

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING
MILLENNIALS' PURCHASE
DECISIONS TOWARD HALAL
BEAUTY SUPPLEMENTS**

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ABSTRACT

This research investigates the factors that influence millennials' purchasing decisions regarding *halal* beauty supplements. In recent years, the global demand for *halal* beauty products has significantly increased, highlighting the need for businesses to understand the drivers behind millennial consumer behavior in this sector. The study seeks to expand the current body of knowledge by identifying and evaluating these key influencing factors.

A quantitative approach was used, starting with the development of a conceptual framework based on an in-depth review of literature on consumer behavior, beauty supplements, and *halal* products. Data were gathered through an online survey, which targeted a sample of millennials who had purchased *halal* beauty supplements, aiming to quantify and assess their preferences and motivations.

The research focused on various factors, including brand credibility, price sensitivity, social influence, product quality and effectiveness, ethical considerations, health and wellness concerns, and religious beliefs. The analysis revealed the importance of these factors and how they interact to shape millennial consumer behavior in this niche market. The findings provide valuable insights for manufacturers and retailers of *halal* beauty supplements, offering strategies to effectively reach millennials, a key demographic in the beauty industry.

This study contributes to a deeper understanding of the *halal* beauty market and millennial consumer behavior, offering practical recommendations for businesses to develop products and marketing strategies aligned with the preferences of this demographic. Additionally, the research addresses a gap in the existing literature on *halal* beauty supplements and sets the stage for future studies in this area.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Whereas "*Haram*" refers to things that are forbidden, limited, or unlawful, "*Halal*" in Arabic refers to things that are permitted and legitimate following Islamic law. These ideas touch on many aspects of life and go beyond straightforward food-related problems. Islamic doctrine, as disclosed in the Holy Quran, emphasizes the necessity to distinguish between actions that are allowed and prohibited, offering guidance and guidelines for followers. According to Saha, Rifat, and Shimanto (2019), this distinction extends beyond the realm of food consumption and includes other industries like medicine, where the usage of *Halal* goods is encouraged.

This chapter addresses the factors that affect millennials' purchasing decisions when it comes to *halal* beauty supplements. Aside from nutritional content, maintaining cleanliness and adhering to *Halal* regulations are crucial components of food intake. As such, it is advised to conduct a first inquiry to ascertain and evaluate these attributes, in addition to having conversations regarding the parameters of the research, its constraints, and key terms.

The global health and wellness industry has seen remarkable growth, driven by increasing consumer awareness of healthy lifestyles and ethical consumption (International, 2023). Malaysia has strategically positioned itself within the global *Halal* economy, extending the concept of *Halal* beyond food into various sectors such as pharmaceuticals, cosmetics, and beauty supplements (Shafie, S., Othman, & N., 2021). According to Azam et al. (2022), this evolution is part of Malaysia's broader effort to compete internationally by promoting products that align with religious principles while also addressing modern health trends.

In recent years, Malaysia has implemented a series of initiatives aimed at maintaining high standards in *Halal* certification, which have significantly contributed to its leadership in the *Halal* industry (Ismail, 2021). These efforts are reinforced by partnerships with international organizations, including the World Health Organization (WHO), which have been pivotal in enhancing the safety and quality of *Halal* health