TITLE: THE IMPACT OF MARKETING MIX (4P's) ON CONSUMER PURCHASE INTENTION OF COSMETICS PRODUCT

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DIPLOMA IN MARKETING

DEPARTMENT OF COMMERCE

DECEMBER 2019

DECLARATION OF ORIGINALITY

We hereby declare that:

i.   This undergraduate research project is the ned result of our own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic or personal.

ii. No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

iii. Equal contribution has been made by each group member in completing the research project.

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ACKNOWLEDGEMENT

THE IMPACT OF MARKETING MIX (4P's) ON CONSUMER PURCHASE INTENTION OF COSMETIC PRODUCT

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ABSTRACT

In this highly competitive environment nowadays, there is the need to manage the marketing strategy system for efficient performance as well as for promotion of sales. Marketing mix can be considered as an important indicator to maintain a competitive advantage. The purpose of this study is to explore the marketing mix which are price, product, promotion and place on sales performance of Politeknik Shah Alam respondent. Result shows that the element in Marketing Mix Which Promotion is the higher mean among the element Marketing Mix with 0.835 while the Product were the second highest with 0.806. Next, the customer perception towards Price is the third higher with the 0.711. lastly, the lowest mean is Place with 0.711. The result from this research provide recommendation for company to produce quality product, charge competitive prices, position appropriately, use attractive package for the product, engage in after sales service and provide other distinctive functional benefits to consumers. Thus, they need to understand which P might influence the sales performance. The researchers hereby recommended that company should evaluate the various promotional mix elements and select those that can effectively create product awareness and also increase sales in order to achieve organizational objectives.

Keywords: Marketing Mix, Product, Price, Promotion, Place.

LETTER OF TRANSMITTAL

3 April 2020

Dr Noordini Binti Abdullah

Lecturer in Introduction to Marketing Research,

Department of Commerce,

Politeknik Sultan Salahuddin Abdul Aziz Shah.

Subject: Submission of the report on "The Impact of Marketing Mix (4P's) On Consumer Purchase Intention of Cosmetic Product"

Dear Mrs,

We are pleased to submit this report on the impact of marketing mix (4P's) on consumer purchase intention of cosmetic product is prepared for the purpose of fulfilling a requirement of the course introduction marketing research.

This report helped me to know the valuable knowledge about impact marketing strategies. We had tried my level best collect and find information for the report. We hope the report will give a fair idea on the concerned issue.

We hope that this request will merit your approval.

Sincerely yours,

Muhammad Badzlan Bin Abdul Halim

Nurul Najwa Binti Amiruddin

Farah Fa'iqah Binti Mohd Isham

Nagaraj A/L Visavanathan

LETTER OF AUTHORIZATION

Muhammad Badzlan Bin Abdul Halim

Politeknik Sultan Salahuddin Abdul Aziz Shah,

Persiaran Usahawan,

Seksyen U1,

40150 Shah Alam,
Selangor.

9 December 2019

Re: Letter of authorization of The Impact of Marketing Mix (4P's) On Consumer Purchase Intention of Cosmetic Product.

To who concern:

I hereby Muhammad Badzlan Bin Abdul Halim ask the authorization to process any and all documents in my name, and sign on my behalf.

The authorization is valid for 5 months from December 2019 to April 2020.

Signature,

MUHAMMAD BADZLAN BIN ABDUL HALIM

EXECUTIVE SUMMARY

This study was carrying out the impact of marketing mix (4P's) on consumer purchase intention of cosmetic product. The study of the consumer preferences at Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam. Researchers had examined four marketing mix strategies that impact of marketing mix (4P's) on consumer purchase intention of cosmetic product. The factors include product, price, place and promotion. This is descriptive research study. Quantitative data collection and non-probability sampling method were used. The target population is student in Politeknik Shah Alam. This study used primary data collection method and secondary data collection method. Journal and internet research used as secondary data collection. Questionnaire- base survey was used and 300 sets of questionnaires have been distributed and also using Google Form to collect the data and being analyse by using Statistical Package for Social Sciences (SPSS).

Descriptive analysis, reliability test, and pilot test were being chosen as data analysis techniques. The questions and scales in questionnaires were considered to be reliable as the entire Cronbach's Alpha was more than 0.7 and 0.8 which is indicate as very good and excellent.

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REPORT

**IMPACT OF MARKETING MIX (4P's) ON CONSUMER PURCHASE INTENTION
OF COSMETICS PRODUCT**

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CHAPTER I : INTRODUCTION

1.1 Introduction

In this modern era, the use of cosmetic products has become the things that are important starting from infancy to old age industry. Then consumers offered with so many different kinds of cosmetic products, which come from different brands. In order to have, beautiful skin, healthy hair and good-looking appearance. The cosmetic industry is one of the world's leading multi-billion-dollar businesses which encompasses a wide array of products, such as cleansers, toners, serum, moisturisers, foundations, compact powders, lipsticks, eyeliners, eyeshadows, blushers and mascaras (Chin and Harizan, 2017). This list continues to become longer as cosmetic companies aggressively launch more up-to-date and enhanced products in the market.

In the United States, the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions". This broad definition includes any material intended for use as an ingredient of a cosmetic product. The FDA specifically excludes pure soap from this category.

