



**A STUDY ON PURCHASE BEHAVIOR OF COSMETIC  
AMONG YOUTH FEMALE: A CASE STUDY IN BESUT,  
TERENGGANU**

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**DECEMBER 2014**

## LETTER OF TRANSMITTAL

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Dear Madam,

### **SUBMISSION OF PROJECT PAPER (ECO 663)**

With reference to the above matter, I am a student of BBA (HONS) Economic Business would like to hand in my project paper entitled "A STUDY ON PURCHASE BEHAVIOR OF COSMETIC AMONG FEMALE YOUTH: CASE STUDY IN BESUT, TERENGGANU" to fulfill the requirement as needed by the Faculty of Business Management, UniversitiTeknologi MARA.

Thank you.

Yours Sincerely

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## Acknowledgement

“ In the name of Allah, The Most Gracious and Peace be upon His Messenger the Holy Prophet Muhammad SAW “.

Alhamdulillah, first and foremost I would like to record my heartfelt and gratitude with all humanity to the Almighty Allah S.W.T for giving us strength, patience and interest in preparing this thesis. I would like to gratefully acknowledge the contribution of several people who have helped me to complete this project. This project is beneficial for me as it will give knowledge about how to start and finish this research.

Moreover, this research project would not have been possible without the support of many people. I would like to give the special thanks to my parent who had given full support mentally and financially. Besides that, I want to express my gratitude to my first advisor Madam SurayabintiHusin and my second examiner, Madam NorsilawatibintiMohd Hassan for the guide, advice, support and suggestion, cooperation and commitment in providing information which contribute a lot in finishing this final project. May the Lord give His blessings to them.

Last but not least, I would like to thank all the respondents, those who have spent their valuable time in filling out the questionnaire. During the progress of the research project, the respondents have given their valuable feedback on the protesting of questionnaire.

Once again, I am sincerely appreciate those who have direct and indirect assist me until bring this research study to its completion.

Wassalam.

## Table of Contents

Acknowledgement.....	i
Table of Content .....	ii-iv
List of Figure and Table .....	v
Abstract.....	vi

### Chapter 1: Introduction

1.0 Introduction .....	1
1.1 Background of Study.....	1-3
1.2 Problem Statement .....	4-5
1.3 Research Objective .....	6
1.4 Research Question .....	7
1.5 Theoretical framework.....	8
1.6 Research Hypothesis .....	8
1.6.1 Hypothesis 1 .....	9
1.6.2 Hypothesis 2 .....	9
1.6.3 Hypothesis 3 .....	9
1.6.4 Hypothesis 4 .....	10
1.7 Significance of Study .....	11
1.8 Definition of Term .....	12
1.8.1 Purchase Behavior .....	12
1.8.2 Cosmetic .....	12
1.8.3 Youth .....	12
1.8.4 Social Media .....	12
1.8.5 Consumer's Lifestyle.....	13
1.8.6 Product Attributes .....	13
1.8.6 Brand Image .....	13

## **Abstract**

This research was conducted to fulfill the requirement needed by the Faculty of Business Management, University of MARA Technology. The researcher had chosen the topic of “A Study on Purchase Behavior of Cosmetic among Female Youth: A Case Study in Besut, Terengganu”. The purpose of this study to investigate the determinants affecting consumer’s purchasing behavior towards cosmetic products among female youth nowadays. This study case had been conducted in Besut, Terengganu. The determinants consist of four attributes which are the independent variables in this research. The attributes are social media, consumer’s lifestyle, product attributes and brand image. Data from 80 respondents were used for the statistical analysis. The multiple linear regressions are used to estimate the influence related between dependent variable and independent variable. The result will help the researcher to determine whether the research has achieved the objective that has been set up earlier or not. After the research has done, this study achieves its objectives to investigate what are the determinants influencing the consumer purchasing. Based on findings and result analysis, the researcher can concluded that the social media, consumer’s lifestyle and product attributes have significant influence on purchase behavior of cosmetic among female youth.

**Keywords:** Purchase behavior, cosmetic, youth, social media, consumer’s lifestyle, product attributes and brand image.