



**BRAND EQUITY AND PURCHASE INTENTION OF MALE BRANDED COSMETIC
PRODUCTS**

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BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2018

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**Submitted in Partial Fulfilment of the
Requirement for the Bachelor of
Business Administration with Honors (Marketing)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

July 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

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“DECLARATION OF ORIGINAL WORK”

I, Nurul Filza Irdina binti Johari, (I/C Number: 950417106628)

Hereby, declare that:

- This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge.

Signature: _____

Date: _____

LETTER OF SUBMISSION

JULY 2018

THE Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**BRAND EQUITY AND PURCHASE INTENTION OF MALE BRANDED COSMETIC PRODUCTS**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

.....

NURUL FILZA IRDINA BINTI JOHARI

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING.

ABSTARCT

The cosmetic industry is one of the fastest industry that rapidly grow and profitable for the country. There are few studies within male branded cosmetic products since people always thought cosmetic is related to make-up. However, this study is emphasized on male branded cosmetic products. The purpose of this research to study brand equity and purchase intention of male branded cosmetics. The study measures the equity of the brand and identifies the impact of brand equity on purchase intentions. There are four variables for this study, which are brand awareness, brand association, brand loyalty and perceived quality. This study is focused on male consumer in Nilai and Bangi. There are 126 questionnaires has been distributed. The results from this study shows brand awareness is giving the most impact towards purchase intention. Besides that, this study has used convenience sampling to distribute the questionnaires. This study also used SPSS to get correlation and regression data.