Beauty is based on what the viewer feels and getting attraction towards a person look and personality. It is differing from person to person. skin, face, hair, body are determining a person appearance and beauty. Nowadays most people pay attention on concerning their beauty. Particularly women always concerning on their beauty. As a result, the beauty care products usage among women is dramatically increasing. This is because of the increasing self-awareness of women due to increasing number of working women, education, increased number of beauty parlours furthermore most of the women want to become fashionable.

All women deserve to be appreciated, respected, and admired. When a woman improves her appearance, an amazing thing happens. People begin to pay attention to her, listen to her, seek her company, and ask her opinion. Women become more confident, and this makes her look even better. As her confidence grows, so does the respect she receives – at work, at home, everywhere. As her insecurity falls away, she becomes more daring, self-assured, and

courageous; she finds she can do anything. But now they are very much concern on beauty and related aspects, and women are now thinking on variety of beauty care products.

1.2 Problem Statement

The focus of purchase intention in cosmetic industry which is crucial and it has acted as a basic for organization to survive the competition, get society's acceptance and be able to achieve its mission. Besides, cosmetic industry has played an important role in the global economy especially serving as a vital component in our daily life and remains essential to the conduct of international business. Moreover, cosmetic have become a dominant player in the cosmetic industry in a reason years.

This proposal will study the purchase intention towards cosmetics product through product quality, price, place and promotion. Researcher would like to carry out a survey on purchase intention towards cosmetics product at Politeknik Sultan Salahuddin Abdul Aziz Shah

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1.3 Research objective

i. To examine the influence of product quality towards cosmetics product.

ii. To determine the influence of price towards cosmetics product.

iii. To survey the influence of place towards cosmetics product.

iv. To inspect the influence of promotion towards cosmetics product.

1.4 Research questions

i. Does the product quality influence consumer to buy cosmetics product?

ii. Does the price influence consumer to buy cosmetics product?

iii. Does the place influence consumer to buy cosmetics product?

iv. Does the promotion influence consumer to buy the cosmetics product?

Research Hypothesis

H1: Product quality has a relationship on consumers' purchase intention towards cosmetics product.

H2: Place has a relationship on consumers' purchase intention towards cosmetics products.

H3: Price has a relationship on consumers' purchase intention towards cosmetics product.

H4: Promotion has a relationship on consumers' purchase intention towards cosmetics product.

1.5 Research Framework
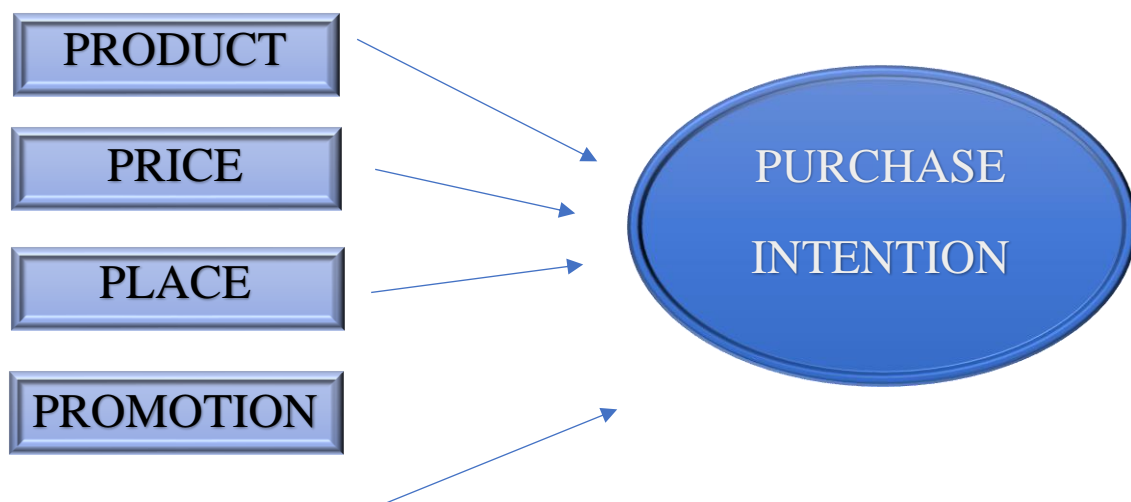
1.6 SIGNIFICANCE OF THE STUDY

In view of the nature of which are almost daily use. The study assumes Cosmetic industry to expand and penetrate their purchase intention of cosmetic in the Malaysian market by providing useful information for them. Furthermore, this research can also help the company to identify consumer preferences for purchase cosmetic at Politeknik Sultan Salahuddin Abdul Aziz Shah.

1.7 LIMITATION OF STUDY

This research is focusing on consumer who had experience in using cosmetics product at Politeknik Sultan Salahuddin Abdul Aziz Shah. The time spent doing this survey is very limited to only one week. The data that will be collected will not be accurate because the time taken is very short. Therefore, result from this study cannot be generalized to other place and time.

1.8 Definition of terms

1.8.1 Purchase intention

Purchase intention refers to an individual's likeliness to acquire a certain product, and it is also a crucial aspect in measuring consumer behaviour (JE Lee, ML Goh, and MNBM Noor, 2019)

1.8.2 Product

Product is anything that can be offered to a market for attention, acquisition, use or consumption hence satisfying want or need (P Chapik, 2019)

1.8.3 Price

According to Kotler, Suzan Burton and Kenneth Deans (2015) price is the amount the consumer must exchange to receive the offering. The sum of all the values that customers give up to gain to the benefits of a product or service,

1.8.4 Place

Place is the process where organization decide where to locate their store and how many stores to have at the convenience of the shoppers (Kanpga, 2016)

1.8.5 Promotion

According to Khalid Sudian Al Badi (2014), promotion is the communication process between the customer and the product or service, it is what the promotions try to tell target customer about the product, and it is the way to make customer aware about the product.

