UNIVERSITI TEKNOLOGI MARA

THE AWARENESS OF HALAL COSMETICS AMONG MUSLIMS RESPONDENTS IN SEREMBAN

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ABSTRACT

Halal cosmetics are products that need not have any human parts or elements such as animals that are prohibited to Muslims like pork or by-products of animals not butchered according to Syariah law. The past research has consistently shown that consumers lack awareness in purchasing halal cosmetic. In Malaysia, some of the Muslim consumers are still unaware of the different halal and non-halal cosmetic products. So, this paper aims to measure the level of awareness or the use of halal cosmetics among Muslim and to investigate the significance of the factors namely attitude, subjective norm, brand awareness and perceived behavioral control in contributing to the intention of purchasing halal cosmetics. This study interprets 1 until 4 as low awareness, 4 until 8 as medium awareness while 8 until 10 as high awareness. The result of spearman correlation shows that there is correlation between attitude and purchase intention. Structural Equation Modeling (SEM) was used to check on which factors that are associated with purchase intention and it show that all factors have effects on purchase intention except attitude. Thus, based on the factor that were identified, the Muslim in Seremban were affected by subjective norm, brand awareness and perceived behavioral control.
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