MALAYSIAN WOMEN'S INTENTION TO PURCHASE GREEN COSMETIC PRODUCTS

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ABSTRACT

Understanding consumer purchase intention is crucial for the sustainable success of cosmetic companies. The Theory of Planned Behaviour (TPB) has been used as the underpinning theory for this study. This study collected samples from 300 female respondents via a questionnaire of 46 questions. The result of the data analysis was able to show that all four components; personal norms, attitude, environmental concern, and willingness to pay, have a positive relationship with the purchase intention of green cosmetic products. The outcome of this study contributed to the enrichment of the underpinning theory. It has provided useful marketing insights for cosmetic manufacturers, and it promotes social awareness to protect our environment for future generations.

Keywords: *Theory of Planned Behaviour, Personal Norms, Attitude, Environmental Concern, Willingness to Pay, Purchase Intention*

1.0 INTRODUCTION

Global environmental pollution is a critical issue now. The environment has become increasingly contaminated, which has a global impact on the planet Earth. The pollutants are released into the environment through a variety of natural events or human-made actions (Motwani, D. R., & Meshram, R. L., 2021). It harms the environment and human health. By the principles of sustainable development, everyone must reduce the environmental load, reduce the ecological impact, and keep a much cleaner and safer world for future generations. To put it in other words, how well do we protect the ecosystem through our consumption for present and future generations? Green consumerism is described as the consumer's duty to the environment (Malyan, R.S. & Duhan,., 2018)

According to Amberg, N., and Magda, R. (2018), international cosmetics companies are increasingly attempting to transform their product manufacture into environmentally friendly cosmetics for both customer behaviour and corporate purpose. Some of the environmental systems structured are providing protection for damage control, enhancing the usage of organic products, and implementing realistic alternatives using natural resources.

Over 12,000 cosmetics products have excessive levels of toxins and dangerous compounds (Malaysia's Health D-G, 2017; Jaini., et al., 2019). Harmful chemicals in unhealthy cosmetics products, such as dexamethasone, hydroquinone, and mercury, not only destroy animals and plants but also cause environmental pollution and create chronic illnesses in consumers. Even though cosmetic microbeads do not cause large amounts of microplastic pollution, they can constitute harm to the environment since it is released into bodies of water and partially stopped by wastewater treatment facilities (Guerranti, C., et al., 2019).

Green product consumerism has become a worldwide phenomenon in the twenty-first century and driving cosmetic manufacturers to become more environmentally conscious and expand their green product offerings to meet the demands of these new customers (Pop, R. A., et al., 2020). Recent Asian consumers have grown more engaged in organic product usage and its influence on environmental sustainability (Lai, Y., & Yue, C., 2020). The green cosmetics business is growing as consumers become more conscious of the formulations of natural-based products. Natural components contain bioactive chemicals that have antioxidant, anti-inflammatory, photo-protective, and anti-aging features that are beneficial to consumers (Mohd-Setapar, N. S. H., 2018).

Based on Al-Haddad, S., Awad, A., et al. (2020), green cosmetics have lately acquired a lot of prominences among Malaysian consumers, even though there is still a lack of knowledge and consciousness about such products among the public, particularly in developing countries. Today's women consumers are switching to environmentally friendly beauty products. Due to the social terms growing tendency in emerging economies, more research is needed to better understand the green purchase behavior of cosmetic products (Jaini, A., et al. 2020).

Thus, this study aims to examine the factors that influence Malaysian's woman purchase intention of green cosmetics products. It would assist professionals, academics, and entrepreneurs in determining which variables are crucial and how they might be used in future studies or commercial plans.

2.0 LITERATURE REVIEW

According to Boon, L. K., et al., (2020), the research findings have indicated that attitude has a significant relationship with purchase intention on green cosmetics products among Malaysian consumers.

