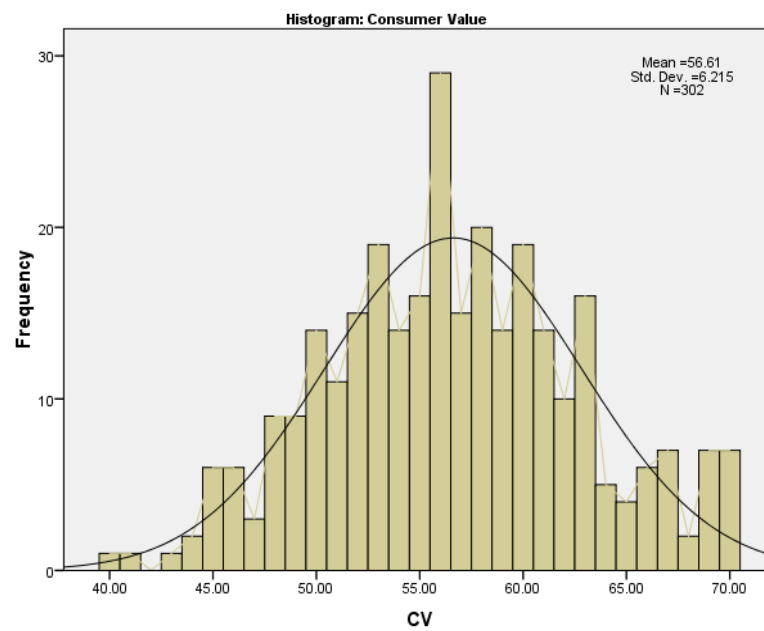


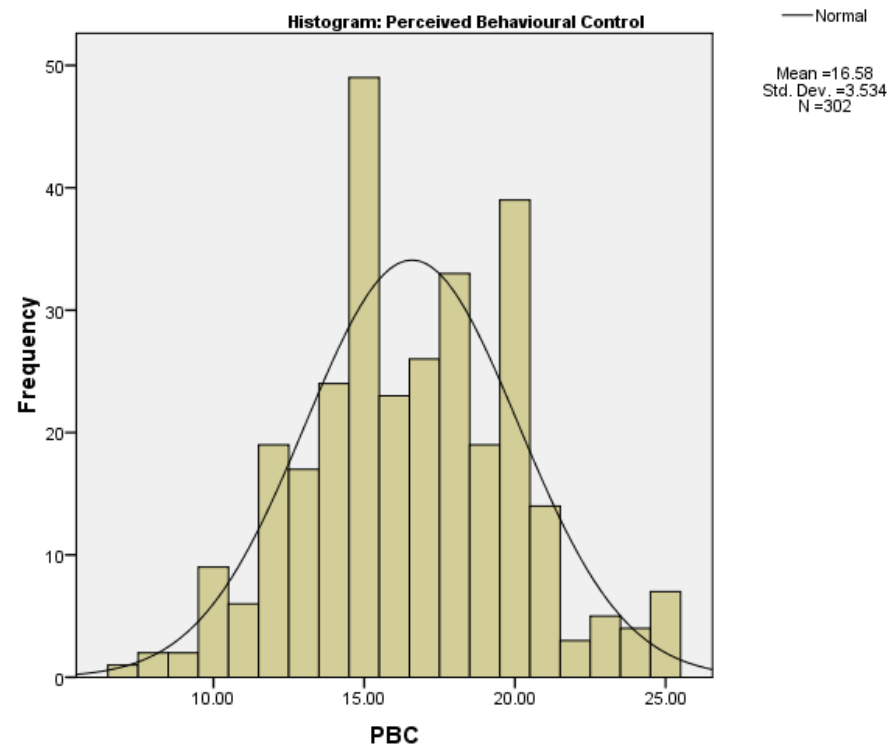
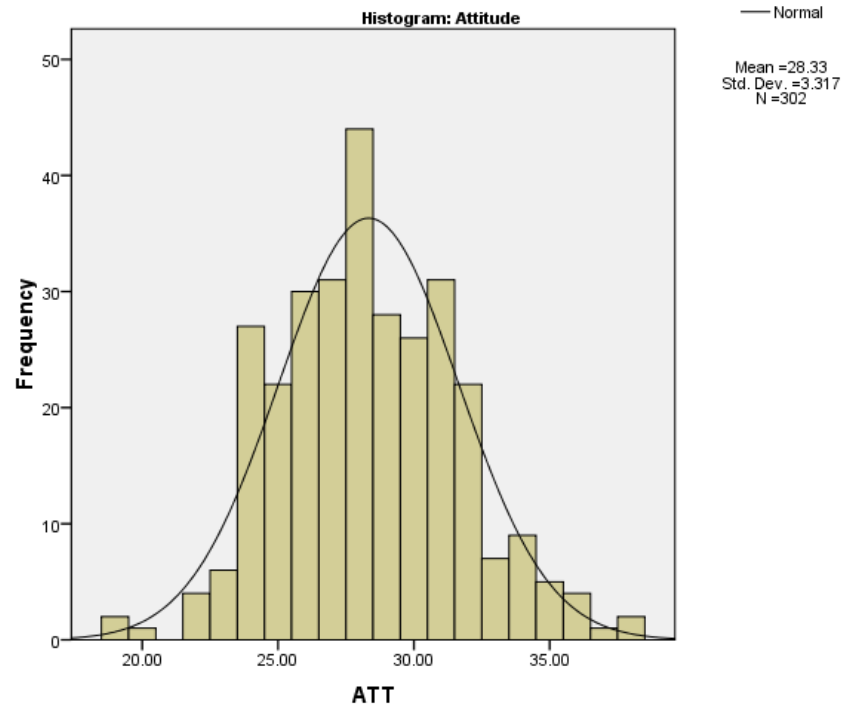
Appendix A

