

E-PROCEEDING HOTWEC 4.0
RESEARCH TOWARDS IR 5.0

**NURTURING
HOSPITALITY,
TOURISM AND
WELLNESS WORLD**



FHPK, UMK

E-PROCEEDING

RESEARCH TOWARDS IR 4.0

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Factors that Influence the Intention of Purchasing Beauty Products Among Female Consumers from Leading Drugstore in Terengganu

LOKE JI HAO, SHARIMILA A/P PACHIMUTHU, WAN NURUL HIDAYAH BINTI WAN AWANG & WAN SITI AMINAH BINTI WAN SHAMSUDDIN

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ABSTRACT

A variety of choices may confuse consumers to make the right decision, but their main intention of purchasing a beauty product will help them to make a better choice. The objective of this study is to define the relationship connection between brand, knowledge, social media and price toward the intention of purchasing beauty products among female consumer from leading drugstore in Terengganu. There are 384 consumers have been randomly involved in questionnaires survey conducted by the researcher. This study intends to determine the significant relationship between brand, knowledge, social media and price influence to intention to purchase a beauty product among female consumer from selected drugstore in Terengganu. The researchers used quantitative methods, the main source is the use of questionnaire survey, and primary data is the use of previous research. The elements analysis of the survey is result revealed social media, price and knowledge strongly influence female consumer to purchasing a beauty product from leading drugstore in Terengganu.

Keywords: Intention of purchasing beauty product, Brand, Knowledge, Social Media, Price, Female Consumer

INTRODUCTION

The primary scientific experiment on beauty was carried out by (Hogarth in 1753 and also cited in Armstrong, 2004) states that beauty was an objective property of objects related to their proportions based on Pythagoras' idea (David M. Frohlich, 2004). Beauty products that sold in the market are divided by two types which is drugstore makeup product and fancy makeup products. A variety of choices may confuse consumers to make the right decision, but their main intention of purchasing a beauty product will help them to make a better choice. This study aims to investigate factors that influence the intention of purchasing a beauty product among female consumers. The target population of the study is the female consumer who stay in Terengganu.

Most of the research before this has been given important on non-manufacturing industries which is service sector such as hotel industry, technology, CRM technology, details of the psychology models, technology and internet shopping usage, that make the term of beauty products on the framework are with less concentration (Kayhan, 2014). Many types of natural cosmetic claims that their products are natural, organic, herbal, does not bring damage to nature, sustainable, not harm the pollution, vitamin and others. It will make consumers confused and hard to decide the two process on the purchasing the beauty products (Herich, 2018; Hsu et al., 2017). Most of the research has focused on sustainable consumption behaviour (Tanner, 2003; Vermeir, 2008; Carrete, 2012; Lorek, 2013; Gleim, 2013; Johnstone, 2015; Hsu, 2017; Hasan, 2018). But still few studies only have been conducted on individual consumer purchasing behaviour (Matić and Puh, 2016; Chin et al., 2018). There are four objectives of this research:

1. To measure the relationship between brand and intention of purchasing beauty products among female consumers in Terengganu.
2. To study the relationship between knowledge and intention of purchasing beauty products among female consumers in Terengganu.
3. To investigate the relationship between social media and intention of purchasing beauty products among female consumers in Terengganu.
4. To examine the relationship between price and intention of purchasing beauty products among female consumers in Terengganu.

Significance of the Study

Beauty Product Consumer

This study gives benefits to the consumers that use beauty products. They will gain knowledge on what the aspects that are important to know when they want to purchase a beauty product. The consumers also can know that with their income which is high or low, they will able to purchase the beauty products in Watsons and Guardian at affordable price from different brands, prices and ingredients. Consumers also know that why the aspects on purchasing beauty products are importance before using any beauty products in the market.

Beauty Product Seller

This study will give benefits to the seller especially drugstore which is Watsons and Guardians. Seller will more focusing on well-known beauty product in their drugstore to impress more consumers to purchase the beauty products. Even though seller also can get benefit from this research by marketing their own brand, because brand is one of the main intention of consumer to purchase beauty product. This can make them feel motivated to sharpen their skills on selling beauty products as it can make the drugstore more well-known as for good consumer service.

Beauty Product Manufacturer

This research is important to the manufacturer because they are easier to produce good and safe product to the consumer based on what are the problem that having by the consumer.

