

UNIVERSITI TEKNOLOGI MARA

**AWARENESS OF PURCHASING SKIN CARE
PRODUCTS AMONG STUDENT: A CASE STUDY
AMONG STUDENT IN UITM KOTA BHARU**

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ABSTRACT

Nowadays, everyone wants to look flawless and has youthful face, but it is not impossible for them to achieve it. According to Krupp (2008), ladies spend about \$470 million a year on skin care products and they often purchase several products since they are using different products for their morning and night routines. This study was carried out to identify the factors that influence the awareness of purchasing skin care products among students in UiTM Kota Bharu. The objective in this study is to measure the relationship between the factors (internal influence, economic and marketing) and the awareness of purchasing skin care products among UiTM Kota Bharu students. The second objective is to determine the factors (internal influence, economic and marketing) that influence the awareness of purchasing skin care products among UiTM Kota Bharu students. The third objective is to study the mean difference in awareness of purchasing skin care product between two sources of income (PTPTN and family income) among students in UiTM Kota Bharu. The study used simple random sampling to select a sample of 221 respondents from UiTM Kota Bharu students. The study was conducted using self-administration questionnaire through Google form for different students' courses and semesters. This study decided to use multiple linear regression. In conclusion, the findings showed that there was a significant relationship between all variables and moderate positive linear relationship between internal influence (X1), economic factor (X2) and marketing factor (X3) towards awareness of purchasing skin care (Y). Next, the result showed that only two variables were significant to the model which included internal influence and marketing factor. Lastly, based on the findings, it can be concluded that there was no significant difference in awareness of purchasing skin care product between sources of income (PTPTN and family income) among students in UiTM Kota Bharu. It is recommended that future study increase the sample size to produce more effective results and findings.

Keywords: economic factor, internal influence, marketing factor, multiple linear regression, purchasing skin care

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

Nowadays, everyone wants to look flawless and has youthful face, but it is not impossible for them to achieve it. Maintaining and improving pores and skin fitness are the most important goals in acute and long-term care. Basic skin care can be defined as skin cleaning and application of products to maintain and enhance the skin's barrier function and integrity.

According to Krupp (2008), ladies spend about \$470 million a year on skin care products and they often purchase several products since they are using different products for their morning and night routines. Furthermore, anti-aging skin care products target older women due to the fact that they promise to remove brow lines, crow's toes, lip lines, smile lines, sagging skin, age spots, and dry skin that deliver-away a woman's actual age (Krupp, 2008).

Nowadays, cosmetic is one of the elements that help to enhance the beauty of a person. It has become a trend especially among ladies and teenagers to do skin care routine and apply cosmetics in their everyday life. Even during recession, the beauty and skincare product thrived since the demand for this product keeps on increasing despite the economics condition. Appearance is important in communication as it becomes a language to express their self-identity especially among teenagers.

Adolescence is a phase where human starts to change their appearance in order to prepare for their adulthood. Condition of the skin in the future depends on how the person treats their skin in their daily routine. Teenagers are one of the largest targets of marketing for cosmetic industry as they have higher demand for cosmetics in order to fulfil their desire to look beautiful.

There are three main types of skin which are normal, dry and oily skin. Normal skin refers to well-balanced skin and scientific term for healthy skin is endemic which is neither too oily nor too dry. However, dry skin is used to describe skin type that produces less sebum than normal skin. Sebum is an oily of the sebaceous glands located under the skins surface. In addition, dry skin also lacks lipids to retain moisture and dry skin can be detected through rough feel and looks