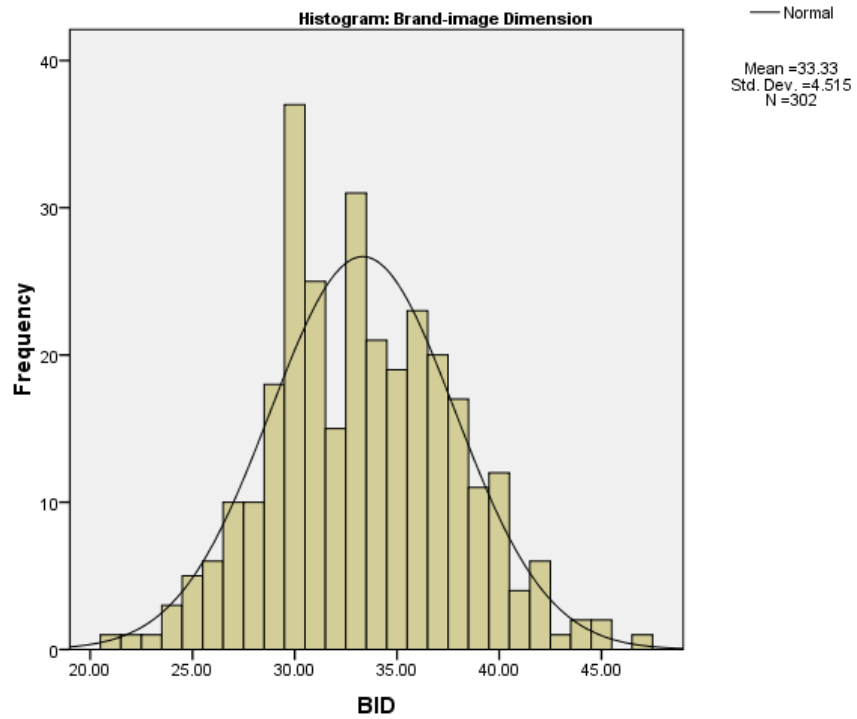
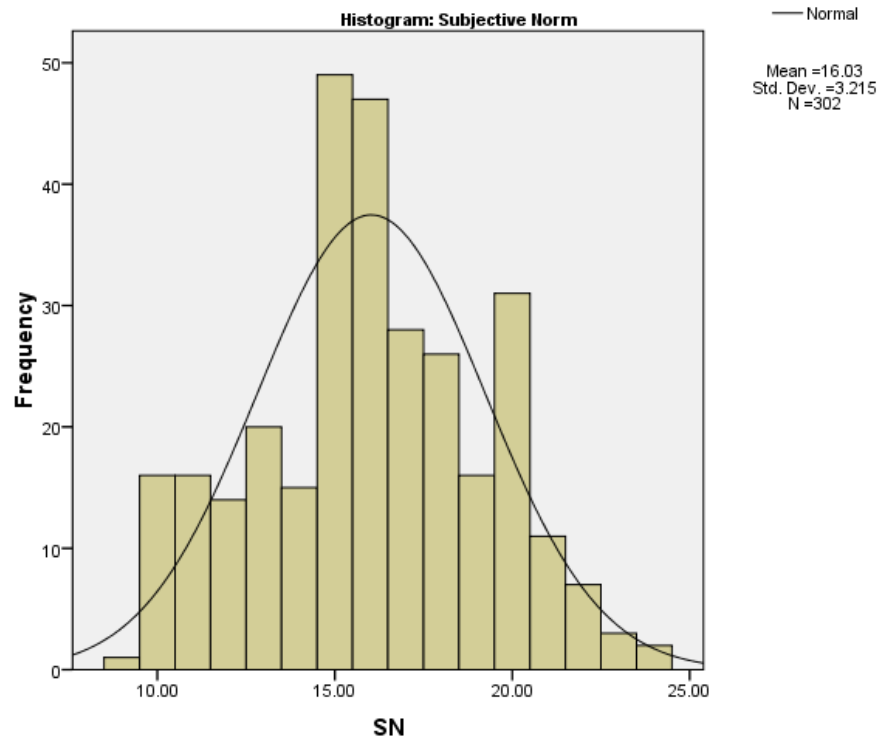
Normality Test for Research Variables

