Customer Purchase Intention for Organic Personal Care Product

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https://doi.org/10.35609/gcbssproceeding.2021.1 (101)

ABSTRACT

This research is aimed to find out what are the factors that influence Generation Y's purchase intention for organic personal care product. Nowadays, people are more concerned about their health. There are eight variables that have been investigated in this research that might influence the Generation Y's purchase intention on organic personal care product. The eight variables include attitude, subjective norms, perceived behavioural control and 5 demographic factors which include gender, age, income level, education level and race. The research is completed with the questionnaire which conducted for data collection purpose. This study had been conducted around the state of Melaka, Malaysia and some of the organic personal care shops which locate in Malaysia. A total of 155 questionnaires issued to the respondents but there is only 152 with the completed data. The target respondents for this research are Generation Y who stay in Malaysia. The data collected is keyed into Statistical Package of the Social Science (SPSS) for analysis. Among the tests incorporated in this study are reliability test, normality test, descriptive test t-test, ANOVA and Multiple Linear Regression. The study revealed that attitude and subjective norms have a significant relationship with customer purchase intention for organic personal care product. Besides, the study also found that there is a significant difference of consumer purchase intention of organic personal care product for age and income level.

Keywords: Purchase Intention, Organic Product, Organic Personal Care Product, Green Environment