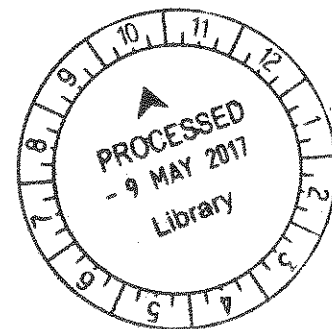# INTI INTERNATIONAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBADI)

FACTORS INFLUENCING FEMALE CONSUMER BUYING INTENTION TOWARDS FACIAL MASK IN MALAYSIA.

Author:	CHIN JING HUEY
Student No:	I15009534
Supervisor:	AP. DR. SHAHEEN MANSORI
Submission Date:	16TH DECEMBER 2016
Ethics Number:	cBUS/PGT/CP/02662
Final Word Count:	13139

FALCULTY OF BUSINESS COMMUNICATION AND LAW

ABSTRACT

The purpose of the study is to understand the influence of female buying intention towards facial mask in Malaysia. In view of the objectives, there are limitations in literature with regards to the buying intention in facial mask, especially in understanding the reasons influencing the demand of facial mask both locally and overseas. Up to now, the available literature on female buying intention towards facial mask dost not indicate the current phenomenon. Therefore, it is important for this research to be conducted in Malaysia.

In order to understand better towards the phenomenon, the independent variables such as acceptability, accessibility, affordability and awareness are to be tested to derive the relationships of the female buying intention towards facial mask. The grounded theory for instance theory of reasoned action will be used as a guide to further understand the buying intention of the respondents.

The research methodology is the correlation in nature and the result is expected to be a positive relationship on the independent variables in the female buying intention of facial mask.

Key Words: female buying intention, facial mask, theory of reasoned action, independent variables, expectation.

ACKNOWLEDGEMENTS

The journey throughout my MBA was challenging, rewarding and it is made possible with the help of many supportive individuals. I would like to take this opportunity to thank my family members for their support, care and unconditional love throughout my journey.

However, the most important person that I would like to express my sincere gratitude is my knowledgeable and helpful supervisor AP. Dr. Shaheen Mansori. Throughout my thesis work, he had provide me with excellent guidance and encouragement to make my thesis a masterpiece. Along with Dr. Shaheen Mansori, I am also grateful for the valuable feedback and guidance of Dr. Syriac to enhance my thesis.

Finally, I would like to thank my respondents who sincerely share their valuable opinion on facial mask that enable the successful completion of my thesis. In addition, I would also like to thanks the librarians who help me a lot when I am working on my thesis in the library.

DECLARATION

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

Name: CHIN JING HUEY
Student ID: I15009534
Signature: CHIN

Date: 24/NOV/2016

Table of Contents

List of Tables

List of Figures

List of Abbreviations

4A's	Awareness, Acceptability, Affordability, Accessibility
4P's	Product, Price, Promotion, Place
SPSS	Statistical Package for the Social Sciences
TRA	Theory of Reasoned Action
KMO	Kaiser-Meyer-Olkin
VIF	Variance Inflation Factor

Chapter 1: Introduction

1.0 Chapter Overview

This chapter provides an elaborate account on the overview of the research, followed by an introduction on the influencing of female buying intention towards facial mask Malaysia. The research would analyze in details on how the female consumer behaviour influences the consumption on the facial mask. It is then followed with the problem statement, research objectives and the related research questions. In addition, scope of the research, research limitations and operational definition will be highlighted. Lastly, the summary and organization of chapters are also distinguished and discussed in the research proposal.

1.1 Background of the Study

With the development of globalization, many aspects for example economy and technology have advanced tremendously, and thus, contribute to the high level of living styles (NPD, 2016). Given that, many people are becoming more aware about their beauty, stated by Tadonova (2015).

The trend escalates the development and drastic expansion in the beauty care industry (Radwan, 2015). Given that, many companies have penetrated into the potential market and subsequently boosted the intensity of the rivalry among the competitors in the industry (Pitman, 2014).

According to APC (2011), the young female of the new generation take care of their appearance very well. Today, the global society stereotypes beauty to be more advantageous (Britton, 2012). Subsequently, the models with flawless face storm everywhere such as on the television, billboard, magazines, commercials and even at schools, in the report of HAD (2014). In Asia, K-pop has become so trendy until it starts to spread worldwide now (Vietnamnews, 2016). These charming and beautiful Korean artists have further exerted their influences on young people nowadays (Badeges, 2012).

It is a fact that people actually wish to have a beautiful face regardless man or woman for a better impression or life (Klein, 2013). As the result, the facial mask market has grown massively in past few years due to the drastic boost in the consumption of the product, stated by Radwan (2015).

The business is expanding so rapidly all over the world and has proven itself "The Magic Power" because it contributes 41% (in excess of 1.1billion euro dollar) in the beauty skin care industry growth rate in 2015 (Kantar, 2016). According to NPD (2016) report, the global sales of facial mask for example in the United Kingdom, United States, Italy and Spain boosted 2% in the end of 2014 *(Figure 1)*. It forecasts to hit approximately 3 % in year 2017 (Leopairote, 2015).

