

**AWARENESS ON HALAL COSMETICS AMONG STUDENTS
UiTM PAHANG**

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ABSTRACT

This paper is to discuss about the level of awareness on halal cosmetics. Using questionnaire surveys on respondents from Bachelor Degree program from six faculties available at UiTM Jengka, we will discuss more on their level of awareness on halal cosmetics and to find out whether there is relationship between the level of knowledge and behavioral intention of using halal cosmetics. Based on the finding, shows that most of the respondents are aware about the halal cosmetics and only few of them do not aware about halal cosmetics. This is a good situation where majority of the respondents are aware about the halal cosmetics and the number may increase further in future. Thus it will give a big impact towards the buying behavior towards the halal cosmetics and a good opportunity for the halal cosmetics producers to produce more halal products for the use of their consumer. According to the finding, majority of respondents also shows that they have the strong intention to continue using halal cosmetics in the future. Thus, the hypermarket should ensure the availability of halal cosmetics at their outlet, to make it accessible by the consumers who are prefer to use halal cosmetics in their daily live. For the future research, it will be best if the researcher study and investigate further about the relationship between halal logo with purchasing behavior by using respondents from various places and ages.

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