

**MAGAZINE COMPONENTS THAT INFLUENCE
PURCHASE OF WANITA MAGAZINE PUBLISHED
BY UTUSAN MELAYU (MALAYSIA) BERHAD**

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ABSTRACT

The purpose of the study is to identify the reader's characteristic and behavior towards Wanita magazine published by Utusan Melayu (Malaysia) Berhad. It also will help the company to find the major factors in magazine components that influence purchase of Wanita magazine. If the magazine components are interesting, more readers will buy this magazine because they satisfy with the magazine content and presentation. Even there are many factor (price, promotion, place) can influence purchase, it found that the product (magazine components attribute) also can give impact to the purchase behavior. So, the company needs to come out with new strategy to make magazine components are more interesting and attractive enough to influence people to buy and read.

After conduct this study, researcher found that most of Wanita readers are satisfy with magazine components that its front page layout, physical aspect of magazine and content of the magazine. Other minor attribute also test by researcher to know which attribute components that can influence the purchase of Wanita magazine. The recommendation that come from the researcher and respondents also include in this study.