



**FACTORS INFLUENCING THE ADOPTION OF HALAL COSMETICS
AMONG YOUNG GENERATION IN MELAKA**

FATIN AQILAH BINTI SALIM

2015126895

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS & MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2018

**FACTORS INFLUENCING THE ADOPTION OF HALAL COSMETICS
AMONG YOUNG GENERATION IN MELAKA**

FATIN AQILAH BINTI SALIM

2015126895

**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honors (Marketing)**

**FACULTY OF BUSINESS & MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONORS (MARKETING)
FACULTY OF BUSINESS & MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, FATIN AQILAH BINTI SALIM, (I/C Number: 930524-04-5332)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

January 2018

Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business & Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT662)

With reference to the above matter, I would like to hand in my project entitled **“FACTORS INFLUENCING THE ADOPTION OF HALAL COSMETICS AMONG YOUNG GENERATION IN MELAKA”** to fulfill the requirement as needed by the Business & Management, Universiti Teknologi Mara.

Thank You.

Yours Sincerely,

(Fatin Aqilah Binti Salim)

2015126895

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Topic for this study is factors influencing the adoption of Halal cosmetics among young generation in Melaka. The research is based on sample of 100 respondents and the objective is to determine how product characteristics, social influence, and consumer innovativeness influencing the adoption of Halal cosmetics. As the results show that product characteristics, social influence, and consumer innovativeness have impact on the adoption of Halal cosmetics. Based on three variables, product characteristics are the most influential factors towards the adoption of Halal cosmetics.

Key words: *The Adoption of Halal Cosmetics, Product Characteristics, Social Influence, Consumer Innovativeness.*