Figure A.1

Normality Test: Histogram for Research Variables







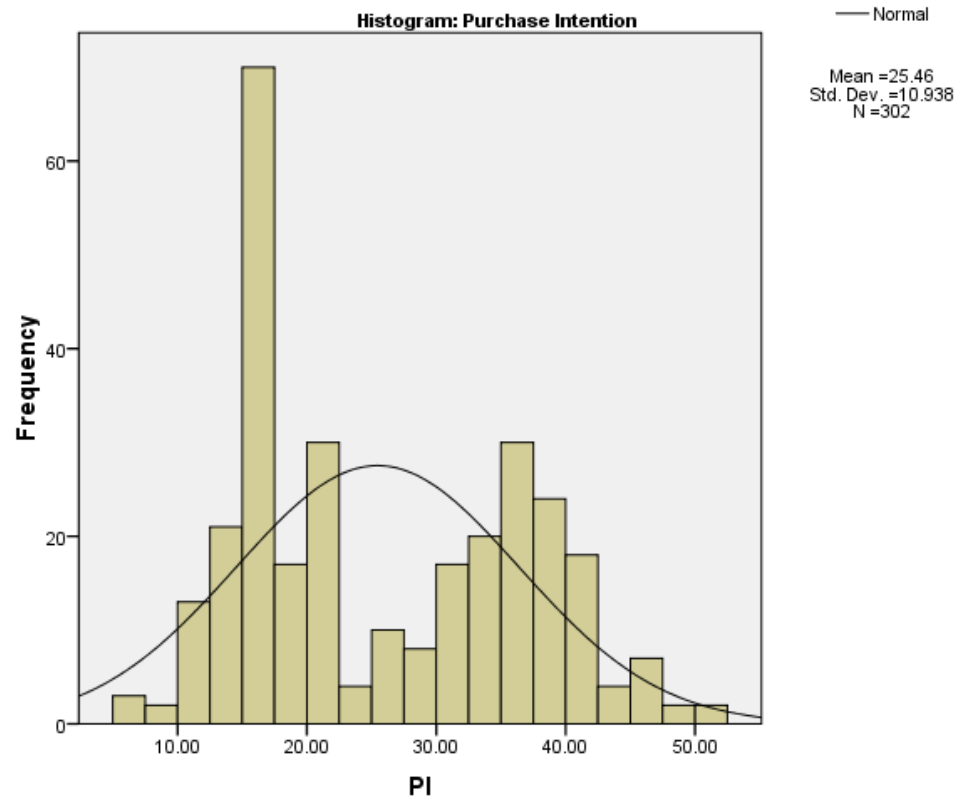
