Chapter 4: Research Findings

Research findings are presented in this chapter. This chapter first shows the summary of the pre-analysis data screening result. Reliability test result of each variable in the study and factor analysis results are presented. Subsequently, demographic characteristics of respondents, comparison of variable means scores with different demographic characteristics will be showed. Lastly, results of hypotheses testing by conducting multiple regression and hierarchical regression will be presented.

4.1 Pre-Analysis Data Screening

Data screening using box-plot method is performed to identify if outliers exist. From the box-plot analysis, outliers identified from the cases were already removed. Moreover, normality tests which include skewness, kurtosis, M-estimators, histogram and box plot are conducted to ensure all the tested variables meet the criteria for normal distribution. The results are shown on Appendix A.

4.2 Reliability and Factor Analysis

The internal reliability of the variables was accessed using the Cronbach's Alpha coefficient. According to Robinson and Smith (2002), reliability level range from 0.61 to 0.80 is considered in the "substantial" category, while

range from 0.81 to 1.0 is considered in the “almost perfect” category. Based on the reliability test, the reliability level is ranged from 0.624 to 0.883. Reliability of each variable was as shown on Table 4.1.

Table 4.1

Reliability Measurement Summary

Variables	Number of items (N)	Cronbach’s Alpha
Consumer Values	14	0.841
Health Consciousness	5	0.819
Environmental Consciousness	5	0.812
Appearance Consciousness	4	0.835
Attitude	8	0.624
Perceived Behavioural Control	5	0.844
Subjective Norm	6	0.858
Brand-image dimension	10	0.816
Product-image dimension	5	0.749
Corporate-image dimension	5	0.785
Purchase Experience	3	0.861
Purchase Intention	15	0.883

KMO and Bartlett’s test as well as factor loadings for each measurement items are examined. According to Table 4.2, all measurement items of each construct are significant at level .001 and the KMO index is more than 0.6 as suggested by Coakes, Steed and Dzidic (2006). Most of the individual factor loadings are more than 0.50.

Table 4.2

KMO and Bartlett's Test of Sphericity of Research Variables

Variable	KMO	Bartlett's Variable KMO Test of Sphericity		
		Chi-Square	df	p-value
Consumer Value				
Health consciousness	0.814	602.446	10	0.000*
Environmental consciousness	0.706	689.327	10	0.000*
Appearance consciousness	0.793	486.463	6	0.000*
Attitude	0.627	623.32	28	0.000*
Perceived Behavioural Control	0.814	660.318	10	0.000*
Subjective Norm	0.823	855.43	15	0.000*
Brand-image dimension				
Product-image dimension	0.759	596.483	10	0.000*
Corporate-image dimension	0.755	703.108	10	0.000*
Purchase Experience	0.744	716.488	3	0.000*
Purchase Intention (A)	0.809	503.592	10	0.000*
Purchase Intention (B)	0.835	657.888	45	0.000*

Note: *Significant at the $p < .001$ level

Table 4.3

Factor Loadings of Research Variables

Variable	Measure	Factor Loading
Consumer Values	HC1: I reflect on my health a lot.	0.880
	HC2: I'm generally attentive to my inner feelings about my health.	0.817
	HC3: I'm involved with my health.	0.776
	HC4: I'm aware of the state of my health throughout the day.	0.643
	HC5: Good health is of major importance in a happy life.	0.316

Table 4.3 Continued.

	EC1: When I think of the ways industries are polluting the environment, I get frustrated and angry.	0.665
	EC2: I would be willing to stop buying products from companies guilty of polluting the environment.	0.635
	EC3: I become irritated when I think about the harm being done to plant and animal life by pollution.	0.810
	EC4: It is important to promote green living in Malaysia.	0.760
	EC5: It is important to raise environmental awareness among Malaysian people.	0.724
	AC1: What I look like is an important part of who I am.	0.696
	AC2: My appearance is responsible for much of what has happened to me in my life.	0.835
	AC3: If I could look just as I wish, my life would be much happier.	0.706
	AC4: I'm usually aware of my appearance.	0.786
Attitude	ATT1: Green personal care or cosmetics products are healthier.	0.742
	ATT2: Green personal care or cosmetics products have superior quality.	0.847
	ATT3: Green personal care or cosmetics products are a fraud.	0.793
	ATT4: Green personal care or cosmetics products are worse than conventional product.	0.801
	ATT5: Green personal care or cosmetics products are in fashion.	0.407
	ATT6: Green personal care or cosmetics products are more expensive.	
	ATT7: Green personal care or cosmetics products are more attractive.	0.608
	ATT8: Green personal care or cosmetics products have no harmful effects.	0.544
Perceived Behavioural Control	PBC1: If I wanted to, I could easily buy green personal care or cosmetics products.	0.616
	PBC2: I have the resources to purchase green personal care or cosmetics products.	0.905
	PBC3: I have the knowledge to purchase green personal care or cosmetics products.	0.731

