

Title of Thesis	A Study of Intention to Purchase Organic Personal Care Product among Young Consumers in Miri
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Date of Submission	August 2021
Student Thesis Code	2021/AUG/UCSI/BABA/07

### **ABSTRACT**

The trend towards organic personal care products is growing in recent years. As the use of personal care products has been a vital part of consumer daily routine. Organic personal care products are greatly influencing more and more consumers to concern for their own health, thus improve their perception towards purchasing and using organic personal care products. Therefore, the number of unregistered or unlicensed personal care products are increasing in the market. There are potentially harmful substances that can be found in these personal care products. Hence, consumers tend to be more aware and conscious of the negative reactions impacts on their health. Young consumers especially Millennials are acknowledged to be the future drivers of consumerism. As these young consumers imply huge market implications that heightens their importance to the purchase intention towards organic personal care products. The purpose of this study is to investigate the four underlying variables which are consumer perceived quality, perceived safety, attitude, and consumer decision making on purchasing organic personal care products among young consumer in Miri, Sarawak, Malaysia. Additionally, this study enhances the understanding of consumer purchase intention towards organic personal care products and discusses several factors possibly influence on consumers buying behaviour.