



THE FACTORS INFLUENCING CUSTOMERS' PURCHASE DECISION TOWARDS
KOREAN COSMETICS AMONG INTERNATIONAL BUSINESS STUDENTS OF UiTM
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ABSTRACT

The use of cosmetic products in this era has become so popular. Furthermore, consumers had been offered with so many kinds of cosmetic products, which come from different brands and come from different country. Each cosmetic products with different brands and from different country had their own originality and speciality. The objectives of this study is to examine the factors influencing customers' purchase decision towards Korean cosmetics among International Business students of UiTM (Melaka) Kampus Bandaraya. The factors include price, quality of product, promotion and advertising, and Korean wave. To accomplish the objectives, data were collected in UiTM (Melaka) Kampus Bandaraya. Sample size is 70 International Business students of UiTM (Melaka) Kampus Bandaraya. Based on the overall results, product is the most preferred among four factors for purchasing cosmetic products followed by price, Korean wave, and lastly promotion and advertising.