



UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF BRAND EQUITY ON PURCHASE INTENTION OF COSMETIC PRODUCTS**

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## 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

	PAGE
ACKNOWLEDGEMENT	IV
TABLE OF CONTENT	V-VII
LIST OF TABLE	X
LIST OF FIGURE	XI
ABSTRACT	XII
CHAPTER 1 :	
INTRODUCTION	1
1.1 Background of Study	1-3
1.2 Problem statement	3-7
1.3 Research Question	7
1.4 Research Objective	8
1.5 Scope of Study	8
1.6 Significant of Study	9
1.7 Limitation of Study	10
1.8 Definition of Study	11-12
1.9 Summary	12
CHAPTER 2 :	
LITERATURE REVIEW	13
2. 1Introduction	13
2.2 Purchase Intention	13-15
2.3 Brand Equity	15-17
2.4 Brand Awareness	17-20
2.5 Brand Loyalty	21-22
2.6 Perceived Quality	22-24
2.7 Brand Association	24-25
2.9 Theoretical Framework	25-26
2.10Hyphothesis	26
2.11 Summary	26

CHAPTER 3 :	RESEARCH METHODOLOGY	27
	3.1 Introduction	27
	3.2 Descriptive	28
	3.3 Data collection Method	27-29
	3.3.1 Primary Data	
	3.3.2 Secondary Data	
	3.4 Questions Design	29-32
	3.4.1 Structure Question	
	3.5 Sampling Design	33-35
	3.5.1 Sampling Technique	
	3.5.2 Sampling Size	
	3.6 Data Analysis	35-37
	3.6.1 Reliability Test	
	3.6.2 Descriptive Statistic	
	3.6.3 Pearson Correlation Coefficient	
	3.6.4 Regression Analysis	
	3.7 Summary	37
CHAPTER 4 :	FINDINGS AND DATA ANALYSIS	38
	4.1 Introduction	38
	4.2 Response rate	39
	4.3 Reliability Test	39-40
	4.4 Profile Demographic	
	Gender	
	Age	40-45
	Occupation	
	Race	