

IMAGE LIST

Figure 1.1 Estimated Skincare Users Chart 2014 – 2027	1
Figure 1.2 Sales Chart on Skincare Products	2
Figure 1.3 MSGLOW Skincare Products.....	2
Figure 1.4 Brand Ambassadors Influencers	3
Figure 1.5 Buying experience	5
Figure 2.1 Conceptual Framework.....	23
Figure 4.1 MSGlow Brand MURI Record Charter Submission	33
Figure 4.2 Characteristics of Respondents by Gender.....	35
Figure 4.3 Characteristics of Respondents Based on Age Type	35
Figure 4.4 Characteristics of Respondents Based on Buying Experience	36
Figure 4.5 Characteristics of Respondents Based on Employment Status	36
Figure 4.6 Heterokedasticite Test.....	41