



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

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DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
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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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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