Facial Mask Sales Performance by Country
July 2013 – June 2014 vs. July 2012 – June 2013

	Value Sales July 2013 – June 2014	% Change
U.S.	$65.5 million	+60
UK	£5.7 million	+11
Italy	€8.9 million	+8
Spain	€5.2 million	+2

Figure 1. Global sales of facial mask. Source: The NPD Group (2016).

In the case of Malaysia, Hassali (2015) mentioned in his study that, women with higher salaries show great importance in enhancing their appearance and thus, further contribute to Malaysia beauty market's rapid growth. According to Euromonitor (2016), the beauty care industry experiences a GDP growth of 6% annually, which is an estimate amount of MYR 1.5billion. In addition, the sales of facial mask in Malaysia arose from 35% to 39% in year 2014 due to the increase of the purchasing power (Kantar, 2016). Wide range of the product with specific facial treatment are available in the specialty beauty retailers such as Sephora and Watsons (Romanowski, 2015).

Hassan (2016) stipulated that, with such a constant facial mask value growth in beauty care market, the competitions among the rivalry will increase both internationally and locally. The increase of purchasing power in the society, appearance consciousness and ease usage of the facial mask are some of the significant reasons to escalate the

constant product purchasing in the market (Campbell and Fairhurst, 2016). Therefore, to keep abreast with the development, this research is an aid for the facial mask marketers to update themselves and understand their targeted customers buying intention well in order to stay relevant to the market preference, apply effective marketing strategy and finally increase the revenue of the sellers (Hashim and Mat, 2013).

Generally, consumer buying intention is a tool analysis for the marketers to understand how and what factors influencing customers buying decisions in marketing activities (Schiffman, Kanuk and Wisenblit, 2010). According to the research by Noel (2009), consumer behaviour is defined as the behaviour which individual and organizational consumer show in searching information, evaluating and analyzing on the products that might fulfill their needs and expectations. Besides that, consumer behaviour is further explained that it focuses on the consumers' decision-making on the available resources, how the marketers identify their targeted customers, understand the factors influencing the consumers' choices and finally reach them in such dynamic evolving marketplace (Quester, Neal, Pettigrew, et al., 2007).

Today, the main reason for many global organizations to success is they differentiate themselves by improving the customers' satisfactions and provide superior customer value (Vavra, 2002). Given that, to outstand among other competitors, the organizations are striving to understand the customers' needs and expectations (Schiffman et al., 2010). Thus, the organizations worldwide acknowledge the importance of consumer buying intention and they have applied the knowledge in their marketing strategies, mentioned by Whang (2016).

Soloman, Mamossy, Askegaard, et al. (2014) emphasized that consumer buying intention is influenced by the 4A's marketing mix, which is transformed from 4P's model. Given that, the 4A's marketing mix is divided into four parts: accessibility, acceptability, affordability and awareness (Noel, 2009).

1.2 Problem Statement

The beauty trend worldwide has created the potential rapid growth in the beauty care industry (Radwan, 2015). Additionally, the K-pop artists further exert the beauty influence to the society (Vietnamnews, 2016). Based on the saying of Tadonova (2015), majority of the consumers are inserted the notion of 'better face, better life".

The phenomenon provides the opportunity for both existing and new entrants of beauty care product manufacturers to invest aggressively in the facial mask marketplace (Pitman, 2014). Britton (2012) stipulated that there is a significant boost in the international market for the product recently. Given that, it is suggested that since the competition in this field is so intensive, the marketers and the facial mask manufacturers have to adapt the consumer behaviour model in order to stay competitive and gain maximum profit (HAD, 2014).

There are voluminous research and information on the overall beauty care products (Radwan, 2015). However, in the case of facial mask, there is only limited and little research on the female buying intention relating to the product (Klein, 2013). Therefore, more marketing effort needed to influence the potential consumers to understand and attract them to purchase the product (Quester et al., 2007).

On the other hand, ASPS report (2016) mentioned that, social factor is the main factor in influencing the consumers' decisions. Plastic surgery is a new trend due to the growing social media in the recent five years (AAFPRS, 2016). Cha (2016) stated in the survey that, there are 15.6 million plastic surgery procedures in year 2015, not including the minimally invasive surgeries *(Figure 2)*. Given that, this new trend creates another intensive competition for the facial mask product (Pitman, 2014).

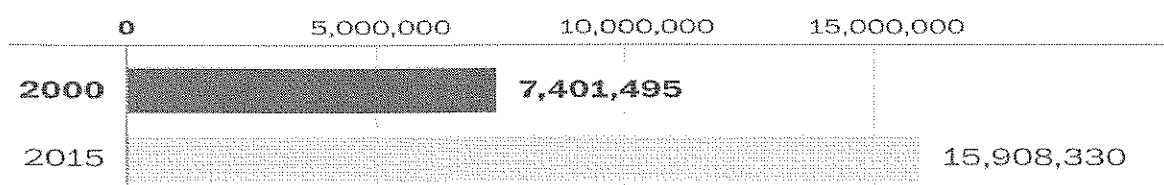|	0	5,000,000	10,000,000	15,000,000
2000	7,401,495			
2015				15,908,330

Figure 2. Plastic surgery procedures in 2015, Washington. Source: ASPS (2016).