1.9 Conclusion

It has been revealed that all four-marketing mix in this study have a positive influence on students' purchase intention. Specifically, product quality was discovered to be the most significant element in affecting consumers' purchase intention towards cosmetics products. Hence, it is evident that firms must establish he product quality attributes that are essential to both the industry and the consumers so that competitive advantage can be obtained over the competitors.

CHAPTER II: LITERATURE REVIEW

2.1 Introduction

This chapter is presents the review of purchase intention gives a positive influence in product quality, promotion, price and place.

2.2 Independent Variable

2.2.1 Product

Product quality is a key factor in assessing purchase intention. It is a continuous process of improvement that the continuous changes increase product performance and consequently the satisfaction of customers' needs. Quality should be improved every moment (Tariq et al., 2013). Chi et al. (2008) concluded that if a product has a better quality, customer will be more inclined to purchase it. Also, their study emphasized that product quality has a positive impact on customers' purchase intention. Tsiotsou (2005 and 2006) investigated the higher quality product creates higher purchase intention toward lower quality products. Jalilvand et al. (2011) investigated the effect of product quality on purchase intention. They collected 242 questionnaires and found that product quality has a significant and positive effect on purchase intention.

Cosmetic manufacturers and marketers must ensure that their products signal positive images to fit the expactations of young and educated Muslim consumers. Although product quality, such consumers demonstrate prudent behaviour in terms of searching for halalan and toyyiban products. According to Armitage and Conner (2001), the more positive the behavioural attitude is, the stronger intention of the individual to perform it, and this leads to the increase in brand loyalty. If the individual hold a weaker behavioural belief, the result of attitude towards the behaviour is more likely unfavourable. In the opposite, if a person forms a favourable attitude towards the behaviour, the individual may have a stronger behavioural belief (Smisha, 2017). Although the market for Halal cosmetic products is large, most of these cosmetics and other personal care products are made by non-Muslim manufacturers in non-Muslim countries, which can lead to disputes about the Halalness of their ingredients. As a result, the cosmetics and pharmaceutical sector has been the subject of greater scrutiny by

Muslim scholars due to the suspicion that many international brands use enzymes extracted from pork meat or alcohol as a preservative, generating a great deal of cynicism towards these brands among Muslim consumers seeking Halal products (Mukhtar and Butt, 2012).

2.2.2 Place

E-commerce is a developing marketplace and the number of retailers and development in online shopping has constructed up a competitive market. Marketing managers are more concerned about their customer's purchase intentions in order to increase their products and services selling. The convenience of online shopping rendering it an emerging trend among consumers, especially the Gen Y. The prevalence of online shopping has raised the interest of the retailers to focus on this area. In an online shopping atmosphere, prior online purchase practice leads to the decrease of doubts and ultimately leads to a rise in the buyer purchase intention (Shim and Drake, 1990). Online shoppers who have bought goods online are further united and liable to shop on the internet rather than others (Lee and Tan, 2003). Shim, Eastlick, Lotz, and Warrington (2001) posited that past acceptable online purchase will guide to future online purchase while previous negative practice will reduce online purchase intention

2.2.3 Price

The price is defined as the money that customers exchange in terms of service or product, or the value they receive (Kotler and Armstrong, 2010). It is important for a company to retain loyal customers who are willing to pay higher prices for their favourite brand and don't buy based on lower price (Levy & Weitz, 2012). Company always give more attention and care to loyal customers and take necessary steps to retain them as they bring more profit to the firm. Wickliffe & Pysarchik (2001), states that, product features (brand and price) have an inherent impact on customer behaviour. Furthermore, the lower price product also attracts the customer to buy more the product with the good quality of it. According to Mullen et al., (2000) , Swimberghe et al., (2009) Past consumer behaviour researchers have found that there is a significant relationship between a consumer's religious affiliation and a number of consumption-related variables. Among the studies that have assessed this relationship for Halal products are that of Lada et al. (2009), who found that there is a positive relationship between attitude and intention to choose Halal products. According to Saifur Rahman et al., (2017), the consumers are aware about the green products but their purchasing depends on the availability of the products (The four forms of marketing mix, i.e. green product, green

price, green place and green promotion, have a positive relationship with purchase intention. Also, the green products and green advertisement influence the purchase decision (Mahmoud, 2018). On the other hand, most of the consumers are willing to pay extra to purchase the products of those companies which consider green practices (Soerjanatamihardja and Fachira, 2017). A positive relationship was found between the consumers' willingness to pay with their purchase intention, which means that consumers are ready to pay premium to purchase green products. This could be due to a high perceived value of green products (Chaudhary, 2018).

2.2.4 Promotion

In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. Kotler et al. (2011) defined promotion means activities that communicate the merits of the product and persuade target customer to buy it. Promotion refers to the activity of marketing as well as selling in order to give some information and push the demand of product or service with influencing customer to buy. The purpose of promotion are to give information about the product or service to the market; to gain new customer and maintain the loyal customer; to increase sales; and to creates the product image.