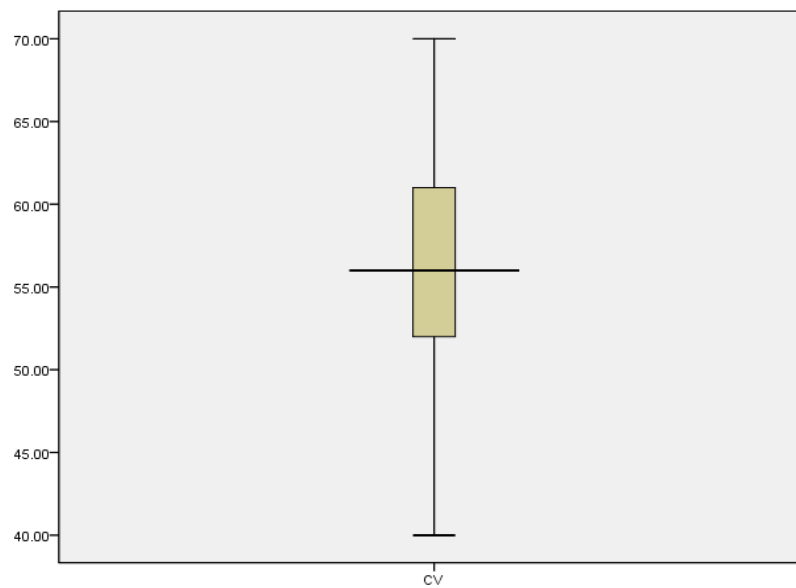
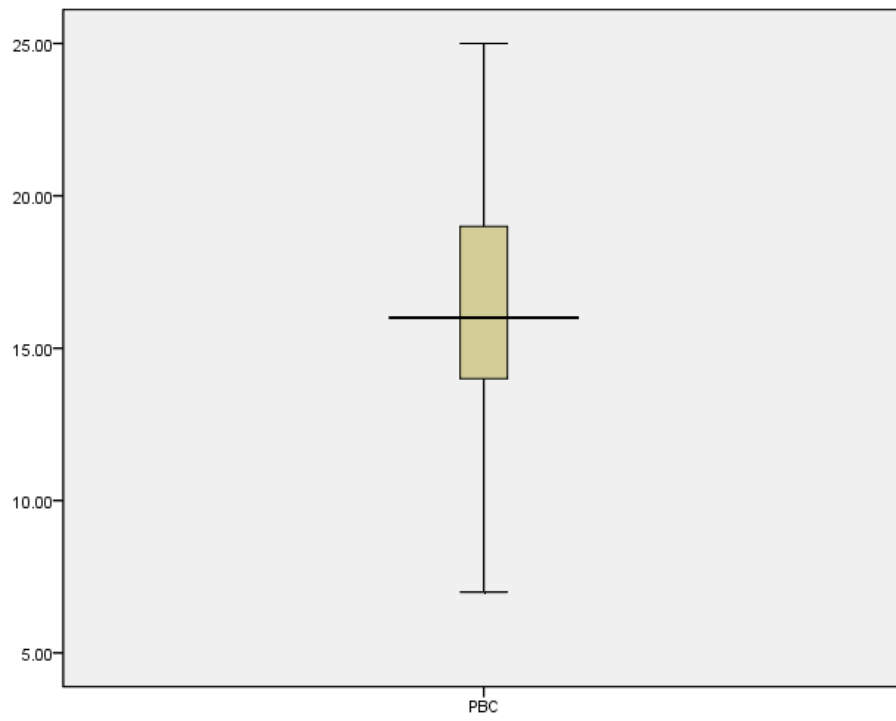
