



UITM SABAH STUDENT'S AWARENESS TOWARDS
THE HALAL BEAUTY PRODUCTS

NORAINI BINTI MOHD YUNUS
2013700845

BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU
SABAH

DECEMBER 2015

ACKNOWLEDGEMENTS



In the name of Allah, the most gracious and merciful, all praise for His mercy, guidance and loving care which have been given to me so this thesis entitled “UiTM Sabah Student’s Awareness towards the Halal Beauty Products” could be completed well. First of all, I would like to thank my advisor, Pn Faridah Mohd Shah for her great care, patience, comments and suggestions in guiding me in the process of preparing this thesis until it appeared as it should be as well as my second examiner, PM Hjh. Rosdiana Hj. Sukardi. My thesis would not have been possible without their helps.

I would also like to thank my parents and my siblings as well. They were always supporting me, encouraging me with their best wishes and stood by me through good and bad times. Not forget to all my fellow classmates, thank you for keep cheering me up throughout the process of preparing my thesis. Last but not least, I thank an organization, Sabah Land Development Board (SLDB) for giving me the opportunity to do my practical training there. It was such a great experience for me. Once again, thank you very much as my thesis would not have been possible without their helps.

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT.....	viii

CHAPTER 1 INTRODUCTION

1.1 Background of Study.....	1-3
1.2 Problem Statement	3-4
1.3 Research Questions	4
1.4 Research Objective.....	4-5
1.5 Scope of Study	5
1.6 Significant of the Study.....	5
1.6.1 The researcher	5
1.6.2 Marketer's perspective.....	5
1.6.3 Authorities' perspective	6
1.7 Limitations of the Study	6
1.7.1 Respondents' participants	6
1.7.2 Resource constraints	6
1.7.3 Halal issue is a sensitive subject	7
1.7.4 Lack of experience	7

CHAPTER 2 LITERATURE REVIEW

2.1 Brand equity	8-9
------------------------	-----

2.2	Religion belief.....	9-10
2.3	Knowledge	11-13
2.4	Awareness	13
2.5	Theoretical Framework Adopted from Literature	14
2.6	Hypotheses Development.....	14-15

CHAPTER 3 RESEARCH METHODOLOGY

3.1	Source of Data.....	16
3.1.1	Primary Data	16
3.1.2	Secondary Data	16
3.1.3	Questionnaires.....	17
3.2	Research Design.....	17
3.2.1	Descriptive	17
3.3	Research Instrument.....	18
3.3.1	Questionnaire	18-19
3.4	Sampling.....	20
3.4.1	Population	20
3.4.2	Elements.....	20
3.4.3	Sampling Frame	20
3.4.4	Sample.....	20

CHAPTER 4 DATA ANALYSIS & FINDINGS

4.1	Frequency Distribution: Respondent's Profile.....	21
4.1.1	Gender.....	21
4.1.2	Age.....	22
4.1.3	Race.....	23
4.1.4	Marital Status	24
4.1.5	Education	25
4.1.6	Religion.....	26
4.1.7	Programs	27

ABSTRACT

In Malaysia, the growth of beauty products are rapidly increasing year by year whether it is local or from other countries. The product is made of from various ingredient that categorized Halal and non-Halal. Youth especially Muslim students tend to buy a beauty products without really concern and aware about the concept of Halal that they must understand and follow. Thus, this study was conducted to get a clear picture on how factors such as brand equity, religion belief and knowledge can contribute to UiTM Sabah Student's awareness towards the Halal beauty products. In addition, this study is a descriptive and quantitative which the respondents for this study were students in UiTM Sabah campus area. The total respondents were 120 respondents. In this study, the researcher used questionnaires to gather all the data necessary and the findings were analyzed using SPSS Statistic Data Editor. Finally, the discussion derived from the findings suggested several recommendations and suggestion for future research.