Advertising is a subset of promotion mix that is as 4P's (Product, price, place and promotion) in marketing mix. Advertising as one of the strategies of promotion, is an important tool in creating awareness in the minds of potential customers in order to make decision to buy the product. Manufacturers create an emotional link with customers through advertising. As a result, it is more likely that these kinds of customers create an emotional link with the ads of that brand (Latif and Abideen, 2011).

2.3 DEPENDENT VARIABLE

Dependent variable is the variable that is measured by the experimenter. The dependent variable is a measure of the behaviour of subject that reflects the effects of the independent variable. In the language of stimulus response psychology, it is the response. A dependent variable is one that changes in consequence with the change in the independent variable.

2.3.1 Purchase Intention

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). Purchase intention as a situation where consumer tends to buy a certain product in certain condition (Y Sulaiman, 2017). Blackwell et al. (2001) have defined purchase intention as "what we think we will buy". Accordingly, purchase intention can be used to quantify the tendency of a consumer to buy a product, and the relationship between these two components is such that the stronger the purchase intention, the greater a consumer's desire to purchase a product (JE Lee, 2019)

Purchase intention may be changed under the influence of price or product quality. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013). That there are three types of purchase intention, namely, unintended purchase, partially intended purchase and fully intended purchase. Unplanned or unintended purchase is considered as an impulse purchase where it involves the instantaneous decision made in a store to purchase a product category or a brand. (JE Lee, ML Goh, MNBM Noor, 2019) In partially planned purchase, consumers would choose a product category and the basis prior to purchasing a product and only decide on the brands and types later in the store. Contrastingly, fully planned purchase implies that consumers make a decision on the products and brands to purchase even before entering the store. It should be noted that these three types of purchasing behaviour may be affected by the level of awareness and the strength of the brand image. Additionally, Kotler (2003) suggested that purchase intention can also be influenced by an individual's feelings and impulsive situation. While an individual's feelings involve personal preference, impulsive situations refer to the circumstances that alter the purchase intention.

CHAPTER III: METHODOLOGY

3.1 Introduction

This chapter is methodized in the following six sections: the research design, population and sample, research instrument, method of data collection, method of data analysis and conclusion of this chapter.

3.2 Research Design

The research design that will be used is quantitative method. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.(Babbie, Earl R, 2010) A quantitative method is used with the intent to collect data that is measurable and quantifiable (Z Alzayat, 2016)).

3.3 Population and Sample

The target population of this study will be student of Politeknik Sultan Salahuddin Abdul Aziz Shah in Shah Alam. The population that we target are 1300 students. Based on Krejcie & Morgan, (1980) , the number of population is 1300, the respondents should be 297.

3.4 Research Instrument

The research designed questionnaire as one the data collection instrument for this study. The consumer of cosmetic user and non-user were given the questioner. The question aimed at the marketing styles that using by the company of cosmetic product to market their product and material for company performance. The goals of the questionnaire session are to perceive the company problem which is how to stimulate purchase intention towards cosmetics product.

This questionnaire consists of 3 sections, which are section A, B and Section C. For section A contains the general variables s. The scaling technique that has been used for this section is nominal scale. For section B, contains question asking the respondent about 4ps of marketing mix search as place, price, promotion, and product will affect purchase intention of cosmetic product. The scaling technique for section B is Likert Scale. Section C, contains

demographic variables such as gender, age, race, status, employment status, and monthly income product. The scaling technique for section B is Likert Scale.

In the research, the nominal scales and Likert Scale has been chosen. Nominal scale for section A and C (under the basic measurement technique) consist of assigning items of groups or categories. Number is only used as labels and it does not signify anything. This scale only an indication of the category. Thus, these numbers can be interchanged.

The Likert scale for section B has been chosen under the non-comparative scale. The psychometric scale commonly used in questionnaire is Likert Scale. It is the most widely used scale in the research. The respondents are asking to specify their agreement level to a statement (Sclove, 2001). The five-point scales can be label as:

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

3.4.1 Independent Variable

The independent variable is defined as the presumed cause of some changes in the dependant variable (Robbins, 1998)

3.4.1.1 Product

Product was measures on three items using 5-point scale ranging from "strongly disagree" (1) to "strongly agree" (5). Items were derived from (Gunawardane (2015), Memon et al. (2016) and Balakrishnan et al. (2012)

3.4.1.2 Price

Price was measures on three items using 5-point scale ranging from "strongly disagree" (1) to "strongly agree" (5). Items were derived from Petrauskaite (2014), Boon (2004), Abd Rahman (2015) and Singhal, A., & Malik, G. (2018)

3.4.1.3 Place

Place was measures on three items using 5-point scale ranging from "strongly disagree" (1) to "strongly agree" (5). Items were derived from Abd Rahman (2015)

3.4.1.4 Promotion

Promotion was measures on three items using 5-point scale ranging from "strongly disagree" (1) to "strongly agree" (5). Items were derived from N.H Zhafira, J. Andreti, Sheila S Akmal, S. Kumar (2018)

3.5 Questionnaire Design

391 individuals voluntarily completed the questionnaire. The final questionnaire had 22 questions to measure the constructs of interest as well as some demographic questions. Table 3.5 depicts that all instruments used in this study had a corresponding Cronbach alpha >.70 and >.80

Table 3.5

Questionnaire source and validity

Construct	Item	Cronbach	Author
Product	5	>.80	(Gunawardane (2015), Memon et al. (2016) Balakrishnan et al. (2012)
Price	4	>.70	Petrauskaite (2014), Boon (2004), Abd Rahman (2015) and Singhal, A. Malik, G. (2018)
Place	2	>.70	Abd Rahman (2015)
Promotion	4	>.80	N.H Zhafira, J. Andreti, Sheila S Akmal, S. Kumar (2018)

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3.6 Method of Data Collection

This study used primary data. The primary data collection method is questionnaire. According to Maholtra and Bricks (2007) clarify that questionnaire are an important data collection tool. Moreover, the use of questionnaire is important because they produce an effective and efficient way of gathering data within a very short period. The questionnaire will be distributed to respondent in Politeknik Sultan Salahuddin Abdul Aziz Shah.

