



**FACTORS INFLUENCING THE USAGE OF HALAL COSMETICS AMONG PUBLIC
UNIVERSITY STUDENTS**

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DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
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“DECLARATION OF ORIGINAL WORK”**

I, NUR HAFIZAH BINTI MOHD ISMAIL,

Hereby, declare that:

- This research paper is authentic and purely based on my own independent work.
- This paper has not previously been submitted for any other degrees and studies.
- All the information that has been gathered from other research studies have been acknowledged by citation and proper referencing.

Signature: _____

Date: _____

ACKNOWLEDGEMENT

Alhamdulillah will all Allah blessing I manage to complete this study in order to fulfill my degree. In order for me to complete this study I have faced some difficulties and challenges but I will take that as an experience which can be very useful to be apply in future. I would like to so say thank you to my beloved advisor, Miss Munirah Mohamed because she have help a lot In completing this researcher. She always gives a good moral support and knowledge regarding my study. In addition, I would also like thank Sir Mohd Isham Abidin, who is my 2nd examiner for evaluating me and provide me very useful tips in order for me to complete and improvise my research paper.

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ABSTRACT

This study is conducted in order to know the relationship between independent variables: product characteristics, social influence, and consumer innovativeness with dependent variables which is usage of halal cosmetics. There are four hypothesis made by the researcher in order to know the relationship between the independent and dependent variables. The questionnaire was distributed and the data were collected from 196 to 205 respondents. The researcher have conducted this study using the respondent among International Business students in UiTM Cawangan Melaka Kampus Bandaraya Melaka and their age range is between 19 years old to 30 years old. As the data is attained by the researcher from the questionnaire that is being distributed earlier, it will be analyzed using Statistical Package for the Social Sciences (SPSS). At the end of this research, the researcher will provide some recommendations that are seem too be useful based on the finding that is being gathered. From this study, we are able to know the various factor that influencing the usage of halal cosmetics which can benefit future marketers and also consumer who are looking forward to know more about halal cosmetics in Malaysia.

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