



**FACTORS THAT AFFECTING PURCHASE INTENTION TOWARDS
SKINCARE PRODUCTS. A STUDY OF STUDENTS IN UNIVERSITI
TEKNOLOGI MARA (UITM) KAMPUS BANDARAYA MELAKA,
MALAYSIA.**

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JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS & MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that :

- This work has not previously been accepted in substance for any degree, locally or 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 acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

Faculty of Business & Management
Universiti Teknologi Mara
110 Off Jalan Hang Tuah
75300 Melaka

SUBMISSION OF PROJECT PAPER (IBM672)

Dear Madam,

With reference to the subject matter, I hereby submit this project titled “Factors that affecting purchase intention towards skincare products. A study of students in Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka, Malaysia.” as to fulfil the partial requirement as needed by the Faculty of Business Management Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

SITI NAJIHAH BINTI ROSMAN

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CHAPTER 1 INTRODUCTION

1.0 Introduction

The research conducted is to explore the factors affecting purchase intention of skincare brands: A study of students in Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka, Malaysia. This study will begin with the research background, problem statement, following by objective of the research, research questions, hypothesis, and significance of the study.

1.1 Background of Study

“According to Zeenat (2012) globalization is an unavoidable phenomenon that is leading the entire world towards becoming one market, a global market”. Companies need to make sure several attribute to create global brands. There are many benefits by entering global brands. Global brands seem to be well known all over the world. “To achieve global brands, companies should search for the relative attractiveness of their brands market, conducting a survey or a study for the brands in each country they intended to market their products, categorized the brands sequence launch by the region and create a branding scorecard which can be applied region by region (Brad, 2010)”.

The procedure of globalization has expanded the multifaceted nature of brand administration by presenting brands that start in remote countries into neighborhood markets. “According to Chen (2013) a large number of factors can contribute to the