Table 4.3 Continued.

	PBC4: I have the ability to purchase green personal care or cosmetics products.	0.793
	PBC5: Purchasing green personal care or cosmetics products is entirely within my control.	0.588
Subjective Norm	SN1: People who influence my decisions would approve of me buying green personal care or cosmetics products.	0.723
	SN2: People who are important in my life would encourage me to use green personal care or cosmetics products.	0.833
	SN3: My family influences me to purchase green personal care or cosmetics products.	0.803
	SN4: My important friends influence me to purchase green personal care or cosmetics products.	0.759
	SN5: Expert opinions influence me to purchase green personal care or cosmetics products.	0.601
	SN6: Mass media reports influence me to purchase green personal care or cosmetics products.	0.543
Brand-image dimension	PID1: The quality of the green personal care or cosmetics products merits the price.	0.536
	PID2: Green personal care or cosmetics products are a statement of your self-image.	0.845
	PID3: Green personal care or cosmetics products bring you exclusivity.	0.904
	PID4: Green personal care or cosmetics products can make you attract other people's attention	0.777
	PID5: Green personal care or cosmetics products may not function well.	0.563
	CID1: The company has good products/services.	0.869
	CID2: The company is well managed.	0.869
	CID3: The company only wants to make money.	
	CID4: The company is involved in the community.	0.661
	CID5: The company responds to consumer needs.	0.753
Purchase Experience	PE1: Have you ever purchase green personal care or cosmetics products before?	0.865

Table 4.3 Continued.

	PE2: If Yes, please indicate the number of green personal care/ cosmetics products you have purchased in the past 3 months.	0.957
	PE3: Generally how much do you spend for the green personal care/cosmetics in the past 3 months?	0.873
Purchase Intention	PI(A)1: If green personal care or cosmetics products were available, I would buy it.	0.822
	PI(A)2: It is likely that I will purchase green personal care or cosmetics products.	0.799
	PI(A)3: I plan to buy green personal care or cosmetics products.	0.833
	PI(A)4: I will try to buy green personal care or cosmetics products in the future.	0.797
	PI(A)5: I will pay more to buy green personal care or cosmetics products to benefit my health.	0.732
	PIB(B)1: If green personal care or cosmetics products were available, I would buy it.	0.588
	PIB(B)2: It is likely that I will purchase green personal care or cosmetics products.	0.703
	PIB(B)3: I plan to buy green personal care or cosmetics products.	0.674
	PIB(B)4: I often buy organic green personal care or cosmetics products.	0.719
	PIB(B)5: I often buy personal care or cosmetics products that are labelled as environmentally safe.	0.720
	PIB(B)6: I often buy personal care or cosmetics products that are against animal-testing.	0.603
	PIB(B)7: I often buy personal care or cosmetics products that contain no or fewer chemical ingredients.	0.604
	PIB(B)8: When I consider buying a personal care or cosmetic product, I will look for a certified environmentally-safe or organic stamp.	0.592
	PIB(B)9: I often buy personal care or cosmetics products that support fair community trades.	0.688
	PIB(B)10: I often buy personal care or cosmetics products that use recycled/ recyclable packaging.	0.601

4.3 Demographic Characteristics of Respondents

From the Table 4.4 shown below, total respondents are 302 people. Majority of the respondents were female (67%). More than 60 percents of respondents are age between 21 to 30 years old. Chinese ethnicity comprised the majority of respondents with 65 percents. 66 percents of respondents are single. More than half of the respondents have studied Bachelor degree from local. 32 percents of respondents work as supervisor or executive. 39 percents of the respondents earn monthly income between RM2000 to RM4000.

