

**“THE REASONS & USAGE OF COSMETIC PRODUCTS
AMONG MALAYSIAN MEN”**



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“THE REASONS & USAGE OF COSMETIC PRODUCTS AMONG MALAYSIAN MEN”

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ABSTRACT

The behaviour and consumption behaviour and attitudes towards cosmetic products among men have been explored. This study focused on the use of cosmetic products among men and their reasons. The study was done at Hospital Raja Perempuan Zainab II, Kota Bharu, Kelantan. This study conducted to obtain a survey done to the population. The research study subjects were the male visitors who came to the out-patient pharmacy department of Hospital Raja Perempuan Zainab II, Kota Bharu, Kelantan on November 2016. They were chosen randomly and then were given a set of questionnaire for them to answer. The focus of this study is to find the use of cosmetic products among men and their reasons. From the 100 filled questionnaires managed to collect, the researcher when all through all of it and key in the data into Microsoft excel 2007 to get the results in chart forms. Expectedly, most of them (51%) used cosmetic products due to the influence of advertisement and other factors such as the ingredients of the product and celebrity influence also contributed to their usage of cosmetic products. This result should be an indicator to track the use of cosmetic products among Malaysian Men.

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