

**CONSUMERS' ONLINE PURCHASE INTENTION
ON COSMETIC E-COMMERCE SITES**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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ABSTRACTS

E-commerce sites are a platform which had built a competitive market as online shopping in Malaysia had shown an importance growth over the years and is expected to grow for the future years. This makes it crucial for the business organizations to continue to be outstanding in order for them to be able to differentiate themselves from their competitors and to attract their potential consumers. In order to achieve that, these e-commerce sites should always monitor their online platform and improved them over time. Other than that, they are also must be able to create value for their customers and meet their demands. Therefore, the company should develop an understanding on their consumers' buying pattern and what triggered their purchase intention by investigating the consumers' online purchase intention. This research aims to examine consumers' online purchase intention on cosmetic e-commerce sites in the context of visitors of cosmetic e-commerce sites. A questionnaires survey has been conducted to test the hypothesis. Quantitative research approach has been adapted in this research by distributing online questionnaires. The sample of 255 respondents received through these questionnaires. The aim of this study is to find out whether trust, shopping enjoyment and website design influence consumers' online purchase intention on cosmetic e-commerce sites. Findings of this research will provide company with a better understanding on consumers' online purchase intention on cosmetic e-commerce sites which enable them to direct effective marketing strategies. The result shows that all three independent variables use in this research has positive significant effect on consumers' online purchase intention on cosmetic e-commerce sites.