Table 4.4

Respondents Demographic Characteristics Distribution (n=302)

Demographic Variable	Frequency	Percentage (%)
Gender		
Male	98	33
Female	204	67
Age		
20 years old or below	14	5
21 – 30 years old	204	67
31 – 40 years old	73	24
41 – 50 years old	8	3
51 – 60 years old	3	1
Ethnic		
Malay	74	24
Chinese	197	65
Indian	14	5
Other	17	6
Marital status		
Single	200	66
Married	102	34
Highest level of education		
SPM/ STPM	25	8

Table 4.4 Continued.

Diploma	33	11
Professional Certificate	17	6
Bachelor Degree (Local)	154	51
Bachelor Degree (Oversea)	16	5
Postgraduate Degree (Local)	42	14
Postgraduate Degree (Oversea)	10	3
Other	5	2
Occupation level		
Top management (CEO, GM, MD)	3	1
Middle management (HOD, Manager)	47	16
Supervisor/ Executive	96	32
Clerical/ Supporting staff	25	8
Own business	31	10
Unemployed (Students, housewife, retired)	76	25
Other	24	8
Monthly income level		
RM2000 and below	92	30
RM2001 – RM4000	117	39
RM4001 – RM6000	45	15
RM6001 – RM8000	19	6
RM8001 – RM10000	9	3
RM10001 and above	16	5
Unknown (Missing value)	4	2

4.4 Comparison of Variable Means Scores with Different Demographic Characteristics

When comparing variable mean scores between gender categories, it is found that female (3.60) has more positive attitude towards green personal care and cosmetic products than male (3.48). Female also score higher when comparing past purchase behaviour (0.52) and purchase intention (3.45) with male. However for other variables, there is no significant

difference in mean scores between male and female. This finding is consistent with Lee (2009) study on gender differences in consumers' green purchasing behaviour in Hong Kong, where female is reported significantly higher degree of environmental attitude and green purchasing behaviour than male respondents. The proposed reasoning is that female usually possesses motherly-role and more concerns about environmental health and safety issues. Besides, female generally consumes more personal care and cosmetic products in their daily lives than male, which explains why female scores higher in favourable attitude, past experience and purchase intention than male.

With regard to education level, respondents with Bachelor degree (overseas) found to have highest positive attitude (3.66) towards green personal care and cosmetic products, and score highest in terms of subjective norm (3.52) and purchase intention (3.54). Respondents with SPM/ STPM as highest education level found to have lowest mean score in perceived behavioural control (2.99), subjective norm (2.95), past purchase experience (0.32) and purchase intention (3.22). The results can be explained that consumers with higher education level generally possess deeper knowledge and favourable attention on environmental issues and green products, and this is evident in Robert (1996) research that with regards to response towards green

marketing, people with higher level of education demonstrates a more environmentally conscious behaviour.

In terms of monthly income level, respondents with monthly income RM6000 to RM8000 found to have most supportive attitude (3.70) towards green personal care and cosmetic products. This group also scores highest mean score in perceived behavioural control (3.80), subjective norm (3.66), brand-image perception (3.43) and purchase intention (3.86). Moreover, it is found that respondents that earn more than RM6000 monthly score higher in perceived behavioural control than respondents that earn less than RM6000. Lastly, respondents that earn monthly income more than RM10, 000 found to have highest past purchase experience (0.69) than any other income group. These results are consistent with past studies which show that people with higher level of income have demonstrated a more environmentally conscious behaviour (Roberts, 1996). Their green purchase behaviour also seems to be in direct proportion to their income level (Coddington, 1993). The summary of the mean scores is shown on Table 4.5.