Indirectly, the manufacturer also can aware on what are the ingredients that are not suitable for consumer. The manufacturer also sells the beauty product that are already approved by the Ministry of Health (MOH) as it can increase their profit to the company and also make them to produce more beauty products.

LITERATURE REVIEW

BEAUTY PRODUCT AND INTENTION OF PURCHASING

Beauty products refer to any of various preparations that are applied to the human body to create beautifully, preserve or change the appearance (Britannica, 2011). Keller (2001) described purchasing behavior as a buyer feel that was convinced to buy a product or service that would make consumers happier or view the product different from someone else.

Brand

Brand is one of the usual aspects that always considered by consumers whenever they want to purchase a beauty product, (Malaysia Insider, 2014). Brand name has the ability to create loyal consumer of the products which make it have a link with the brand loyalty (Lorne & IIsang, 2014). According to Saydan (2013), correct image of the brand is important to the consumer, particularly in the field of beauty products, to secondary batteries the target of the organization, and stance the brand.

Knowledge

Awareness and growing consumer awareness of hazards Synthetic chemicals drive the need for a healthy lifestyle and for organic personal care products (PCP). Some personal care products (PCP) comply with the definition of cosmetics and drugs. When there are two kinds of products intended use, this kind of situation could occur (FDATriclosan, 2010). The main concern for human health in all of these products is caused by exposure to arsenic, cadmium, mercury, and give rise (Cao et al., 2010).

Social Media

Technology plays an important role in shaping consumer behavior and mind set in this period. The content creators are known as beauty vloggers or beauty influencers. Development technology and social media were offering new platforms for marketers to create their marketing strategies and influence buying decisions for consumers. Consumer purchases are strongly influenced by culture, according to Kotler et al. (2013),

Price

Aspect of price is very important thing which is considered for the average consumer (Janany and Shivany, 2017). Price has its significant impact which is evaluate consumer to make their final decision and alternative product (Zsofia Kenesei and Sarah Todd, 2003). Purchasing decision are influences by the price and the quality of the product and states that the price and quality product will be affect the trust of consumer (Suhaily and Darmoyo, 2017).

Research Hypothesis

In this study, there were four hypotheses related to identify the relationship between brand, social media, knowledge, price and intention of purchasing beauty products among female consumers.

- H1: There is significant relationship between brand and intention of purchasing beauty products among female consumers in Terengganu.
- H2: There is significant relationship between knowledge and intention of purchasing beauty products among female consumers in Terengganu.
- H3: There is significant relationship between social media and intention of purchasing beauty products among female consumers in Terengganu.
- H4: There is significant relationship between price and intention of purchasing beauty products among female consumers in Terengganu.

Research Framework

A research framework has been conducted to investigate connection between the relationship brand, knowledge, social media and price with the intention of purchasing beauty products. The independent variables are brand, knowledge, social media and price. The dependent variable are intention of purchasing beauty products.

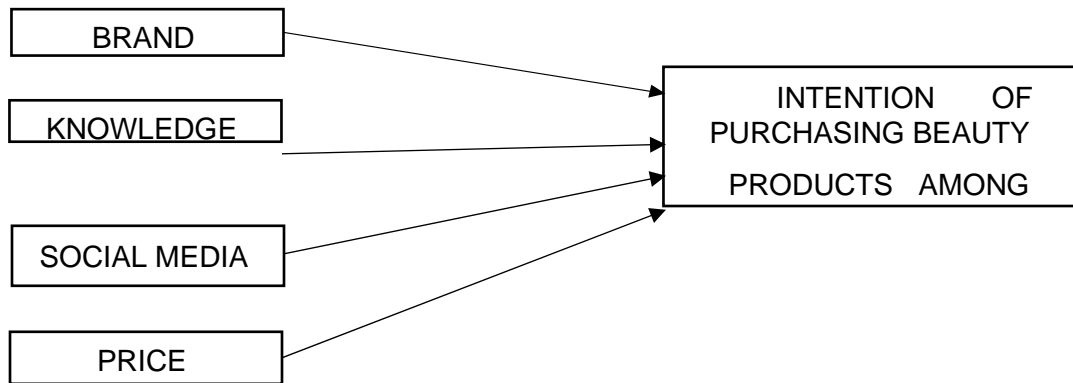


Figure 1: Research framework of a variable in the intention of purchasing beauty products among female consumer in Terengganu.

