

UNIVERSITI TEKNOLOGI MARA

**THE LEVEL OF KNOWLEDGE, AWARENESS, AND
PRACTICES OF MAKEUP AMONG USERS**

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ABSTRACT

These days cosmetic utilization turns out to be increasingly an important part in our day by day life. In the meantime, makeup is generally employed as individuals would feel confidence when using it. There are various substances or items used to enhance the appearance of the look, scent, and shape of the body. The aim of the study was to explore the knowledge, awareness, and practices of makeup among users in the Seremban. The study was conducted on 200 respondents who wear makeup in Seremban. Data were collected through a researcher-designed questionnaire for assessing participant's knowledge, awareness, and practices. Data were tabulated and analyzed by SPSS, using descriptive analysis, Wilcoxon Signed Rank Test, Mann-Whitney Test, Spearman's correlation coefficient and Linear Regression. Results with the value of p-value less than 0.05 were considered statistically significant. The level of awareness has the highest mean and median compared to the level of practices and level of knowledge which is 46.35 and 48. Using Shapiro-Wilk, the study conclude that the normality test assumed to be the data is not normal. Both the Wilcoxon Signed Rank Test and Mann-Whitney Test showed the result with a p-value are less than 0.05. In addition, there is a weak positive correlation existed in both the level of knowledge and awareness (correlation coefficient = 0.265, p-value = 0.000) and, the level of knowledge and practices (correlation coefficient = 0.286, p-value = 0.000). The regression model is generally a good fit for the data as it is statistically significant. Therefore, it can be concluded that most of the respondents have a fair of knowledge about makeup, aware and frequently practice of choosing their makeup product.

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