Table 4.5

Variable mean scores with different demographic characteristics

Demographic Characteristics	*Attitude towards green personal care and cosmetic products		*Perceived behavioural control		*Subjective norm		*Brand-image perception		**Past Purchase experience		*Purchase Intention	
	Mean	± SD	Mean	± SD	Mean	± SD	Mean	± SD	Mean	± SD	Mean	± SD
Gender												
Male	3.48	0.48	3.33	0.69	3.24	0.69	3.36	0.58	0.32	0.49	3.26	0.72
Female	3.60	0.41	3.31	0.72	3.21	0.70	3.35	0.50	0.52	0.61	3.45	0.63
Highest level of education												
SPM/ STPM	3.61	0.42	2.99	0.72	2.95	0.84	3.33	0.48	0.32	0.48	3.22	0.53
Diploma	3.58	0.42	3.22	0.54	3.12	0.54	3.42	0.50	0.36	0.55	3.27	0.71
Professional Certificate	3.59	0.43	3.53	0.77	3.25	0.75	3.42	0.43	0.59	0.62	3.30	0.68
Bachelor Degree (Local)	3.53	0.42	3.36	0.72	3.21	0.72	3.31	0.53	0.46	0.60	3.39	0.68
Bachelor Degree (Oversea)	3.66	0.60	3.45	0.92	3.52	0.6	3.34	0.71	0.50	0.52	3.54	0.75
Postgraduate Degree (Local)	3.53	0.51	3.31	0.63	3.35	0.66	3.42	0.57	0.57	0.55	3.49	0.63
Postgraduate Degree (Oversea)	3.56	0.33	3.30	0.62	3.20	0.56	3.28	0.29	0.50	0.71	3.52	0.59
Monthly income level												
RM2000 and below	3.53	0.39	3.01	0.63	3.19	0.64	3.37	0.46	0.43	0.58	3.34	0.57
RM2001 – RM4000	3.60	0.48	3.36	0.64	3.18	0.67	3.36	0.55	0.45	0.56	3.37	0.68
RM4001 – RM6000	3.50	0.40	3.40	0.69	3.25	0.63	3.27	0.5	0.44	0.55	3.32	0.75
RM6001 – RM8000	3.70	0.53	3.80	0.83	3.66	0.98	3.43	0.79	0.47	0.62	3.86	0.76
RM8001 – RM10000	3.57	0.42	3.73	0.95	3.37	0.92	3.26	0.6	0.44	0.88	3.19	0.89
RM10001 and above	3.40	0.30	3.63	0.73	3.13	0.72	3.29	0.45	0.69	0.6	3.45	0.42

* Measured by 5-point Likert scale range: 1= Strongly disagree, 5= Strongly agree

** Measured by scale range: 0= 0 items purchased, 1= 1 – 5 items purchased, 2= More than 5 items purchased

4.5 Testing of Hypotheses

Firstly, to answer the first objective of the research, testing of Hypothesis 1 (H1), Hypothesis 2 (H2) and Hypothesis 3 (H3) is conducted. To examine the relationship between consumer values (health consciousness (HC), environmental consciousness (EC) and appearance consciousness (AC)) and attitude (ATT) toward green personal care and cosmetic products (H1 – H3), multiple regression analysis was used.

The results from Table 4.6 and 4.61 show that the regression is significant, $F(3, 298)= 12.599$, $p<.05$, $R^2=0.113$. Table 4.62 shows that HC ($\beta= 0.125$, $p= 0.050$), EC ($\beta= 0.180$, $p= 0.002$) and AC ($\beta= 0.153$, $p= 0.011$) significantly influence the attitude (ATT) towards buying green personal care and cosmetic products. Thus, H1, H2 and H3 are supported in this study.

Contrary to Kim and Chung (2011) study where only environmental consciousness and appearance consciousness were found to be significant in predicting consumers' attitudes; health consciousness is also a significant predictor in Malaysia context. This is evident where Rahbar and Wahid (2011) state that due to complexity in consumers' green purchasing behaviour; findings are varied in different cultural, time and geographical context.

Table 4.6

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.335[a]	.113	.104	3.14019

a. Predictors: (Constant), AC, EC, HC

b. Dependent Variable: ATT

Table 4.61

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	372.701	3	124.234	12.599	.000[a]
	Residual	2938.521	298	9.861		
	Total	3311.222	301			

a. Predictors: (Constant), AC, EC, HC

b. Dependent Variable: ATT

Table 4.62

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.333	1.651		11.102	.000
	HC	.147	.074	.125	1.968	.050
	EC	.204	.066	.180	3.077	.002
	AC	.180	.071	.153	2.547	.011

a. Dependent Variable: ATT

Secondly, hierarchical multiple regression analysis was performed to test Hypothesis 4 (H4), Hypothesis 5 (H5) and Hypothesis 6 (H6) which is based on the model of Theory of Planned Behaviour (TPB), followed by the inclusion of purchase experience variable (PE) (Hypothesis 7), moderator perceived behavioural control (PBC) (Hypothesis 8), and lastly brand-image dimension variables (product-image dimension (PID) (Hypothesis 9), corporate-image dimension (CID) (Hypothesis 10)).