METHODOLOGY

Research Design

This study used the cross-sectional design and the quantitative method that questionnaire was distributed to 384 female consumers. Moreover, research design may help researchers in order to carry out research objectives. Female consumers that stay in Terengganu will be surveyed to answer the research objectives.

Data Collection

In the first stage, the data collection used in this study are questionnaires. A questionnaire will be assigned randomly to the respondents and according to Krejcie and Morgan (1970) which on the table, our respondents are selected will be 384 respondents. The second stage of data collection was a fieldwork. A set of questionnaires was distributed to the population to collect the data which are female consumers that stay in Terengganu. The research will divide questionnaire into 6 sections which are Section A, Section B, Section C, Section D, Section E and Section F. For Section A, the questionnaire provides the general information about respondent's demographics such as age, race, status, monthly income, education level, frequencies respondent visits to drugstore monthly and frequencies respondents on favourite brands of beauty products. For the Section B, C, E and F, the questions will elaborate more on the dependent and independent variables which include the Brand, Knowledge, Social Media, Price and Intention of purchasing beauty products that will be examined in the survey. There will be two types of scales namely nominal and ordinal.

Sampling

The sampling method used in this study was the non-probability sampling which is convenience sampling. The researchers use this method because the target population of respondents meets the certain practical criteria. The convenience sampling used because it kind of affordable method of collecting data because the researcher can use social media such as Google form to collect data so that they will not have face-to-face with respondents. The questionnaire will be distributed randomly to female consumers that stay in Terengganu.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula has shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

N = population size

n = sample size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were four data types of data analysis used in this study, that were Frequency analysis, Descriptive analysis, Reliability analysis and Pearson correlation coefficient. The data obtained was analyzed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Frequency Analysis

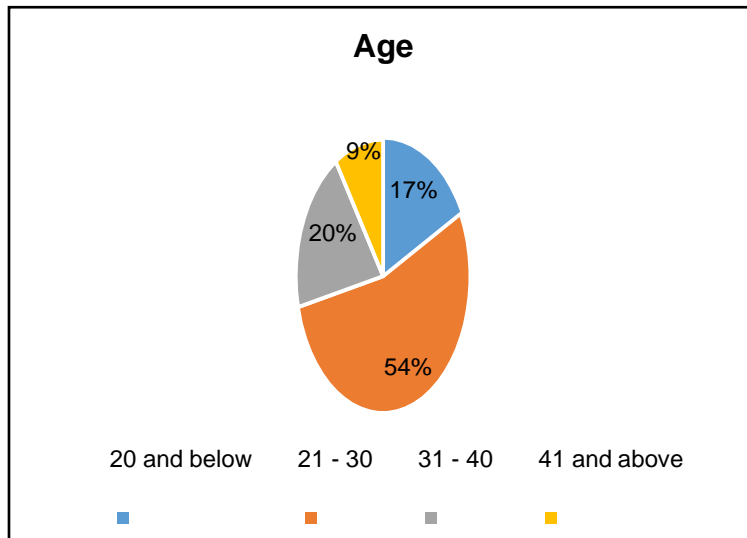


Figure 1.1: Respondents by Age

Figure 1.1 shows the distribution of respondents according to age. It illustrates that the highest percentage of respondents (53.9%) were aged 21 – 30 with 207 respondents. This followed by age 31 – 40 with 75 respondents (19.5%). There are respondents which age 20 and below the frequency of 67 respondents (17.4%) and the least number of percentages about age 41 and above with 35 respondents (9.1%).

