

Universiti Teknologi MARA  
Faculty of Administrative Science & Policy Studies

Bachelor of Administrative Science

PATTERN OF CONSUMPTION OF THE BEAUTY  
SUPPLEMENTS AMONG WOMEN

MOHAMAD WAFI BIN ISMAIL  
DGKU NUR HASNI PG DAMIT

2014355981  
2014766289

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## Abstract

Beauty supplement in our context of study can be identified as any medication that include pill, capsule, powdered, soft gel, liquid or either soluble in water or not is a supplement with the intention to improve the beauty. Some women do not know the effect of beauty supplements to them. The purpose of this study is to identify the pattern of consumption, to investigate the perception and to investigate the different between demographic profile and pattern of consumption of the beauty supplement among women. The criteria we use to identify the difference are age, income level, education level and residential area. The research conducted a survey through a questionnaire at the West coast division of Sabah. The questionnaire contents of the information regarding patterns of consumption of beauty supplement and this is the primary data for the study. Data was analyzed through descriptive statistic and inferential statistic. The pattern of consumption will help the law enforcement to enforce law regarding beauty supplement products.

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