

Title of Thesis	A Study On The Spending Behaviour Of Cosmetic Products Among Female College Students In Miri
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ABSTRACT

This study aims to examine the spending behaviour of cosmetic products among female college students in Miri which includes the types of cosmetic products and brand of cosmetic products that the female college students usually use and purchase, how much are they willing to spend on cosmetic products and how social media affects the purchase of cosmetic products. The spending behaviour of cosmetic products among female college students are determined by using survey method whereby questionnaires were distributed to college students in Miri that use cosmetic products. The study revealed that most of the respondents agree the most common cosmetic product that they use is lipstick. The result also indicated that respondents usually prefer and would purchase drugstore cosmetic product brand which is Maybelline as they are only willing to spend between RM10 to RM50. Besides that, respondents agree that advertisements on social media makes them want to buy cosmetic products. From the result, the researcher suggests several recommendations to be implemented. The recommendation advice cosmetic products companies to come out with more trending colours lipstick, longer lasting lipsticks and also come out with a 2-in-1 coloured lipstick. Not only that, the researcher also suggests that other cosmetic products company should also come out with better marketing strategies, come out with more special cosmetic products with nicer packaging in order to compete with the competitor. Cosmetic Products Company should also sell their cosmetic products at an affordable price with a range of RM10 to RM50 and provide monthly discounts and promotions only for female college students. Lastly, cosmetic products company should do more advertisements on Instagram and Facebook since it is the two most frequently used social media by youths nowadays. Furthermore, future research can further explore the female working adult's spending

behaviour of cosmetic products. Besides that, future researchers can also conduct the research based on the comparison study between countries and different income group.