

frame of conducting survey should be extended in order to for the researches to get sufficient time to distribute and collect from large number of respondents. Additionally, it is recommended that the future research need to equally conduct among all races and age, as well as equally distribute around the country regions in to gain more comprehensive finding.

Recommendation 2: Advertise Through Online Social Network

Nowadays, online social network like Facebook and Twitter have become popular and even a must has account for youth to get connected with their friends. Marketer should use more online social network for advertising and promoting personal care products. As Jupiter research (2007) found that online social network users were three times more likely to trust peer's opinions over advertising when making purchase decision. In short, purchasing behavior, and user review on personal care products and social network in order to gain publicity. Furthermore, it can increase environmental awareness and environmental concern among users of social network as well.

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