



Gen Z Customer Perception of SCARLETT Skincare Products: A Health Belief Model Analysis

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Abstract

Skincare has now become a primary need in all segments of society, particularly among women. SCARLETT is one of the most commonly used skincare products. SCARLETT is being used for a variety of purposes. The purpose of this study is to better understand the customer's communication experiences. The data for this study were gathered through in-depth interviews with five informants who used SCARLETT products, employing a qualitative technique. This study's research methodologies include descriptive qualitative and the interpretivism paradigm.

Keywords: *Skincare, SCARLETT, Perception, Health Belief Model*

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Table of Content

September 2024Statement of Authorship.....	1
Statement of Originality.....	3
Panel of Examiner Approval.....	4
Acknowledgements.....	5
Table of Content.....	6
List of Tables and Figures.....	8
Abstract.....	9
CHAPTER I.....	10
1.1 Background of Research.....	10
1.2 Research Question.....	15
1.3 Research Objectives.....	15
1.4 Significance of Research.....	15
CHAPTER II.....	16
2.1 Process of Perception.....	16
2.2 Health Belief Model.....	18
CHAPTER III.....	22
3.1 Research Methodology.....	22
3.2 Research Paradigm.....	22
3.3 Research Approach.....	23
3.4 Theoritical Framework.....	23
3.5 Data Collection Technique(s).....	23
3.6 Research Informants.....	24
3.7 Coding and Categorization.....	25
3.8 Triangulation Technique.....	25
CHAPTER IV.....	27
4.1 Perceived Susceptibility.....	29
4.2 Perceived Severity.....	30
4.3 Perceived Benefits.....	31
4.4 Perceived Barriers.....	33
4.5 Brand Image.....	34
CHAPTER V.....	36
5.1 Conclusion.....	36
5.2 Recommendations.....	36
References.....	37
Appendices.....	43
Interview Consent Form.....	43
Interview Questions.....	49
Interview Verbatim.....	51
A: Afni Fiqriyani.....	51
B: Ni Putu Diva Iswarani.....	62

B: Anindya.....	69
B: Cinta.....	77
B: Lysha Anindya.....	83
Coding Matrix.....	91