Based on Al Mamun, A., et al. (2020), a study conducted based on performing the multi-group analysis (MGA) in predicting the purchase intention of green cosmetics products has revealed that consumers in Malaysia choose to purchase green cosmetics due to a rise in their concern on environmental issue and attitude. According to Al Mamun, A., et al. (2020), the research findings demonstrated that environmental concerns and attitudes toward green cosmetic products had a substantial impact on Malaysians' purchase intentions to buy green skincare products. Previous research study has discovered that pro-environmental belief has a favorable impact on personal norms, which in turn has a positive impact on green purchase behavior. (Jaini, A., et al., 2020).

According to Ahmad, S. N. B. (2018), the results reveal that attitudes, and subjective norms (Social norms), influence women consumers in Malaysia to buy natural beauty products. Health and environmental consciousness have a substantial impact on consumers' buying intentions too.

According to Munerah, S., et al. (2021), the social norm (social influence) also contributed to the attention to purchase green cosmetic products in Malaysia. While the results of the study,

conducted by Pop, R. A., et al. (2020), have proven that social media platforms have become a significant factor that influences consumers to purchase cosmetic green products in Malaysia.

Another variable that was anticipated to influence the customers' intentions to purchase green cosmetics products was the willingness to pay. Kaliyadan, F., et al. (2021); and Lai, Y., et al., (2020), found that consumers are willing to pay for organic or green cosmetics as it benefits the consumer and the environment. In addition, a study of Indian consumers' attitudes toward organic food by Singh and Verma (2017), indicated the same statement. Researchers highlighted that when organic goods are perceived as nutritious, healthful, and environmentally friendly, Indian customers are prepared to pay a higher price.

3.0 METHODOLOGY

This research approach aims to quantify the information gathered by demonstrating the correlation between the variables. This study takes an explanatory approach, employing quantitative research techniques. An online survey with a total of 46 questions, has been distributed among the female respondents. 300 responses were obtained through an online survey (Google Form). Data collected were analyzed using the IBM SPSS; Statistics and Amos, and MsExcel Tool Pax.

4.0 RESULT AND ANALYSIS

39.3% of the respondents are from the age group of 35-44, followed by the age group of 25-34 years old (26.3%). 52.3 % of the respondents own a bachelor's degree, and 77% have a full-time job.

The result of Multiple Regression showed that the R square value is 0.644, which can be identified as a moderate relationship due to the current sampling size. The summary of the correlation test in Table 1 below showed that all hypotheses were supported as all P-values are less than 0.05. The result proves that the four predictors; personal norms, attitude, environmental concern, and willingness to pay have a positive impact on the intention to purchase green cosmetic products among Malaysian women.

Table 1: Multiple Regression Result

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.802832518
R Square	0.644540052
Adjusted R Square	0.639720256
Standard Error	0.265485147
Observations	300

ANOVA

	df	SS	MS	F	Significance F
Regression	4	37.70176743	9.425441857	133.7276647	5.2992E-65
Residual	295	20.7922972	0.070482363		
Total	299	58.49406463			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.214360966	0.134984656	8.996288911	2.91673E-17	0.948706017	1.480015914	0.948706017	1.480015914
Personal Norms	0.137971589	0.038989033	3.538728152	0.000466906	0.061239686	0.214703492	0.061239686	0.214703492
Attitude	0.248835737	0.048927785	5.085775588	6.52105E-07	0.15254399	0.345127483	0.15254399	0.345127483
Environmental Concern	0.183289227	0.04180636	4.384242621	1.62074E-05	0.101012716	0.265565738	0.101012716	0.265565738
Willingness to Pay	0.129703298	0.044730538	2.899658801	0.00401632	0.041671894	0.217734701	0.041671894	0.217734701

Desired Formula : Y = 0.138 (Personal Norm) x 0.249 (Attitude) x 0.183 (Environmental Concern) x 0.130 (Willingness to Pay) + 1.214

5.0 CONCLUSION

The findings of the study reinforced the notion that women in Malaysia are conscious of the well-being of mother earth and played their role in supporting the environment through the purchase of green cosmetic products. It is important to make green consumerism a norm in every Malaysian household. Attitude is an important factor that determines a person's purchase intention. A positive attitude towards the environment will encourage more women to be green-savvy consumers.

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