



KEY FACTORS AFFECTING CUSTOMER PURCHASE INTENTION:
A STUDY OF KOREAN COSMETIC PRODUCT IN SABAH, MALAYSIA

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TABLE OF CONTENT

CHAPTER 3: RESEARCH METHODOLOGY

<u>CONTENT</u>	<u>PAGE</u>
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv-v
TABLE OF CONTENT	vi
LIST OF TABLES	ix
LIST OF FIGURE	ix
ABSTRACT	x

CHAPTER 1: INTRODUCTION

1.0 Introduction	1
1.1 Background of Study	1 - 3
1.2 Problem Statement	4 - 5
1.3 Research Objective	5
1.4 Research Questions	5
1.5 Scope Of Study	6
1.6 Significance of Study	6
1.7 Limitation Of Study	7
1.8 Summary	7

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction	8
2.1 Operational Definition of Variables	
2.1.1 Definition of Purchase Intentions	8-10
2.1.2 Price	10
2.1.3 Perceived Quality	11-12
2.1.4 Packaging	12-13
2.1.5 Celebrity Figures	13-14
2.1.6 Promotions	14

LIST OF FIGURES

Figure		Page
Figure 1	Theoretical Framework	15

LIST OF TABLES

Table		Page
Table 1	Questionnaire Distribution, Returned & Completed	27
Table 2	Frequency Distribution Table of Respondent Gender	27-28
Table 3	Frequency Distribution Table of Respondent Age	28-29
Table 4	Frequency Distribution Table of Respondent Work Status	29-30
Table 5	Frequency Distribution Table of Respondent Income	30-31
Table 6	Frequency Distribution Table Education Background	31-32
Table 7	Descriptive Statistic Table	34
Table 8	Correlation Matrix	34
Table 9	Kaiser-Meyer-Olkin (KMO) & Bartlett Test	35
Table 10	Communalities	36
Table 11	Total Variance Explained	37
Table 12	Scree Plot	38
Table 13	Component Matrix	39
Table 14	Rotated Component Matrix	40

ABSTRACT

Korean cosmetics product is one of the biggest emerging market nowadays. People around the world believe that the Korean cosmetics product has a great quality that gives them flawless skin like the Korean celebrity. There are many factors that may influence the purchasing behaviour of the customer in buying their cosmetic products. The biggest factor would be the Marketing Mix that consist Price, Promotion, Products, Packaging and many more. Other factors that may influence the customer purchase intention would be Celebrity figures and the product quality. Therefore, the purpose of this research is to find or narrow down the main factors that influence the purchase intention towards Korean cosmetic products in Kota Kinabalu, Sabah.

International products have been one of the largest influences on Malaysian consumers ever since the country opened up to the worldwide consumption. As been stated by Sreemason and Holstete (2002) in order to tempt new international shoppers, traders have enlarged their operations abroad. Specifically, there has been a flood of Korean products in the Malaysian market ranging from TV series, music, fashion, gadgets, food, movies, cosmetics, automobiles, electric appliances, games and computers. Nowadays, more and more women are willing to purchase affordable and even higher-end cosmetic in order for them to enhance their appearance. Korean cosmetics have become popular among Malaysian ladies largely due to the fact that they believed it can give them the natural beautiful look like their favorite Korean TV series stars. South Korea has developed a globalization strategy to take advantage of the so-called "Korean Fever" to export its products. Korean Wave or Korean Fever or also known as "Hallyu Wave" is