

UNIVERSITI TEKNOLOGI MARA

**AWARENESS ON PURCHASING
HALAL COSMETICS AND PERSONAL
CARE PRODUCTS AMONG MUSLIM
STUDENTS: A STUDY AT UNIVERSITI
TEKNOLOGI MARA SHAH ALAM
CAMPUS**

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ABSTRACT

This study is being carried out to investigate the awareness on purchasing halal cosmetics and personal care products among Muslim students in Universiti Teknologi Mara Shah Alam campus. It emphasizes on the factors that contributes towards the awareness on purchasing halal cosmetics and personal care products..By conducting this research, the researcher could identify in what extent the factors will affect the awareness on purchasing halal cosmetics and personal care products. There are three factors that contribute towards the awareness on this study which are halal logo, religious belief and exposure. Apart from that this study shows how gender as moderating variable effects towards awareness. The validity and reliability of research instruments was established and data was collected from the Muslim students at Universiti Teknologi Mara Shah Alam campus. Pearson Product Moment correlation statistical, multiple regression analysis and PROCESS SPSS by Hayes was used to analyse the data in this study. Hence, the findings show that, there are relationships between halal logo, exposure and religious belief in UITM Shah Alam. Religious belief had been identified as the most important factor that contributes towards the awareness on purchasing halal cosmetics and personal care products and there is moderation effect between gender, exposure and awareness on purchasing halal cosmetics and personal care products.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter discusses the background of the study, problem statement, research objective, the research question that guides the whole study. The significance of the study also was highlighted in this chapter. Last but not least, this chapter also discusses the definition of terms, focusing on the study of awareness on purchasing Halal cosmetics and personal care products.

1.2 BACKGROUND OF THE STUDY

The number of Muslim population in the world has increased rapidly throughout the world. Nowadays, Muslim consumers become more concern on Halal aspects of the products that they want to consume. 23 percent of the global population is Muslim and about 1.8 billion consumers with 3 per cent per annum the average growth rate (The Pew Forum on Religion & Public Life). Due to that, Halal cosmetics and personal care products industry had become one the attention of the world now (Azreen Jihan and Rosidah, 2014). This is because due to the increasing awareness among Muslim consumers to consume Halal products in their daily life. As a result, the manufacturers and producer of cosmetics and personal care products are applying for Halal certification from the Islamic Development Department of Malaysia (JAKIM) in order to get the attention of the Muslim consumers to buy their products.

As indicated by (Teng, P.T. and Wan Jamaliah, 2013), cosmetics and individual care items are fundamental components in our everyday lives. Not just that, other potential factors that lead towards the development of Halal cosmetics and individual care items are because of the developing interest for safe, natural items that consent to the shoppers religious and cultural beliefs.