

UNIVERSITY TEKNOLOGI MARA

**STUDY OF CONSUMER BEHAVIOUR FOR ORAL CARE
PRODUCTS AMONG PHARMACY STUDENTS
UiTM PUNCAK ALAM**

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ABSTRACT

The significance of oral health has long been recognized worldwide to be an important and essential part of overall health. Good self-care of oral health among students would improve their daily performance. The main objective in this study is to identify the consumer behaviour of students on purchasing of oral care products. For this study, quantitative research analysis was adopted. A survey was conducted and 186 responded to the questionnaire through simple random sampling. Descriptive statistic and Chi-square were used to analyze data by using SPSS version 2.0. There are significance difference between gender and general knowledge in oral care products ($p = 0.009$) with female (62.4%) while male is 35.5%. About 97.8% respondents know what oral care products are. The most oral care product that most commonly used are toothpaste (39.5%), toothbrush (39.5%) and mouthwash (10.6%). In comparing year of study with the frequency of purchasing oral care product, there is significant difference ($p = 0.000$) with first year students (24.7%), second year (21.5%), third year (27.4%) and fourth year (percentage = 26.3%).

Conclusion : Majority of pharmacy students in UiTM Puncak Alam are generally concerned about the significance of oral health care and selecting appropriate oral care products of high quality to maintain their general well-being. It could be foreseen that this study might assist pharmacists in the community pharmacy to provide better services in relation to oral care products for the young consumers.

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CHAPTER 1

Introduction

1.1 Background of Study

The human mouth needs extra care compared to any other part of body as mouth is often diseased due to accumulation of bacteria. Food debris that remains in mouth after meals, undergoes fermentation and often cause injuries to teeth and their supporting structures [1] . However, by sustaining good oral hygiene, oral self-care practices have been proven to be effective to maintain good oral health, thus preventing possible oral health disease [2] .

There are several types of oral care products available in pharmacy such as toothpaste, toothbrush, dental floss, manual tooth brush, electrical tooth brush, mouthwash, breath freshener, lip balm and tooth whitener [3]. In our daily life, the most commonly used are toothpaste, tooth brush, breath freshener, lip balm and oral pain relief. A recent survey by Cassel shows online questionnaire emailed to retail pharmacist who subscribed *Drug Topics* reported that pharmacists often counsel patients on the oral pain relief products, lip balms and cold sore preparation products [3] . It has been known to many that the active ingredient in any oral care product play a major role in ensuring its efficacy. A recent study Dental Health Unit stated that fluoride is the most effective ingredient which could remove plaque accumulation between the teeth. Fluoride contains in oral care products especially for toothpaste