



**PURCHASE INTENTION OF KOREAN COSMETIC  
PRODUCTS AMONG YOUTH IN KOTA SAMARAHAN**

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## ABSTRACT

*South Korean has become one of the trending country in Asia. Everyone wants to catch-up with their latest thing such as entertainment, cosmetic products and etc.. Korean cosmetic products seem to be effective and advance in technology for Asian people. Many Asian looking forward to Korean cosmetic products. The purpose of this study is to examine the relationship and determine the factors influencing purchase intention of Korean cosmetic products. 150 questionnaires were distributed in Kota Samarahan. The variable investigated are (a) advertisement; (b) celebrity endorser; (c) perceived value; and (d) perceived quality towards purchasing intention of Korean cosmetic products. The expected finding of this paper is there is a positive significant relationship between both independent and dependent variables with moderating variables of brand trust.*

**Keywords:** *Korean Cosmetic Products, Purchase Intention, Advertisement, Celebrity Endorser, Perceived Value, Perceived Quality*

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Preface

In Chapter 1 introduces the research area of the paper. This will highlighted background of the research, research problem, research questions, research objectives, scope of study, significant of the study and definition of term in order to provide an overall overview on research. This chapter also mentioned the limitation of the study and overall conclusion of the chapter.

### 1.2 Background of Study

As been said by Roman philosopher, Plautus, "A woman without paint is like food without salt." Cosmetics have been used since 10,000 BCE. (A History of Cosmetics from Ancient Times, 2016) For quite a long time, civilisations have utilised various types of cosmetics which they will use for religious customs, to improve magnificence and to promote great health. The usage of cosmetics can be evidential of a civilisation's consciousness such as a protection from the UV, social class, or its characteristics of beauty. (A History of Cosmetics from Ancient Times, 2016)

Adopted by the ACCSQ Product Working Group on Cosmetics, Association of Southeast Asia (ASEAN) has defined cosmetics as "any substance or preparation intended to be placed in contact with the external parts of the human body or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly for cleaning them, perfuming them, changing their appearance, and/or correcting body odors and/or protecting or keeping them in good condition". (Illustrative List of Cosmetic Products by Categories, 2008)