



**CUSTOMER ATTITUDES ON CUSTOMER PURCHASE
INTENTION TOWARDS ADULTERANTS COSMETIC
PRODUCTS**

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BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2018

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Submitted in Partial Fulfilment of the
Requirement for the Bachelor of
Business Administration with Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JULY 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Nor Fadzilla Binti Zainal Abidin, (I/C Number: 950205105084)

Hereby, declare that:

- This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge.

Signature: _____

Date: _____

LETTER OF SUBMISSION

JULY 2018

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**CUSTOMER ATTITUDES ON CUSTOMER PURCHASE INTENTION TOWARDS ADULTERANTS COSMETIC PRODUCTS**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

.....

NOR FADZILLA BINTI ZAINAL ABIDIN

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING.

ABSTRACT

This research has been done to study the customer attitudes on customer purchase intention towards adulterants cosmetic products among females in Klang Valley. This research aimed to identify the main factor that influences the consumer attitudes toward adulterants cosmetic products like perceived price, social motivation, status consumption and brand consciousness.

The sample size for this study is 100 respondents who are staying or working around Klang Valley area. Respondents been asked to answer the questionnaire that contain the factor that influence the customer purchase intention towards adulterant cosmetic products. The data have been analysed using Reliability Test, Chart and Frequency table through SPSS program.

Non-probability sampling technique, which is convenience sampling, has been used in this study. The result shows that perceived price is most influencing factor that influences the customer purchase intention towards adulterant cosmetic products.