3.7 Statistical Data Analysis

The data gathered through questionnaire was coded and analysed using the computerized SPSS (Statistical Software Package for Social Science) software version 24. They were summarized using appropriate descriptive and inferential statistics.

3.8 Method of Data Analysis

To test the reliability of the data, the researchers rant pilot tests which focus on respondents. Pilot studies are small scale, preliminary studies which aim to investigate whether crucial components of a main study. A pilot test is often used to test the design of the full-scale experiment which than can be adjusted. It is potential valuable insight and should anything be missing in the pilot study and to improve the chances of a clear outcome.

After all of the data gathered from the respondents, they will be organized and tested. The researcher used the statistical package for social science (SPSS) to organize data collected. In the research, researchers used descriptive statistic to summarize and graph the data for a customer that has been chosen. This process allows you to understand that specific set of observation.

The data was collected from the respondents through questionnaire and was analysed through SPSS software. Due to SPSS being user-friendly and allow the researchers more flexibility in evaluating the research design (D'Amico, Neilands, & Zambarano, 2001), it had been proposed as the tool to analyse data. Additionally, SPSS enables to generate the data into graphs and charts, descriptive statistics, tabulate reports and complex statistical analysis which are useful for the researchers.

Descriptive statistics describe a sample. That's pretty straightforward. We simply take a group that we are interested in, record data about the group members, and then used summary statistics and graph to present the group properties. With descriptive statistics, there is no uncertainty because we are describing only the people or items that we actually measure. We are not trying to infer properties about a larger population. It helps researches summarize the data and find patterns. A few commonly used descriptive statistics are:

- **Mean:** numerical average of a set of values.
- Cronbach Alpha

  Cronbach's alpha, α (or *coefficient alpha*), developed by Lee Cronbach in 1951, measures reliability, or internal consistency. "Reliability" is how well a test

measures what it should. For example, a company might give a job satisfaction survey to their employees. High reliability means it measures job satisfaction, while low reliability means it measures something else.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

3.9 Conclusion

This chapter explain the various topics related to research design using descriptive research, data collection method which are from primary and secondary data, instruments by nominal scales and Likert Scale, sampling selected based on Krejcie and Morgan's samples size table and data analysis method use descriptive analysis and reliability test.

CHAPTER IV- DATA ANALYSIS

4.1 Introduction

In this chapter, the data that had been collected from 300 sets of questionnaires will be explained and analysed. These 300 sets of questionnaire data will be analysed and interpreted by using Statistical Package for the Social Science (SPSS) software. SPSS is used as an analysis tool in order to match with the topic of the study in this research. A summary of the analysis of data collected will be provided in this chapter

4.2 Demography Profile of Respondent

4.2.1 Table of demography profile of respondent

Respondent's Demographic		Frequency	Percentage (%)
Gender	Male	76	**25.3**
	Female	224	**74.7**
Age	17-20	206	**68.7**
	21-25	82	**27.3**
	26-30	12	**4.0**
Race	Malay	266	**88.7**
	Indian	12	**4.0**
	Chinese	17	**5.7**
	Other: Siamese	1	**0.3**
	Dusun	1	**0.3**
	Melanau	1	**0.3**
	Punjabi	1	**0.3**
	Bajau	1	**0.3**
Employment status	Fulltime	258	**86.0**
	part-time	42	**14.0**

Income (PTPTN, Zakat, Baitulmal, etc)	RM0-RM1000	187	**62.3**
	RM1001-RM2500	84	**28.0**
	RM2500>	29	**9.7**

Based on the table, our total respondents are from male and female, in which there are a total of 100% with the total of 300 respondents.
75% or 224 respondents are female and the rest 25% or 76 respondents are male

Based on the table, our total respondent are from 17-20, 21-25, and 26-30 years old in which there are a total of 100% with the total of 300 respondents.
69% or 206 respondents are in 17-20 years old, 27% or 82 respondents are in 21-25 years old and 4% or 12 respondents are in 26-30 years old.

Based on this table, most of the respondents are from Malay which 88.7% or 266 respondents, Indian which 4.0% or 12 respondents, Chinese which 5.7% or 17 respondents. The rest respondents are from Others which are Siamese, Dusun, Melanau, Punjabi and Bajau which are all 0.3% or 1 respondents only for each.
Based on this table, the respondents with total 300 are mostly fulltime student and part time student. Fulltime students which 86.0% or 258 respondents and part time which 14.0% or 42 respondents

Based on this table, the income such as PTPTN, Zakat, Baitulmal or other income source that student get for every semester are from RM0-RM1000, RM1001-RM2500, and RM2500> in which there are a total of 100% with the total of 300 respondents. 62.3% or 187 respondents are have RM0-RM1000, 28.0% or 84 respondents are have RM1001-RM2500 and 9.7% or 29 respondents are have RM2500>.

