



**FACTORS INFLUENCING PURCHASE INTENTION BEHAVIOUR AMONG
FEMALE YOUNG GENERATION ON HALAL COLLAGEN BEAUTY DRINKS**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration with (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JUNE 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA'**

“DECLARATION OF ORIGINAL WORK

I, **AINOL ASYIKIN BINTI ANNUAR,** (I/C Number : 910326-05-5048)

Hereby, declare that:

- This work has not previously been accepted in substance 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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledgment.

Signature: _____ Date: _____

LETTER OF SUBMISSION

30th June 2015

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
University Teknologi Mara,
KampusBandaraya Melaka,
110 Off Jalan Hang Tuah,
73500 Melaka.
2015

30th June

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER.

Hereby, I am the students of BM220 6A will submit our final report of MKT 669 project paper entitled “**FACTORS INFLUENCING PURCHASE INTENTION BEHAVIOUR AMONG FEMALE YOUNG GENERATION ON HALAL COLLAGEN BEAUTY DRINKS**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Yours faithfully,

(AINOL ASYIKIN BINTI ANNUAR)

2012886454

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The primary attempt in this study is to examine the factors influencing female purchase intention on halal collagen beauty drinks at Tampin, Negeri Sembilan. This study explores the relationship between three factors which consist of attitude, subjective norms and knowledge that could influence female purchase intention on halal collagen beauty drinks. This study also tries to find out the most factors that influencing female purchase intention on halal collagen beauty drinks at Tampin.

In order to perform the statistical analysis, Statistical Packages for the Social Science (SPSS) version 21.0 was used. By using the SPSS, the researcher could identify and test the reliability of the questions given, the descriptive statistic, the relationship between each variable and the most variables factors influencing purchase intention behavior among female young generation on halal collagen beauty drinks.

The respondents for this study were 350 citizens of Tampin which focus more on Generation-Y female. In this study 350 sets of questionnaires had been distributed. All respondents will be responding from the questionnaire given in order to get result on the factors influencing purchase intention behavior among female young generation on halal collagen beauty drinks at Tampin, Negeri Sembilan.

This study was using descriptive research to collect the information that related in the factors influencing purchase intention behavior among female young generation on halal collagen beauty drinks. In this study, there are two ways in gathering data which included primary data and secondary data.