



UNIVERSITI TEKNOLOGI MARA

A STUDY ON WOMEN' S PREFERENCE
TOWARDS IMPORTED COSMETICS OVER
LOCAL PRODUCTS IN KOTA
KINABALU, SABAH

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ABSTRACT

This paper focuses on the women consumers' preference towards the usage of imported cosmetics products over the usage of local cosmetics in Kota Kinabalu. A self-administered questionnaire was designed as an instrument to gather information from the staff and employees of seven departments under the Ministry of Human Resources in Kota Kinabalu. A survey was conducted and 210 staff responded to the questionnaire. Reliability test, descriptive statistics and regression analyses were used to analyze the data collected. The results indicated that most respondents preferred imported cosmetics products due to their quality, brand image, product knowledge and halal have strong significant relationships towards the usage of the products. There were respondents who were aware of the halal cosmetics and personal care products in Malaysia. The results also showed that there were significant differences among the respondents' race and awareness towards imported and halal cosmetics and personal care products. This study provides the cosmetics industries with a greater understanding of the consumer behaviour relating to well-known imported cosmetics and local halal cosmetics and personal care products. This will help them to produce cosmetics products which can satisfy consumers' needs and wants and at the same time increase their profit and corporate social responsibility.

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