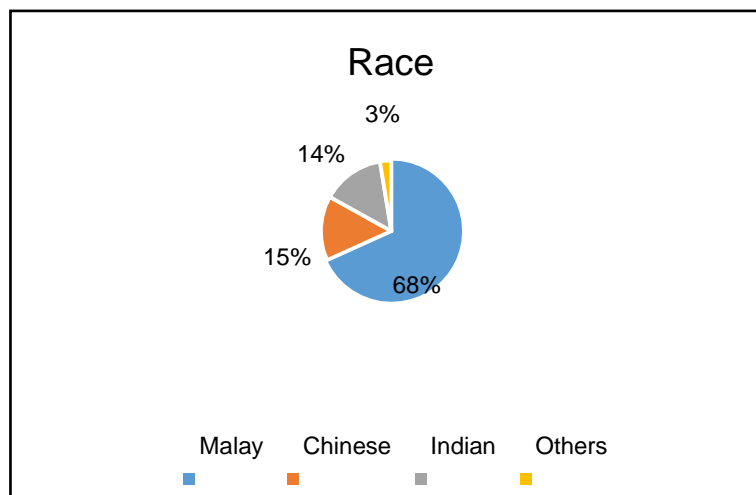


Figure 1.2: Respondents by Race

Figure 1.2 shows respondents according to race. It illustrates that the highest percentage came from Malay that is 262 respondents (68.2%), followed by Chinese and Indian, there were 57 respondents (14.8%) and 55 respondents (14.3%) respectively. Meanwhile the lowest number of percentages is others that is 10 respondents (2.6%).

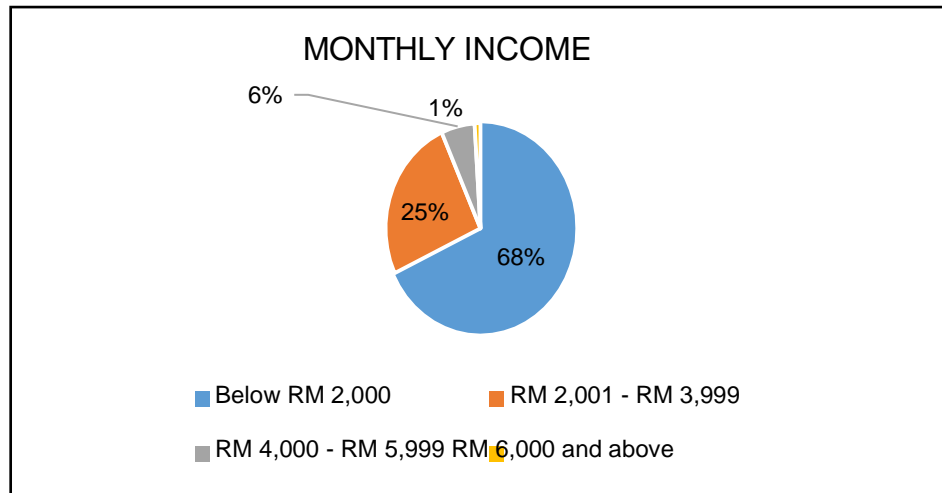


Figure 1.3: Respondents according to Monthly Income

Figure 1.3 shows the respondents according to their monthly income. It illustrates that the highest percentage that achieved monthly income below RM 2,000 was about 261 respondents (68.0%). The second highest monthly income of respondents is RM 2,001 – RM 3,999 was about 97 respondents (25.3%) meanwhile the third group that is RM 4,000 – RM 5,999 was about 22 respondents (5.7%). The lowest monthly income of respondents that is RM 6,000 and above was about 4 respondents (1.0%).

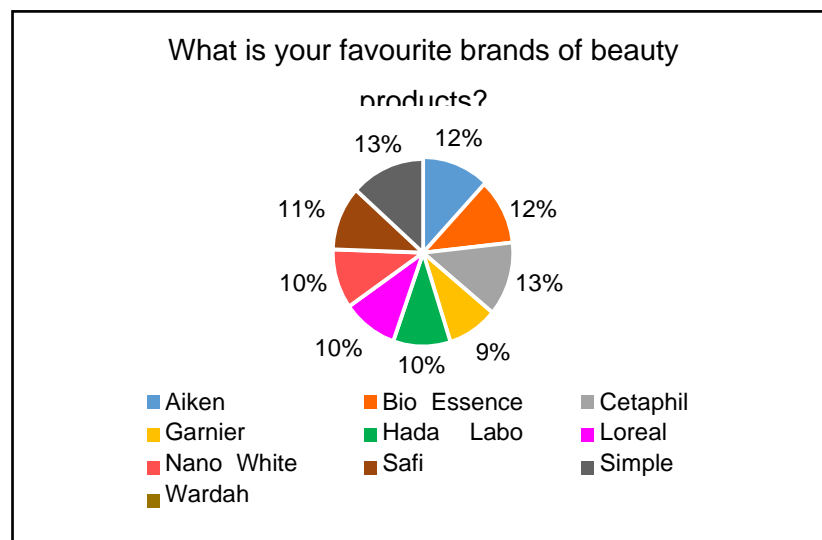


Figure 1.4: Respondents according to frequencies favourite brands of beauty products

