



ONLINE REPURCHASE INTENTION OF LIPSTICK
AMONG FEMALE CONSUMER

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ABSTACT

This research is examines the determinations of the online repurchase towards lipsticks among female consumer. An online questionnaire was designed with a sample of 384 in online websites. The objectives of this research is to determine the factor influence consumer online purchase intention towards lipstick product. The analysis was done by keep Age, Profession, Time spent on online and Money spent on online. This research reveal important fact, which could be used by lipstick products manufacturer to identify the most influential factor among female consumer. Most respondent agree that Ewom would be the factor contribute online repurchase intention among female. Age 21-25 years old, felt that, it is important to get their family and friends to give reviews and ideas when online repurchase lipstick. Researcher develops an online survey by utilizing Google forms and distributed via social network such as Facebook and twitter. The researcher chooses to use Quota Sampling which is one of the non-probability sampling techniques. It is not every female in Kota Kinabalu Malaysia have the equal chances to be selected as the respondent. For this study, researcher is using the Statistical Package for the Social Science (SPSS) to analyse the data collected. Hypothesis testing result shows that 2 out of the three variables are significant which is price and ewom. From the findings indicates that, ewom is the most preferred to online repurchase of lipstick among female and price is the least important followed by convenience. Lastly, Marketers advise to extend and focus all age group in order to increase the sales of lipstick products among female.

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