

A STUDY ON COUNTRY OF ORIGIN TOWARDS PURCHASING INTENTION OF COSMETIC PRODUCTS IN MALAYSIA'S CONSUMER PERSPECTIVE

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Abstract

Consumer perceptions of product country-of-origin have shifted from one fresh perspective to another in the current and competitive period of global marketing. The new view could lead to both positive and negative outcomes in terms of dimensions. This study aims to contribute and gauge a better understanding of the country of origin toward purchasing intention of cosmetic products in Malaysia's consumer perspective. The principal objective of this research is to perform a conceptual framework to examine the relationship of country origin towards purchasing intention of cosmetic products among Malaysian consumers. This study proposed to utilise a survey method and the data will be collected specifically in the Klang Valley area. The originality of this research is on its examining of the relationship among country of origin on purchasing intention of cosmetic product in Malaysian consumers context, something has been ignored in the previous studies. This conceptual model is expected to be contribute to the advancement of knowledge in cosmetic product purchase intention among Malaysian consumers and to get a clear picture of how the factor of the country of origin affects the consumer purchase intention for cosmetic products.

Research paper

Keywords: Country origin, Cosmetic, Malaysian, Purchasing intention

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Introduction

The demand for the young generation on cosmetic products is increasing, leading to the research on cosmetic products conducted by academicians and industry players. Surprisingly, based on company research statistics, an exciting finding shows that 95% of cosmetic consumers are men and they are also interested in purchasing high-quality cosmetic products (Khan, Sawar, & Tan, 2020). The cosmetic product market has also become one of the Asia's fastest-growing economies, dramatically rising to over US\$70 billion (Abd et al., 2021). Particularly in the Malaysian market, the cosmetic product is expected to achieve US\$603.5 million in 2024, increasing 5.6% compared to 2019 (Retail in Asia, 2021). Malaysian consumers' satisfaction with cosmetic products has led this study to research cosmetic products in the Malaysian context. A study by Sutanto and Aprianingsih (2016) among Indonesian youth females focus on purchase intention on premium cosmetics, however their study only focusing on online consumer review. Other study by Hussin et al. (2013) on purchase intention of Halal Cosmetics among Muslim consumer only concerning product factors and advertising. Since there are still limited studies conducting the relationship between country of origin towards purchase intention, therefore this research is going to examine the relationship between country of origin and purchase intention of cosmetic product among Malaysian consumer specifically in Klang Valley.

Research Questions

Objectively this research aims to examine the relationship country of origin on purchase intention of cosmetic product among Malaysian consumers. The primary research questions and hypothesis (Figure 1) addressed in this study are as follows:

- Does country of origin have a significant relationship towards purchase intention of cosmetic products among Malaysian consumers?

Literature Review

Generally, women and beauty are inseparable. Cosmetic products are evident in appearance-cognizant ladies since seeming wonderful can support their dimension of certainty, particularly when managing others (Paladino, 2015). Most research on ladies and their confidence has been verifiably identified with how they feel about their body shape and size. Likewise, different excellence classes are held to show ladies the proper utilization of essential items. Apaolaza-Ibáñez (2011) Characterized beauty care products as the items utilized to cleanse, decorate, advance allure, or modify one's appearance. The utilization of magnificence items is not just centered on ladies of a particular age but also on all being equal, particularly in vocation ladies.

They have their particular manner of expanding their certainty level. Cosmetic products have prompted the utilization of excellent items to make them feel sure while playing out their day-by-day exercises. Learning of exceptional items utilized is vital to keep away from any possibly unsafe impacts from utilizing the items. Purchasers need to realize the security dimension of these items preceding their utilization. They should guarantee that the

items are protected and agree to the approved wellbeing standard. This is because a few items are contradictory and therefore influence the wearer. Such precedent is the hypersensitive response to utilizing the exceptional items. Along these lines, they must screen their skin before item use to maintain a strategic distance from reactions. Every client must know the significance of utilizing magnificence-related items. According to (Khraim, 2011), individuals use beautifiers for reasons such as sex appeal and social and expert adequacy. They trusted that the utilization of magnificence items influences the wearer's disposition. The consumer must know where the product originated or was manufactured to decide whether it is worth the buy or the opposite side of it.