To perform hierarchical multiple regression analysis, the independent variables were entered in four steps. To test H4, H5 and H6, Variables ATT, PBC and SN were entered on the first step. Inclusion of these three variables contributes only 25.6 percent of the variance in purchase intention (PI), $F(3, 298) = 34.189$, $p<0.001$. Results show that ATT ($\beta=0.112$, $p=0.041$), PBC ($\beta=0.282$, $p<0.001$), and SN ($\beta=0.276$, $p<0.001$) have significant relationship with PI. Thus, H4, H5 and H6 are supported. These three variables were derived from the model of TPB and thus have proved the robustness of this model, where consumer's attitude, subjective norm and perceived behavioural control are correlated with purchase intention on green personal care and cosmetic products.

At second step, variable PE was entered to test Hypothesis 7 (H7). From the R Square Change statistic and the Sig. F Change value, PE makes a significant unique contribution of 56.9 percent to the variance of PI, F(1, 297)

= 966.044, p<0.001. Result shows that PE (β=0.798, p<0.001) has significant relationship with PI, thus H7 is supported in this study. This result is consistent with findings from Kim and Chung (2011) where a person's past experience with other organic products have a significant relationship on purchase intention for organic personal care products.

With regard to Hypothesis 8 (H8), to examine the moderating relationship of perceived behavioural control (PBC) between attitude (ATT) and purchase intention (PI) toward green personal care and cosmetic products, the two variables (ATT and PBC) were standardised by converting ATT and PBC to *Z* score. This procedure can reduce the problem of multicollinearity. The two standardized variables are then multiplied together to create an interaction variable - ATTPBC. Hence, at third step of hierarchical regressions, interaction variable ATTPBC was entered.

From Table 4.63, R Square Change is 0.002 when the interaction variable is added. However, this change is not significant, F(1, 296) = 3.586, p= 0.059. The insignificant interaction shows that the presumed moderator - perceived behavioural control (PBC) does not moderate the effects of attitude (ATT) on the purchase intention (PI). Hence, H8 is not supported in this study. This finding is found against the result from Kim and Chung (2011) study conducted in US, which implies that in Malaysia context, consumer's

attitude towards buying green personal care and cosmetic products is not moderated by perceived behavioural control factor.

At fourth step, variable PID and CID were entered to test Hypothesis 9 (H9) and Hypothesis 10 (H10). From the R Square Change statistic and the Sig. F Change value, inclusion of these two variables makes a slight significant contribution of 0.7 percent to the variance of PI, $F(2, 294) = 5.937$, $p=0.003$. Result shows that PID ($\beta=0.096$, $p=0.006$) has significant relationship with PI, but not for CID ($\beta=0.036$, $p=0.187$). Thus H9 is supported in this study, and H10 is not supported. The results show that consumers' product-image perception toward green personal care and cosmetic products will positively influence their intentions to buy green personal care and cosmetic products. However, corporate-image perception does not significantly impact consumers' intention to buy the products. These findings may reveal that consumers in Malaysia generally emphasize more on product-image benefits namely functional, symbolic and experiential benefits, rather than influenced by evaluation on the overall corporate that sell/ produce green products. In addition, most consumers often consume products without knowing much on the company's actual process and activities where understandings are only remain on the exterior and surface level.

Finally, Table 4.65 shows that ATT is no longer a significant determinant of PI when all independent variables were entered into the regression equation.

This means that ATT is a salient determinant of PI, however, in combination with other variables (PBC, SN, PE, PID and CID), its effect is insignificant. Overall, the final model with all variables entered accounted for 83.4 percent of the variance explained in purchase intention toward green personal and cosmetic products, F(7, 294)= 210.81, p<0.001 as shown on Table 4.64.

