

Title of Thesis	A Study of Factors Influencing Female Young Adults' Purchase Intention of Cosmetic Products in Miri
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ABSTRACT

The Objective of this research paper is to study and identify the factors influencing female young adult purchase behavior of cosmetic product in Miri. This research is conducted in Miri. In order to improve the revenues of their new or existing products or services, marketing executives are interested in knowing more about the buying intention of customers. Therefore, associated data can be crucial in marketing decision-making in terms of consumer intention. Several factors are effective on the consumers' intention. Therefore, the purpose of this study is to explore the relationship between celebrity endorsement, product packaging, brand image, product price, and intention to purchase cosmetic products among Miri consumers for young adult female. The sampling method apply female young adult and the sample size determined up to 161 people. The data will be gathered via questionnaire and will be distribute through google form. This study will be useful for cosmetic company for future product development and readers will have knowledge and understandings on female young adults' preference in buying cosmetic products. A survey was conducted for data collection. All the data was collected by using survey questionnaires, which is quantitative research method. Microsoft excels spreadsheet would be used after the data were collected. From the research, four major findings had been found. Finally, this

research indirectly created several areas that could be carried out for future research on the findings. For further exploration or to make improvements for this study, different target of sampling, sample size and location might increase the accuracy and expectation results of the data analysis.