It comes to a common consensus that consumers are impacted by their choice option, either benefitting them or hindering their choice when faced with a variety of options to choose from (Chernev, Böckenholt, & Goodman, 2015; Yakubu et al., 2022; Ebrahimi et al., 2021, 2022; Arbabi et al., 2022; Rahman et al., 2022; Salamzadeh et al., 2022). Saeed (1994) mentioned that the country of origin means the country where the manufacturer is the product or brand. Typically, this country is called the "home country". Scholar also considers that "made in" is another label for country of origin. Many researchers have described the country of origin as the country of manufacturing assembly. For example, Apple is an American brand, but some Apple products or compartments are assembled outside of America, like in China. So, what would Apple products be considered? Is it from America or China. This issue will affect the consumer opinion to classify the product under which country of origin. According to Bikey and Nes (1982) have discovered that the country of origin affects product appraisal, the manufacturing industry, and the

consumers' purchase decisions. Therefore, should consumers consider the country of origin before selecting a product?

Shoppers think of some as angles when picking a healthy skin item, such as value, quality, execution, or inclinations. These angles will influence their view of the item and choose whether to get it. A buyer's general impression of an item is called seen esteem. Researchers have characterized seen esteem. Gracia (2007) characterized that apparent esteem as an exchange between the quality impression of the item and the time and cash the customer expected to spend. The blend of the shopper's view of item quality and the time and cash she/he must spend to get the item is seen in esteem. Mason (2012) expressed that "apparent esteem is the shopper's general appraisal of the utility of an item dependent on impression of what is gotten and what is given." When a purchaser buys an item, he/she will assess what they will get and forfeit". Therefore, the apparent esteem could impact buyers' impression of a healthy skin item and their buy goals. Chen (2007) guaranteed that apparent esteem was a solid indicator of customers' purchasing ability. It implies that purchaser's apparent esteem genuinely impacts buy expectation and saw esteem can likewise enable makers to alter their item to build buyer's buy aim.

Consumers generally evaluate merchandise primarily based on its intrinsic attributes, such as bodily product attributes, including flavor, layout, and performance. While extrinsic, for example, non-bodily product attributes such as charge, logo call, united states of America of foundation, and warranties attributes. A study shows that the wide variety of patrons depends upon extrinsic attributes, including country of origin (Aaker, 2013). Allenby (2010) described the country of foundation effect as a widespread extrinsic

factor affecting clients' buying choices as "the use of a manufacture or meeting. "A country photograph is "the general belief that consumers shape merchandise from a specific country, relying on their earlier perceptions of the country's production and advertising strengths and weaknesses". This photo's factors generally represent products, countrywide characteristics, economic and political background, history, and traditions. According to Brodie (2017), country image is "the sum of ideas and impressions people keep approximately places. A country's image photograph might result from its records, geography, art, track, celebrities, proclamations, and other elements. The media and amusement enterprise are vital factors shaping human perceptions of selected vicinity (Allenby, 2010).

Allenby (2010) claimed that the logo-starting place is an informational detail that plays a vital function in figuring out an emblem's photo doubtlessly. Take a look at indicated that the US. Starting place is frequently used as a surrogate variable to evaluate a product, mainly when respondents have a restrained understanding of that product. The reason customers use the logo or the United States of starting place photo as a halo or a stereotype to directly infer product ideals may be their constrained ability to deduce quality earlier than buy. Consumers generally use COO stereotypes to evaluate products. For instance, Japanese electronics are reliable for many consumers, German motors are exquisite, French cosmetics merchandise have excessive high quality, and Italian pizzas are scrumptious. The use of the United States of America as a foundation also resembles to précis construct effect. "I know, from revel in that the Japanese make first-rate negative wine, that is a wine from Japan. Therefore, it is expected that it to be of poor exceptional" This assessment can be considered for the précis construct effect (Brodie, 2017).

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Malaysia of origin data may be used independently with different product/emblem assessment cues. In reality, consumers use Malaysia. In foundation, not most straightforward while they are unfamiliar with it. However, the clients would like to simplify the product/emblem assessment method after having too many facts. Many customers flip to product origin and logo name to simplify information processing through their use as signs of high quality and acceptability. The use of an origin of a product is identified via "made in" or "manufactured in" labels (Brodie, 2017).

Although traditionally, many international corporation brands were placed in step with their countrywide starting place during the last a long time, however, nowadays, for plenty purchasers, it can be challenging. It is understood that the country of the beginning of logo due to the emergence of firm organizations, an increasing quantity of employer takeovers, and the emergence of hybrid products with components sourced from many nations. For instance, the conventional British car brand, Jaguar, now belongs to the Tata Group of India, and Godiva, a traditional Belgian Chocolate emblem, belongs to the Ulker organization of Turkey (Aaker, 2013). As purchasers increasingly may find it challenging to find the United States of an emblem, they should lodge cues relating to countries in which it is far designed/made/assembled.

