p>SN4</p> <p>Most people who are important to me choose the cosmetic.</p> <p><i>Kebanyakan orang yang penting bagi saya memilih kosmetik.</i></p>	1	2	3	4	5
<p>SN5</p> <p>Among my peers, I am usually the first to try out new cosmetic products.</p> <p><i>Di kalangan rakan sebaya saya, saya biasanya yang pertama mencuba kosmetik baharu produk.</i></p>	1	2	3	4	5
<p>SN6</p> <p>I like to experiment with new cosmetic products.</p> <p><i>Saya suka bereksperimen dengan produk kosmetik baru.</i></p>	1	2	3	4	5
<p>PART III: BRAND AWARENESS / KESEDARAN JENAMA</p>					
<p>In this survey, brand awareness refers the demonstrates a customer's ability to recognize and recall a brand within a specific product category</p> <p><i>Dalam tinjauan ini, kesedaran jenama merujuk kepada menunjukkan keupayaan pelanggan untuk mengenali dan mengingat semula jenama dalam kategori produk tertentu.</i></p>					
<p>BA1</p> <p>I usually choose cosmetics with the brand I know.</p> <p><i>Saya biasanya memilih kosmetik dengan jenama yang saya tahu.</i></p>	1	2	3	4	5

BA2 Brands make it easier to choose the cosmetic products. <i>Jenama memudahkan untuk memilih produk kosmetik.</i>	1	2	3	4	5
BA3 Brands influence my choice of purchase cosmetic. <i>Jenama mempengaruhi pilihan pembelian kosmetik saya.</i>	1	2	3	4	5
BA4 <i>I prefer buying well-known brands of cosmetic.</i> <i>Saya lebih suka membeli kosmetik jenama terkenal.</i>	1	2	3	4	5
BA5 I can think of more international cosmetic brands than local ones. <i>Saya boleh memikirkan lebih banyak jenama kosmetik antarabangsa daripada tempatan satu.</i>	1	2	3	4	5
BA6 I can remember a number of different cosmetic brands when purchasing. <i>Saya boleh ingat beberapa jenama kosmetik yang berbeza apabila membeli.</i>	1	2	3	4	5
BA7 I am likely to buy the cosmetic with brand that I remember best. <i>Saya berkemungkinan membeli kosmetik dengan jenama yang paling saya ingat.</i>	1	2	3	4	5
BA8 I usually choose well-advertised cosmetic with brands. <i>Saya biasanya memilih kosmetik yang diiklankan dengan baik dengan jenama.</i>	1	2	3	4	5
BA9 I take note of brands of cosmetic coming into the market. <i>Saya mengambil maklum tentang jenama kosmetik yang masuk ke dalam pasaran.</i>	1	2	3	4	5
BA10 I usually buy the best-selling brands of cosmetic. <i>Saya biasanya membeli jenama kosmetik yang paling laris.</i>	1	2	3	4	5
PART IV: PURCHASE INTENTION (PI) / NIAT MEMBELI					
In this survey, purchase intention refers to the likelihood that customers would be inclined to buy certain items in the near future.					

<i>Dalam tinjauan ini, niat membeli merujuk kepada kemungkinan pelanggan akan cenderung untuk membeli item tertentu dalam masa terdekat.</i>					
PI1 I intend to buy new cosmetic products in the future. <i>Saya berhasrat untuk membeli produk kosmetik baru pada masa hadapan.</i>	1	2	3	4	5
PI2 I am likely to buy new cosmetic in future. <i>Saya berkemungkinan akan membeli kosmetik baharu pada masa hadapan.</i>	1	2	3	4	5
PI3 I am willing to buy new cosmetic. <i>Saya sanggup membeli kosmetik baru.</i>	1	2	3	4	5
PI4 I will choose a suitable cosmetic product to consume. <i>Saya akan memilih produk kosmetik yang sesuai untuk digunakan.</i>	1	2	3	4	5