Figure 1.4 shows the respondents according to frequencies favourite brands of beauty products. It illustrate that the highest percentage came from Simple about 47 respondents (12.2%), followed by Cetaphil with 45 respondents (11.7%), Aiken with 42 respondents (10.9%) and Bio Essence about 40 respondents (10.4%). For Safi, it was about 39 respondents (10.2%), Hada Labo and Nano White respectively about 36 respondents (9.1%) and Loreal about 35 respondents (9.1%). The least number of percentages is Garnier and Wardah respectively about 32 respondents (8.3%).

Brand

Table 2.1: Total Frequency, Mean and Standard Deviation of Brand (n=384)

Items	Frequency					Mean	Std. Deviation
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree		
1. Attraction to a well-known brand product.	5 (1.3%)	31 (8.1%)	60 (15.6%)	174 (45.3%)	114 (29.7%)	3.94	0.944
2. Frequency of buying the beauty product.	5 (1.3%)	16 (4.2%)	54 (14.1%)	142 (37.0%)	167 (43.5%)	4.17	0.912
3. Brand recognition with other competitors.	8 (2.1%)	14 (3.6%)	81 (21.1%)	161 (41.9%)	120 (31.3%)	3.97	0.926
4. Stick with the regular brand of beauty product.	4 (1.0%)	21 (5.5%)	71 (18.5%)	146 (38.0%)	142 (37.0%)	4.04	0.931
5. Knowledge about beauty products is important.	3 (0.8%)	16 (4.2%)	55 (14.3%)	151 (39.3%)	159 (41.4%)	4.16	0.877

Table 2.1 shows the mean values for independent variables, brand. As it shown from the table above, the highest mean score is 4.17, which is the frequency of buying the beauty product. Meanwhile, the lowest mean score is 3.94 which is attraction to a well-known brand product.

Table 2.2: The Correlation Result between Brand and Intention of purchasing beauty products

	Brand
Intention of purchasing beauty product (DV)	0.561**

According to table 2.2, positive value of Correlation is 0.561** shows that the relationship between brand and intention of purchasing beauty product is moderate positive level. It shows that 56.1% dependent variables influenced by independent variables (brand). Thus, the correlation between brand and intention of purchasing beauty product is moderately significant.

Social Media

Table 3.1: Total Frequency, Mean and Standard Deviation of Social Media (n=384)

Items	Frequency					Mean	Std. Deviation
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
1. Social media help to decide beauty product purchase	5 (1.3%)	22 (5.7%)	63 (16.4%)	166 (43.2%)	128 (33.3%)	4.02	0.920
2. Purchase beauty product after watching review.	4 (1.0%)	24 (6.3%)	71 (18.5%)	159 (41.4%)	126 (32.8%)	3.99	0.927
3. Check out a new beauty product on social media.	4 (1.0%)	26 (6.8%)	71 (18.5%)	152 (39.6%)	131 (34.1%)	3.99	0.945
4. Beauty vlogger's effect the purchase of cosmetic products.	8 (2.1%)	42 (10.9%)	78 (20.3%)	138 (35.9%)	118 (30.7%)	3.82	1.052
5. Seek advice from social media contacts for opinion.	11 (2.9%)	42 (10.9%)	84 (21.9%)	146 (38.0%)	101 (26.3%)	3.74	1.055

Table 3.1 shows the mean values for independent variables, social media. As it shown from the table above, the highest mean score is 4.02, social media help to decide beauty product purchase. Meanwhile, the lowest mean score is 3.74 which is seek advice from social media contacts for opinion.

Table 3.2: The Correlation Result between Intention of Purchasing Beauty Product and Social Media

	Social Media
Intention of purchasing beauty product (DV)	0.925 **

According to table 3.2, the positive value of Correlation is 0.925 shows that the relationship between social media and intention of purchasing beauty product is strong positive level. It shows that 92.5% dependent variables influenced by independent variables (social media). Thus, the correlation between social media and intention of purchasing beauty product is highly significant.