4.2.2

Specifically look for cosmetic, frequency of using make up, best describe for make up

Respondent Profiling		Frequency	Percentage (%)
Specifically look for cosmetic	Price	59	**20.0**
	Packaging	18	**6.0**
	Benefits	223	**74.0**
Frequency of using makeup	Never	79	**26.0**
	Weekend only	39	**13.0**
	Rarely (1-2 per week)	114	**38.0**
	Everyday	68	**23.0**
Best describe for makeup	Natural	259	**86.3**
	Feminine	31	**10.3**
	Trendy	10	**3.3**

Further profiling of the respondents showed that respondent specifically look for cosmetic for price are 20%, packaging are 6% and the most respondents looks are benefit, 74%.

In the view, the frequency of using make up for the highest is rarely (1-2 per week) which 38%, the second is respondent never use the makeup which 26%, the third is respondent use the makeup every day in their daily life which 23% and the last is respondent that use the makeup on weekend only which 13%.

In terms of best describe for makeup, 86.3% respondents had choose natural for their describe makeup, 10.3% respondents had choose feminine for their best describe makeup, and 3.3% had choose trendy for their best describe makeup.

4.3 Goodness of Measure

4.3.1 Reliability of measure

The first test carried out on the data was the reliability test on the multi-item instrumentals used in this research. The Cronbach's Alpha value was used to test the reliability of the items measuring each variable: Product, Price, Promotion and Place. It is a reliability measure coefficient that reflects how well items in a set are positively correlated to one another.

The results obtained as shown in table 4.3 that indicates that the Cronbach's Alpha value for the measuring items of independent variables and dependant variables. Product, Price, Place and Promotion have Cronbach alpha values greater that .70 and indicates inter – item consistency. None of the items were deleted in the test, as the reliability of inter item was high

Table 4.3

Summary of Reliability Analysis

Variables	Number of items	Number of item discarded	Cronbach's Alpha
Product (PD)	5	-	**.807**
Price (PR)	4	-	**.706**
Place (PL)	2	-	**.702**
Promotion (PRM)	4	-	**.833**

4.4 Research Findings

4.4.1 Descriptive Analysis

The summary of the descriptive statistic of the variables is given in Table 4.3. All variables were measured in 5-point Likert scale with 5 being strongly agree.

Table 4.4

Overall Descriptive Statistics of the Study Variables

	Mean	**Std. Deviation**
Product	4.06	.806
Price	3.75	.711
Place	3.85	.711
Promotion	4.05	.835

4.5 Summary of chapter

Rank	Alternatives	Categories
1,00 ≥ 1,80	Totally disagree	Very low
1,81 ≥ 2,60	In disagreement	Low
2,61 ≥ 3,40	Neither agree nor disagree	Moderate
3,41 ≥ 4,20	Agree	High
4,21 ≥ 5,00	Totally agree	Very high

Based on Table 4.4, the mean for all the variables are (3.41 ≥) which in high categories. It means that the question that we provided is mostly agreed by the respondents. It gives a positive result for the variables.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

In this chapter 5, it provides the overall of conclusion and recommendations of the research. It summarized the discussion of major findings from chapter 4, highlights the implication of the study, provide the recommendations for the future research and conclusion of the entire research

5.2 SUMMARY OF STATISTICAL ANALYSES

Statistical analyses involved in carrying put a study include planning, designing, collecting data, analysing, drawing meaningful interpretation and reporting of the research findings. The statistical analyses give meaning to the meaningless numbers, thereby breathing life into a lifeless data.

5.2.1 Demographic profile respondents

Based on the descriptive analysis in Chapter 4, the respondents consisted of 74.7% (224) female and the remaining 25.3% (76) are male respondent. From the data collected, majority of the respondents were Malay with 88.7% (266). Followed by Indian 4.0% (12), Chinese 5.7% (17) and Others which was 0.3% (5).

Based on age group, most of the respondents were in age 17-20 years old with 88.7%, which are 206 respondents, followed by those aged between 21-25 years' old which was 4.0%, which are 82 respondents and the lowest age are coming from aged between 26-30 years old with 4.0% which are 12 respondents.

For employment status, majority of the respondents were fulltime employment with 86.0% which are 258 respondents, followed by part-time with 14.0% which are 42 respondents.

Lastly, for income level, more than half of the respondents earned 0-RM1000 and below which was 62.3% represent 187 respondents. This was followed by the respondents earned between RM1001-RM2500 with 28.0% represent 84, and lowest income level is above RM2500 with 9.7% represent 29 respondents.

5.2.2 Summary of Central Tendencies Measurement of Construct

For Product "I will constantly purchase the cosmetic product that is suitable for myself" has the highest mean value at 4.42 with standard deviation of 0.712 while "I do have adequate knowledge of the cosmetic brand I want to purchase than other cosmetic brands in the market" shows the lowest mean value at 3.82 with standard deviation of 0.818. While, Price "I am willing to pay more for cosmetic products with an authentic Halal logo" recorded the highest mean score 4.09 with standard deviation of 0.889, while the lowest mean score 3.33 is achieved by "I am willing to pay more for a famous brand" with standard deviation of 1.032. For Promotion "Drugstore gives seasonal promotion (Christmas, EidulFitri, New Year, etc)" has the highest mean value at 4.27 with standard deviation of 0.795 while "Drugstore gives some coupons to be changed with merchandise" shows the lowest mean value at 3.83 with standard deviation of 0.913. Next, "I am willing to shop around to buy cosmetic products with an authentic Halal logo" recorded the highest mean value 4.07 with standard deviation of 0.819, while "I am willing to travel long distances to buy cosmetic products with an authentic Halal logo" has the lowest mean value 3.62 with standard deviation of 1.003 for Place.

