UNIVERSITI TEKNOLOGI MARA

THE IMPACT OF BRAND EQUITY ON PURCHASE INTENTION OF COSMETIC PRODUCTS

NAS ASYIQIN BINTI MOHD NAZRI

2015690464

Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business

Administration (Hons) Marketing

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2017

ACKNOWLEDGEMENT

ABSTRACT

Due to aggressive competition for customer retention in the business environment, many business organizations have started using various marketing strategies to achieve their objectives. Success of any organization depends on its customers and many organizations attempt to establish strong brand to attract customer to purchase their products. The overall objective of the study was to study the impact of brand equity on purchasing intentions of cosmetic products. Non-probability sampling technique which is convenience sampling was used in this study and structured questionnaire were used and distributed to the 120 respondents in Bandaraya Melaka. Results from data analysis were based on SPSS version 22. The quantitative type of data was used for the purpose of the study. This research thus proposes four elements of brand equity which are the independent variables (brand loyalty, brand awareness, brand association and perceived quality) and investigates their relationships and impact on purchase intentions of cosmetic products. The result shows that all these variables have positive relationships with purchase intention and brand awareness has the strongest impact on purchase intention.

TABLE OF CONTENT