DISCUSSION & RECOMMENDATION

The main objective of this study is to identify the intention factors of purchasing beauty products among female consumer from leading drugstore in Terengganu. Based on findings, researcher agreed brand, knowledge, price and social media does affect the intention of purchasing beauty products among female consumer from leading drugstore in Terengganu. The respondents agreed that brand is important as they usually buy beauty products on brand that they usually use. Then the respondents agree that knowledge affect the intention of purchasing beauty products as they know that knowledge is important when consuming beauty products. Next, the respondents agree that social media most effect on purchasing beauty products as respondents usually buy beauty products because on the advertisements and they will get information real quick about the beauty products. Last, the respondents agree on price affect the intention of purchasing beauty products as they look at price when they want purchase beauty products and the products need to be affordable in drugstore.

Recommendation, the researcher should wider researcher place not only focus in Terengganu it can be expand east coast Malaysia to more accurate researcher data. This is because in other places also got respondents that use beauty products from drugstore. Moreover, recommended to keep researcher questionnaire brief. This is because in the questionnaire, there are some respondents did not answer the question.

CONCLUSION

The aim of this study was to identify the intention factors of purchasing beauty products among female consumer from leading drugstore in Terengganu. The importance of the study is to give benefits to the consumers that use beauty products as they will get knowledge when they want to purchase a beauty products. This study also will give benefits to the seller as they will convince the customer to buy their products. This also become important to the manufacturer as they will produce good and safe products based on the problem that customer's having. In this study, the intention factors was influenced by brand, knowledge, social media and price. Therefore, the intention factors of purchasing beauty product which was dependent variable. Moreover, there were four independent variables which is brand, knowledge, social media and price. Those independent and dependent variables were analyzed by Pearson Correlation Coefficient. Then the result shows the correlation between brand, knowledge, social media, price and intention of purchasing beauty products is highly significant. In conclusion, the finding of this study proven that there is connection between brand, knowledge, social media and price with the intention of purchasing beauty product among female consumers from leading drugstore in Terengganu.

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Factors That Influence Toward Stress amongst Female Students Year 4 In University of Malaysia Kelantan, Pengkalan Chepa

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ABSTRACT

Stress become a worried mental health among people in Malaysia and stress is kind of emotional disorders which often experienced by humans especially among the university students in Malaysia and stress can be described as a state or feeling of anxiety, frustration, and others. In addition, stress is one of the inevitable pattern in all facets of human life. The objective of this study is to identify the relationship between cyberbullying, education, and psychosocial with stress amongst female year 4 students University of Malaysia Kelantan, Pengkalan Chepa. In the questionnaires distributed by the researcher, about 265 students were randomly involved. This study focused on stress amongst female year 4 at the University of Malaysia Kelantan, Pengkalan Chepa. Using descriptive analysis, this study studied the relationship between cyberbullying, education, and psychosocial with stress amongst female year 4 University of Malaysia Kelantan, Pengkalan Chepa. Cyberbullying, education, and psychosocial discoveries amongst female of the University of Malaysia Kelantan, Pengkalan Chepa year 4 are the components of the research study. This study provides numerical data regarding cyberbullying, education, and psychosocial amongst female year 4 University of Malaysia Kelantan, Pengkalan Chepa. The findings of the data are essential in order to improve stress amongst female year 4 University of Malaysia Kelantan, Pengkalan Chepa.

Keywords: Stress, Cyberbullying, Education, Psychosocial

INTRODUCTION

Stress is one of the diseases that cause emotional or physical stress because of the stress factor that affects a person. Through signs of stress such as frustration, lack of sleep, headache, unmotivated and other signs, a person who stresses the emotional and physical impact could be found. Studies state that about 61 percent of college students seeking a counselor based on survey have about 45 percent of student stress related to stress factors contributing to them (Winerman, 2017).

Around 39.1 percent of individuals in Kelantan have mental health claims. Problems because of different factors that cause them to have stress (Gani, 2019). Stress among students due to academic pressure and increased stress for students who have a major examination due to the pandemic disease in Malaysia known as Covid-19 where individuals need to remain at home or order for movement control (MCO) (Chonghui, 2020).

This study aims to identify the relationship between cyberbullying, education, and psychosocial with stress amongst year 4 in University of Malaysia Kelantan, Pengkalan Chepa. For cyberbullying, studies have shown that 20% to 72% of young people have been victims of cyberbullying that affects emotional and psychosocial issues (Joaquín González-Cabrera et al., 2019). People nowadays use social media as a platform for good purpose and individual usually