Apart from the social factor, service rendered by the salesperson and the emotional satisfaction also contribute to the consumers' purchasing decisions because they

INTI International University (2016)

might turn away for other products if the service is disappointing (Herald, 2009). The attitude, manner and effort from the salesperson has significant influence on the facial mask purchasing decision because the customers are female, suggested by Punwatkar, Sushil, Verghese, et al. (2014).

In Malaysia, the government promotes the environmental awareness by initiating the citizens to buy eco-friendly products, mentioned in the report of Department of Environmental Malaysia (2010). Therefore, in the facial mask case, citizens are encouraged to make their own natural facial mask, which is DIY (do-it-yourself) mask (Sorensen, 2013). This is due to most of the facial masks are not environmental friendly and non-recyclable (Painter, 2016). According to Wilson (2014), by making own mask, the toxic substances usage and pollution to the environment could be reduced. Thus, eco-friendly products could be another business competition to facial mask market since the society's environmental consciousness has risen (DOE, 2010).

Therefore, the knowledge on customer behaviour provides the critical success factor to gain competitive advantage and create superior customer value in the market (Schiffman et al., 2010). The marketers could overcome the threats by offering the convenience and time saving by using the facial mask as main attraction for those hectic lifestyle female consumers (Kantar, 2016).

According to Soloman et al. (2014), there is little research and findings done on the consumer buying intention in facial mask in Malaysia. Besides that, many specialty beauty retailers such as Sasa and Sephora are expanding the facial mask product range (Campbell and Fairhurst, 2016). Thus, this proposal research would provide a clearer overall picture and deeper understanding on the factors influencing the consumers' purchasing intention and subsequently, assist the marketers and beauty industry to gain opportunity in the potential market (Vavra, 2002).

1.3 Research Objectives

1.3.1 General Objective

According to Cooper (2014), the research objective is defined as the plan of the proposal research. The objective flows from the problem statement and finally

provides concrete and achievable goals to the researcher (Collis and Hussey, 2009). The objective of this research is to identify the factors influencing female consumer buying intention towards facial mask in Malaysia.

1.3.2 Specific Objectives

The specific objectives in the research are shown as below:

1) To determine whether a relationship is found between accessibility and female consumer buying intention towards facial mask in Malaysia.

2) To study whether a relationship is found between acceptability and female consumer buying intention towards facial mask in Malaysia.

3) To examine whether a relationship is found between affordability and female consumer buying intention towards facial mask in Malaysia.

4) To investigate whether a relationship is found between awareness and female consumer buying intention towards facial mask in Malaysia.

1.4 Research Questions

Cooper and Schindler (2003) stated that research question is the hypotheses of choice to state the objective of the research and it should be a fact-oriented and information-gathered question. With the research objectives stated earlier, some research questions could be identified and it would contribute to the achievement of the research objectives.

1) Is there any relationship between accessibility and female consumer buying intention towards facial mask in Malaysia?

2) Is there any relationship between acceptability and female consumer buying intention towards facial mask in Malaysia?

3) Is there any relationship between affordability and female consumer buying intention towards facial mask in Malaysia?

4) Is there any relationship between awareness and female consumer buying intention towards facial mask in Malaysia?

1.5 Significance of Study

1.5.1 Academic

This research focuses on the female consumer behaviour factors regarding facial mask in Malaysia and thus, it contributes the theoretical development knowledge to academia on the influence of female consumer behaviour factors in the purchasing decision, according to Kulyk and Michalowska (2016).

Nevertheless, there is limited research in the facial mask industry and some research stipulated that there is an ambiguous and vague understanding in the consumer behaviour knowledge among the researchers (Health, Chatterjee, Basuroy, et al., 2015). Therefore, this research will provide a depth academic insights and findings to enhance the literature in the consumer buying intention area (Wells, 2014).

1.5.2 Managerial

This research will give a clear critical understanding on the importance of the female consumer buying intention towards facial mask in Malaysia (Hassli, 2015). Subsequently, every organisation in the industry needs to attain the consumer behaviour knowledge in order to strengthen its strategic marketing foundation as well as fulfill the customers' needs and provide customer superior value (Kardes, Cronley and Cline, 2011).

This knowledge will drive the organisation to perform the marketing strategy effectively and increase its growth rate and revenue (Vavra, 2002). As for marketers, with such proper skill, they can apply the marketing mix better in order to achieve their targets and objectives, in the saying of Hawkins, Mothersbaugh and Best (2010).

1.6 Scope of Study

This research focuses on the factors influencing female consumer buying intention towards facial mask in Malaysia.

In the research, the data and information will be collected from 200 sample size of female participants through questionnaires. The unit of analysis in this research will

INTI International University (2016)