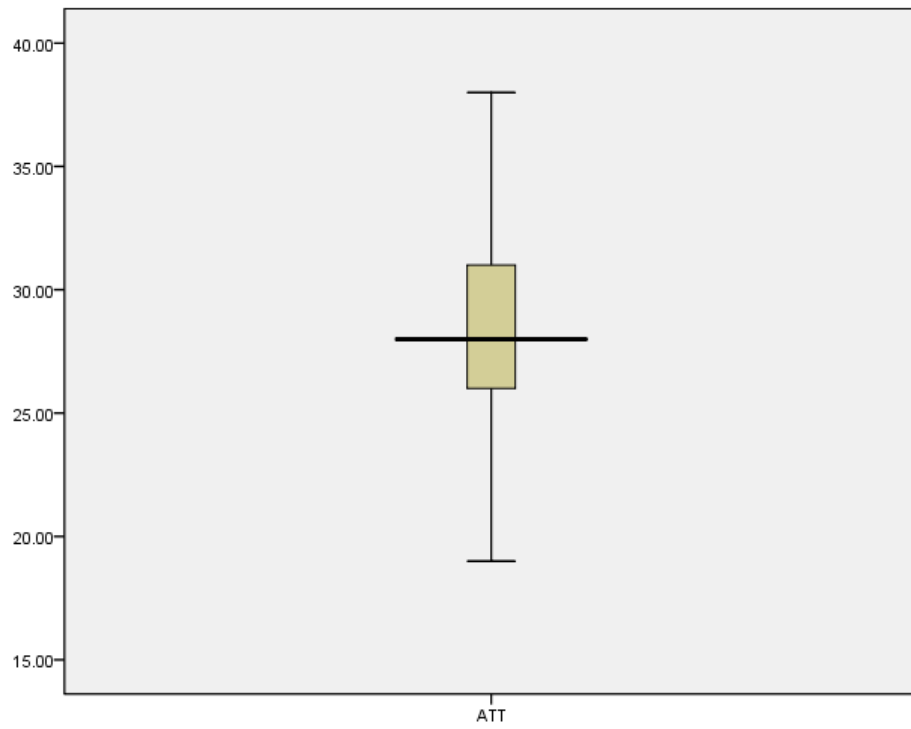
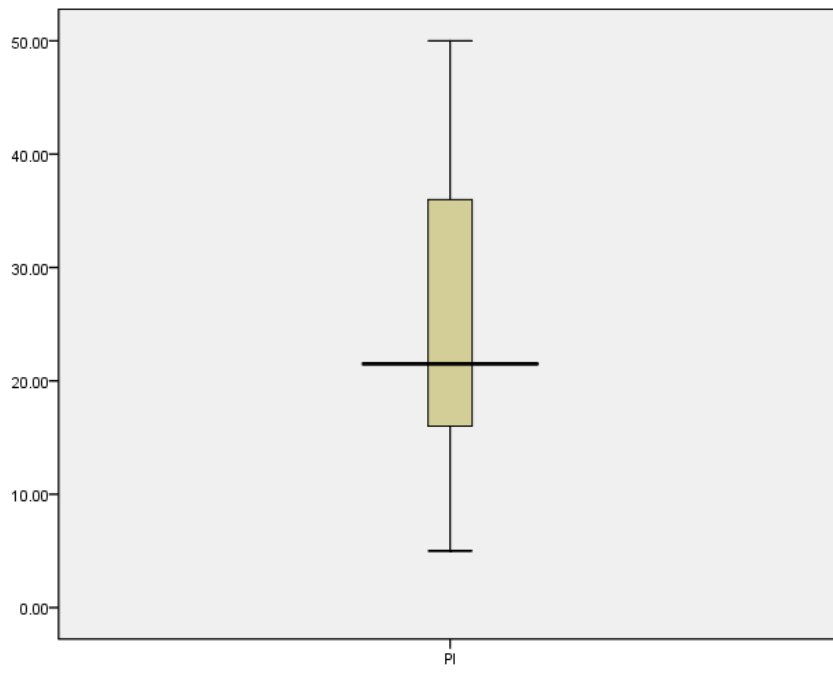
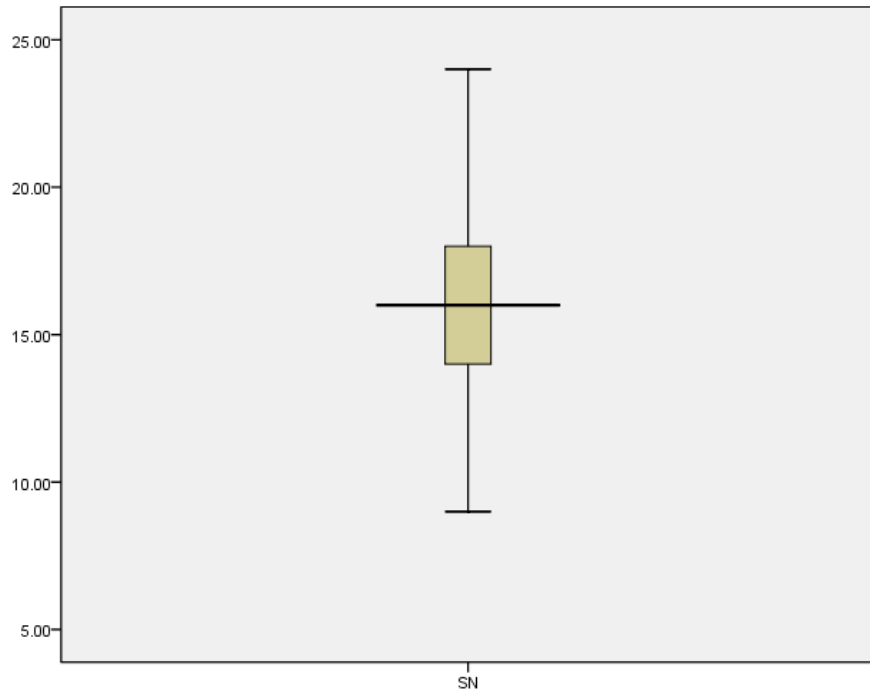


