



CUSTOMER PURCHASE INTENTION ON
SKIN CARE PRODUCTS

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JUNE 2016

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to all supports including my family which is my parents and my friends. Without these supports I would have had a tough time. Big thanks are addressed to my thesis advisor Sir Mohammad Firdaus Bin Mohamad and to my second advisor PM Rosdiana Haji Sukardi because their knowledge and help has really been useful while making this thesis such his kind encouragements, generosity, and patience in providing valuable comments and recommendations on every earlier draft. Without them, this research would not have been successfully carried out. The deep appreciations are also addressed towards all the people who had read and gave the information and advice that have made this thesis possible. Finally, I would like to thanks all respondents who had answered to my questionnaires.

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ABSTRACT

The purpose of this study is to identify factors influencing customer purchase intention on skin care products. The problem statement of this research is people today are relying on other woman's opinions which they heard through word of mouth and people tend to buy cheaper skin care products to get flawless face. There are three independent variables including customer trust, promotion and social media. In terms of data collection, sets of questionnaire are distributed using electronic survey. Therefore, the limitation of study includes cost constrain and respondent commitment in answering all the questions. This study is referring to Malhotra 2007 and this study is descriptive analysis which is quantitative data analysis. This research conducted in Kota Kinabalu area and focused on publics. The samples of this study is 200. The overall results of this study found that amongst all the independent variables, customer trust is the most significant. Last but not least, for future research should also be identify other factors such as service delivery of products, past experience and others.