



**FACTORS THAT INFLUENCE INTENTION OF BUYING COSMETIC  
PRODUCTS AMONG STUDENTS AT UITM MALACCA CITY CAMPUS**

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## **ABSTRACT**

This research is conducted to identify the factors that influence intention of buying cosmetic products among students at UiTM Malacca City Campus. The factors are selected is attitudes, subjective norm, and perceived behavioural control. The results of this research are based on these three objectives. First is to determine whether attitudes have positive relationship with intention of buying cosmetic products among students at UiTM Malacca City Campus. Second is to determine whether subjective norm have positive relationship with intention of buying cosmetic products among students at UiTM Malacca City Campus. Last but not least, to determine whether perceived behavioural control has positive relationship with intention of buying cosmetic products among students at UiTM Malacca City Campus. Lastly is to determine which factor has the most significant relationship towards intention of buying cosmetic products. Data was gathered through questionnaire from students at UiTM Malacca City Campus. Then, the data are analysed using SPSS (Statistical Package for the Social Sciences) version 20.0.

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