Figure A.2

Normality Test: Box-Plot Analysis for Research Variables







Appendix B: Questionnaire



A Study on Consumer Purchase Intention for Green Personal Care and Cosmetics Products in Malaysia 绿色个人护理和美容产品购买意向问卷

Dear participant,

Being environmentally friendly in today's world has become a trend. In order to keep up with this development in the society, more and more *personal care (bath and body, skin care, hair products)* and *cosmetic (make up, fragrance)* companies are trying to project themselves as 'green' companies by introducing products that will not harm our mother earth. For instance, botanical/ natural/ organic ingredients and reusable packaging are used. Though the products are not possible to be 100 per cent environment friendly, companies are doing whatever they can to have a part in this trend.

In general, 'green' products refers to products free of animal testing, recycled items products, organically grown, ozone friendly, non harmful to environment, and energy-efficient products.

This research is conducted to study on consumer purchase intention for green personal care and cosmetics products in Malaysia. I would appreciate if you could spend 5 minutes of your time to answer the questions in the following pages. All information will be used for academic purpose only and will be kept strictly private and confidential.

If you have any enquiries, please feel free to reach me at yim2mei@gmail.com.

Thank you.

环保在当今社会已成趋势。为了跟上这潮流，越来越多的个人护理（沐浴，皮肤护理，美发产品等），美容产品（化妆品，香水）公司试图用“绿色”环保概念进行行销。一般上，“绿色”产品包括没有使用动物测试产品，循环再造/可回收包装，有机成分，对环境/臭氧友好产品，节能产品等。

本问卷旨在研究消费者对绿色个人护理和美容产品的购买意向。感谢你能花约 5 分钟的时间来回答以下问题。如有歧义请以英文版本为准。所有资料索取将仅用于学术目的并会被严格保密。谢谢。

Best regards,
Yim Siew Mei 严绣美
CGA090105

Supervised by:
Dr. Norbani Che Ha
Faculty of Business and Accountancy
University of Malaya

Questionnaire:

SECTION A

Please indicate on the scale from 1 (Strongly Disagree) to 5 (Strongly Agree) on the following statements:
请根据你的个人取向从 1（非常不同意）至 5（非常同意）之间打勾。

