

FACTORS INFLUENCING YOUTH AWARENESS ON  
COSMETICS PRODUCTS QUALITY IN INSTITUT  
LATIHAN KEMENTERIAN KESIHATAN MALAYSIA,  
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I have reviewed the final and complete research report and approve the submissions of the report for evaluation.

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## **DECLARATION**

I hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledged. If I later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

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## ABSTRACT

Nowadays, cosmetic is one of the elements that bring attractiveness to human. It is becoming a trend for most people to use cosmetic in their daily life regardless of which generation groups they belong to. While usage of cosmetic is at the increasing trend, some users are not very concerned and aware about the implications of cosmetics to their healthy body such as skin and physical outlook. The purpose of this study is to identify the factors influencing youth awareness on cosmetics products' quality in Institut Latihan Kementerian Kesihatan Malaysia, Sungai Petani Kedah. A cross sectional survey among students in Institut Latihan Kementerian Kesihatan Malaysia, Sungai Petani Kedah was applied and used in this study. The numbers of questionnaire distributed were 140 completed questionnaires but only 124 questionnaires were returned and useable. The data obtained were analyzed and these following findings were found out. The relationships of youth awareness on cosmetics products' quality, marketing strategy, social influences and knowledge of the products that are the variables in this study were further examined. Therefore, all of these relationships were found to be significant and this study also provides strong evidence that it is essential to raise the attention of youth to increase the awareness on cosmetics products' quality.

**Keywords:** *Cosmetics Quality, Cosmetics, Youth Awareness, Marketing Strategy, Social Influence, Knowledge of the Products*

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