



**MAGAZINE ADVERTISEMENT: TO WHAT EXTENT DOES IT
INFLUENCE PURCHASING DECISION IN REGARDS TO
FASHION AMONG THE CAREER WOMEN IN KOTA KINABALU**

**WAHIDAH MAGBOOL REHMOON
2002 12 6685
KOD KURSUS BM220**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
(UTM)**

NOVEMBER 2007

TABLE OF CONTENTS

	<u>PAGE</u>
DECLARATION OF ORIGINAL WORK	II
LETTER OF SUBMISSION	III
ACKNOWLEDGEMENT	IV
LIST OF TABLES	V-X
ABSTRACT	XI
CHAPTERS	
1. INTRODUCTION	1
1.1 SCOPE OF STUDY	2
1.1.1 Area of Study	2
1.1.2 Place of Study	2
1.1.3 The Target Group	2
1.1.4 Period of Research	2
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH OBJECTIVES	3
1.4 RESEARCH QUESTIONS	4
1.5 LIMITATIONS OF STUDY	4
1.6 SIGNIFICANCE OF STUDY	5
2. LITERATURE REVIEW	6
2.1 THE ROLE OF ADVERTISEMENT	6
2.2 PURCHASING DECISION IN CONSUMER BEHAVIOR	8

SALINAN FOTO TIDAK DIBENARKAN

HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

PROJEK PELAJAR

2.3	ADVERTISING EFFECT THE CONSUMER PURCHASING DECISION	10
2.4	MAGAZINES RESEARCH QUESTIONNAIRE	10
2.5	FASHION REFERENCES	11
2.5.1	Types of Fashion	12
Appendix 4 - EXAMPLES OF FASHION MAGAZINE ADVERTISEMENTS		
3.	RESEARCH METHODOLOGY	13
3.1	Primary Data	13
3.2	Personal Interview	13
3.3	SAMPLING PROCEDURE	14
3.3.1	Target Population	14
3.3.2	Sampling Frame	14
3.3.3	Sampling Technique	14
3.3.4	Sampling Size	14
3.3.5	Data Analysis Procedure	15
3.3.6	Questionnaires Design	15
4.	FINDINGS AND ANALYSIS	16
4.1	RESEARCH FINDINGS AND ANALYSIS	16
4.2	QUESTIONNAIRE RESPOND ANALYSIS	16-70
5.	CONCLUSION	71
	BIBLIOGRAPHY	72

SALINAN FOTO TIDAK DIBENARAKAN

HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

PROJEK PELAJAR

ACKNOWLEDGEMENTS

Firstly, I would like to give all my thanks and blessings to The Merciful, Gracious Allah S.W.T for all His Guidance and Grace that I believe have brought to the completion of this study and to all my beloved family members for their love and devotion, which is my constant source of encouragement and support. To my beloved husband for his continuous love, attention and support.

This study was carried out under the supervision of Associate Professor Madya Dr Worran Hj Kabul and I would like to give all my deepest appreciation and gratitude for all his guidance, help, encouragement, patience and constructive criticisms throughout the duration of the study.

ABSTRACT

INTRODUCTION

The purpose of this research is to know **“Magazine advertisement: To what extent does it influence purchasing decision in regards to fashion among career women in Kota Kinabalu”**. The total respondents taken in this survey are 150 and are selected among the working women ranging in various industries: private and government sector. Why women? Women are **“born to shop”** and their awareness of fashion is actually a responsibility to them to make them feel confident. Fashion for women are more interesting and complicated than men and as evidence there are few magazines for men and dozens for women.

Coco Chanel once quoted "Fashion is not something that exists only in dresses; Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening." (fashfengnotes.com)

While Ivanka Trump, winner of the Fashionista - World 2009 titled the Miss World 2008 pageant says "Fashion is not about being outlandish, it is about being you - yourself. Anything that you are comfortable in is fashion." (fashfengnotes.com)

This fashion is considered as the "artistic sign" by women. A woman looks is not complete without a beautiful attire, it provides their confidence and self-esteem. Hence, women and fashion can be considered as one item. Apart from that, the power of buying in women can also be affected by personal factors such as age, income, beliefs and etc.