



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA**

Bachelor of Administrative Science

Title of Proposal

**Usage of Personal Care Product and Impact On
Confidence Among Male Students in Kota Samarahan**

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Chapter one of this research consists of 10 parts including introduction as the first part of this study. Second part of this study is the background. It will be explaining the background of this study. Third part is problem statement. It stated the problem statement of this study and why the problem should be studied. This part is divided into two section which is theoretical and empirical problem statement. Next part is research questions. This part will list the research questions as the main question to be answer in this study. Fifth part is research objective. It listed down the objective of this research that needs to be achieved at the end of this study. Part six is the hypothesis. It listed down the entire hypothesis regarding to this study. Next part is significant. Under this part, it stated the important and benefits of this study toward readers and future researcher. Part seven will explain the scope of study where it states the target respondent, location and age range. Second last part is definition of terms. This part will be explaining the terms and keyword that always be mention in this study. Last part is conclusion. It will conclude this chapter and link this whole chapter with Chapter Two the Literature Review.

CHAPTER TWO

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

In this chapter, it consists of seven parts including Introduction. Second part of this chapter is Concept and Element that will explain the variables and the elements of this study. Third part will be explaining of Relationship between Independent and Dependent Variables that is based on previous studies and shows whether there is relationship between independent and dependent variables. Next part is Review of Related Study where it will be containing any studies and research that connected to this study. Second last part is Conceptual Framework and follows by the hypothesis of the personal care product. Lastly, the part of this chapter two is on the Conclusion that will conclude this chapter.