



THE INFLUENCE OF WOMEN BUYING BEHAVIOR  
IN CHOSSING FACIAL SKIN CARE  
PRODUCT

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## **ABSTRACT**

This study examined the influence of women's buying behaviour in choosing facial skin care products in sepanggar area by investigating the interrelationship between the consumers buying behaviour influenced with brand personality, cognitive dissonance and the impact of television advertising in choosing the facial skin care product. The surveyed through a questionnaire consisting of 19 questions related to buying behaviour to 100 of women respondent. Using correlation analysis, the results of the study indicated that there was a significant relationship between the identifiable constructs as to the determinants affecting the purchase and usage of cosmetic.

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