



**FACTORS INFLUENCING INTENTION OF MUSLIM
CONSUMER TO PURCHASE HALAL COSMETIC PRODUCT**

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(MARKETING)

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"**

I, AIN SYUHADAH BINTI MOHD SAIT (950802-14-5930)

Hereby, declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____ Date: _____

LETTER OF TRANSMITTAL

Date:

Head of program

Bachelor of Business Administration (Hons.) Marketing

Faculty of Business and Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (MKT 672)

Enclosed here is the researched entitle "FACTORS INFLUENCING THE INTENTION OF MUSLIM CONSUMER TO PURCHASE HALAL COSMETIC PRODUCT" to fulfil requirement of Bachelor Administrative with Honours and also achieved the objective of the study.

Thank you,

Yours faithfully,

.....

(AIN SYUHADAH BINTI MOHD SAIT)

2016438348

BBA (HONS) MARKETING

ABSTRACT

The purpose of the research is to examine the factor that influencing the intention of Muslim consumers to purchase the halal cosmetic product in Gombak, Selangor that might be one of the most significant variables of Shariah law. One of the aims of this study is to expose factors that can influence the purchase intention. This study attempts to observe the factors that influence the relationship between the factors which are halal awareness, halal knowledge, religious beliefs, and halal certification and purchase intention towards halal cosmetic products. Primary data was collected through questionnaire by distributing to the consumers which stayed at Gombak, Selangor. Data analysis was completed using the statistical package for social science (SPSS). The analysis was done to achieve objectives of this study which are to identify the level of purchase intention on halal cosmetic products, to identify the significant relationship between halal awareness, halal knowledge, religious belief and halal certification with purchase intention and to identify the most influential factor towards purchase intention. Based on research findings, all variable (halal awareness, halal knowledge, religious belief, and halal certification) are positively significant with purchase intention. Lastly, the researcher hopes that this study will help the manufacturers know the important factors influencing consumers purchase intention toward halal cosmetics.

Keywords: Purchase intention, survey, Muslim, halal cosmetic products