A STUDY ON THE INTENTION TO PURCHASE HALAL COSMETICS PRODUCT AMONG GENERATION-Y

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JANUARY 2016
DECLARATION OF ORIGINAL WORK

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“DECLARATION OF ORIGINAL WORK”

I, Nurlyiana Binti Mohd Ali, (I/C Number: 920617-14-6408)

Hereby, declare that:

i) This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.

ii) This project paper is the result of my independent work and investigation, except where otherwise stated.

iii) All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge.

Signature: ___________________    Date:  January 2016
LETTER OF SUBMISSION

Date: 11 January 2016
The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
University Technology MARA Malacca City Campus
No. 110, Off Jalan Hang Tuah, 75300, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (MKT 669)

Enclosed here is the research study entitled ‘A STUDY ON THE INTENTION TO PURCHASE HALAL COSMETICS PRODUCT AMONG GENERATION-Y’ to fulfil the requirement as needed by the Faculty of Business Management, University Technology MARA (UiTM).

I hope this report will fulfil the requirement of Bachelor of Business Administration with Honours and also achieved the objectives of this study.

Thank you.

Yours Faithfully,

........................................
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# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>PARTICULAR</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE PAGE</td>
<td>i</td>
</tr>
<tr>
<td>DECLARATION OF ORIGINAL WORK</td>
<td>ii</td>
</tr>
<tr>
<td>LETTER OF SUBMISSION</td>
<td>iii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>iv</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>v-vi</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>vii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>viii</td>
</tr>
</tbody>
</table>

## CHAPTER 1

### 1.0 INTRODUCTION

1.1 Research Background 1 - 3
1.2 Problem Statement 4
1.3 Research Objectives 5
1.4 Research Questions 5
1.5 Significant of the Research 5 - 6
1.6 Limitations of Study 6

## CHAPTER 2

### 2.0 LITERATURE REVIEW

2.1 Halal Cosmetics 7 - 8
2.2 Generation-Y 8
2.3 Theory of Planned Behaviors (TPB) 9
2.4 Research Framework and Hypotheses Development 10
   2.4.1 Religiosity 10 - 11
   2.4.2 Knowledge 12
   2.4.3 Perceived Quality 13

## CHAPTER 3

### 3.0 RESEARCH METHODOLOGY

3.1 Population and Sample Selection 14
3.2 Research Instrument and Data Selection 15 - 16
3.3 Data Analysis Methods 16 - 17
ABSTRACT

The purpose of the study is to determine the level of intention to purchase Halal cosmetics product among Generation-Y. This study also identifies the antecedent factors that influence the intention to purchase Halal cosmetics product among Generation-Y. Knowledge and perceived quality have been found to influence Generation-Y to purchase Halal cosmetics product. The findings indicate that there is a relationship between independent variables (knowledge and perceived quality) and dependent variable. Meanwhile, this study found that there is no relationship between religiosity and dependent variable.

Key words: Halal cosmetics product, Generation-Y, purchase intention, Theory of Plan Behavior (TPB), Malaysia, religiosity, knowledge, perceived quality