This concept paper intends to provide the country's original factors that affect the consumer's perspective on purchasing cosmetic products among Malaysian consumers. The outcome may benefit small and medium

enterprises (SMEs) and large cosmetic conglomerates' businesses to improve their overall adoption strategy.

In this research, models assist in preparing the questionnaires and how the country of origin would have affected customers or consumers purchasing skin care products in Malaysia. A framework consists of concepts and, with their definitions and reference to relevant scholarly literature, the existing theory used for the researcher's study (Anfara, 2008). Hence, the hypothesis and conceptual research framework are proposed as follows:

H1: There is significant and positive relationship between country-of-origin effect towards purchase intention on cosmetics product.

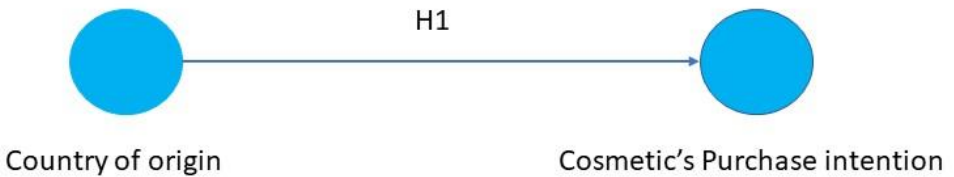


Figure 1. Research framework

Significance of Study

The significance of this study is to contribute to the research on purchase intention on buying skin care based on the country-of-origin effect that influences purchase intention on buying cosmetic care and identifying the relationship between them. This study will contribute to some benefits in several perspectives based on the researcher's beliefs. This research will provide

knowledge contribution on purchase intention on buying skincare which is country of origin effect and in terms of management perspectives, this will be helping the management to raise the awareness how to purchase intention such as country of origin effect.

Proposed Research Methodology

The study area of this research will be in Klang Valley, Malaysia, to be more precise. This research will only focus on skincare users in Klang Valley, Malaysia, where the targeted number of respondents is limited to females and males who are involved in people who are skincare users in Klang Valley only. This research will use one variable to determine the influences of the purchase intention toward skin care products. This research has been focused on the country-of-origin factor. This research uses a quantitative and explanatory study throughout the research. Creswell (2014) stated that the quantitative study approach is by collecting, analyzing, interpreting, and writing a report based on the data collected from a specific population sample (Moghadamzadeh et al., 2020; Radović-Marković & Salamzadeh, 2012). This research used the descriptive research design, where descriptive research with certain occurrences, outcomes, conditions, or behavior types seeks to establish related factors. This method was preferred because it required describing and identifying how independent factors influenced the dependent variable.

Convenience sampling will greatly help obtain a large number of completed questionnaires more quickly and economically due to the limited time and cost of distributing the questionnaire to various populations (Hosseini et

al., 2022). Therefore, convenient non-probability sampling has been chosen in this research instead of probability sampling.

The measurement tool to be applied in this study is a questionnaire. According to Sekaran and Bougie (2013) and Jaguli (2001), choosing the questionnaire method is because it helps respondents directly understand the objective of this study. The items in the questionnaires will be developed based on previous scholars. Likert-scale 1-5, namely 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4= agree, 5=strongly agree of the statement of answers will be constructed.

To analyze the data, SPSS 22 will be used for demographic analysis, also known as descriptive statistics, to distinguish the company profile's frequency distribution, means, and standard deviation. The data of this study will be analyzed using structural equation modeling (SEM). The data reliability and validity of each variable will be analyzed using SEM. SEM is suited for the study that provides a prediction (hypothesis), theory development, theory testing, and confirmation theory (Hair et al., 2019).

Conclusion

The present study showed that the effect of production origin country on willingness to purchase in individuals with low product knowledge is greater than those with high product knowledge. These findings show that marketers should determine the extent of using production origin variable in their marketing communications by identifying the product knowledge in their target market. Overall, effect of country of origin and cosmetic product purchase intention appear to be related as studies by Hanzae and Khosroza-deh (2011). In addition, it examines how country-of-origin criteria such as

country image, perceived product quality, and brand familiarity influence Malaysians' purchasing intentions (Muhamad Yunus & Wan Rashid, 2016). Therefore, it is proven that of country of origin has an impact towards dependent variables of cosmetic purchase intention. The practical implications of this research that cosmetic product purchase intention among consumers can be restricted solely in this region and be used by business to evaluate cosmetic product intention. This research has offered consumers, business, and potential researchers that although the effect of country of origin would impact on purchase intention output, however other factors also should be taken into consideration in their marketing tools and approaches to Malaysian's consumers.

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