



FACTORS AFFECTING LOYALTY INTENTION IN COMESTIC  
PRODUCTS AMONG KOTA KINABALU CONSUMER

NORHASHIKIN BINTI KADIR  
2015161923

BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU, SABAH

DECEMBER 2017

## ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to my family as they were always there for me and supporting and encouraging me with their best wishes. Besides that, I would also like to thank my advisor, Dr. Imelda Albert Gisip, for her guidance throughout the making of this thesis. Last but not least, I would like to thank my classmates who were always willing to help and give their best suggestion in order for me to complete this thesis. It is my pleasure to them and I could be real struggle without them. This thesis would not have been possible without their helps.

# TABLE OF CONTENT

## ABSTRACT

The purpose of this research is to understand brand image and loyalty intention focused in cosmetic products industry. The relationship between brand image and loyalty intention was also investigated. Setting the research context on the cosmetic products industry in Malaysia, a survey study was conducted to be specifically in Kota Kinabalu Sabah. A convenience sample of 200 was distributed. The data were then analyzed with Statistical Package for Social Science (SPSS). Results from the study shows that brand image can increase cosmetic products by functional benefits, symbolic benefits and also experiential benefits through loyalty intention. Brand image was also found to be the most affecting factor in the consumer loyalty intention. As cosmetic products industry is an attractive market, brand image can be the one of initiatives cosmetic products managers can take into consideration in order to increase their loyalty intention. This is because not only brand image can increase loyalty intention itself, nut also will contribute to long-term success.

## LITERATURE REVIEW

### 2.1 INTRODUCTION

### 2.2 COSMETIC PRODUCTS IN MALAYSIA

### 2.3 BRAND IMAGE

#### 2.3.1 FUNCTIONAL BENEFITS

#### 2.3.2 SYMBOLIC BENEFITS

# TABLE OF CONTENT

<b>TABLE OF CONTENT</b> .....	vi
<b>LIST OF TABLES</b> .....	x
<b>LIST OF FIGURES</b> .....	xi
<b>CHAPTER 1</b> .....	1
<b>INTRODUCTION</b> .....	1
1.1 BACKGROUND OF STUDY .....	1
1.2 STATEMENT OF PROBLEM.....	4
1.3 RESEARCH QUESTIONS.....	6
1.4 RESEARCH OBJECTIVES .....	6
1.5 SCOPE OF STUDY .....	7
1.6 SIGNIFICANCE OF STUDY.....	8
<b>CHAPTER 2</b> .....	9
<b>LITERATURE REVIEW</b> .....	9
2.1 INTRODUCTION .....	9
2.2 COSMETIC PRODUCTS IN MALAYSIA .....	10
2.3 BRAND IMAGE.....	11
2.3.1 FUNCTIONAL BENEFITS .....	11
2.3.2 SYMBOLIC BENEFITS .....	12

2.3.3 EXPERIENTIAL BENEFITS.....	13
2.4 LOYALTY INTENTION .....	14
2.5 PROPOSED RESEARCH FRAMEWORK .....	15
2.6 PROPOSED RESEARCH HYPOTHESIS .....	16
<b>CHAPTER 3 .....</b>	<b>17</b>
<b>METHODOLOGY.....</b>	<b>17</b>
3.1 SOURCES OF DATA .....	17
3.1.1 PRIMARY DATA .....	17
3.1.2 SECONDARY DATA .....	18
3.2 RESEARCH DESIGN .....	19
3.2.1 DESCRIPTIVE RESEARCH .....	19
3.2.2 CAUSAL RESEARCH.....	19
3.3 RESEARCH INSTRUMENT .....	20
3.3.1 QUESTIONNAIRE.....	20
3.3.2 SURVEY METHODS .....	21
3.4 SAMPLING .....	22
3.4.1 POPULATION.....	22
3.4.2 ELEMENTS.....	22
3.4.3 SAMPLING FRAME .....	22
3.4.4 SAMPLE.....	23