



FACTORS AFFECTING BUYING INTENTION OF
LOCAL SKIN CARE PRODUCTS AMONG
CUSTOMERS IN KOTA KINABALU, SABAH

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DECLARATION OF ORIGINAL WORK



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'DECLARATION OF ORIGINAL WORK'

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- This work has not previously been accepted in substance for any degree, any 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: Date: 7th January 2015

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ABSTRACT

This study investigates the factors affecting buying intention of local skin care products among customers in Kota Kinabalu, Sabah. Four factors were identified based on the TRA and TPB models of consumer buying behavior which are: attitude, advertisement appeals, product attributes and perceived social status. The consumer buying behavior and buying intention were determined and the relationships between these factors with buying intentions were evaluated with Pearson correlation test. The study involved 150 respondents selected using convenience sampling. This quantitative and descriptive research used an adapted questionnaire from past researches (Akir & Othman, 2010; Chan et al., 2011; Nikdavoodi, 2012). Data was analyzed using SPSS Version 21.0 with descriptive and inferential statistical analyses. Findings showed positive buying behavior and buying intention. Attitude, advertisement appeals and product attributes are perceived high but moderately for perceived social status. Pearson correlation test showed positive, significant and moderate relationships between attitude, advertisement appeals and product attributes with buying intention but no significant relationship between perceived social status and buying intention. It is recommended that other types of products in the cosmetic industry should also be studied in relation to consumer behavior so that a better and clearer understanding of the local cosmetic industry is attained. This would contribute to effective marketing intervention to ensure competitive advantage of local cosmetic products.