

Title of Thesis	A Study of Consumer Behaviour on Skin Care Products among Female Students in IBS College Miri
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ABSTRACT

Women have an inherent love of beauty. Skin care products have become an essential needs and a routine tool for every women's to make their skin healthier. The purpose of this study is to examine spending behaviour of female college students on skin care products in IBS College Miri. This research indicated to more understanding of female college student's level of awareness and spending behaviour towards skin care products seem 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 most of the respondents understand what skin care product is and understand the importance of the use of skin care products. Besides that, the study also shows that majority of the respondents purchase skin care products once every 3 months. Hence, most of the respondents understand that the ingredient and quality of the product is important than the price and the packaging. The result demonstrated that the respondent responds well towards the special discount offered.

From the result, the researcher suggests several recommendations for implemented. The recommendation advice the respondents who already have basic knowledge of skin care to do more research on the background of the brand and study the product that can effectively find the suitable product other than blindly follow other recommendations. Therefore, researcher also advice the seller finds more ways to do more offer lower price with good quality product. Finally, this research created several areas that could be carrying out for future in-depth research which focus the area of different ages groups and geographical not only within in IBS College Miri.