



**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**  
**BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)**

**FACTORS AFFECTING COSMETICS BUYING BEHAVIOUR AMONG  
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
STUDENTS IN UITM SARAWAK KAMPUS SAMARAHAN 2.**

**IVY DIANA JOE**

**2015419218**

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## **ABSTRACT**

This study attempts to study the factors affect cosmetics buying behaviour among Faculty of Administrative Science and Policy Studies students in UiTM Sarawak Kampus Samarahan 2. This research consists of seven factors (product quality, features and design of cosmetic product, brand name, store environment, service quality, advertising and promotion and price) and consumer buying behaviour. This research conducted according to the process to achieve the objectives.

A total of 200 respondents from Faculty of Administrative Science and Policy Studies participated in this study. A questionnaire survey is conducted to find the factors affect cosmetics buying behaviour among Faculty of Administrative Science and Policy Studies students.

In this study, objective of the research is divided into four which is to provide an overview of cosmetics market in UiTM Sarawak Kampus Samarahan 2, to identify the main types of cosmetic product purchased by the FSPPP students in UiTM Sarawak Kampus Samarahan 2, to determine the relationship between the factors and cosmetic buying behaviour among FSPPP students in UiTM Sarawak Kampus Samarahan 2 and To determine the main determinant of consumer purchasing behaviour FSPPP students in UiTM Sarawak Kampus Samarahan 2. In this research, the researchers use three different types of statistical test to measure the research objective and to support the research hypothesis.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

This chapter focuses on cosmetic usage in Malaysia to understanding factors affect cosmetics buying behaviour among Faculty of Administrative Science and Policy Studies students in UiTM Sarawak Kampus Samarahan 2. The presentation of this chapter begins with the research background, followed by the problem statement, research questions, research objectives, scope of the study, significant of the study and lastly the definition of terms and concepts used in this study.

### 1.1 Research Background

Nowadays, improvement of technology, science, society, economy and education provide people to have better standard of living and styles. Involving to the development of purchasing power in consumers and market trends that people more aware about hygiene and beauty (Souiden and Diagne, 2009). Nowadays, beauty care industry experience rapid growth in the world. This is because of the characteristic of the market is quite high by value and it attract many cosmetic companies to enter this market (Moungkhem and Surakiatpinyo, 2010).

Most of people nowadays would like to be beautiful, healthy and good looking. If we realized that we are living in set stereotypes that become models. In Malaysia, there are several beauty pageant that have been conducted and models are presented widespread all around us in our daily basis such as on the social media, fashion shows, at university or at workplaces. In addition, cosmetic not only enhances the physical appearance of person but also the confidence and assurance of individual and

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter provides a review of the literature on the factors that influence the consumption of cosmetic products among student in UiTM Sarawak Kampus Samarahan 2. This presentation of this chapter begins with Cosmetics Market in Malaysia, brand loyalty, factors of brand loyalty, consumer buying behaviour, conceptual framework

#### **2.1 Cosmetics Market in Malaysia**

The cosmetic industry in our country has been increasing and growing around world both developed and developing countries. It brings continuous growth in cosmetic industry that offers a good opportunity for those who are interested in cosmetics business to promote their cosmetics products (Ministry of Health Malaysia, 2009). The beauty and health market in Malaysia is increasing rapidly followed by the consumer expenditure rate on cosmetics and toiletries that also increasing during the last few years back. The Malaysia department of statistics (2014) stated that the total spending in cosmetics and toiletries is about US\$407 million in 2013. Among the sale of cosmetics and toiletries, skincare products also represented more than US\$229 million by value in 2013, followed by eye cosmetics color with value of US\$20.6 million and last but not least followed by Powder make-up, lip make-up preparation, Manicure and Pedicure.

According to Hassali (2015) in Malaysian Cosmetic Market: Current and Future Prospects, there are more than 60000 types of cosmetic's products available in