

**ANTECEDENTS AND CONSEQUENCES OF FEMALE
CONSUMERS' ATTITUDE AND LIFESTYLE IN
FACIAL CARE MARKET**

By

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**ANTECEDENTS AND CONSEQUENCES OF FEMALE
CONSUMERS' ATTITUDE AND LIFESTYLE IN FACIAL CARE
MARKET**

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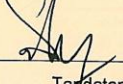
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ABSTRACT

Evaluation of ethical marketing practices of businesses from a consumer perspective has often been prescribed as an international research direction, more particularly for the developing economies. In accordance with the above, this consumer study based in Malaysia investigated the antecedents and consequences of consumer attitude towards ethical marketing practices of firms depicted by product fairness, price fairness, and fairness aspects of marketing communications and channels of distribution in the facial care sector. Moderating influences of consumer lifestyle and demography were also taken into consideration in order to describe the scenario with enhanced precision and possibilities. The model under study was developed using the proven predictive power of the theory of planned behavior supported with the consumer decision process model. Relying on a survey research design, and following a rigorous multi stage sampling method, 483 female consumers falling within 15 years and above age range were surveyed from different parts of Malaysia. Descriptive analysis was done using SPSS, and inferential analysis using SmartPLS software, a variance based structural equations modeling tool. The findings revealed that product fairness, marketing communications, price fairness, and channels of distribution possess significant positive relationship with consumer attitude which further significantly predicts behavioral intention. Social factors and perceived behavioral control too were seen to predict behavioral intention which was further seen to influence the actual behavior of consumers. Consumer lifestyle as a whole, reflected through self-confidence, health consciousness, family orientation, religiosity, and women role and perception was found to have no moderation effect on the consumer attitude and behavioral intention relationship. The results of multi group analysis revealed that income of consumers exerts no moderation effect whereas education moderates the relationship of marketing communications, price fairness, and channels of distribution taken with consumer attitude. As Malaysian consumers exhibit serious concern towards ethical marketing practices of firms, it is recommended to the managers that they ensure fairness in their offerings, pricing, marketing communications and the way they make the products available to the consumers. Also, the policy makers are suggested to focus on creating awareness regarding the growing significance of ethical aspects, in addition to instituting desirable regulations.

Keywords: Ethical Marketing Practices, Consumer Attitude, Lifestyle, Facial Care Sector.

ABSTRAK

Penilaian amalan etika pemasaran dalam perniagaan dari perspektif pengguna sering ditetapkan sebagai menuju ke arah penyelidikan antarabangsa terutama bagi negara-negara yang membangun. Selaras dengan perkara di atas, kajian ke atas pengguna yang dikendalikan di Malaysia ini telah meneliti latar belakang dan akibat sikap pengguna terhadap amalan etika pemasaran oleh firma berasaskan keadilan produk, keadilan harga, dan aspek keadilan komunikasi pemasaran dan saluran pengedaran di sektor penjagaan wajah. Pengaruh kesederhanaan gaya hidup pengguna dan demografi juga diambil kira dalam usaha untuk menjelaskan senario dengan lebih tepat dan juga senario yang berpotensi. Model yang digunakan dalam kajian ini telah dibangunkan dengan menggunakan kuasa ramalan yang terbukti di bawah teori tingkah laku terancang, disokong dengan model proses keputusan pengguna. Berdasarkan kaedah tinjauan dan kaedah pensampelan pelbagai, sebanyak 483 pengguna wanita daripada pelbagai tempat di Malaysia telah ditinjau termasuk dalam lingkungan umur 15 tahun ke atas. Analisis deskriptif dilakukan dengan menggunakan SPSS, dan analisis inferensi menggunakan perisian SmartPLS, iaitu satu alat varians pemodelan persamaan struktur. Hasil kajian menunjukkan bahawa keadilan produk, komunikasi pemasaran, keadilan harga, dan saluran pengedaran mempunyai hubungan yang signifikan dengan sikap pengguna yang meramalkan niat tingkah laku dengan lebih signifikan. Faktor sosial dan kawalan tingkah laku turut meramalkan niat tingkah laku yang seterusnya mempengaruhi tingkah laku sebenar pengguna. Gaya hidup pengguna secara keseluruhannya digambarkan melalui keyakinan diri, kesedaran kesihatan, orientasi keluarga, keagamaan, dan peranan wanita dan persepsi didapati tidak mempunyai kesan kesederhanaan kepada sikap dan hubungan niat tingkah laku pengguna. Keputusan analisis kepelbagaian kumpulan mendedahkan bahawa pendapatan pengguna tidak mempunyai kesan kesederhanaan manakala pendidikan mempunyai hubungan dengan komunikasi pemasaran, keadilan harga, dan saluran pengedaran dengan sikap pengguna. Oleh kerana pengguna Malaysia menunjukkan kebimbangan serius terhadap amalan etika pemasaran oleh sesebuah syarikat, adalah disyorkan agar pihak pengurusan memastikan keadilan dalam penawaran, harga, komunikasi pemasaran dan cara untuk memastikan pengguna untuk mendapatkan produk. Juga, dicadangkan kepada pembuat dasar untuk memberi tumpuan dalam mewujudkan kesedaran mengenai kepentingan yang semakin meningkat mengenai aspek etika, dan dalam menggubalkan peraturan yang sewajarnya.

Katakunci: Amalan Etika Pemasaran, Sikap Pengguna, Gaya Hidup, Sektor Penjagaan Wajah.

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LIST OF ABBREVIATIONS

AB	Actual Behavior
AVE	Average Variance Extracted
BI	Behavioral Intention
CA	Consumer Attitude
CAP	Consumer Association Penang
CBSEM	Covariance Based Structural Equations Modeling
CD	Channels of Distribution
CDP	Consumer Decision Process
CFA	Confirmatory Factor Analysis
CSR	Corporate Social Responsibility
EFA	Exploratory Factor Analysis
FO	Family Orientation
GoF	Goodness of Fit
HC	Health Consciousness
KMO	Kaiser-Mayer-Olkin
MC	Marketing Communications
PBC	Perceived Behavioral Control
PCA	Principal Component Analysis
PF	Product Fairness
PLS	Partial Least Squares
PRF	Price Fairness
RM	Ringgit Malaysia
RY	Religiosity
SC	Self Confidence
SEM	Structural Equations Modeling
SN	Subjective Norms
TPB	Theory of Planned Behavior
UUM	Universiti Utara Malaysia
VBSEM	Variance Based Structural Equations Modeling
WRP	Women Role and Perception

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

These days, people can hardly pick up a local newspaper, read a domestic news magazine or watch news bulletin on TV without coming to take note of something about ethics. Also, it was enunciated that there is an observable ethics gap in the global arena wherein the remaining part of the world seems to greatly lag behind the United States in context of paying attention to ethical standards of behavior and conduct in business (Vogel, 1992). This perspective is in keeping with the recent research which proclaims that ethical yardsticks and standards of behavior and conduct for companies in less-developed economic systems drop behind the dominating moral standards of advanced economies (Shafer, Fukukawa, & Lee, 2007). Though profit is recognized as primary objective of business, still fairness to consumers and maintenance of good marketing practices is fully advocated by the societal marketing concept (Chattananon, 2003; Piacentini, MacFadyen, & Eadie, 2000).

According to Mohamad (1991):

By the year 2020, Malaysia can be a united nation, with a confident Malaysian society, infused by strong moral and ethical values, living in a society that is democratic, liberal and tolerant, caring, economically just and equitable, progressive and prosperous, and in full possession of an economy that is competitive, dynamic, robust and resilient. (p.1)

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