

Title of Thesis	A Study Of Buying Behavior On Cosmetic Products Among Ibs College Female Students
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ABSTRACT

The aim of this research report is to examine the buying behaviour on cosmetic products among IBS College female students. The research objectives are designed to meet the 4 research questions that have been created for this research. Researcher also developed self-designed questionnaire to collect the data from respondents. After that, the data collection is converted into graph bar and pie chat in order to understand the information more clearly.

From the data collected, the respondents use the skin care product the most among all cosmetic product categories. Besides, it is found that the people sounding play an important factor that affect the buying decision of the respondents. Besides, the respondents also important own perception of their buying behaviour on cosmetic products. Social media is also influenced the buying behaviour on cosmetic products through few attractive marketing strategic.

The first major finding of this study is the cosmetic products that most of the female respondents use often is skin care products with cheap price. Second major funding showed that the people surrounding such as family and friends are the factor that will influence buying decision of the respondents. Third major funding showed that the respondents are important own perception in final decision on purchasing. The fourth major funding showed that respondents prefer purchase in official page when shop online.

Therefore, from the findings, researcher has suggested several recommendations for implement. First, cosmetic supplier is suggested to launch the more skin care product at a reasonable price which below RM50 per product. Second, respondents are suggested to get advice from family or friends about the quality and relevant function of the cosmetic product if they are used it before. Third, cosmetic supplier also suggests to design the cosmetic product with great smell since respondents more favor on smell is most important element in

their personal perception. Fourth, cosmetic supplier also is suggest to create own official page in order to create convenience to respondents.

Lastly, geographical location for future research can be further explore to different college and university in Sarawak. Increase the number of research questions help to examine the more detail on the research topic. Another future study is research can study on other product which also enhance the beauty such as cosmetic surgery.