5.3 SUMMARY OF SCALE MEASUREMENT

For the reliability test, questions for independent variables (product, place, promotion and price) and dependent variables (purchase intention) are reliable since each test indicates its value to be more than 0.7

5.4 DISCUSSION OF MAJOR FINDINGS

While the previous section of this chapter focuses more onto the summary description of the entire descriptive and inferential analyses, this section is more onto the discussion on major findings in order to validate the research objectives and hypotheses.

5.4.1 Relationship between product and randomly 300 people

H1 indicates that product has significant influences of product quality on randomly 300 people consumer purchase intention towards cosmetic product. Few past studies also support this hypothesis. The notions that human are influenced in their beliefs, preferences and behaviours by the beliefs. Thus, product is positive related to randomly 300 people.

5.4.2 Relationship between price and randomly 300 people

H2 indicates that price has significant influences towards randomly 300 people of consumer purchase intention. There was have impact between price and randomly 300 people of consumer purchase intention which is consistent .There is no reduction on consumer purchase intention when the actual price on the products is higher than acceptable price range.

5.4.3 Relationship between place and randomly 300 people

H3 indicates that place has significant influences towards randomly 300 people of consumer purchase intention. It is shows that the place is supported. There has an impact because the distribution helps customer and users to find and keep purchase these products from their manufacturer or providers with them at the time of need. Thus, place is positively related o randomly 300 people of consumer purchase intention.

5.4.4 Relationship between promotion and randomly 300 people

H4 indicates that promotion has significant influences towards randomly 300 people of consumer purchase intention. Results expressed that the promotion is supported. The promotion of a set and state any form of information helps to inform customers about new products and helps to reduce barriers between customers and organizations. Thus, promotion is positive related to randomly 300 people of consumer purchase intention.

5.5 IMPLICATION OF STUDY

The finding of this study helps in understanding the factor that can affect consumer preferences of Cosmetic Product among the randomly 300 people. Through the understanding of study, it is applicable to market the Cosmetic Product and improving the understanding about consumer purchase intention towards product cosmetic.

5.5.1 Managerial Implications

Based on the information gathered from study the impact of marketing mix strategy on purchase intention towards cosmetic product among the randomly 300 people, the researchers have established several implications that might useful in assisting cosmetic company to increase the demand of cosmetic product among the target market. In randomly 300 people nowadays are having more option in choosing their cosmetic product. As a result, it is necessity for many companies to make further improvements and used various marketing strategies to boost the sales of cosmetic product.

According to the research done, product has the highest significant impact among others independent variables in influencing the purchase intention of cosmetic product among the randomly 300 people. Thus, the people want the highest quality of the cosmetic product which is effect on their skin. Besides that, cosmetic companies can expand their cosmetic product capabilities such as by the upgrading the ingredients of cosmetic so that it can perform and better which suit to the people.

5.6 RECOMMENDATIONS FOR FUTURE RESEARCH

There are few recommendations for the researchers in the future. First of all, after completing this study, the researcher has found out there are some space for cultivating the quality of this study in future. The accuracy and reliability of the result can be improved by increasing the sample size more than 300 respondents.

Next, the time frame for conducting survey should be expanding in order for the research to get adequate time to distribute and collect from large number of respondents. For the current study, researchers have only chosen and focus on Politeknik Sultan Abdul Aziz shah, Shah Alam and distributed the questionnaire which might not be comprehensive enough to

represent to whole population. Thus, to obtain large sample size, the researchers can distribute to all stages to know about their preferences in purchasing cosmetic products.

Besides that, future researcher can further their study by using other independent variables that can determine the impact of marketing mix strategy on purchase intention towards cosmetic product. However, researchers have to be more caution when choosing the right one as the right variable can improved the value.

Lastly, the researchers are recommended to use interview when conducting the survey. The usage of interview will reduce the limitation by using questionnaire where people can directly understand the question that asked by the researchers rather than interpreted the questionnaire question.

5.7 CONCLUSION

As the conclusion, this research has the basically study about the impact of marketing mix strategy on purchase intention towards cosmetic product among the randomly 300 people. The demand of cosmetic product due to the skin risk become commons need and most people nowadays due to the simple one such ready to apply organic product. The increasing demand of cosmetic product should have some interesting factors that affect consumer to purchase it. In this research, four important factors are chosen to run the whole research.

The research is to investigate the factors (product, price, place, and promotion) which impact of consumer purchase intention towards cosmetic product among randomly 300 people. Total number of 300 questionnaires was being distributed, the data collected was processed and analysed using SPSS 25.0 in which outcome generated included both descriptive and inferential analysis. After the analysis, product, price, place, and promotion have significant positive relationship with the consumer purchase intention of randomly 300 people.

In conclusion, the research had met its main objectives by validating that product, price, place, and promotion were significant influence the consumer purchase intention. After this research, cosmetic companies could stress on those factors to attract more customers and keep developing the cosmetic product in Malaysia. Future researchers may fully use the knowledge in this research to make amendment or reference purpose. Thus, this research

gives a clearer picture of exploring the impact of marketing mix strategies on consumer purchase intention towards cosmetic product among the randomly 300 people.

