اونيۏرسيتي تيكنولوڬي مارا
UNIVERSITI TEKNOLOGI MARA

PREFERENCE OF SKINCARE PRODUCT AMONG FEMALE STUDENT IN UiTM CAWANGAN KELANTAN

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CHAPTER ONE

INTRODUCTION

1.1   BACKGROUND OF STUDY

Skincare products refer to all products used for cleansing, massaging, moisturizing etc. of the skin especially the face or hands. The aim of such products are to maintain the body in good condition and protect it from the harmful effects of the environment. Skincare products also fall into the general category of cosmetics. Skincare products include cleanser, toners, moisturizers, sunscreen, serum and exfoliants.

People would like to be beautiful, healthy and good looking since external physical and face is the part of body which certainly everybody will see first. Clean and healthy skin will help people to develop positive self-confidence, that is why woman is user of skincare product since they are more concern and taking care about their skin.

Therefore, as study purpose, it is concern significantly to understand and know which factors have impacts of decision making toward purchasing skincare product among female students in UiTM Cawangan Kelantan. This research is studied in order to explore more about the skincare product that they used especially between drugstore product and local product and also to figure out which reasons and factors have highly impacts them to use the skincare products.

1.2   OBJECTIVES OF STUDY
The objectives in this study are written as below:

i.   To investigate how much money students spend their money to purchase skincare product per month
ii.   To examine the factors influencing female students to use skincare product.
iii. To analyze the awareness and the level of satisfaction of the female students towards skincare product
iv.   To identify effectiveness of various types of skincare product used by the students

CHAPTER TWO

METHODOLOGY

2.1   DESCRIPTION OF DATA

2.1.1   TARGET POPULATION

Population of the study can be defined as a population consists of all subjects (human or otherwise) that are being studied. In this study, the target population is all 4700 female students of Universiti Teknologi MARA Cawangan Kelantan.

2.1.2   SAMPLE

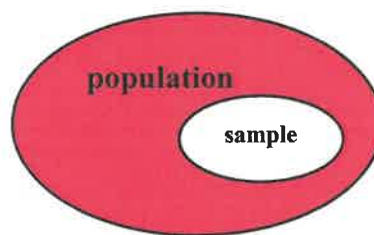The definition of sample is a group of subjects selected from a population.

Figure 1 Ilustration of population and sample

Figure 2 Raosoft

Based on the Raosoft, the sample size is 356.

However, to facilitate the study, the sample size for this study is only 137 since this study is a small scale study.