Health consciousness	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
I reflect on my health a lot. 我经常反省我的健康状况。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm generally attentive to my inner feelings about my health. 我关注我身体健康的直觉。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm involved with my health. 我关注我的健康。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm aware of the state of my health throughout the day. 我了解我全天的身体健康状况。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good health is of major importance in a happy life. 健康是幸福生活的重要一大部分。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental consciousness	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
When I think of the ways industries are polluting the environment, I get frustrated and angry. 当我想到企业如何污染环境, 我会感到沮丧和愤怒。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be willing to stop buying products from companies guilty of polluting the environment. 我会停止购买涉及污染环境企业的产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I become irritated when I think about the harm being done to plant and animal life by pollution. 当我想到有关污染对植物和动物所造成的危害, 我会感到激怒。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important to promote green living in Malaysia. 推动马来西亚绿色生活是很重要的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important to raise environmental awareness among Malaysian people. 提高马来西亚人民的环保意识是很重要的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance consciousness	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
What I look like is an important part of who I am. 个人形象是我重要的一部分。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My appearance is responsible for much of what has happened to me in my life. 我的外貌对我的生命中已发生的事有重大影响。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I could look just as I wish, my life would be much happier. 如果我的样貌能如我所愿, 我的生活会更加美满。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm usually aware of my appearance. 我经常在意我的外貌。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Attitude	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
Green personal care or cosmetics products are healthier. 绿色个人护理或美容产品更为健康。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products have superior quality. 绿色个人护理或美容产品的质量是上乘的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products are a fraud. 绿色个人护理或美容产品是欺诈产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products are worse than conventional product. 绿色个人护理或美容产品比平常的产品更糟糕。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products are in fashion. 绿色个人护理或美容产品是时尚的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products are more expensive (R). 绿色个人护理或美容产品都比较昂贵。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products are more attractive. 绿色个人护理或美容产品更具吸引力。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products have no harmful effects. 绿色个人护理或美容产品是无害的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceived behavioural control	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
If I wanted to, I could easily buy green personal care or cosmetics products. 如果我要，我可以很轻易地购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have the resources to purchase green personal care or cosmetics products. 我有足够的资源购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have the knowledge to purchase green personal care or cosmetics products. 我有足够的知识购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have the ability to purchase green personal care or cosmetics products. 我有能力购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchasing green personal care or cosmetics products is entirely within my control. 我对是否购买绿色个人护理或美容产品有着完全的决策权。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subjective norm	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
People who influence my decisions would approve of me buying green personal care or cosmetics products. 影响我作决策的人赞成我购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who are important in my life would encourage me to use green personal care or cosmetics products. 我生命中重要的人鼓励我使用绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My family influences me to purchase green personal care or cosmetics products. 我的家庭影响我购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My important friends influence me to purchase green personal care or cosmetics products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

我重要的朋友影响我购买绿色个人护理或美容产品。					
Expert opinions influence me to purchase green personal care or cosmetics products. 专家的意见影响我购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mass media reports influence me to purchase green personal care or cosmetics products. 媒体报道影响我购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand-image perception (Product-image dimension)	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
The quality of the green personal care or cosmetics products merits the price. 绿色个人护理或美容产品的质量物有所值。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products are a statement of your self-image. 使用绿色个人护理或美容产品是自我形象的声明。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products bring you exclusivity. 绿色个人护理或美容产品为您带来独特性。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products can make you attract other people's attention 绿色个人护理或美容产品可以使你吸引别人的注意。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green personal care or cosmetics products may not function well. 绿色个人护理或美容产品可能没有效用。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand-image perception (Corporate-image dimension)	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
The company that produces green personal care or cosmetics products is as follow: - 对于我而言，生产绿色个人护理或美容产品的公司有特质如下：					
The company has good products/services. 该公司拥有良好的产品/服务。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The company is well managed. 该公司有良好的管理。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The company only wants to make money. 该公司只是想赚钱。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The company is involved in the community. 该公司有参与社会。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The company responds to consumer needs. 该公司响应消费者的需求。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Past Experience					
Have you ever purchase green personal care or cosmetics products before? (If no, please ignore the following 2 questions) 你可曾有购买绿色个人护理或美容产品? (如果没有, 请忽略以下 2 个问题)	Yes <input type="checkbox"/>		No <input type="checkbox"/>		
If Yes, please indicate the number of green personal care/ cosmetics products you have purchased in the past 3 months. 如果有购买, 请注明你在过去 3 个月购买的数量。	None <input type="checkbox"/>	1 – 5 items <input type="checkbox"/>	More than 5 items <input type="checkbox"/>		
Generally how much do you spend for the green personal care/cosmetics in the past 3 months? 你在过去 3 个月花了多少钱购买绿色个人护理或美容产品?	None <input type="checkbox"/>	RM1-50 <input type="checkbox"/>	RM51-100 <input type="checkbox"/>	More than RM100 <input type="checkbox"/>	

