



**DETERMINANTS OF PURCHASE INTENTION TO BUY
GLOBAL BRANDS COSMETIC AMONG MILLENNIAL**

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

JANUARY 2019

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Submitted in Partial Fulfilment of the Requirement

For the Bachelor of Business Administration with Honours

(International Business)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

JANUARY 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”**

I, Nur Ainul Mardiah Binti Jamal, (I/C Number: 960404-11-5874)

Hereby, declare that:

- This work has not previously been accepted in substance 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

January 2019,

The Head of Program,

Bachelor of Business Administration (Hons.) International Business,

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Bandaraya Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper titled “**Determinants of Purchase Intention to Buy Global Brands Cosmetic Among Millennial**” to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

NUR AINUL MARDIAH BINTI JAMAL

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Bachelor of Business Administration (Hons.) International Business

ABSTRACT

Since the past few decades, the cosmetic industry has been growing speedily and cosmetic industry is an industry that quick expanding globally. The increasing numbers of new cosmetic firms penetrating the market have thrived this beauty business and caused a greatly competitive environment. For that reason, cosmetic companies need to constantly develop their business activities with the aim to stay and draw the attention of new customers by creating values and meet their needs to comprehend and satisfy their customers. In Malaysia, the cosmetics industry is also rapidly growing at a yearly rate of 13% due to the number of working women are increasing, improved development and the rising of self-awareness as a result of education.

The purpose of this research is to investigate the influence of quality, country of origin, brand image and emotional value on the purchase intention to buy global brands cosmetic among millennial. The researcher distributed the questionnaire to collect 150 responses from millennial-aged 16-36 years old in Melaka. Data collected were analyzed by using multiple linear regression. The results found that emotional value positively influenced the purchase intention to buy global brands cosmetic. However, quality, country of origin and brand image are not significant. The findings might advantage cosmetics firms and marketers to well comprehend essential factors affecting cosmetics purchase intention among Malaysian consumers in order to better strive in the global and the domestic market.

Keyword: *Cosmetic, purchase intention, quality, country of origin, brand image, emotional value, millennial, global.*