

UNIVERSITI TEKNOLOGI MARA

**THE AWARENESS OF HALAL COSMETICS AMONG MUSLIMS
RESPONDENTS IN SEREMBAN**

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ABSTRACT

Halal cosmetics are products that need not have any human parts or elements such as animals that are prohibited to Muslims like pork or by-products of animals not butchered according to Syariah law. The past research has consistently shown that consumers lack awareness in purchasing halal cosmetic. In Malaysia, some of the Muslim consumers are still unaware of the different halal and non-halal cosmetic products. So, this paper aims to measure the level of awareness or the use of halal cosmetics among Muslim and to investigate the significance of the factors namely attitude, subjective norm, brand awareness and perceived behavioral control in contributing to the intention of purchasing halal cosmetics. This study interprets 1 until 4 as low awareness, 4 until 8 as medium awareness while 8 until 10 as high awareness. The result of spearman correlation shows that there is correlation between attitude and purchase intention. Structural Equation Modeling (SEM) was used to check on which factors that are associated with purchase intention and it show that all factors have effects on purchase intention except attitude. Thus, based on the factor that were identified, the Muslim in Seremban were affected by subjective norm, brand awareness and perceived behavioral control.

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TABLE OF CONTENTS

TOPIC	PAGE
ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	viii
LIST OF APPENDICES	x
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	4
1.3 Research Objective	4
1.4 Research Question	5
1.5 Research Hypothesis	5
1.6 Scope and Limitation of the Study	6
1.7 Significance of Study	6
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	7
2.2 Concept Awareness of Halal Cosmetic	7
2.3 Purchase Intention	8
2.4 Attitude	9
2.5 Subjective Norm	10
2.6 Religious	10
2.7 Perceived Behavioural Control	12

2.8	Brand Awareness	13
2.9	Methodology	13
2.10	Conclusions	13

CHAPTER 3: METHODOLOGY

3.1	Introduction	15
3.2	Research Design	15
3.3	Research Population and Sample	15
3.4	Sampling Method	15
3.5	Data Collection Method	16
3.6	Research Instrument	16
3.7	Theoretical Framework	17
3.8	Pilot Study	18
3.9	Data Analysis	18
3.9.1	Software	18
3.9.2	Reliability Statistics	19
3.9.3	Descriptive Analysis	19
3.9.4	Normality test	19
3.9.5	Independent Sample T-Test	20
3.9.6	Structural Equation Modelling (SEM)	21
3.9.7	Summary of Data Analysis	25

CHAPTER 4: RESULTS AND ANALYSIS

4.1	Introduction	26
4.2	Reliability Statistics	26
4.3	Descriptive Statistics	27
4.3.1	Age	27
4.3.2	Level of Education	28