Purchase intention (A) <i>For respondents that do not have green personal care or cosmetics products purchasing experience:</i> 如果你不曾购买绿色个人护理或美容产品，请回答以下问题。 如果你曾购买，请转到 Purchase intention (B) 的问题。	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
If green personal care or cosmetics products were available, I would buy it. 如果现有绿色个人护理或美容产品，我会购买。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is likely that I will purchase green personal care or cosmetics products. 我很可能将购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I plan to buy green personal care or cosmetics products. 我打算购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will try to buy green personal care or cosmetics products in the future. 在未来我会尽量购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will pay more to buy green personal care or cosmetics products to benefit my health. 为了健康着想，我愿意付更多钱来购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase intention (B) <i>For respondents that have green personal care or cosmetics products purchasing experience:</i> 如果你曾购买绿色个人护理或美容产品，请回答以下问题。	Strongly Disagree 非常不同意 1	2	3	4	Strongly Agree 非常同意 5
If green personal care or cosmetics products were available, I would buy it. 如果现有绿色个人护理或美容产品，我会购买。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is likely that I will purchase green personal care or cosmetics products. 我很可能将购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I plan to buy green personal care or cosmetics products. 我打算购买绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy organic green personal care or cosmetics products. 我经常购买有机绿色个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy personal care or cosmetics products that are labeled as environmentally safe. 我经常购买有环境安全标签的个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy personal care or cosmetics products that are against animal-testing. 我经常购买没有使用动物测试的个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy personal care or cosmetics products that contain no or fewer chemical ingredients. 我经常购买含有较少或没有化学成份的个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I consider buying a personal care or cosmetic product, I will look for a certified environmentally-safe or organic stamp. 当我要购买个人护理或美容产品时，我会挑选有环境安全或有机标签的产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy personal care or cosmetics products that support fair community trades. 我经常购买支持公平社群贸易的个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy personal care or cosmetics products that use recycled/ recyclable packaging. 我经常购买使用循环再造/可回收包装的个人护理或美容产品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION B: RESPONDENTS PROFILE (Please answer and tick (✓) for all the questions below)

1. Gender: Male ☐ Female ☐

2. Age: 20 years old or below ☐
21 – 30 years old ☐
31 – 40 years old ☐
41 – 50 years old ☐
51 – 60 years old ☐
Above 60 years old ☐

3. Ethnic: Malay ☐
Chinese ☐
Indian ☐
Others ☐

4. Marital status: Single ☐ Married ☐

5. Highest level of education:

Please indicate whether your degree is from local or overseas university:

SPM/ STPM ☐
Diploma ☐
Professional Certificate ☐
Bachelor Degree ☐ Local ☐ Overseas
Postgraduate Degree ☐ Local ☐ Overseas
Others, please specify: _____

6. Occupation: Top management (CEO, GM, MD) ☐
Middle management (HOD, Manager) ☐
Supervisor/ Executive ☐
Clerical/ Supporting staff ☐
Own business ☐
Unemployed (Students, housewife, retired) ☐
Others, please specify: _____

7. Monthly income: RM2000 and below ☐
RM2001 – RM4000 ☐
RM4001 – RM6000 ☐
RM6001 – RM8000 ☐
RM8001 – RM10000 ☐
RM10001 and above ☐