



**NON-MUSLIM'S PERCEPTION TOWARDS PURCHASING HALAL
COSMETICS PRODUCT**

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ABSTRACT

This study is about non-Muslims perception towards purchasing halal cosmetics product. The purpose of this study is to determine the non-Muslims perception towards halal cosmetics product, to describe the non-Muslims intention to purchase halal cosmetics product and to investigate the relationship between non-Muslims perception towards purchasing halal cosmetics product and non-Muslims intention to purchase halal cosmetics product. The data set is collected through self-administered questionnaire and convenient non-probability random sampling method. A sample of 168 questionnaires was collected from non-Muslims respondents conveniently by their attire in Wilayah Persekutuan, Kuala Lumpur. Data obtained were then analyzed using Statistical Package for Social Science (SPSS). The finding revealed that there is a significant relationship between non-Muslims perception towards purchasing halal cosmetics product and non-Muslims intention to purchase halal cosmetics product. The results indicate that the non-Muslims attitude, subjective norm, and perceived behavioural control were found to be positive influence on intention to purchase halal cosmetics product. Other than that, non-Muslims perception towards halal cosmetics product has a very strong and positive relationship between non-Muslims intention to purchase halal cosmetics product. Moreover, this research reveals that non-Muslims perception towards halal cosmetics product affects the non-Muslims intention to purchase halal cosmetics product.

TABLE OF CONTENTS

	Page
Original Literature Work Declaration	ii
Abstract	iii
Acknowledgement	iv
Table of Contents	v
List of Appendices	vii
List of Figures	viii
List of Tables	viii

CHAPTER 1: INTRODUCTION

1.1: Introduction	1
1.2: Background of the Study	2
1.3: Research Problem	3-4
1.4: Research Objectives	4
1.5: Research Questions	5
1.6: Scope of Study	5
1.7: Definition of Terms	6
1.7.1: Halal	6
1.7.2: Perception	6
1.7.3: Attitude	6
1.7.4: Subjective Norm	7
1.7.5: Perceived Behavioural Control	7
1.8: Chapter Summary	8

CHAPTER 2: LITERATURE REVIEW

2.1: Introduction	9-10
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CHAPTER 1

INTRODUCTION

1.1 Introduction

As indicated by Azmawani Abd Rahman, Halal in Arabic point of view signifies "permissible" or "legal". While, the inverse of Halal is Haram (Alam and Sayuti, 2011b; Wilson and Liu, 2010). The general comprehension is that halal items should not be polluted with pork or liquor and that domesticated animals ought to be butchered in a way complying with the Islamic Shariah law. As indicated by Azmawani Abd Rahman, halal's expansion quickly with fame can be connected to religious extreme and enthusiastic feeling and to convictions that it is cleaner, more advantageous and more delectable (Al-Harran and Low, 2008). The zone of halal is not exclusively centered on food but rather may reach out to plan to be spent and afterward supplanted, for example, toiletries, pharmaceutical, cosmetics and administrations including account, ventures and business. As per Azmawani Abd Rahman, the worldwide Muslim population is roughly 1.6 billion, which is equivalent to 23 percent of the total populace (Ireland and Rajabzadeh, 2011, Lada et al, 2009; The Philippine Star, March 2014). The worldwide business for halal way of life is evaluated to be worth \$1.62 trillion in 2012 and anticipated that would reach \$2.47 trillion by 2018 (State of the Global Islamic Economy, 2013 Report). Beauty care products and individual care part has risen as one of most noticeable and quickest developing business sector. For example, in 2012 alone, Muslim buyers burned through \$26 billion on restorative utilization and this consumption is required to develop to \$39 billion by 2018 (State of the Global Islamic Economy, 2013 Report).

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Literature review is a documentation of a far-reaching survey of the distributed and unpublished work from optional wellsprings of information in the regions of particular enthusiasm to the analyst, for example, the articles, diaries, and Internet. Past research on the wonder under scrutiny must assume enter part during the time spent issue definition. With that, scientist writing survey will discuss about Non-Muslim Perception Towards Halal Cosmetics Product and what their factors. What's more, scientist will discuss what the state of mind, subjective standard and saw behavioral control.

Essentially, halal cosmetics worldwide are on the ascent driven by more affluent Muslim buyers as well as developing enthusiasm for high caliber and safe items. Other than that, wearing halal cosmetics product is flawed for Muslim ladies and under verbal confrontation to the individuals who do wear will incline toward pork and liquor free products. For determination and its comparing basic leadership process are regularly molded by the overarching social standards and practices, with religion serving as a noteworthy establishment in the approach. "Halal" is gotten from Arabic dialect that implies authorization in law (Wilson and Liu, 2010). All the more particularly, halal alludes to adequate to devour by the Muslims. Nonetheless, as indicated by Rehman and Shabbi (2010), halal idea complies with the Shariah rules, which obviously determine what Muslims can and can't acknowledge. In light of the halal perspective, one must not utilize unsafe fixings, misuse of work and environment for unlawful utilize. Along these lines the term is not subjected to just beautifying agents item and incorporates the entire range of a