



**“THE INFLUENCE OF BRAND EQUITY TOWARDS MEN’S SKIN CARE
PRODUCT PURCHASE INTENTION IN KOTA KINABALU”**

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ABSTRACT

Nowadays, men are more concerned about their image than before. This behaviour is becoming a new trend in the cosmetic market. It shows that, the statistic of men skin care is increasing by years in every country. In Malaysia there a lot of male are more concern on their image. Thus, this is the right way to do research on the influence of brand equity towards men's skin care product in the city of Kota Kinabalu. It also will helps the cosmetic company to extend their market based on consumer perspective. Thus, the respondents are selected randomly specifically men in Kota Kinabalu who concern on their skin products. The total of 205 questionnaires was distribute through online to the respondents.