



**DETERMINANTS AFFECTING THE USAGE OF HALAL COSMETICS AMONG
MILLENNIAL IN MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, ANIS ADILAH BINTI AMINUDIN, (I/C Number: 950415-01-6100)

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

6TH JANUARY 2020

Madam Khalilah Binti Ibrahim

Lecturer of UiTM Cawangan Melaka Kampus Bandaraya Melaka

Faculty of Business Management

Universiti Teknologi MARA Cawangan Melaka

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah, 75300, Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled: “**DETERMINANTS AFFECTING THE USAGE OF HALAL COSMETICS AMONG MILLENNIAL IN MELAKA**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Yours sincerely,

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ANIS ADILAH BINTI AMINUDIN

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Bachelor of Business Administration (Hons) International Business

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ABSTRACT

In Malaysia, the demand of Halal cosmetics and personal care products are growing rapidly. However, there are only few Halal cosmetics brand with Halal certification in the Malaysia cosmetics market. Therefore, this study is seeks to examine the determinants affecting the usage of Halal cosmetics among millennial in Melaka. The independent variable that been examined in this study are awareness and understanding, perceived attributes of innovation, product characteristics and social influence. The data were collected from 216 respondents by using convenience sampling. The findings of this project paper indicate that two independent variables which are product characteristic and social influence have significant relationship with the usage of Halal cosmetics among millennial in Melaka. The outcomes can be useful to several parties such as government, cosmetics company, the future researcher to ensure that sector of Halal cosmetics and personal care can be expand successfully in Malaysia.

Keywords: *Halal Cosmetics, Awareness and Understanding, Perceived Attributes Of Innovation, Product Characteristics, Social Influence*