



FACTORS AFFECTING CONSUMER PURCHASE INTENTION: A SURVEY OF YOUNG-ADULTS ON INTERNATIONAL COSMETIC BRANDS IN KUALA LUMPUR, MALAYSIA

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JULY 2015

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, NUR LIYANA BINTI BAKARUDIN, (IC NUMBER: 921111-14-5058)

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: liyanabakarudin Date: 30th JUNE 2015

LETTER OF SUBMISSION

July 2015

PUAN NORAZAMIMAH BINTI BOGAL
Practical Training Advisor
Universiti Teknologi MARA (UiTM) Melaka
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Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Enclosed herewith is my project paper entitled “Factors Affecting Consumer Purchase Intention: A Survey of Young-Adults on International Cosmetics Brands in Kuala Lumpur, Malaysia” for your kind perusal.

It is very much believed that this thesis will fulfil the requirement necessary for the completion of the course, Bachelor in Business Administration (Hons.) International Business.

Your kind acceptance and recognition will be much valued and highly appreciated.

Thank You
Yours Sincerely

liyanabakarudin

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ABSTRACT

Nowadays, most of Malaysian young-adults are willing to spend a lot of money for the sake of taking care their appearance by buying trusted and high quality cosmetic products. Cosmetics which are available in Malaysian market are come from local products and international products. According to statistical data from Malaysia mission's website, local cosmetics now are facing difficulties when competing with international cosmetics brands which aggressively entering Malaysian market.

This research analyze the dominant factor that affect Malaysian young-adults who live in the region of Kuala Lumpur to choose international cosmetics rather than local cosmetics, which are brand name, product quality, price, and packaging design. The objectives of the study conducted is to determine the dominant factor affecting consumer purchase intention towards international cosmetic products, to examine the relationship between brand name, product quality, price, packaging design with purchase intention, and also to examine the contribution of brand name, product quality, price, and packaging design towards purchase intention.

The totals of 150 respondents were selected from young-adults who are the users of international cosmetics at Shopping Complex in Kuala Lumpur. All data and information gathered through questionnaires were considered as primary data. The collected data are analyzed by using SPSS in order to identify the frequency analysis, cronbach's alpha value, descriptive analysis, correlation analysis, and regression analysis. The result of this research is expected to be helpful for local cosmetics industries so they will improve and become the main preference for most Malaysian people.

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