

UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS OF CONSUMER INTENTION
TOWARDS HALAL COSMETIC PRODUCTS:
THE CASE OF COMMUNITY IN
GERIK, PERAK**

**UMI AZMIRA BINTI ROSLY
2016647834**

Final Year Project Paper submitted in fulfillment
of the requirements for the degree of
**Bachelor of Business Administration
(Islamic Banking)**

Faculty of Business and Management

December 2018

AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

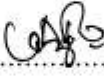
Name of Student : Umi Azmira Binti Rosly

Student I.D. No. : 2016647834

Programme : Bachelor of Business and Administration (Hons)
Islamic Banking.

Faculty : Business and Management

Thesis : Determinants of Consumer Intention Towards Halal
Cosmetic Products: The Case of Community in Gerik,
Perak.

Signature of Student : 

Date : December 2018

ABSTRACT

The objective of this paper is to identify the major determinants of consumer intention towards halal cosmetic products. For this research, the dependent variable is the determinants of consumer intention towards halal cosmetic products and the independent variables are religiosity, knowledge and attitudes. This research uses a quantitative research method where a total amount of 150 questionnaires were distributed to the consumer in the area of Gerik, Perak. A simple random sampling was used to obtain information. The data which is primary data was being collected through questionnaire either through face to face or mail. The data also were analysed using IBM Statistics Package for Social Science (SPSS) version 22. The result was analysed by using the descriptive statistical test, reliability test, correlation analysis and regression analysis from a sample size of 150 respondents who is the resident at Gerik, Perak. Cronbach's Alpha reliability test is performed for each variable. The entire variable has a good and acceptable Cronbach's Alpha value. This study found that there were significant relationship between religiosity, knowledge and attitudes with consumer intention. From the previous study, it indicates that there is a positive relationship between attitude and intention to choose Halal cosmetic products. The findings of the result from regression analysis indicated that attitudes were the major determinants of consumer intention towards halal cosmetic products. The implication of this study is to ensure that consumers who used the cosmetic products must look for the existence of halal logo stamped on the products so that the products can be surely being used especially for the Muslim consumers. Other than that, it can also help the consumer to make the right decision when making purchasing decision.

Keywords: Consumer Intention, Religiosity, Knowledge, Attitudes, Halal Products

ACKNOWLEDGEMENT

Firstly, I wish to thank God for giving me the opportunity to embark on my degree and for completing this long and challenging journey successfully. My gratitude and thanks go to my advisor Miss Nurulashikin Binti Romli for all the precious advice and guidance provided. Her patience in guiding and motivating me in this project has contributed to the greatly success of this project.

My appreciation goes to the coordinator of Thesis UiTM Segamat, Madam Zuraidah Binti Sipon for the approval of my thesis topic and guidance for making this thesis. In addition, I would like to thank to the lecturer of subject Research Methodology Madam Jaslin Binti Md Dahlan, and the panels during my presentation which are Madam Nur 'Asyiqin Binti Ramdhan and Madam Rabiatal Adawiyah Binti Kamarulzaman. Next, my appreciation goes to my supervisor, Encik Amirudin Bin Osman, crew members of Majlis Agama dan Adat Melayu Perak and the community in Gerik Perak who provided the facilities and assistance during sampling. Special thanks to my colleagues and friends for helping me with this project.

Finally, this thesis is dedicated to my lovely father, Encik Rosly Bin Yusoff and my lovely mother, Puan Roslina Binti Arshad for the vision and determination to educate me. This piece of victory is dedicated to both of you.
Alhamdulillah.

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF SYMBOLS	ix
LIST OF ABBREVIATIONS	x
CHAPTER ONE INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	2
1.3 Problem Statement	5
1.4 Research Questions	8
1.5 Research Objectives	8
1.6 Significance of the Study	8
1.7 Scope of the Study	10
1.8 Limitation of the Study	10
1.9 Definition of Key Terms	11
1.10 Summary	13
CHAPTER TWO LITERATURE REVIEW	14
2.1 Introduction	14
2.2 Consumer Intention	15
2.3 Religiosity	20
2.4 Knowledge	25
2.5 Attitudes	30
2.6 Theoretical/Research Framework	36
2.7 Summary	38