

Title of Thesis	A Study on Buying Behaviour of Young Female Adult on Facial Cosmetic Product in Miri
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### **ABSTRACT**

The purpose of this study is to examine young female adult buying behavior towards facial cosmetic products in Miri. 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 analyzed using simple statistic method.

Young female adults are using their facial cosmetic products with the different reasons such as increasing their self-confidence and to look attractive and younger. The decision of young female adults towards different brands of facial cosmetic products is influenced by the brand image, pricing, electronic word of mouth, product quality and advertisement.

Therefore, it is important for researcher to identify the buying behaviour of young female adults on facial cosmetic vis-a-vis brands available in the market. Study on facial cosmetic products can help young female adults to control over their feelings when there are make decision on buying facial cosmetic products. Young female adults were able to use their cash appropriately before them acting their own behaviour. Besides, young female adults need to choose the right way with their own financial condition when buying the facial cosmetic products.

Through this research, young female adults should be considered and analyze the facial cosmetic products before making suitable decisions of buying. The results were gaining more knowledge and information related to the level of consumption. Finally, this research can help to raise awareness of young female adults on how to impact them in buying different brands of facial cosmetic products they chosen.