



THEORY OF PLANNED BEHAVIOR INFLUENCING FEMALE PURCHASE INTENTION
TOWARDS TATI SKINCARE PRODUCT

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JULY 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

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I, INTAN NADIRAH BINTI AHMAD ZAIN, (I/C NUMBER : 950315-14-6960)

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 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 acknowledged.

Signature: **INTAN NADIRAH BINTI AHMAD ZAIN** Date: **1 JULY 2019**

LETTER OF SUBMISSION

JULY 2019

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 75300 Melaka

Dear

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “Theory Of Planned Behavior Influencing Female Purchase Intention Towards Tati Skincare Product” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Your sincerely,

INTAN NADIRAH BINTI AHMAD ZAAIN

.....

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ABSTRACT

Tati Skincare products seem to be accepted as a fundamental component to satisfy female purchase intention. However, it has been often overlooked in cosmetics industries and satisfaction studies. The main objective of this study was to investigate the factor that influencing the female purchase intention towards Tati Skincare products, Hence, This study shows that overall for the independent variables consist of attitude, subjective norms and perceived behavioral control have significantly affects towards female purchase intention. Subsequent regression analyses demonstrated that the independent variable influence female purchase intention through the factors that affecting the customers. Thus, cosmetics industries should pay attention to perceived behavioral control as important things towards the female consumers. However, this study will investigate the major factors that influence the female purchase intention towards Tati Skincare products. The finding shows that attitude and perceived behavioral control is significant relationship towards female purchase intention while subjective norms is not significant relationship with female purchase intention.

Keyword: Purchase Intention, Tati Skincare product, Attitude, Subjective Norms and Perceived Behavior Control