



**“FACTORS INFLUENCING THE INTENTION TO PURCHASE ONLINE ON
WOMEN’S COSMETIC PRODUCT IN KUCHING”**

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TABLE OF CONENT

	Page
TITLE PAGE	I
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
DECLARATION OF ORIGINAL WORK	iv
TABLE OF CONTENT	v
ABSTRACT	viii
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1
1.2 Research Problem	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Scope of Study	4
1.6 Research Contribution	5
1.7 Definition of Terms	6
1.8 Research Limitations	8
CHAPTER 2: LITERATUTE REVIEW	
2.1 Cosmetic Product	9
2.2 Customer Purchase Intention	11
2.3 Trust	12
2.4 Attitude	15
2.5 Brand Awareness	16
2.6 Consumer Online Purchase Experience	17
2.7 Theoretical Framework	19
2.7.1 Dependent Variables	19
2.7.2 Independent Variables	19
2.8 Hypothesis	20

ABSTRACT

The purpose of this study is to identify the factors influencing the intention to purchase online on women's cosmetic products in Kuching, Sarawak. The research is based on 95 female respondents who bought cosmetic products through online shopping. The factors that are studied in this paper are trust, attitude, brand awareness and customer online purchase experience. The result shows that trust, attitude and customer purchase experience has significant relationship with the purchase intention. However, only trust has significant influence towards purchase intention on women's cosmetic product in Kuching. While attitude, brand awareness and customer online purchase experience did not have significant influence towards online shopping on women's cosmetic product.

Key words: *Purchase intention, Trust, Attitude, Brand Awareness, Customer online purchase experience.*

CHAPTER 1: INTRODUCTION

1.1 Background of Study

The internet nowadays has become a medium that is used not only by people for searching for information but also used by the governments, universities and businesses for other purposes. The role of internet in business purposes has increased tremendously over the years especially through the social website. Today, the internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of individuals worldwide (Janacek & Muchhala, 2004). The social websites like Blog, Facebook and Instagram for instance, has become the tools for the business individuals to promote their products to their potential consumers.

Nowadays, internet is among the top effective communication channel against the traditional communication channel, such as radio, magazine, newspapers and televisions. The internet shop offers dissimilar way of online communications with differences communication tools that need a better decision of their effect on customer communications (Salehi, 2012).

Malaysia has already entered a new era of globalization in the 21st century where most of the Malaysian used internet in their daily life. The increase of internet usage among the Malaysians has gradually changing the consumer behaviour in purchasing goods or services. The ease of access for the consumers to search for their desire goods through online make them changed the method of buying goods. The availability of information also influences the behaviour of the consumers. Consumers use internet to search for the price of the goods offered by different seller, then make comparison