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APPENDIX A (GANTT CHART)

MARKETING RESEARCH					
	WEEK 1 - 3	WEEK 4 - 6	WEEK 7 - 9	WEEK 10 - 12	WEEK 13 - 15
Discuss with group members and supervisors about the topic of the proposal that we would like to conduct a study based on the lecturers in the class.	■				
Discuss and begin making proposals in the format provided and once completed, the proposal is presented to the supervisor for review. Any errors will be corrected after the explanation.		■			
The errors made are corrected and the validity of the information contained in the proposal is corrected. The corrected proposal was sent to the supervisor for review purposes.		■			
The proposal was reviewed and initiated by asking a journal and article-based questionnaire and was conducted in google form that would be answered by 300 respondents.			■		
The proposal was reviewed by the supervisor and was converted to a slide presentation form to present to the course lecturers in the classroom. Lecturers will ensure that the slides presented are accurate and authentic.				■	
The report was conducted and the questionnaire on the google form was distributed via social media dissemination and was answered fully by 300 respondents. The analysis was conducted and the results obtained were very successful. Proposals are sent to the supervisor for final review purposes and the presentation is comprehensive.					■

APPENDIX B (Questionnare)

Construct	Questionnaire	Author
Product (PD)	I am aware of other cosmetic brands when I am going to purchase a particular cosmetic brand.	Gunawardane (2015), Memon et al. (2016)
	I do have adequate knowledge of the cosmetic brand I want to purchase than other cosmetic brands in the market.	Gunawardane (2015), Memon et al. (2016)
	I am aware about the point of difference between brands when I am going to purchase cosmetics.	Gunawardane (2015), Memon et al. (2016)
	I purchase the cosmetic brand that has strong awareness in my mind	Gunawardane (2015), Memon et al. (2016)
	I will constantly purchase the cosmetic product that is suitable for myself	Balakrishnan et al. (2012)
Price (PR)	I am willing to pay more for a famous brand	Petrauskaite (2014), Boon (2004)
	I am willing to pay more for cosmetic products with an authentic Halal logo	Abd Rahman (2015)
	I am willing to pay premium price for green cosmetic products.	Singhal, A., & Malik, G. (2018)
	I am willing to pay extra prices for the eco-friendly cosmetic product	Singhal, A., & Malik, G. (2018)
Place (PL)	I am willing to shop around to buy cosmetic products with an authentic Halal logo	Abd Rahman (2015)
	I am willing to travel long distances to buy cosmetic products with an authentic Halal logo	Abd Rahman (2015)
Promotion (PRM)	Drugstore gives some coupons to be changed with merchandise	N.H Zhafira, J. Andreti, Sheila S Akmal, S. Kumar (2018)
	Drugstore gives seasonal promotion (Christmas, EidulFitri, New year, etc)	
	I prefer shop in drugstore because of the privilege card	
	Drugstore gives attractive promotion	

APPENDIX C

1. Product

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.806	5

Item Statistics

	Mean	Std. Deviation	N
PD1	4.08	.800	298
PD2	3.82	.818	298
PD3	3.98	.795	298
PD4	3.98	.872	298
PD5	4.42	.712	298

2. Price

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.706	.711	4

Item Statistics

	Mean	Std. Deviation	N
PR1	3.33	1.021	300
PR2	4.09	.889	300
PR3	3.81	.916	300
PR4	3.77	.891	300

3. Place

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.702	.711	2

Item Statistics

	Mean	Std. Deviation	N
PL1	4.07	.819	300
PL2	3.62	1.003	300

4. Promotion

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.835	4

Item Statistics

	Mean	Std. Deviation	N
PRM1	3.83	.913	300
PRM2	4.27	.795	300
PRM3	3.96	.923	300
PRM4	4.15	.870	300

APPENDIX D

Respondent's Demographic		Frequency	Percentage (%)
Gender	Male	76	**25.3**
	Female	224	**74.7**
Age	17-20	206	**68.7**
	21-25	82	**27.3**
	26-30	12	**4.0**
Race	Malay	266	**88.7**
	Indian	12	**4.0**
	Chinese	17	**5.7**
	Other: Siamese	1	**0.3**
	Dusun	1	**0.3**
	Melanau	1	**0.3**
	Punjabi	1	**0.3**
	Bajau	1	**0.3**
Employment status	Fulltime	258	**86.0**
	part-time	42	**14.0**
Income (PTPTN, Zakat, Baitulmal, etc)	RM0-RM1000	187	**62.3**
	RM1001-RM2500	84	**28.0**
	RM2500>	29	**9.7**

Respondent Profiling		Frequency	Percentage (%)
Specifically look for cosmetic	Price	59	**20.0**
	Packaging	18	**6.0**
	Benefits	223	**74.0**
frequency of using makeup	Never	79	**26.0**
	Weekend only	39	**13.0**
	Rarely (1-2 per week)	114	**38.0**
	Everyday	68	**23.0**
best describe for makeup	Natural	259	**86.3**
	Feminine	31	**10.3**
	Trendy	10	**3.3**

APPENDIX E

	Mean	Std. Deviation
Product	4.06	.806
Price	3.75	.711
Place	3.85	.711
Promotion	4.05	.835