

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**THE ASSESSMENT OF KNOWLEDGE, ATTITUDE  
AND PRACTICE (KAP) TOWARD HALAL AND  
HARAM ISSUES ON COSMETIC PRODUCTS  
AMONG MUSLIM STUDENTS IN UiTM PUNCAK  
ALAM**

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## ABSTRACT

Cosmetics are our daily life products that we cannot avoid but to use them every day. Cosmetic products range from skin care products, toiletries, hair care products, color cosmetics, deodorants, perfumes and many more. However, many cosmetic products that available in the market are most likely produced by non-Muslims. This leave Muslims all over the world with no choice but become dependent on products made by them. Because of this, the halalness of the most of the products is still in uncertainty. The objective of this study is intended to evaluate the knowledge, attitudes and practice (KAP) on halal or haram issues with regards to cosmetics products among Muslim students. A cross-sectional study involving distribution of a set of questionnaire consisted of 28 questions regarding knowledge, attitude and practice on halalness of the cosmetics was done among 410 Muslim subjects at UiTMPuncakAlam. The result was then analysed by using Statistical Package for the Social Sciences (SPSS) program software version 19. Findings revealed that 79.8% of the subjects were moderate in knowledge, 92.9% of them has highly positive attitude towards this issue and 84.6% have good practice. Cronbach's Alpha value for each of KAP components are 0.726, 0.828 and 0.745. There were no significant different ( $p>0.05$ ) found between KAP components and the spending pattern and also between the KAP components themselves except for knowledge and practice ( $p=0.000$ ) and attitude and practice ( $p=0.040$ ). The findings suggested that strengthening in public education regarding halal issues will highly improve the knowledge on halal cosmetics, public attitude towards the issue as well as their practice.

Keywords: Knowledge, Attitude, Practice, Muslims, Halal cosmetics.

## CHAPTER 1:

### INTRODUCTION

#### 1.1 Overview

Nowadays, halal issue has become a great concern among the world population. The word halal comes from Arabic phrase which can be defined as allowed or permitted by Islamic Law (“Halal Definition,” 2011). It means that any objects or actions that are to be complied or used should be in accordance to Islamic Law (Husain, Abd. Ghani, Mohammad, & Mehad, 2012). Islam calls for its followers to seek for ‘*HalalanToyyiban*’. It says that Islam allows and asks for its believers to consume or to practice any action or subjects as long as it is safe and it brings no harm to the doers.

The opposite concept of halal is haram which means forbidden or prohibited to be practiced or consumed (“Halal Industry Development Corporation - Halalan Toyyiban,” 2011). This means that, as a Muslim, someone should not consume or do and must stay away from doing or consuming things that are classified as haram. In terms of food, all food is considered halal, unless it is stated in al-Quran that the source of the food is haram. Meanwhile, the category that falls in between halal and haram concept is syubhah. Any type of products or actions is considered as syubhah when it is questionable and doubtful.