



MAGAZINE ADVERTISEMENT: TO WHAT EXTENT DOES
IT INFLUENCE PURCHASING BEHAVIOR REGARDS
COSMETICS AMONG CAREER WOMEN IN KOTA
KINABALU

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ABSTRACT

The purpose of this research is to know "Magazine advertisement: To What extent does it influence purchasing behavior regards cosmetics? Among career Women in Kota Kinabalu Sabah. The total respondent Taken in this survey are 150 and are selected among the working Women In Kota kinabalu. Why only women because their awareness and desire to cosmetic is more powerful then a Men, because of this matter women have their own issue why cosmetics more important in their daily life and how magazine influenced their Shopping habits. Women have been swindled for centuries into Substituting adornment for love, fashion (as it were) for passion? All the cosmetics names seemed obscenely obvious to me in their Promises of sexual bliss. They were all firming or uplifting or Invigorating. They made you tingle. Or glow. Or feel young. They were Prepared with hormones or placentas or royal jelly. All the juice and joy Missing in the lives of these women were to be supplied by the contents Of jars and bottles. No wonder they would spend twenty dollars for an Ounce of face makeup or thirty for a half-ounce of hormone cream.

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