

DECLARATION OF ORIGINAL WORK

**THE FACTORS AFFECTING ONLINE PURCHASE INTENTION TOWARDS  
COSMETIC PRODUCTS**

**SYAZALINA BINTI YUNUS**

**2012589691**

BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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### ABSTRACT

The electronic commerce businesses have been growing over the years to cater the consumers' need. The aim of this research was to investigate the factors affecting online purchase intention towards cosmetic products among the working women in Kota Kinabalu. Several factors such as online vendor trust, brand trust and product trust that influenced the purchase intention through online were analyzed. Respondents who were selected was the working women around Kota Kinabalu areas. The study used reliability analysis, pearson correlation analysis, univariate data analysis and multiple regression analysis to analyze the hypothesis. The results suggested that the brand trust affected the online purchase intention. Brand trust has been found to be important determinant towards the intention to purchase. The limitation of this study is it was tested based on gender only which is female and only one product was used which is cosmetic without specifying the cosmetic brands.

NO.	CRITERIA	MARKING	MARKS
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<b>RAW SCORE</b>		<b>100</b>	

\* Hypothesis – Quantitative Papers  
 \* Research Question – Qualitative Papers

First Examiner: \_\_\_\_\_

Second Examiner: \_\_\_\_\_

Comments: \_\_\_\_\_