

Title of Thesis	A Study on Buying Behaviors of Female College Students on Cosmetic Products in Miri
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ABSTRACT

Women have inherent love of beauty. Cosmetics have become an essential needs and a routine tool for every women to make them more presentable. The purpose of this study is to examine buying behaviour of female college students on cosmetic products in Miri. This research indicated to more understanding of female college students' attitudes and buying behaviour towards cosmetics seems to be necessary. This study focused on investigating and analysing the purchasing patterns for female college students.

For this research, the researcher adopted quantitative method and the collection was through self-designed questionnaire to get the research data. The data are collected and analyse using simple statistic method.

The study revealed that the most of the respondents know Maybelline cosmetic brand compare to other brands. Besides that, respondents usually spend RM 50 to RM 150 on cosmetic products. The result indicated that the quality is an important factor taken into consideration by the female college students in buying cosmetic products. The results also show the place that female college students buy cosmetic products are from Watson or Guardian. The respondents were satisfied after they spend on cosmetic products.

From the results, the researcher suggests several recommendations for implemented. The recommendation advice sellers have to do more marketing on the brand, more promotion and increase the reputation of the brand. The seller also need to concern more on customer needs. Besides that, the cosmetic producers need to provide value of money into their product which is cosmetic consumer able to use the product for long term. The cosmetic company must design very good webpage and information online for them to check and review.

Future research could explore on male consumer or working adults in Miri. Future research can investigate buying behaviour of female college students on cosmetic products in other city not only limit in Miri. The research can explore use the others city college students to compare their buying behaviour on cosmetic product.