Table 4.63

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.506[a]	.256	.249	9.48158	.256	34.189	3	298	.000
2	.908[b]	.825	.823	4.60553	.569	966.044	1	297	.000
3	.909[c]	.827	.824	4.58561	.002	3.586	1	296	.059
4	.913[d]	.834	.830	4.51099	.007	5.937	2	294	.003

a. Predictors: (Constant), SN, PBC, ATT

b. Predictors: (Constant), SN, PBC, ATT, PE

c. Predictors: (Constant), SN, PBC, ATT, PE, ATTPBC

d. Predictors: (Constant), SN, PBC, ATT, PE, ATTPBC, CID, PID

Table 4.64

ANOVA[e]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9220.768	3	3073.589	34.189	.000[a]
	Residual	26790.331	298	89.900		
	Total	36011.099	301			
2	Regression	29711.453	4	7427.863	350.190	.000[b]
	Residual	6299.646	297	21.211		
	Total	36011.099	301			
3	Regression	29786.859	5	5957.372	283.309	.000[c]
	Residual	6224.240	296	21.028		
	Total	36011.099	301			
4	Regression	30028.489	7	4289.784	210.810	.000[d]
	Residual	5982.610	294	20.349		
	Total	36011.099	301			

a. Predictors: (Constant), SN, PBC, ATT

b. Predictors: (Constant), SN, PBC, ATT, PE

c. Predictors: (Constant), SN, PBC, ATT, PE, ATTPBC

d. Predictors: (Constant), SN, PBC, ATT, PE, ATTPBC, CID, PID

e. Dependent Variable: PI

Table 4.65

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-13.451	4.934		-2.726	.007
	ATT	.369	.180	.112	2.053	.041
	PBC	.874	.165	.282	5.299	.000
	SN	.722	.145	.276	4.976	.000
2	(Constant)	-4.163	2.415		-1.724	.086
	ATT	.306	.087	.093	3.503	.001
	PBC	.215	.083	.069	2.590	.010
	SN	.504	.071	.192	7.107	.000
	PE	4.356	.140	.798	31.081	.000
3	(Constant)	-3.650	2.420		-1.508	.133
	ATT	.306	.087	.093	3.511	.001
	PBC	.217	.083	.070	2.632	.009
	SN	.470	.073	.180	6.470	.000
	PE	4.341	.140	.795	31.064	.000
	ATTPBC	.485	.256	.048	1.894	.059
4	(Constant)	-4.290	2.480		-1.730	.085
	ATT	.158	.096	.048	1.652	.100
	PBC	.198	.081	.064	2.433	.016
	SN	.343	.081	.131	4.258	.000
	PE	4.344	.138	.795	31.588	.000
	ATTPBC	.359	.255	.035	1.409	.160
	PID	.337	.121	.096	2.792	.006
	CID	.129	.098	.036	1.322	.187

a. Dependent Variable: PI

4.6 Summary of Hypotheses Testing

Table 4.66

Hypothesis		Result
Hypothesis 1:	Health consciousness will positively influence attitude towards buying green personal care and cosmetics products.	Supported
Hypothesis 2:	Environmental consciousness will positively influence attitude towards buying green personal care and cosmetics products.	Supported
Hypothesis 3:	Appearance consciousness will positively influence attitude towards buying green personal care and cosmetics products.	Supported
Hypothesis 4:	Consumers' attitude toward buying green personal care and cosmetics products will have a positive influence on their intentions to buy green personal care and cosmetics products.	Supported
Hypothesis 5:	Consumers' subjective norms will positively influence their intentions to buy green personal care and cosmetics products.	Supported
Hypothesis 6:	Consumers' perceived behavioural control over buying green personal care and cosmetics products will have a positive influence on their intentions to buy green personal care and cosmetics products.	Supported
Hypothesis 7:	Consumers' past experiences with other green personal care and cosmetics products will positively influence their intentions to buy green personal care and cosmetics products.	Supported
Hypothesis 8:	The greater perceived behavioural control is, the stronger the positive relationship between attitude and intention to buy green personal care and cosmetics products.	Not Supported
Hypothesis 9:	Consumers' perception on product-image towards green personal care and cosmetics products will positively influence their intentions to buy green personal care and cosmetics products.	Supported
Hypothesis 10:	Consumers' perception on the corporate-image will positively influence their intentions to buy green personal care and cosmetics products.	Not Supported